**February 11th, 2024**

**Letter of Recommendation for Daniela Aguirre**

I am pleased to recommend Ms. Daniela Aguirre, who is seeking admission to the Master of Science in Business program. Ms. Aguirre is a great student who was part of our Data Analytics Minor program, of which I am its Coordinator and Professor of Machine Learning at Universidad San Francisco de Quito.

Ms. Aguirre has proved to be an outstanding student and stood out significantly in my Machine Learning class. Her disciplined approach, passion for learning, and creativity set her apart from her peers. She always demonstrated a strong desire to understand all concepts and did not hesitate to ask several questions to improve her understanding.

Ms. Aguirre has demonstrated a solid knowledge of statistics and a clear understanding of business concepts, that certainly are fundamental skills for any Business Analytics program. Furthermore, her experience managing data analytics projects with tools such as Tableau, Power BI, Python and SQL demonstrates her ability to apply technical skills to practical situations, provides her with the necessary skills to face complex challenges in the field of business analytics.

Her critical thinking and problem-solving approach were reflected in the project she developed during my class, where she and her group created an innovative program that analyzed the sentiments of the movie Mario Bros. through tweets, using transformer-based language models and techniques as well as natural language processing such as Roberta and Vader.

Moreover, to her academic skills, Ms. Aguirre possesses several valuable soft skills. She is an effective communicator, working collaboratively and demonstrating leadership skills on team projects.

In conclusion, Daniela Aguirre is an exceptional student with a unique combination of technical skills, interpersonal skills, and a proactive attitude toward learning. I am confident that she will be a valuable addition to your Master's in Business Analytics program.

Please feel free to contact me if you require additional information.

Regards,

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Julián Maya, MSc.

Coordinator of Data Analytics minor

USFQ School of Business

Email: jamaya@usfq.edu.ec