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Head, Recruitment team
Human resources
Ericsson, India

Dear sir/madam

I am applying for the position of Business Analyst posted on your site as I am interested in building a career around data analysis & consulting. During my campus interview, I was offered the position of “Reporting Analyst” at XYZ, India. I believe that I am a great fit for the position because of my analytical skills, a record of teamwork, leadership experience and my interest in the field.

During my second year, when I was serving as the President at Cultural club, I had the responsibility of social media promotion through Facebook page. We were worried as our programs were not reaching the targeted audience and the response was not up to the expectations. Moreover the Facebook posts were also not reaching the desired number of audience. I started analyzing the problem. I came through Facebook Insights where all the data related to the Facebook page was lying. I downloaded the data and started analysis. With my limited analytical knowledge, I made some changes regarding the timing and contents of the posts as per the audience online presence. The number of post hits and page likes gradually started growing rapidly and then our programs also started capturing more audiences. Soon we completed our targets. It was for the first time, I understood the importance of data analysis.

After that I found that the field of data analytics & consulting was something I wanted to be in. So I completed a series of online courses on Data Analytics through EDX. I learnt advanced techniques and methods in Excel such as Data importing, cleaning, wrangling, interpreting and visualizing with special emphasis of real-time dashboards. I worked with external plug-ins for Excel such as PowerPivot for building PivotTable & PivotCharts and DataNitro for using python in Excel. I also had an opportunity to work with Neo4J, a leading graph database for managing data relationships.

The telecommunication background and global outreach of Ericsson with its comprehensive range of services specifically analytics make this a great opportunity for me. I would welcome the opportunity to further discuss my qualifications and what I could to your company.

Warm regards,

B Barua