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Dear Hiring Manager,

### **Why Rakuten Rewards and why Business Analyst?**

“Fast-growing and a great place to do impactful work”, “A team of innovators at the cutting edge of technology and marketing”, “Open culture and access to leadership”, Rakuten embraced everything that I dreamed of as an ideal company. As an active learner who always wants to explore the cutting-edge developments in both Design and Tech, also a professional with 3 years data analysis related work experience plus education background, I’m confident at handling data sets across multiple sources, clean data and turn data into appealing and reusable ways with multiple data manipulation tools like SQL, Python, VBA, TABLEAU, etc.

### **I am passionate about and responsible for everything that I choose to do:**

Within 5 years, I accomplished the big transfer from a designer to a Senior Business Intelligence Analyst. Behind it, is countless times that I drive myself out of my comfort zone, and numerous days and nights that I spent learning and practicing. So far, I’ve automatized the regular business reports making process, saved the processing time by at least 50%; created forecasting tools for sales team and helped zero out the error rate; provided meaningful insights and proposals to help CEO better present in internal and external conference; designed and conducted statistical analysis and testing on finding the root cause that affect our campaign performance; and built database solutions and tracking pipelines for operation teams. Now taking full charge of the BI team, how can I prioritize and assign multi-tasks to our analysts to both fulfill the project requirement and better helped analysts to learn, is becoming my new topic.

### **How can I take my experience and positive energy to your team?**

I’d appreciate the opportunity to share why I’d be a great addition to Rakuten – Business Analyst. You can reach me at [frances.ding.fd@gmail.com](mailto:frances.ding.fd@gmail.com) or at (814) 852 -8441 if interested. Thank you for your time and consideration. I look forward to hearing from you!

Warm Regards,

Lijun (Frances) Ding