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RiskSpan

Dear Sir or Madam,

I am a data scientist with end to end experience in using machine learning techniques to solve real world business problems. Knowing that your company is hiring a senior data analyst, I believe I can make a unique and valuable contribution with my knowledge and skills in data engineering and machine learning as well as my experience in turning data into real business values.

On my current job at Opera Solutions, I use a variety of data engineering and machine learning languages/tools, including Python, R, Impala, Teradata, YAML, Shell, etc. to conduct data ETL and build predictive models on huge amount of data to serve different kinds of client demands. In the current project, we help the client which is one of the largest Telecom carriers to optimize campaign targeting. To support a rate plan migration campaign, I converted this business problem into a data science target, conducted data ETL to build the master table, used an Xgboost model to perform feature selection, built a Logistic Regression model to make the prediction, and finally deployed the model into production to generate scores. I also led the annual campaign performance audit process which successfully earned \$500,000 commission for my employer. To correctly measure our campaign performance, I experimented different measurement approaches with data ETL and statistical tests to address inherent issues of the test/control population setup, and finally came up with an approach which successfully hit our target and satisfied the client in the meantime.

In another project which served one of the largest US airline companies, I conducted exploratory data analyses with Impala and developed a Bayesian Network model in Python to help the client identify possible root causes of misconnections.

I believe my knowledge and experiences in applying data science to real world business makes me a good fit for this position. I have attached my resume for your reference. I look forward to hearing from you and thank you for your consideration!

Sincerely,

Cheng Ji