

Yumi Heo

yumi.heo@city.ac.uk | 07769 666189 | London

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Dear Dr. Tillman Weyde,

I am writing to express my interest in the internship opportunity at equitably.ai. With an adequate academic background and a passion for the application of in-depth research and solutions to practical problems, I believe I would be an ideal candidate to contribute both skills and enthusiasm to your projects.

Throughout my academic journey at City, University of London, I have developed a solid foundation in data science, especially in understanding and applying the concept and algorithms of machine learning. I believe this aligns well with the requirements of the internship position at equitably.ai. I am particularly interested in investment decisions using AI and the use case of return on marketing investment (ROMI) since I have experience analysing the expected profit from film investment and its gross at an entertainment company. This is also evidenced by one of my coursework projects regarding a comparison of random forest and logistic regression for classifying loan defaults. This project not only enhanced my technical skills by applying machine learning methods but also deepened my understanding of how to analyse a company from an investor's perspective considering the socioeconomic situation at the time of loan approval. I am excited to apply these lessons and skills to contribute to your project at equitably.ai.

I am a team player, collaborating with others, while also possessing the independence to efficiently handle individual tasks when required. While at my previous job, I contemplated a strategy to boost the sales of certain films and decided to implement a promotion, collaborating with business partners to minimize its cost. Prior to implementation, a VOD platform was selected based on a significantly high volume of the film's target audience identified through sales analysis of previous sales data. While negotiating with the platform, I concluded that the platform would spend its own money to provide discount coupons for watching those films, and I would provide merchandise related to the films. As a result, revenue for those films increased sixteen-fold compared to the previous month. Throughout this process, I consistently sought to maximize the impact of my responsibilities and leverage both technical skills and effective communication, considering the interests of both sides. I believe these experiences will greatly contribute to my internship with your team.

Thank you for your time and consideration, and I look forward to hearing from you.

Sincerely,

Yumi Heo