



CERTIFICATE PROGRAMME IN BUSINESS ANALYTICS
Application Form

Personal Details

First Name

MEGHANA

Middle Name

Last Name

MAKKENA

Gender

Female

Date of Birth

30-05-1995

Nationality

Indian

Current Address

Address

Flat: 202, Sri Sai Enclave, PLOT 192, Mathrushree Nagar, Miyapur, Hyderabad

City

Hyderabad

State

Telangana

Country**Pin****Personal Email ID****Official Email ID****Landline****Mobile****PAN NO.****Academic Record**

Graduation 1**Degree****Discipline****Subject specialisation****Name of the College**

Year of Graduation

2016

CGPA obtained

8.2

Maximum CGPA

10.0

Class / Distinction

8.24

Name of University / Institution

GITAM University

GRE/GMAT/CAT**Have you taken GRE/GMAT/CAT anytime earlier?**

No

COMPANY APPLICATION

Sponsorship

Self Sponsored

STATEMENT OF PURPOSE

ESSAY 1

When I Was Working For TCS-Bangalore In Application Maintenance And Support Team, I Had A Roommate Who Was Working For A Major Analytics Firm. When We Spoke About Our Work At The End Of The Day, She Would Tell Me About All The Interesting Brainstorming Sessions They Had, The Critical Thinking And The Algorithms Involved To Make The Predictions Of Sales For One Of Their Retail Clients. That Was My First Introduction To Business Analytics. I Was Fascinated By The Power Of Data And

The Impact It Can Have In Helping Us Estimate And Predict The Future. I Enrolled Myself In An Online Course On Data Analytics And Learnt The Basics Of Python And SQL, Practised A Few Data Sets Online. Later, I Requested For A Chance To Move To The Analytics Team At Work. This Is One Of The Career-Defining Moves That I Have Made. The Satisfaction And The Excitement One Gets From Doing The Work That One Is Passionate About Makes A World Of Difference. Initially, I Was Given Simple Tasks And Was Responsible For The Excel Dashboard Reports, However, After Continuous Learning And Persistent Efforts To Improve My Knowledge On The Client's Requirements, I Was Eventually Moved To The Core Team Of Fraud Detection And AML Team. But, The More I Was Learning, I Discovered That There Is More I Needed To Learn. With A Constant Demand And An Ever-Increasing Focus On Developing New Insights Based On The Data And Statistical Analysis Along With An Understanding Of Business Performance, I Have To Scale Up My Knowledge And Improve My Skills. AMPBA Has One Of The Best Curriculums In The World With A Three-Month-Long Industry-Sponsored Capstone Project Which Allows Me To Apply The Course Knowledge To The Real-World Business Problems And Have An Unparalleled Opportunity To Learn.

ESSAY 2

I Do Not Have Anything Else To Add.

Alternate person's Contact details

Alternate person's Contact details 1

Name

Mr Srinivasa Rao

Designation

Business

Email

raomakkena@rediffmail.com

Landline no.**Mobile****Alternate person's Contact details 2****Name****Designation****Email****Landline no.****Mobile****Total Experience**

Total Work Experience**Total Work Experience in Analytics Industry****Work Experience Details**

Work Experience Record 1

Organisation**Designation****Year of Experience****Nature of work****Is Current Organization?**