Dear 84.51 Selection Committee,

I am excited to apply for the 84.51 Case Study Competition, as it presents a unique opportunity to leverage my data analytics and consulting skills in a real-world business scenario. As a Business Analytics and Information Systems student at the University of Cincinnati, I have a strong foundation in data analysis, visualization, and problem-solving, which I believe aligns well with the objectives of this competition.

Throughout my academic, I have worked on projects involving data cleaning, exploratory data analysis, predictive modeling, and visualization using Python, R, and Tableau. One of my recent projects involved analyzing customer transaction data to generate actionable business insights using R language in my Data Mining course, which mirrors the type of analytical challenges presented in this competition. Outside classes, I also worked on my personal project using Python, where I analyzed a Kaggle dataset and built machine learning models to predict the likelihood of a passenger transporting to another planet. These two projects have significantly improved and broadened my knowledge in two languages.

Beyond my current skill set, I am eager to improve my ability to translate complex data findings into compelling business recommendations. This competition offers a valuable platform to refine my storytelling skills, work collaboratively in a fast-paced environment, and gain exposure to industry professionals at 84.51. I am particularly excited about the opportunity to receive feedback from seasoned analytics experts and understand how data-driven decision-making is applied in a corporate setting.

I am confident that my analytical expertise, collaborative approach, and enthusiasm for problem-solving will contribute positively to my team’s performance. I look forward to the possibility of participating in this competition and further developing my skills in data analytics and consulting.

Thank you for your time and consideration.

Best regards,  
Eirlys Vo