

Academic Statement of Purpose

Graduate Program: MS MIS

Priyansh Bhogra

Age 5; Movie: Matrix; Summer of 1999. I was maybe too young to understand the fact how the industrial world will play out if one isn't careful but, the fact that a computer programmer was the protagonist and the movie was way ahead of its times continued to intrigue me. Matrix has gone on to become a cult film and continues to be gripping because of stunning visual effects and the hypnotizing futuristic portrayal. Years later, this film continues to haunt with its dystopic prophecy and was also one of the defining moments in my learning curve that cast the die for me. While the story might appear commonplace now, it is the one that inspired me to find my way into making it my passion. Several years have passed and today, when I look back, this passion has emerged into something stronger and it is with this intent to grow unfettered that I write this statement today.

My high school years were seminal to building a strong foundation in Computer Science. Choosing Information Practices as an elective and learning the basics of programming, OOPS, Java and SQL, I believe the die was cast for me in those moments of learning and introspection. Today I am a graduate alumnus Dehradun Institute of Technology in Information Technology and have completed this leg of my academic journey with first division. My junior year project titled *Wiz Compress* served as the right impetus for development. It was an Android application that aimed to help the users to compress the contents (pictures and videos) in their gallery without compromising on the quality. In my senior year, I was handpicked by Infosys Ltd for an internship opportunity where I learned Python, Advanced Database Management and LAMP technologies. Implementing these technologies and my learning, in a team of four, I executed my senior year project "Buy & Sell" which aimed at facilitating the buying, selling and trading preloved goods. The project intended to be the next generation of free online classifieds. The project was implemented using PHP, MySQL, HTML5, CSS, JavaScript, and Bootstrap and garnered immense appreciation from the faculty.

I am currently employed at Cognizant Technology Solution as a Programmer Analyst since the last 26 months. These two years have been an enriching experience in the areas of Business Intelligence and Data Analytics and have allowed me to sharpen my business and technical acumen as well as learn how processes move in an organization. I'm currently working for an American Bio Pharmaceutical giant. My work revolves around Analytics Process Monitoring, building client-specific decks with relevant KPIs and designing, creating and maintaining relational databases.

Having understood the business side of organizations and embracing the need to acquire better business thinking, it is only a degree in Information Systems that will allow me to work in the intersection of people, technology and business. Post an MIS, I aspire to be a Management Consultant or an Information Systems Analyst and contribute to developing and maintaining efficacious information systems that will play a crucial role in decision-making for the firm I will join. I wish to work with the Big 4 and noted banks such as Citi Bank, Bank of America and solve business bottlenecks, help in change management and leadership enablement. The skills, resources, and networks that I will garner through the post MS MIS tenures will prepare me for challenges in decision-making roles 10-15 years down the line.

I've been extremely disciplined and have owed my immense concentration to extracurricular engagements. Involved in the organizing and management of my university's techno-cultural festival, *Youthopia*, I hosted the Fashion show and Battle of Bands for two consecutive years. I was also a member of Student Training and Placement Cell as well. This platform gave me the opportunity to interact with the company's representatives who came for recruitment. I'm also devoted to the cause of teaching

underprivileged children in a rural-urban society that has been adopted by my organization. These moments have been extremely humbling and if given the opportunity, I would love to continue with the same as a student of your institution.

I feel incredibly lucky to be part of India's journey into the Information Age as it drives towards the goal of becoming a world superpower. Unlike the last decade when a small section of India embraced IT and made a big mark on the global technology map, today the larger section of India embraces this evolution of IT into its day-to-day living, I foresee an immense potential & responsibility that I and my generation need to shoulder to realize the dream of a globalized India of the 21st Century. Driven by this inspiration, I see a Master's program to skill and train me for my career and life goal. The Eller College of Management's MS in Management Information Systems program will equip me with comprehensive knowledge of business aspects such as operations, strategy formulation and decision making and analysis. I will gain the competence competently, liaise with clients and enhance the productivity of information resources. The skills that I would gain through the Master's program would help me strategize, advice and offer effective solutions to clients. Additionally, I am looking forward to studying under Prof. Sudha Ram whose expertise in Business Intelligence, Big Data Analytics and Enterprise Data Management aligns with my area of interest. Also, reading about much-distinguished alumni like R. Alexandra Keith and Robert A. Eckert has galvanized me and inspired me to be a part of University of Arizona family.

Finally, I want to thank you for enabling me to express myself. Your master's program in Management Information Systems will allow me to achieve these goals, and I therefore greatly appreciate your consideration of my application.