

## The Advertisement



### Digital Analyst Intern

Best Buy Canada ★★★★★ 27,182 reviews - Burnaby, BC



[Apply On Company Site](#)



Burnaby, BC

À durée déterminée (Durée déterminée)

As a **Digital Analyst Intern**, you'll be joining a dynamic team responsible for curating, managing, and optimizing the shopping experience on BestBuy.ca, the largest electronics retail site in Canada. You'll dive deep into exciting analytics projects and deliver data-driven insights to help understand how our customers behave on our website and what pain points they are experiencing. All in all, your work will help our product teams use data, rather than intuition, to identify opportunities and build a world-class experience for our customers.

#### What you'll be doing...

- Creating KPIs, dashboards, automated reports for business teams; understand drivers of business performance
- Influencing and making recommendations using data-driven insights to cross-functional partners and team members around the overall customer journey and 'path to PDP'
- Working on tagging strategies and help translate analytics requirements from the business into new variables for developers to implement
- Supporting the eCommerce department to raise its overall analytical IQ through your involvement in formal training, workshops, one-on-ones, weekly insights meetings, and sharing your work

#### We hope you are...

- Passionate about analytics and eCommerce—you stay up-to-date with industry news and trends, always seeking avenues to roll up your sleeves and help elevate the digital customer experience
- Deeply curious—you relentlessly pursue opportunities to understand the 'why' behind a trend or anomaly in data. You ask the big, tough questions, and quickly investigate to find the answer

### **We hope you are...**

- Passionate about analytics and eCommerce—you stay up-to-date with industry news and trends, always seeking avenues to roll up your sleeves and help elevate the digital customer experience
- Deeply curious—you relentlessly pursue opportunities to understand the ‘why’ behind a trend or anomaly in data. You ask the big, tough questions, and quickly investigate to find the answer
- A lifelong learner—you hold an engrained desire to keep evolving your craft and pick up new skills
- Striving for continuous improvement—you’re an agile problem-solver with an ability to think on your feet; you work efficiently, deliver results quickly, and continually implement your learnings
- An effective communicator—you’re a natural leader with a humble and open-minded attitude; your verbal and written communication skills are top-notch, and you can clearly speak about the value of your work

### **The experience we need...**

- You have experience performing ad-hoc data analysis and presenting findings and insights to a diverse set of stakeholders (ranging from peers to senior executives)
- You have experience with data manipulation and presentations using Excel and PowerPoint
- Experience with Adobe Analytics and A/B testing tools would be fantastic but not mandatory

Best Buy - 9 days ago  
[report job](#)

“Digital Analyst Intern”. *Best Buy Canada*, 12 Dec. 2019,  
<https://ca.indeed.com/Digital-Analyst-jobs-in-Burnaby,-BC?vjk=0ed7f410049120d0>

5959 Student Union Blvd.  
Vancouver, BC V6T 1K2

December, 12, 2019

Hiring Manager for Data and Analytics  
Best Buy Canada  
8800 Glenlyon Pkwy  
Burnaby, BC V5J 5K3

Dear hiring manager for Data and Analytics,

Having served the company for over four years on the retail front, I am excited to apply for the position of Digital Analyst Intern.

With a keen eye for detail and passion for data, I thrive on turning patterns of consumer behaviour into business solutions on the sales floor as a Mobile Specialist. Success in sales comes from a blend of trial and error and analysing consumer interactions to determine what can be improved in the next presentation of the product or service. My strong product knowledge and ability to understand product flaws/benefits from a consumer standpoint has helped me tremendously. I am accustomed to using data in the form of consumer patterns to deliver business value and optimize the physical customer experience. I understand what it takes to provide innovative strategies from data-based insights.

My interest in innovation and exploring new, unfamiliar technologies has always developed into hands-on personal projects. My most recent project, an eCommerce webstore, is the result of my desire to further explore digital communication and analytics for successful businesses. Using Facebook pixel and Google analytics, I am keen to further learn about and use data to improve user experience and increase conversion. I find utilizing behavioural data such as pageviews, ad watch length and traffic to be fascinating and am eager to integrate it more into my project.

The existing knowledge of the company's values and beliefs I have will undoubtedly accelerate my growth in this role. My business and customer service experience in my Mobile Specialist role at Best Buy, and my data collection and analysis skills developed over a plethora of courses through my degree reflect an excellent combination for this role in my opinion. I am confident I can be a great addition to the Retail Intelligence community and look forward to hearing from you.

