

Cover Letter

Jaeseok Hwang

Dear Hiring Team at Peloton,

I am an applied economist and Ph.D. candidate in Agricultural and Applied Economics at the University of Illinois at Urbana-Champaign. My research centers on estimating farm productivity using large-scale, multi-field, and multi-year big data to analyze behavioral changes and their impacts under varying socio-environmental conditions. Given Peloton's need for a data scientist to evaluate user behavior, develop KPIs, and analyze engagement trends, I believe my skills in big data analysis, A/B testing, and behavioral research are a perfect fit.

During my research, I have analyzed how farmers' decision-making behaviors and profitability are influenced by changes in climate, management practices, and governmental policies. This experience directly parallels the challenges Peloton faces in understanding user behavior in the post-pandemic era, where workout preferences have shifted toward outdoor and group fitness settings. By leveraging rigorous data-driven approaches, I can contribute to identifying retention drivers, engagement trends, and user personas to inform strategic decisions.

On my [GitHub page](#), you will find examples of my work, including reproducible research notes and code that underpin my analysis. My projects demonstrate my ability to design and execute large-scale investigations, interpret complex datasets, and deliver actionable insights—skills that align with defining KPIs, measuring feature launches, and leading experimentation processes, as required for this role.

Key highlights of my qualifications include:

- **Advanced Data Analysis:** Proficient in R, Python, SQL, and STATA for analyzing large datasets and running econometric and machine learning models.
- **Behavioral Research Expertise:** Evaluated decision behaviors in changing socio-environmental contexts, offering actionable insights for stakeholders.
- **Collaboration & Communication:** Worked with multidisciplinary teams to deliver impactful research, presentations, and publications.

I am excited about the opportunity to apply my skills to Peloton's evolving business needs. By analyzing behavioral trends and user engagement through a data-driven lens, I can help inform product decisions and optimize the user journey.

Thank you for considering my application. I look forward to the possibility of contributing to

Peloton's mission and would be happy to discuss my qualifications further.

Best regards,

Jaeseok Hwang

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