**Ms. Aruna Singh** – Personal Statement Fall 2020 || MS in Information Systems and Operations Management

Having grown up in India, I have witnessed the magic of growth and development. I have realized that innovation and efficient management are the key tools that we possess to tackle the problems of the current world. There is immense potential in things all around us but somehow, the world lacks an ignition that would start a reaction of change. With a background in electronics and communication engineering, a rich experience of working at one of the biggest conglomerates of the world, and with an imagination that looks to seek and destroy problems, I often find myself in a quagmire.

While in my life I have been heavily inclined towards technology, I can trace back the starting point of inspiration to my victory in Robotics- Line Follower Robot as the zonal round winner in Robotryst-2014 conducted by IIT Delhi. The bonus takeaway was my confidence in working with Embedded C and SQL, the integration of AI with robotics and an inspiration for my career. A tremendous growth opportunity came to me in the form of an internship with DRDO, Dehradun. The implementation of the three sets of ROM Models using VHDL on FPGA space gave me a broad overview of the applications of embedded systems and how classroom concepts blended with the real-life application. Apart from this, I took a keen interest in Computer Network and developed a Congestion Avoidance-Medium Access Control Protocol (MACP) using the priority node selection algorithm. The major accomplishment was to achieve better results than Sensor MACP in terms of energy consumption, transmission latency, and reconstruction distortion and hands-on experience of Advanced MATLAB on NS2 Simulator. Along with academic endeavors, I led the team of Taxi Femme – cab services exclusively for women to the semi-finals of Ideas to Implementation-2015, a National Level Business - Plan competition conducted by IIM Calcutta. Moreover, I organized and facilitated multiple events in the Annual Techno-Cultural Fest in college as the President of the Creative Arts Club.

During my tenure at Reliance, I visited three major refining and petrochemical manufacturing sites which made me realize the gargantuan impact that it has on the nation’s economy. To overcome the challenge of enormous data that is being generated in the manufacturing plants each second, RIL started the Business Transformation Initiative wherein I work primarily on analyzing the data from business perspectives before designing an application and developing it myself. The exposure was unmatched as I worked on the entire stack from Azure Architecture, dealing with Supply Chain Planning, overseeing the Logistics, Customer Relationship Management, and even Sales & Distribution. I gained deep insights into the JavaScript frameworks such as Angular 8, Ionic, NodeJS, along with the proficiency in Bootstrapping, CSS/SCSS, DevOps and Python. Simultaneously, I was being trained at SAP HANA, which introduced me to the techniques of inventory management and the auto-reorder point algorithm. These opportunities were instrumental in shaping myself into a commendable engineer and professional and therefore, convince me to apply for the graduate program.

While familiarizing myself with business processes and technical concepts, I grew aware of the abundance of knowledge I was yet to amass in this domain. When I come up with solutions to challenging problems, I find myself lacking at arriving at an efficient way to implement it. I seek to better this aspect of myself by attaining a specialization in Information Systems and Operations Management. I wish to make honest attempts at revolutionizing the conventional ways by leveraging the power of data in determining the growth and course of action of business organizations. For this purpose, the University of Florida - Warrington College of Business is the perfect next step. The well-structured curriculum, student invested clubs, business leadership society and experiential learning opportunities will not only enhance my knowledge in the tracks of Data Science, Business Analytics, Information Technology and Supply Chain Management but give several exposures during the co-ops program and real-world experience. The research of **Professor. Anuj Kumar** on **Why brick-and-morter retail stores are still relevant** intrigued me like how statistical methods can be better utilized to provide high quality of services and richer in-store experiences. These endeavors will add immensely to my repertoire and propel me to my goals of bringing disruptive changes in sectors that affect the lifeline of every product-centric organization, and eventually become a leader in driving the breakneck business initiatives.

I sincerely hope the Admission Committee shares my vision and enthusiasm for the field, and accordingly renders a favorable reply to my application.