Dear Hiring Team at Sephora,

I am excited to apply for the Director, Retention Analytics position. Throughout my career, I have helped leading organizations unlock growth through customer analytics, advanced segmentation, and data-driven retention strategies. I’m eager to bring that experience to Sephora, a brand known for its innovation, creativity, and customer obsession.

I have led high performing analytics teams in complex environments, building roadmaps for customer retention, developing measurement frameworks, and driving actionable insights for senior leadership. My background includes advanced experimentation, forecasting, and KPI development, always with a focus on connecting data to business impact. I am also passionate about mentoring analytics talent and fostering a collaborative, high-trust culture that delivers results.

I have successfully led many high value retention analytics projects, including the design and implementation of churn models integrated into IVR systems for enhanced customer treatment. This initiative had proven annual value of $60 million.

Sephora’s values of innovation, balance, and respect resonate deeply with me. I would love the chance to bring my expertise in analytics leadership and customer lifecycle strategy to help Sephora continue redefining the future of beauty. Thank you for considering my application.

Sincerely,  
**Walter Duncan**  
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