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**Dear Ms. Ortega:**

When gyms closed during the pandemic, I struggled to maintain my exercise routine. Products like Peloton are essential to meeting would-be exercisers where they’re at. Social, on-demand exercise connects people even when not together. I want to help Peloton more effectively reach customers by creating accurate reports as a data analyst.

During college, I participated in a weekend hackathon and co-founded a social movie rating web app with a programmer friend. Creating movie recommendations for users required compiling and reconciling data from multiple sources including Box Office Mojo and Rotten Tomatoes. After reconciliation, this data was stored in a MySQL database.

As this social movie app grew from 10 to 1,000+ monthly active users, I proactively identified gaps in data collection specifically around marketing. We were spending small amounts on different ad platforms, but we weren’t reliably comparing the data. I centralized this data and created automated reporting to show the cost per user for various ad channels. This improved the effectiveness of our paid ad campaigns by 8 percent.

Through my experience with this app and in my courses, I have demonstrated eagerness and aptitude to learn new tools and technologies. I began dabbling in Excel to improve my fantasy football teams, and, many frustrating hours later, Excel is now my go-to tool. When I wanted to build a voting prediction engine for our student government elections, I tinkered with Python and SQL to collect data from the web and store it for use later.

The potential to work for the company that offered a real solution to me when I could no longer use the gym motivates me to help keep Peloton analytics accurate, up-to-date, and useful. I look forward to chatting with you soon about how my personal data projects will inform product and marketing decisions at Peloton. Thank you for your time.

Sincerely,

**Christy Brinkle**

**ENCLOSURES**

Resume

Application

**Hande Ortega**

Peloton, Senior Recruiter

125 W 25th St

New York, NY 10001

Data Analyst

CHRISTY BRINKLE

