

Sarah Thompson

January 16, 2026

Acme Corporation

RE: Market Research Analyst

Dear Hiring Manager,

I am excited to apply for the Market Research Analyst position at Acme Corporation, which I discovered on your careers page. With a strong background in data analysis and market trends, I am eager to contribute to your team and support Acme's mission of delivering innovative solutions to customers.

In my previous role at XYZ Analytics, I successfully led a project to analyze consumer behavior across multiple demographics, resulting in a 25% increase in targeted marketing effectiveness. By employing advanced statistical methods and tools such as SPSS and Tableau, I was able to identify key trends that informed our strategy and improved our client's ROI. Additionally, I spearheaded a competitive analysis initiative that not only benchmarked our client's performance against industry leaders but also uncovered strategic opportunities, leading to actionable insights that were embraced by the executive team.

I am particularly drawn to Acme Corporation because of your commitment to leveraging data-driven insights to foster innovation. I am eager to bring my expertise in market segmentation, data visualization, and predictive modeling to your team. I believe my analytical mindset and proactive approach to problem-solving would align well with the goals of your organization.

I look forward to the opportunity to discuss how my experience and skills can contribute to the success of Acme Corporation. Thank you for considering my application, and I hope to speak with you soon.

Sincerely,

Sarah Thompson