Cover letter

Dear Sir,

It is my great privilege to submit my application to study at the Master of Management Analytics program at Queens University. Having gone through the course curriculum and faculties of your prestigious program in detail, I believe there a great match between what this program offers and my interests in using analytics to shape business decisions.

I’ve always had a strong interest and capability in mathematics. Since high school, I’ve represented my school to won several medals in math, physics, and programming competitions. I’ve also graduated with distinction grades from Tsinghua University, one of China’s best university. My interest in mathematics did not stop there. Since graduating, I enjoy reading statistical theory and tools such as the statistics 110 online course from Joe Blitzstein of Harvard, Python for Data Analysis book by Wes McKinney, joy of Tidyverse promoted by Hadley, and Bayesian Methods for Hackers by Cameron Davidson-Pilon. The downside of all these self-paced learning is that it lacks organization. I had identified 3 core components in a successful data analysis projects: data collection, analysis / prediction and presentation / visualization. I was drawn too much into analysis and prediction and struggle to see a whole picture. This is why I am eagerly applying to the MMA Program to learn to combine theory and practices on management analysis from the best teachers.

My professional experience also revealed to me the importance of analytics. By being analytical, I was able to stand out from my peers and save cost and time for my employer to reliver strong results. Back in 2007, I joined Swire and participated in its public listing, disposal of major commercial property (HKD18.8 bn, world’s 3rd largest in history). Later I joined my current employer back in 2014 as Vice President and oversees cross-border acquisition of property portfolio worth GBP73.5 million, refinancing of assets over USD1.2 billion in value.

As I grow into more management role, I grew more acutely concerned of making analytics part of the key business activities. I’ve found as I progress though the corporate ladder, to my dismay, the board of directors had relied on heuristics on many of the important business decisions. However, I don’t blame the directors, because, in my humble opinion, the current state of data collection yield little analytical power, and there lacks clear communication of the power of these analysis.

If I have the honor to join Queens MMA program, I could build my ability to organize analytic projects and persuade decision makers through an iterative process of identifying business opportunities and addressing possible 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.

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. As someone who is slightly older for a typical grad student, I noted that the profiles of the class showed an average age of 32 with a range from 22 to 52 that would fit me perfectly.

In the hope that I will get admission, I have enclosed my transcripts and references with this letter. If you need any other documents or information, please feel free to contact me at (852) 6794-1690.

Thank you for your time and consideration.