

Tallie Garey
Marketing and Communications Manager
RCIScience
tgarey@rciscience.ca
11.07.2024

To whom it may concern,

I am writing to highly recommend the students of the Master of Professional Studies in Analytics, Northeastern University – Toronto Campus, ALY6080 80776 & 81379 Integrated Experiential Learning program, for future work in Data Analytics. As the Marketing and Communications manager for RCIScience, and the sponsor partner liaison for the XN Project, I have had the privilege of witnessing the student's outstanding work ethic and professionalism during their work on our Google Analytics Archiving and Migration project.

The students worked cohesively in a group of 60, split between two classes, to seamlessly achieve our overall goals for the project. They have demonstrated exceptional team work, creativity, and problem solving over a short period of time, and exceeded our organizations expectations. For example, during the project the students had four weeks to complete; data archiving and build out of interactive dashboards, data migration from UA to GA4, GA4 setup and optimization, as well as GA4 recommendations and implementation. Not only did the students achieve all of our goals on time, they also created comprehensive data analysis reports, archived the data in two formats as a fail-safe, created step by step guides for us to follow for future integrations, prepared project progress reports along the way, coordinated troubleshooting of time-sensitive issues, and came together as one complete and organized group to present the final project presentation seamlessly and efficiently. Their dedication to teamwork and problem-solving resulted in archiving and migrating our organizations data from UA to GA4 before the platform deletion deadline on July 1st, as well as providing our organization with additional analytics analysis and dashboards for improved marketing strategy supports.

They regularly offered assistance to fellow students during our zoom calls and organized co-working sessions to foster a collaborative environment.

In conclusion, I believe the students of the ALY6080 80776 & 81379 Integrated Experiential Learning course would be an excellent addition to any businesses data analytics department due to their strong work ethic, leadership abilities, and superb teamwork. I am confident that they will thrive in any environment and make a positive impact wherever they go.

Please feel free to contact me at tgarey@rciscience.ca if you require any additional information about the project or my experience with the students as a group.

Sincerely,

Tallie Garey