Sincerely,  
Usman Zahoor

# Usman Zahoor

usmanzahoor.com | (604)-818-4885 | usmanzahoor@alumni.ubc.ca | Vancouver, BC

## Education

University of British Columbia

Sept 2015 –

present

Bachelor of Science, *Biology/Genetics*

- Relevant Coursework: Statistics, Calculus, Various Data Collection and Analysis labs using programs such as Excel and R
- Recipient of Entrance Award Scholarship and Chancellor's Scholar Designation

## Work Experience

Best Buy Mobile

Feb 2018 – present

Sr. Mobile Specialist Keyholder – CF Pacific Center

- Achieved numerous top of district performance designations through positive year to year growth by effectively capitalizing on promotions and demonstrating value to customers
- Demonstrated problem-solving by effectively handling system complications and client complaints in a professional manner following standard operating procedure
- Interviewed and selected ideal candidates to further enhance overall business performance
- Supervised and trained staff to maintain the fluidity of opening/closing and sales operations
- Analysed daily business reports to determine focus areas for growth and store performance
- Regularly maintained vendor certification such as Apple Master and received direct training from companies such as Samsung, Microsoft and LG for their latest technologies

Best Buy Mobile

Aug 2015 – Oct

2017

Mobile Specialist Keyholder – Metropolis at Metrotown

- Achieved the first top of district designation in store history by focusing on core KPIs such as GM to Budget and Comp to Past Year Performance
- Demonstrated closing ability by maintaining a high position on “Sell more, Sell better” sales rankings
- Built regular client base to generate return business by providing exemplary customer service
- Optimized product placement, displays, and demos to increase client engagement by regularly revising merchandising principles

## Projects

## dripcollective.com

- Created an ecommerce platform using WordPress and WooCommerce to offer products sourced from various manufacturers following the drop-shipping model
- Utilized various UX and UI design principles for ecommerce to increase conversion rates
- Performed target market analysis and keyword research along with content optimization to boost SEO
- Implemented Google and Facebook analytic tools to monitor traffic and collect data
- Created video/photo ad copy and ran Facebook Ads campaigns to increase site traffic
- Collected data for further campaigns and the creation of custom and lookalike audiences

5959 Student Union Blvd.  
Vancouver, BC V6T 1K2

December, 12, 2019

Albert Hu  
701 West Georgia St  
Vancouver, BC V7Y 1G5

Dear Albert,

I have spent almost my entire undergraduate degree as a Best Buy Mobile employee. In this time, I was placed at two locations: Metrotown and Pacific Center. Working at Pacific Center with you has been by far the best experience. Over the past few years, you have gotten to know me both as an employee and a driven student. That is why I am writing to you in hopes of obtaining a letter of reference for the position of Digital Analyst for Best Buy Canada.

I have the unique experience of working for Best Buy Mobile and being a science major. I believe this makes me well suited for the position I am applying for, as I have knowledge of front-end customer service processes (ie: product transactions, mobile contracts, customer relations) and the technical skills that come with my degree. Being a digital analyst requires someone methodical, logical, and practical. I am confident that my years spent in your store, coupled with the analytical skills I have gained as a biology student will help me excel in this role. I also believe that your reference will further bolster my credentials, especially because you have witnessed my abilities firsthand.

I have attached my resume to this letter and in case you require further information, feel free to contact me at [usmanzahoor@alumni.ubc.ca](mailto:usmanzahoor@alumni.ubc.ca). Over the years, you have become much more than a manager to me, but someone I know I can rely on and trust. Thank you for your mentorship and consideration for this reference request.

Sincerely,

Usman Zahoor

Encl. Resume

5959 Student Union Blvd.  
Vancouver, BC V6T 1K2

December, 12, 2019

Verena Caceres  
701 West Georgia St  
Vancouver, BC V7Y 1G5

Dear Verena,

Having you as an assistant manager has been nothing short of wonderful. I feel incredibly blessed to work with such a welcoming, competent, and collaborative team at Best Buy Mobile. That is why I would like to ask you for a letter of reference.

The position I am applying for is Digital Analyst Intern at Best Buy Canada. Since I have such in-depth knowledge of the company already, it seems fitting that I move into a role more suited to my specific interests. As you know, I enjoy everything surrounding technology, which is why I feel so strongly about the digital analyst position. You have observed my working habits over the past few years, which is why I think you would make a great reference.

I greatly appreciate your time and consideration. I hope you will agree to my request as I value your opinion and support. You have become much more than just an assistant manager, but a role model and a mentor. If you have any further questions, you can reach me at [usmanzahoor@alumni.ubc.ca](mailto:usmanzahoor@alumni.ubc.ca).

Sincerely,

Usman Zahoor

Encl. Resume

5959 Student Union Blvd.  
Vancouver, BC V6T 1K2

December, 12, 2019

Mark Latter  
6200 McKay Ave  
Burnaby, BC V5H 4L7

Dear Mark,

I hope you and your family are doing well. I am writing to you today in hopes that you will consider being a reference for my application as Digital Analyst Intern at Best Buy Canada.

You took a chance on me way back in 2015 by hiring a young, straight-out-of-highschool student to work at Best Buy Mobile Metrotown. I will never forget how that decision changed my life. It gave me a stable, dependable part-time job that enabled me to support myself throughout the first few years of university, connected me with the people whom I currently work with, and gave me the opportunity to explore technology on the retail front.

You witnessed my growth from retail newbie to mobile sales expert. Under your guidance, I learned effective sales techniques, enhanced customer relations procedures, and effective store management. I believe that your letter of reference would further solidify my qualifications for Digital Analyst Intern.

I appreciate the chance you took on me and know your time is valuable. Thank you for reading and considering my request. If you have any further inquiries regarding my application or resume, don't hesitate to contact me at [usmanzahoor@alumni.ubc.ca](mailto:usmanzahoor@alumni.ubc.ca).

Sincerely,

Usman Zahoor

Encl. Resume