**A1**- Entering the PUMA UK&I Business Analyst Internship is like tying the laces on a pair of top-tier data-driven sneakers – it's a perfect fit for my analytical skills, passion for retail, and flair for business. The **cross-departmental** nature of the role, involving collaboration with Sales, Support, Finance, Merchandising, Operations, Logistics, and Marketing is something I am looking forward to as I like to wear multiple hats. This aligns seamlessly with my diverse work experience, including roles in data analysis and visualisation, team leadership, and project management.

My proficiency in tools like Python, Power BI, and Tableau, as demonstrated in my current role positions me well to meet the **data manipulation** and **reporting requirements** of the internship. The internship's focus on continuous improvement perfectly complements my agile problem-solving and business analysis methodologies, as evidenced by my contributions to technical enhancements and business requirements.

**A2** - Drawing upon my experience in market research and financial reporting, I possess a comprehensive understanding of the sportswear market and am well-equipped to contribute to Puma UK&I's dynamic environment. In examining Puma's position for the 2023/2024 season in the UK, let's delve into its main competitors and the inherent strengths and areas for potential improvement. We have Nike, Adidas, Under Armour, New Balance- all known for their brilliant market presence. Competitive landscape in the sportswear industry can change rapidly due to trends, consumer preferences, and market dynamics. The visibility of products in retail outlets, online platforms, and exclusive brand stores play a role in the competition. Puma, with a strong presence in these channels may have an advantage over others.

**Strengths**: Leveraging my financial reporting expertise, I note the following strengths in Puma's performance for the 2023/2024 season in the UK:

Sales Surge: Puma's commendable sales surge, especially in football boots and running trainers, highlights the brand's resonance and adaptability to consumer needs.

Global Appeal: The 5.9% sales gain, particularly in Asia and Europe, the Middle East, and Africa, underscores Puma's global appeal.

Product Diversification: Puma's ability to meet demand for diverse athletic needs with football boots and running trainers showcases a well-diversified product portfolio.

**Potential Areas for Improvement –**

Focus on Technology: Considering Puma's impressive performance, there is an opportunity to further enhance its brand position:

Technological Integration: In a rapidly evolving sportswear market, Puma could explore advanced technology integration, potentially including features driven by artificial intelligence (AI). This could elevate the brand's products and offer innovative, tech-driven solutions to consumers.

Digital Experience: Emphasizing a more engaging digital experience, possibly incorporating AI-driven personalization, immersive online platforms, or virtual try-on features, would align with the brand's contemporary and tech-savvy audience.

Innovation in Performance Technology: Given the emphasis on football boots and running trainers, Puma might consider investing in innovative performance technologies, leveraging AI for biomechanical analysis to enhance the design and functionality of its athletic footwear.

By capitalizing on its strengths and strategically focusing on technology, especially AI integration, Puma can further solidify its position in the UK market, showcasing a commitment to innovation and meeting the evolving demands of sportswear consumers.

**A3**- In my role as the lead on the Cab Investment Project for a private firm in the US, I played a pivotal role in delivering actionable insights that significantly impacted their decision-making process. This project, marked by remarkable growth in the Cab Industry, required a comprehensive understanding of data analytics, market dynamics and a strategic approach to investment.

From the outset, I was the face of the project, taking charge from scratch. This marked my inaugural venture into a technical project, and it proved to be a transformative experience. I meticulously listened to the business requirements, formulated a robust plan, and remained agile, making adjustments whenever necessary. Central to the success of this project was my role in keeping clients in the loop throughout the process. Regular communication and updates ensured that the project remained aligned with their expectations and requirements. I validated data meticulously, employing a rigorous process to guarantee accuracy and reliability. As the project unfolded, I realized the importance of being proactive in making changes to the plan. It wasn't just about delivering a set of predefined results; it was about adapting to the dynamic nature of the Cab Industry and incorporating new insights to provide the best possible outcome. The impact of this project was substantial. By leveraging the provided data sets, I generated insights that facilitated the clients in identifying the right company for their investment, aligning seamlessly with their Go-to-Market strategy. This project not only showcased my technical abilities but also emphasized my commitment to taking accountability for delivering impactful results. Therefore, I harnessed the power of data analytics, employing statistical methodologies to revolutionize decision-making for a private firm in the US.

**Project Formulas and Analytics:**

Data Validation Formula: Implemented rigorous data validation using statistical methods such as mean absolute error (MAE) and root mean square error (RMSE) to ensure accuracy and reliability.

Investment Decision Model: Developed a sophisticated investment decision model, incorporating statistical regression analysis to identify key factors influencing company viability.

Dynamic Adaptation Index: Introduced a dynamic adaptation index, integrating statistical measures like standard deviation and variance, allowing for proactive adjustments to the project plan based on evolving industry dynamics.

Return on Investment (ROI) Analysis: Calculated ROI based on financial metrics and market trends, providing clients with quantitative insights for optimal investment decisions.

Programming and Data Analysis: Leveraged Python for statistical programming and exploratory data analysis, employing tools like Pandas and NumPy.

Visualization Techniques: Utilized statistical visualization techniques to present insights effectively in MS PowerPoint, enhancing the interpretability of complex data sets.

**A4**- Beyond the realms of a regular internship lies the start of something extraordinary. Picture this: me, standing before a vast audience, sharing a story of growth and resilience in a TED Talk. This internship is my first step toward that dream, a chance to escape the ordinary and do something profoundly meaningful.

What do I hope to gain? More than just skills – I seek an experience that lets me sleep peacefully, knowing I'm on a path that resonates with my purpose. This isn't just about a big brand; it's about crafting a life that matters.

This opportunity would be like a self-discovery path for me. I aspire to immerse myself in challenges, unlocking creativity and leadership. It's not just a job; it's a canvas where every task adds colour to my story. I aim to immerse myself in diverse challenges, unlocking new levels of creativity, innovation, and leadership that will shape not only my career but also contribute meaningfully to the broader landscape.

In this journey with Puma, I aspire to etch my name in the cream layer of contributors. It's not just about personal success; it's about weaving a narrative that intertwines with the brand's legacy. I aim to contribute in a way that transcends routine tasks, leaving an indelible mark on Puma's growth.