Ethan Zhu

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Attn: **Nature Conservancy Canada**

Dear Hiring Manager,

I am writing to express my interest in the Coordinator, Conservation Data and Projects position at Nature Conservancy Canada as advertised.

With a Bachelor of Science in Quantitative Finance from the University of Toronto and a strong background in data analytics, project management, and business intelligence, I am excited about the opportunity to contribute to your organization's critical conservation efforts.

Throughout my career, I have honed my skills in

1> Collecting requirements, data visualization, and implementing data-driven strategies to inform decision-making

2> My experience as a Data Analyst Contractor with EDP Inc. involved evaluating campaign performance through KPIs and designing interactive dashboards,

Attached to this letter, you will find snapshots of PowerBI dashboards from my portfolio. These examples highlight my ability to model, measure, analyze, and track data effectively—a critical component of the Coordinator role.

My proficiency with BI tools and data processing has empowered me to derive actionable insights and facilitate informed decisions.

I have successfully managed multiple projects in fast-paced environments, consistently receiving positive feedback from stakeholders. My technical expertise, combined with my commitment to environmental sustainability, makes me a well-suited candidate to support and contribute at any time.

Thank you for considering my application. I am eager to discuss how my skills and experiences align with the requirements of the role in further detail.
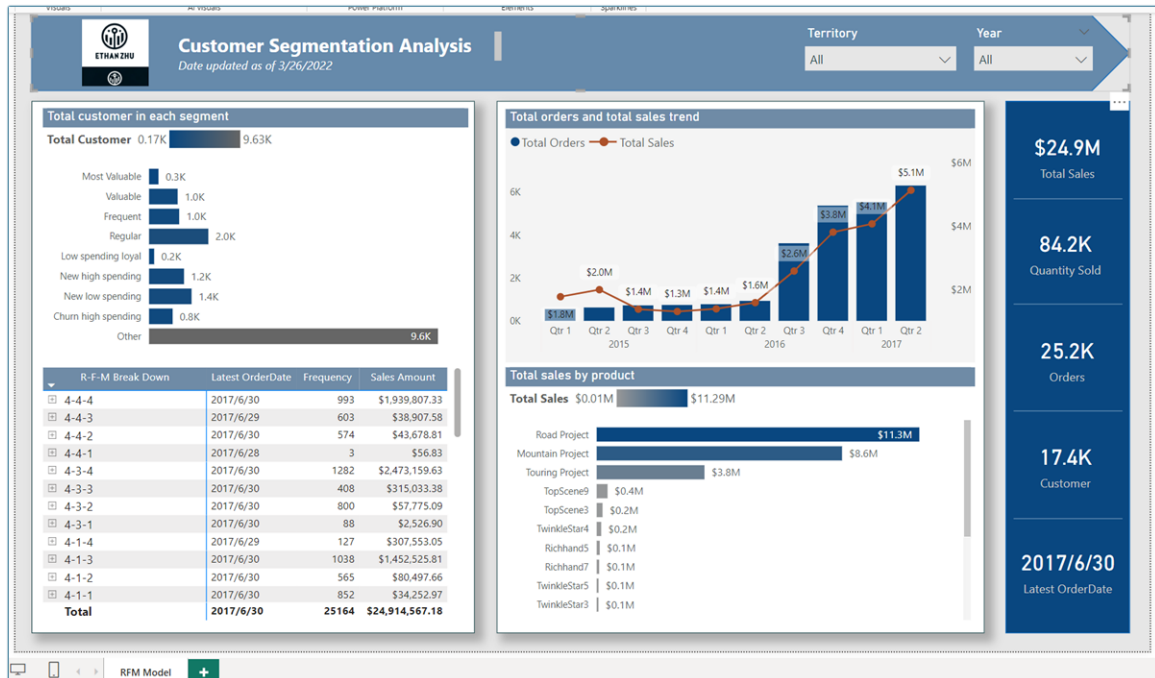

