

# Insights & Analytics Cover Letter

7923 Raphael ManorThelmashire, PA 91884

**Dear Azariah Goodwin,**

In response to your job posting for insights & analytics, I am including this letter and my resume for your review.

In the previous role, I was responsible for overall project management for Tableau dashboard development to support the E&T S&OP Data Visualization and Analytics strategy.

My experience is an excellent fit for the list of requirements in this job:

- Exposure to Omniture SiteCatalyst / Insights / Discover, SAS/SQL, Excel and PowerPoint
- Understanding of the customer experience regarding cross-channel usage (Web, IVR, Chat, ) strongly preferred
- In depth knowledge of analytics reporting processes
- Data and database manipulation
- Experience not only pulling data and reports, but articulating key insights to decision makers that drive planning activities and process improvements
- Experience designing and leading competitive analysis to help establish benchmarks – especially relative to digital channels
- Experience tracking performance across integrated channels to capture key behavioral insights
- Experience with digital and enterprise systems, analysis and reporting tools

**Thank you for your time and consideration.**

Sincerely,

Charlie Waters