

Dear Hiring Manager,

I am writing to express my interest in the Data Analyst position at Incognia, as advertised. With a robust background in strategic advisory within Banco do Brasil's Operations Unit and a comprehensive postgraduate education in Science/Information Studies from USP/Esalq, I am enthusiastic about the opportunity to contribute to your team. My experience aligns well with the responsibilities and qualifications you are seeking, particularly my skills in data analytics, SQL, and process optimization.

Throughout my career, I have demonstrated a strong ability to work alongside cross-functional teams to leverage data-driven insights that enhance product offerings and operational efficiency. At Banco do Brasil, I led significant initiatives that involved extracting, manipulating, and analyzing complex datasets to drive decisions and strategic improvements. For instance, I developed and implemented tailor-made dashboards for all areas within the Operations Unit, which not only streamlined processes but also supported a data-driven culture impacting over eleven thousand employees.

I am particularly drawn to this role at Incognia because of its innovative approach to privacy-by-design in mobile identity solutions and the use of cutting-edge technology to enhance security and reduce fraud. My technical skills in SQL, Spark/Scala, and analytical reporting, combined with my practical experience in handling large volumes of data and generating actionable insights, would be directly applicable in your environment.

Moreover, my background in managing and communicating complex projects to non-technical stakeholders would enable me to effectively relay the value of Incognia's solutions to your clients and internal teams. My role as a Senior Strategic Advisor involved negotiating and communicating critical data insights, which enhanced decision-making and operational efficiencies, aligning perfectly with the responsibilities of this position.

I am also keen on continuous learning and improvement, a value that resonates with Incognia's culture. My engagement in ongoing education, such as courses in Python for Data Science and Machine Learning, underscores my commitment to staying at the forefront of technology advancements, which is crucial for a dynamic and innovative company like Incognia.

I am excited about the possibility of contributing to your esteemed company and am eager to bring my background in data analytics and strategic planning to your distinguished team. I look forward to the possibility of discussing this exciting opportunity with you. Thank you for considering my application. I hope to bring my unique expertise to Incognia, aiding in your mission to deliver excellence and empower users through advanced technological solutions.

Kind regards,

Marcelo Ferreira