Cover letter

**Why I need to attend the MMA program**

Having gone through the course curriculum and faculties of your prestigious Master of Management Analytic program in detail, I found a great match between what it offers and my interests in using analytic to shape business decisions.

Industry experience lead me to seek better analytics

Since joining the workforce and focusing on investing and financing of commercial real estate 12 years ago, I have found as I progress though the corporate ladder, to my dismay, the board of directors had relied on heuristics and deferred to authorities on many of the important business decisions. However, I don’t blame the decision makers, because, in my humble opinion, the current analytical power of the research in the field is not sufficient.

If I have the honor to join your analytic program, I could build my ability to organize analytic projects and persuade decision makers through an iterative process of identifying investment opportunities and risks and addressing their concerns. More importantly I want to be able to make data and its analysis part of the key activities of commercial real estate investment and financing, by building teams and collecting business data.

Personal Interests

Since graduating, I had devoted a huge chunk of my spare time learning statistics theory and tools, inspired first by the statistics 110 online course from Joe Blitzstein of Harvard and the Python for Data Analysis book by Wes McKinney, then the joy of Tidyverse promoted by Hadley. These leads me to preferred Bayesian statistics because it is easier for people outside of the statistical community to understand. To that end, I had studied alongside Bayesian Methods for Hackers by Cameron Davidson-Pilon and I found the book and lecture by Richard McElreath on Statistical Rethinking immensely fun and helpful.

The downside of all these self-paced learning is that it lacks a sense of organization. I had identified 3 core components in a successful data analysis projects: data collection, analysis / prediction and data presentation / visualization. Left to myself, I was drawn too much into analysis and prediction part, and I believe your well balanced program can prepare me for the full game.

Closer ties with industry

That is also why I deeply appreciate the MMA program’s use of corporate data sets, and applied research projects with Scotiabank Centre for Customer Analytics

I’m not too old to join your program! Average age 32

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Projects I’ve tried

Examples:

Time series analysis for share placement / buyback, with private information, facebook’s Prophet package, Bokeh for visualization, resulting in share placement

Visualization of 84 UK properties with their valuation and yield with RMarkdown, Flexdashboard and Leaflet, blue print for possible disposal

Visualization of lease expiry profile, using Python and Bokeh for financial report and planning

Causal analysis of the unit rent and occupancy of Grade-A office in Beijing, trying to see what drives rents and early terminations

So far I did this all by my own, as these projects were relatively small and I do not yet posses the ability to direct the analysts under my purview who had less data literacy to help me with these projects and my questions may change during exploration of data.

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**Why MMA program needs me**

*My education background, industry experience and managerial experience present me as a natural fit to your program.*

Education and Credentials

After being recommended, as oppose to going through university entrance exam,for my exceptional performance in Mathematics and Information Technology competition, to one of the top universities in China, Tsinghua University, I obtained full marks on subjects like linear algebra and calculus.

My former employer had sponsored me to attend a two year program in the University of Hong Kong

Add in the tips!

I had been successful in XX and I believe by training me to join the dialogue to shape the future of XX is a great fit to the program’s purpose

CFA

Recommended to Tsinghua University

graduating from Tsinghua University with an engineering degree

“In the hope that I will get admission, I have enclosed my transcripts, project outlines, and reference letters with this letter. If you need any other documents or information, please feel free to contact me at (000) 744-1421.

Thank you for your time and consideration.”