Dear admission committe,

My name is Danqi Qiu, and I am writing this letter to express my sincere interest in applying for admission for Master in Business Analysis. When I first encountered the Xingke Tiben archives while researching Jiangnan’s occupational structure, I realized that data is not just numbers—it is the DNA of human civilization. Cleaning over 1,800 historical records in Stata, spanning nearly three centuries, I uncovered how 1734 Hangzhou tea merchants adapted to shifting trade policies through occupational diversification. This revelation cemented my passion for decoding complex economic and business ecosystems through data analytics.

At Renmin University of China, where I major in International Economics and Trade, I have continually explored the transformative power of data. In 2023, I expanded my academic and cultural horizons during an exchange program at the University of California, Davis, where I studied Econometrics and honed my analytical skills. Immersed in an intellectually stimulating environment, I learned to balance rigorous quantitative training with a global perspective, reinforcing my commitment to applying data-driven insights in real-world business contexts.

Through case studies, mathematical modeling competitions, and research projects, I have developed proficiency in Stata, SQL, Excel, and Tableau. As a class president and nonprofit leader, I have leveraged data insights to enhance organizational decision-making and strategic planning. My leadership experiences not only strengthened my ability to analyze information critically but also deepened my understanding of how data can drive impactful business solutions.

Seeking to bridge theoretical knowledge with industry applications, I interned at a fund management company, focusing on business analytics and market research. My responsibilities included integrating Wind database insights with Stata, SQL, and Excel to clean and analyze sales and fund performance data, tracking market trends, and providing strategic recommendations. I also conducted fundamental analysis on fixed-income products, assessed market performance and investor behavior, and generated Tableau-driven visualization reports to support sales strategies. This hands-on experience sharpened my technical skills and provided me with a firsthand understanding of how data-driven decision-making influences financial strategy and risk management. It also reinforced my conviction that analytics is the key to navigating today’s complex business landscape.

My experiences have not only refined my technical and analytical capabilities but also ignited a deeper ambition: to translate data into actionable business strategies that drive innovation. In an era where technology and algorithms can precisely capture consumer needs and expand market potential, I aspire to harness business analytics to make data-driven decisions that enhance both corporate efficiency and societal impact. After graduation, I plan to begin my career in business analytics at a leading technology company to further develop my skills and industry expertise. In the long run, I hope to venture into e-commerce entrepreneurship in the consumer goods sector, leveraging data analytics to optimize operations and drive business growth.

Barcelona School of Economics (BSE)’s program of Master in Business Analysis offers the perfect fusion of theoretical depth and practical application, equipping students with cutting-edge analytical tools and strategic insights. Its strong industry connections and emphasis on data-driven decision-making in a globalized business environment align precisely with my career aspirations. I am eager to immerse myself in this intellectually vibrant community, refine my analytical skills, and contribute my perspectives on leveraging data for business transformation.

I look forward to the opportunity to join your esteemed program and further my journey in business analytics. Thank you for your time and consideration.

Sincerely,

Qiu Danqi