

Sophie
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Business Analyst

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March 23, 2026

Laura Whitworth
Booking.com

Dear Laura,

I am writing to apply for the Senior Business Analyst role at Booking.com's Manchester office. With five years of experience gathering requirements, mapping processes, and working between business teams and developers, I have consistently delivered clear documentation that helps products ship on time.

At AO.com, I am the lead BA for the warehouse and logistics platform that processes 35,000+ daily orders. I gathered and documented 180+ user stories across 12 epics for a warehouse management system migration, and facilitated over 40 workshops with stakeholders across operations, finance, and engineering. One process redesign I led reduced delivery returns processing time by 34%. Before that, at the Co-op, I wrote 120+ user stories for the launch of a same-day delivery feature across 200 stores, and ran a six-week discovery into substitution preferences that reduced rejected substitutions by 12%.

Booking.com's scale and its product-led way of working appeal to me because I want to do business analysis in an environment where the data feedback loop is fast and the impact is visible. I hold the BCS International Diploma in Business Analysis and a CSPO certification, and I bring a structured approach to requirements alongside a genuine curiosity about how users interact with systems.

Sincerely,

Sophie Mercer