Warm regards,

Ethan Zhu   2024-04-03

Dashboard Samples (Falsified data is utilized for confidentiality purposes)
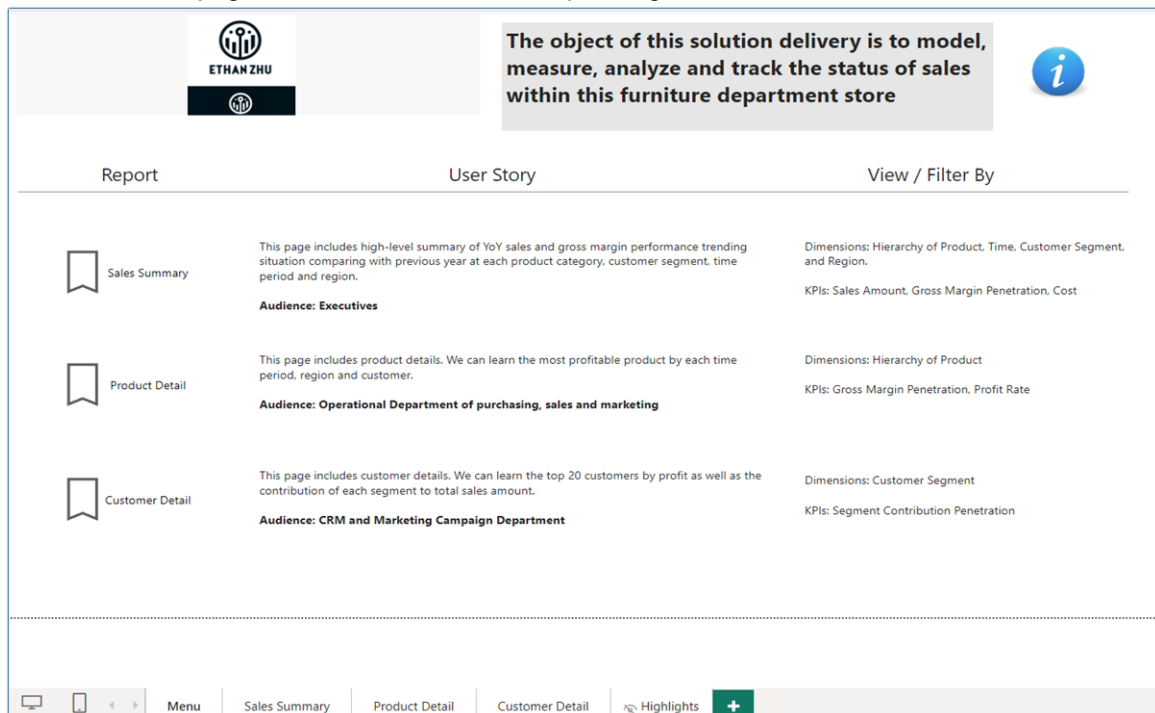
1. **Customer Segmentation Analysis using RFM Model** <Github>
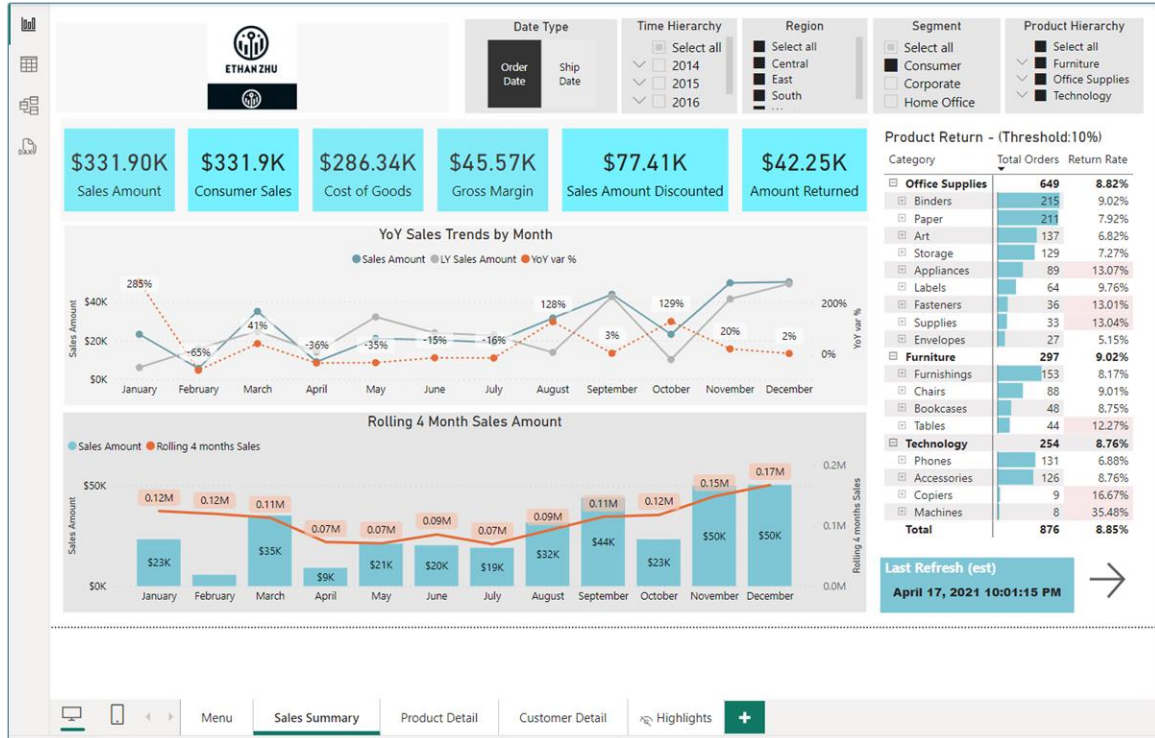   *Tools: **Power BI** | Purpose: Campaign planning for targeted customer groups*

