

SAM BOWIE REILLY

Cover letter to Postcode Lottery

Position: Insight Lead

Dear Team,

My name is Sam Reilly & I am applying for the Insight Lead position advertised within the Insight department at People's Postcode Lottery (PPL).

For the past 10 years I have led, supported & independently created data driven insight projects focused on business & colleague performance. In addition to customer experience improvement & development of BI/MI reporting & interactive self-serve solutions.

I am a highly driven, pragmatic individual who continually seeks opportunities to learn, improve & adapt. I relish collaborative environments where actionable, visible & tangible solutions can be developed & delivered to a high standard.

Most recently, over the past 18 months I have worked within PPL's Insight department landing a portfolio of interactive, self-serve Tableau dashboards. In addition, introduced data visualisation best practice guidelines, templates & automated new & existing data sources (Brand Index, Customer Experience & Trust Pilot to name a few).

Throughout this journey I have championed continuous improvement, knowledge sharing & best practices. In addition to seizing opportunities to provide strategic direction & support analytical projects (i.e. Data Platform Project, Residential Postcode Penetration, etc).

The opportunity to work together to inform business decisions through data-driven, actionable insights. Along with empowering team of Insight Analysts - developing both technical & soft skills, & exploring emerging technologies (Data Science) to further enhance insight recommendations & business projects sounds fantastic.




It is one I strongly believe with my analytical & management experience, coupled with aptitude shown in my time with PPL & desire I can deliver & succeed.




To further support my application, please find attached my CV detailing work experience, education, skills & projects.

Thanks in advance for your time & consideration. I look forward to hearing from you in the near future.

Sincerely,

Sam Reilly
24th August, 2021

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 LinkedIn Profile
 GitHub Profile
 Tableau Profile