

# Insights & Analytics Cover Letter

72020 Kandace LockPadbergbury, OK 53660

**Dear Royal Johnson,**

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

Previously, I was responsible for digital insights and analytics leadership to cross-functional teams, defining fact-based insights and actionable business analytics to shape business planning and digital platform initiatives.

I reviewed the requirements of the job opening and I believe my candidacy is an excellent fit for this position. Some of the key requirements that I have extensive experience with include:

- Basic familiarity with statistical and predictive modeling in open-source software, such as, R and software package such as IBM SPSS®
- Basic familiarity with Tableau or other data visualization software
- University education in Computer Science, Information Systems, Computer Engineering, Software Engineering or equivalent
- Strong understanding of SQL, Java, Perl, Teradata, and JavaScript
- Comfort in communicating to a variety of audiences (customers, stakeholders, leaders, individual contributors)
- Passionate and enthusiastic individual with excellent executive communication and relationship building skills
- Experience in consumer research (methodology design, sample design)
- Superior Microsoft Office Skills in Excel, Word, and PowerPoint

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

Sincerely,

Cameron Parker