

Introduction Pitch

Navarurh Kumar – nxk180010 – Professional Development – 09/17/2018

Hello, my name is Navarurh Kumar and I will be receiving my Masters in Business Analytics degree from the University of Texas at Dallas in May of 2020. I have worked in the analytics field for 4 years before enrolling for my masters. I have garnered varied experience in the analytics vertical with proficiency in data engineering, data wrangling, number crunching, generating actionable insights, getting an idea to market with successful A/B testing and generating reports for financial and marketing decision making. My experience also spans 3 major verticals; pharmaceutical and medical analytics, app analytics and CRM-ERP management analytics. The current goal is to augment my industry experience with theoretical rigor and business acumen through a degree in Business Analytics.

Looking at the current market approach for your enterprise, I see a clear direction in your approach towards utilizing analytics to promote your product. I feel I will add value through my skill set, specifically in ideation and implementation of the data warehousing that is currently being undertaken. Converting raw data into an analytical dataset is 70% of the job. It will be an amazing learning experience for me and I think I can make a positive impact working at ABC.