2. **Sales Performance Storyboard**:
   *Tools: **Power BI** | Purpose: Storyboard for three type of audiences on Sales Performance*
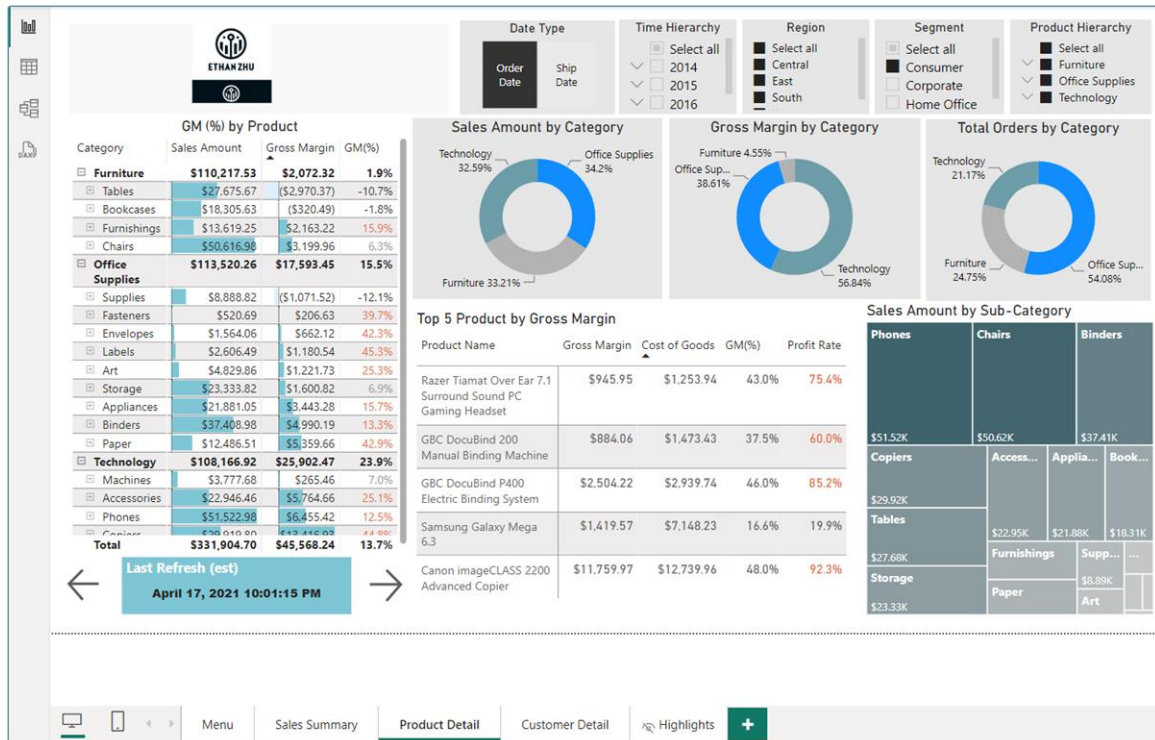   2-1 Introduction page – Sales Performance Scope, Targeted Audience & Criteria
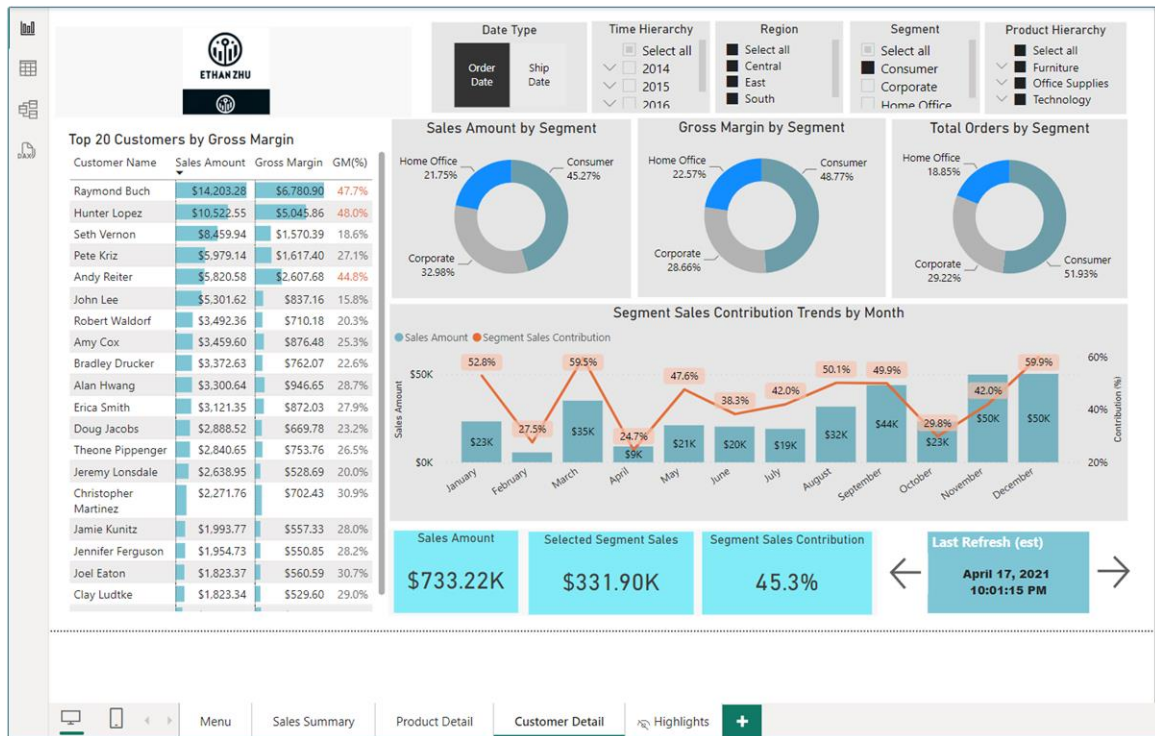
2-2 Sales Summary page – Overall sales performance with KPI cards, interactive pane & trending of Year over Year.

2-3 Product Detail page – for Merchant manager on product planning and monitoring

2-4 Customer Detail page – for CRM analysis

3. **Covid Impact to job market analysis**:
*Tools: **Tableau** | Purpose: Personal project to use Tableau on analysis of covid impact to job market, which helps to target on effective industry, as well as trending in specific period.*