

PROJECT PLANNING

In one of our courses at Loughborough, called Data Analysis for Marketing Decisions, we had to analyse data from a survey on factors that lead students to shop in supermarkets.

Before planning the project, I needed to fully understand the problem and assess the tasks that I would need to carry out, with a set priority against each of them.

I put together a small project plan, with all my tasks and the timescale for each task.

Firstly, to complete the tasks I recorded all numerical data on the SPSS 11.0 software.

This software gives us precise results such as Frequencies, Chi Squared Test used to analyse the dependence between two items.

I believe making a project plan helped me finish the course work on time. I got a very good mark for this coursework.

In retrospect, I would have used another software to analyse data that would have provided additional results to my coursework.

I really want to join your company's Graduate Scheme in Sales and Marketing division, and I believe I have the relevant skills, experience and background to excel in a commercial role.

Having been brought up in various countries I believe I will thrive in your multicultural working environment.

I believe my core values being honesty, integrity and respect for people are the same values that PSA Group has and that it I will be a strong fit into the organisation.