

## COVER LETTER

---

Aadarsha Gopala Reddy  
6038 Westminster Place  
St. Louis, MO 63112  
(740) 802-1776  
a.gopalarreddy@wustl.edu

March 11, 2025

Hiring Manager  
Red Ventures

Dear Hiring Manager,

I am writing to express my enthusiastic interest in the Business Analyst Intern position within the 2025 Launch Program at Red Ventures in Charlotte, NC. As a results-driven Computer Science Master's student at Washington University in St. Louis, with a strong foundation in data analysis and a passion for leveraging data to drive impactful business solutions, I am confident I possess the skills and mindset to thrive in this role and contribute meaningfully to your team.

My experience as a Data Analyst Intern at Lab714 provided me with hands-on experience in translating data into tangible business value. Notably, I achieved a 20% reduction in client costs through data-driven insights, demonstrating my ability to identify opportunities for improvement and implement effective analytical solutions. Furthermore, my independent research project, "Opinion Survey on Artificial Intelligence in the Workplace," honed my analytical toolkit, utilizing Tableau and R to analyze survey data from 250 employees across four industries and present key trends at the OWU Spring Student Symposium. This experience directly aligns with the internship's focus on identifying data-driven improvements and communicating findings to stakeholders.

Beyond my internships, my projects, such as "Datacenter Cooling Optimization using Deep Reinforcement Learning," showcase my capability in applying advanced analytical techniques to complex problems. By developing a comprehensive framework to optimize datacenter energy efficiency and achieving a 35.8% improvement, I demonstrated my ability to leverage technology for innovative solutions, a skill highly valued at Red Ventures. My technical skills, including proficiency in SQL, Tableau, Power BI, Python, and R, coupled with my core competencies in analytical thinking, problem-solving, and communication, make me well-prepared to contribute to Red Ventures' data-driven environment.

I am particularly drawn to Red Ventures' commitment to providing interns with real impact and fostering a dynamic, fast-paced learning environment. The Launch Program's emphasis on in-depth onboarding, mentorship, and hands-on industry experience resonates deeply with my career aspirations. I am eager to immerse myself in Red Ventures' culture, contribute to challenging projects, and learn from top mentors within your organization.

Thank you for considering my application. I am excited about the opportunity to discuss how my skills and enthusiasm can benefit Red Ventures and look forward to hearing from you soon to schedule an interview. I am available to start the internship in June 2025 as per the program timeline.

Sincerely,

Aadarsha Gopala Reddy