

## STATEMENT OF PURPOSE

I am XXXXX from India. I have completed my higher secondary schooling from CBSE board in 2011 with 7.8 CGPA. I have then completed my senior secondary education in 2013 from CBSE board with 72%. I pursued my graduation in Bachelors of Technology in Computer Engineering stream which I completed with 2.8CGPA marks in 2017.

I am currently working as a Business Analyst at XXXXX Mumbai, India. I also serve as an SAP MM Functional consultant and the Project Manager for the automation of Plant configuration activity. During my undergraduate course, I interned with XXXXX where I designed Android Application and Linked it with the online database system. Prior to that, I interned with XXXXX where I worked for Implementation of code in C++ for software. I also interned with XXXXX that was a startup Company for applications and Websites building of Businesses.

Analytics plays a significant part in the business organization because it is vital for the decision-making process. Professionals who can derive insights from data are required by the companies. I have had a keen interest in figures and numbers since childhood. The use of technology to get insights from data is an important aspect of business analytics. Analytics can provide details such as customer profiles, product improvement feedback, and cost optimization- making the company more efficient. I want to work to increase the efficiency of an organization and acquire the learning so as to work for the optimization of the business processes.

While I was working as a business analyst, I realized the application of data in a business process. I have still got a lot to learn in business analytics and so I am motivated to pursue a Master's course where I can specialize in business analytics. This specialization will help me to have an understanding of the field. With the help of the acquired skill set, I will be able to build a good professional career in the domain.

When I first got Admission in the Engineering College XXXXX, I was going through all kinds of skepticism in my mind. The reason behind this skepticism was the fact that I was coming from an era of digitalization, an era where artificial intelligence had just started blooming and because of this, I was completely immersed in all the technological advances that were happening around me in the computer science domain. I was deeply engrossed in the digital field of computers but then so was every other teenager of my age. And this fact alone gave rise to my doubts as to whether I am just impressed and curious or am I seriously passionate in this field and want to pursue my life and career in the direction that the domain of technology takes me in. Soon enough I started with the undergraduate program at my college and the more I learned every day of each semester the more It became clear to me that I will build my career in the field of technology itself.

The course of B-Tech Computer Engineering was very thorough at my college. I measured the extent and scope of every subject, from making of electronic circuits to the programming of soft wares and reacting chemicals together, I tried my hand at every possible thing in order to choose the field that captured my interest and I was passionate about. It was an observation that I made in the fourth semester of my college that every computer related subject caught my interest the most and also that is where I was able to perform my best, subjects like Data Structures, Fundamentals of web technology, Theory of Computational Sciences, Design and analysis of algorithm, Human-Computer Interface, Software

Engineering, Data warehousing and Mining, Operating Systems, Database management Systems, C, C++, Java and therefore, I am skilled in all these languages and concepts.

I have undertaken certain projects during my undergraduate course and I got the hands-on experience of using my knowledge. I got to understand the difference between coding for a lab program and coding for some organization.

A postgraduate course can bring a notable difference in an individual. At the master's level, the depth of the subjects increases and the students are able to explore subjects extensively. I want to succeed in my future corporate career so I want to attain that level of knowledge, and thus, I wish to apply for Master of Business Analytics course. There are many interesting subjects in this course which I am looking for to study such as Predictive Analytics, Machine Learning, Analytics, and others.

I want to focus on both academic and personal development and so I want to study in Australia because it has a good number of universities which excel in the quality of academics. Studying in a diverse environment will help me to grow as a person. Since there is a focus on research-oriented learning, so I will be able to understand my course better. I will be able to have an experience of my own individuality and learn to be self-dependent by studying in Australia.

Business Analytics is a domain which requires hands-on experience to learn different things. The theoretical work will help to understand the subject very little. In India, unfortunately, there is a very limited opportunity to actually apply and learn theoretical concepts. Therefore, I will not prefer to study in India.

The XXXXX University is an institution that I can think would be apt for my master's studies. The top level of education makes the university famous in the country and the world. The degrees provided are recognized in almost all countries. The well-detailed course structure and curriculum make the university a good choice for students. The course is taught well in-depth and then I am sure that I will be able to get a good number of opportunities to develop myself.

I want to work as a Business Analyst once I complete my Master's degree. Then, I want to return back to India and work in my own country. I will be getting a salary of about INR 12,00,000- INR 14,00,000 per annum. I will have plenty of opportunities in India once I complete my education in Australia and since I already have experience in the same profile, I will advance in my career easily.

The skills which I will gain during the master's degree course will surely help me in being a talented professional in my field. I will be extremely glad if my application is considered and will put in all of my efforts to succeed in all aspects while being at the university.