

**BIG**BIG  
Bnzsa investment group  
CIF: B88636048C/ Bravo Murillo 360,  
1. Derecha 28020. Madrid

Madrid, November 1, 2023

**Reference Letter for Kelyan Hangard**

To Whom it May Concern:

I am writing this letter to wholeheartedly recommend Mr. Kelyan Hangard for any data science and analytics positions or projects that your organization may offer. As the Founder and International CEO of BNZSA Investment Group SL, a global B2B marketing agency, my role typically involves overseeing our strategic direction and growth rather than direct interaction with interns. However, Kelyan's outstanding performance during his summer internship with us in 2022 made such an interaction incredibly rewarding and insightful. BNZSA is a data-focused company and offers services such as lead generation, outsourcing, and advanced natural language processing to support the B2B technology marketing sector.

Kelyan joined our data science team as a Junior Data Scientist and quickly distinguished himself through his innovative approach and thorough understanding of data analytics. He demonstrated exceptional capability by studying our data and aligning our call schedules with peak sales periods, resulting in notable efficiency improvements. His recommendations were practical, well received by our teams, and swiftly implemented, showing his strong grasp of both data analysis and business needs.

The development of a Machine Learning model under his initiative was another testament to his capabilities. The accuracy of the model in forecasting our sales outcomes was impressive. It is not just the technical skill that Kelyan brought to the table, but also his foresight in leveraging this tool to improve our caller training and optimize our call assignments, which in turn markedly enhanced our sales prospects.

Since completing his internship, Kelyan founded Data Analytik, and we continue to collaborate. He continues to impress us with his solid work, enhancing our data science pipeline with the same dedication and insight he demonstrated as an intern.

Therefore, I believe Kelyan combines technical expertise with a deep understanding of



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business applications in data science. He also has the ability to clearly explain complex data concepts. I am confident he will make a significant contribution to any team or project he joins and hence, I recommend him without any reservation.

Should you require any further information or wish to discuss Kelyan's professional attributes in more detail, please do not hesitate to contact me.

Sincerely,

DocuSigned by:  
  
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Brahim Samhoud

Founder and International CEO, BNZSA Investment Group SL

