Dear Hiring Manager,

I'm excited to apply for the position of Data Scientist - Fraud Engineering, Algorithms, and Risk at Apple. I think this position sounds both challenging and interesting --- and a great place for me to further my career!

I believe my education and work experiences will allow me to be an asset to the team. My Master's degree in Computer Science specializing in Information Visualization forced me to spend a couple years diving deep into finding the best ways visually to provide analytical insights about massive datasets to various types of stakeholders. A major aspect was learning how to translate a stakeholder's (often unclear) requirements into refined analytical questions. My degree helped enhance my skills as a presenter; communicating results in a clear and effective manner to technical/non-technical stakeholders is a key component to data analysis!

Working in the tech industry as both a Data Analyst and a Data Scientist at Kabam, a mobile gaming studio, has taught me valuable skills that translate well to this role. As an analyst, I learnt how to work with a wide range of teams including game design, marketing, and finance, to answer their analytical questions and help influence their decisions. This process included defining actionable KPIs, the telemetry required to calculate them, and general input on the design of features to ensure lifts in these metrics. I refined my technical skills through querying massive databases (SQL) and building Tableau dashboards to provide insights, understand player behaviour, evaluate A/B split tests, and help monitor long-term trends in key features in the game. I uncovered the joys of automation by developing Python scripts to automate regular, small tasks saving a lot of my own time to focus on more difficult problems!

As a Data Scientist, our focus as a team was to develop machine learning models and integrate them into live mobile games. I learnt how to identify, scope, and drive data science projects from conception to completion. I led a project whose goal was to "offer the right item to the right player at the right time and at the right price" in one of Kabam's major mobile games. I was responsible for the conception of the idea, design of the experiment to collect the data, the creation and evaluation of machine learning prediction models, working with engineers to design and test new technology, and the design/implementation of several split tests. The models were successfully deployed in game resulting in significantly higher conversion on every offer. Most recently, I have had the opportunity to witness the power of using an event streaming platform. I worked with Google Pub/Sub and Dataflow to build a pipeline to get real-time data needed for deploying models in-game that require a player's current state for accurate predictions.

My attached resume contains a more detailed work history. If you have any questions, feel free to contact me. I would love to learn more about life working at Apple and the Data Science team there as well as the type of projects I would be on if I were to be hired.

Hope to hear from you soon!

Kim