To whom it may concern,

My name is Alan Rijnders. I am writing this letter to express my strong motivation to write my master thesis on the supervised topic on "Ghost matches" in football. Probably everyone will write this in their motivation letter but I have been a great football fan since I was a child. Everyone in my family watches football and when I was 5 I started playing football at my local football club. I continued playing until I was 22 when I moved to China to learn Chinese.

While in China , next to my Chinese studies, I started developing interest in the combination of data and football. I started applying football data to build a simple betting model with a friend to bet on the amount of goals on football matches and earned some money with succesful predictions. While keeping my betting on the side I started working at Bol.com as a new business specialist and was amazed by the extent to which data can be used in Marketing to make better informed decisions, which was the main reason for me to pursue a master's degree in Marketing Analytics.

My studies have been a very interesting experience so far and have learned me many skills in research and analytics in the field of Marketing. Thinking about the kind of thesis I would want to write I was curious about the offered supervised topics for Marketing students. During the inspection of the list of supervised topics I was positively surprised to see a topic related to football and I immediately knew I wanted to write a thesis on this topic to employ my newly learned skills during my studies by researching my favourite sport.

Given the opportunity to scrutinize the topic of "ghost matches" in football will help to further understand the factors of home advantage in football. I am confident that my academic background combined with my motivation and interest in this particular field will be of help to succesfully complete this project and produce a paper that contributes meaningfully.

Kind regards,

Alan Rijnders