

Cover Letter

Dear Hiring Manager,

I am excited to present my strategy for analyzing user data related to coupon usage on e-commerce sites like Kapiva.in and Beardo.in, with the goal of enhancing the *Auto Apply promo code algorithm*. As a data analyst with expertise in SQL, Power BI, Python (Pandas, NumPy), Excel, and Git, I am confident in my ability to leverage these skills to deliver valuable insights that will improve the performance of your coupon application feature.

User Data Analysis Approach:

Understand User Behavior Patterns: By examining the user flow and interactions on the website, I will identify key touchpoints where customers are most likely to engage with and apply promo codes. This will involve analyzing data such as page visits, click-through rates, add-to-cart conversions, and successful coupon redemptions.

Identify Influential Factors: I will investigate the various factors that influence coupon usage, such as coupon type (e.g., percentage-based, fixed-amount), discount value, product category, customer demographics, and device type. This analysis will help uncover the most impactful characteristics that drive coupon adoption.

Continuous Optimization: By closely monitoring the performance of the Auto Apply feature, I will regularly refine the algorithm based on evolving user behavior patterns and market trends. This iterative process will ensure that the promo code application process remains seamless and optimized for maximum customer satisfaction and business impact.

Project Execution: -

- Installed Askmeoffers.com Extension and conducted comprehensive analysis of user data related to coupon usage on e-commerce sites like Kapiva.in and Beardo.in etc and created a Hypothetical Data using Excel to use in the coming project.
- Identified multiple KPIs related to the Data and used them get the better insights of the project.
- Demonstrated expertise in leveraging Excel, SQL, Power BI, and other data analytics tools and techniques to extract, analyze, and present actionable insights

I am confident that my expertise in data-driven decision making, combined with a keen understanding of user behavior and e-commerce best practices, will enable me to enhance the Auto Apply promo code algorithm and drive tangible business outcomes for your organization.

I'm hoping an opportunity to discuss this strategy in more detail and demonstrate how I can contribute to the success of your coupon application program. Thank you for your consideration, and I look forward to hearing from you.

Sincerely,

Vignesh Reddy

vigneshreddywork@gmail.com