

Sample SOP for MS in Business Analytics

The terms ‘data’ and ‘power’ have almost become synonymous in the business context. Regardless of the demographics and size of a company, its ‘success’ largely lies in the effectiveness of evaluating data. In the digitized business environment, data pours into businesses through social media channels, databases, customer support desks, online forums, and a plethora of sources. A careful evaluation of huge chunks of data can generate valuable insights into future trends. Harvesting massive chunks of data, businesses can make strategic decisions, whether it comes to launching a new product, modifying existing products, marketing campaigns, or evaluating their competitor’s profile. Right from my childhood, I have been drawn towards numbers and puzzles. As I matured, the world of information technology captivated me. Currently, I would like to channel my analytical skills, along with my old passions in numbers, puzzles, and statistics to craft a happening career for myself. Realizing the lucrative career potential in the field of business analytics, I decided to pursue a Master’s program in this discipline. Now that I have honed adequate technical skills, it’s time for me to hone adequate knowledge in business analytics that can streamline my career. Prioritizing these aspects, I decided to pursue the 2-year Master’s degree in Business Analytics from the University of Rochester in the US.

The course that I am willing to pursue is closely aligned with my academic background and professional goals. I have already completed my graduation in Computer Science and Engineering from JNTU, Hyderabad. This course has already exposed me to the core concepts like data structures, AI, programming, and algorithms. Besides, I have been an avid coder, indulging in courses to master programming languages like Java, C++, C, Python, and HTML. At the same time, my interest lies in the marketing trend. Therefore, I carved out a career that appeals the most to my intellect, which revolves around product development.

Currently, global IT giants are involved in cut-throat competition while assessing the needs of their clients and developing software solutions. With an industry-oriented degree in business analytics, I will be able to contribute to global MNCs with valuable insights into product development. In a real-time data-driven world, top IT giants like Accenture, IBM, Cognizant, TCS, and Infosys are on the hunt for skilled and certified business analysts. It would be a pleasure for me to integrate into one of these esteemed companies as an accomplished professional.

I have been fortunate to get an opportunity to intern at Capgemini as a software developer for three months as a part of my academic program. This was a valuable learning experience for me, as I made the most of the industry exposure. At Capgemini, I also shouldered the responsibility of a full-stack developer in MongoDB, Django, and HTML. This internship also tested my technical and intellectual mettle, proving that I was on track for an eventful career.

After graduating in 2021, I got placed at Tech Mahindra as a junior software developer. Closely working with large teams, I was quick to evaluate the requirements of our clients. We catered to businesses from several verticals of the industry, and cherished my position as a software developer. It was then that I realized the value of a business analyst in software development. Besides, I noticed that candidates holding a formal degree in business analytics received better career opportunities.

Meanwhile, I was glad to be a part of a project that involved predictive analysis. I embraced this opportunity wholeheartedly, willing to master business analytics to capitalize on the market opportunities. As a part of this project, I mastered some tools, that helped me evaluate information based on customer feedback during sales seasons for the top eCommerce brands selling luxury products.

As my interest in business analytics sparked, I decided to specialize in this discipline. At the same time, I realized that a formal degree from one of the globally accredited universities would help me scale up my professional hierarchy. This would come along with incentives, promotions, and better salary offers. Given that I am a person who loves remaining within the learning loop throughout my career, pursuing this course appeared as the most logical decision for me. Since I have already gained significant exposure to data analytics in my professional circuit, it would be a logical decision for me to go for this specialized course at this juncture of my career.

The University of Rochester would be the right academic platform for me to pursue this program. I am already familiar with the concepts of probability and statistics, as well as Python. The course modules look well-synced with the industry. Particularly, I am keen to undergo training and excel in the area of my interest through the modules on data exploration and visualization, experiential learning, Modern Data Management, Optimization for Prescriptive Analytics, Statistical Foundations of Business Analytics, Business Communication for Analytical Decision Making, Machine Learning Fundamentals, Analytical Marketing, Machine Learning for Business Applications, Data Analytics in Finance, and Ethics and AI.

Studying business analytics in the US would be the most logical decision for me. This country has shown the path to the world, innovating futuristic concepts that are driving the global IT infrastructure. Whether it's AI, ML, neural networks, or predictive analysis, the universities in the US have topped the world. Considering the sophisticated academic environment that I would enjoy in this country, it would be a privilege for me to study this course at one of its universities. Recruiters around the world value candidates holding degrees from these institutions.

I visualize myself walking in the shoes of a successful information analyst, business analyst, or strategist in the long run. With the digital infrastructure revolutionizing our country, professional opportunities for deserving candidates look great. Therefore, I am looking for a berth in your esteemed university to pursue the mentioned program. A Master's degree in Business Analytics will streamline my career in India.