Please describe your aptitude and motivation for graduate study in Data Science, including your preparation for this field of study and your future career goals. Please be specific about why the UC Berkeley MIDS program would be a good intellectual fit for you.

* Convince that I will succeed in and contribute to a rigorous UC Berkeley program.
* Introduction – introduce yourself, your interests and your motivations. Explain why data science interests you and why you want to pursue a masters in data science. Keep this brief
* Summarize your academic background including graduate and undergraduate studies. Focus on research or project with particular focus on quantitative work.
* Discuss any relevant professional experience that has prepared you for the MIDS program. Elaborate on your work experience, recent project and what you’ve learned. Highlight experiences that highlight analytical abilities. Explain how graduate school will help achieve your career goals.
* Discuss areas of studies that interest you the most. Provide enough detail to convince that I understand the program and I’m engaged with current industry themes.

1. What the admissions committee will read between the lines: self-motivation, competence, potential as a graduate student.

2. Emphasize everything from a positive perspective and write in an active, not a passive voice.

3. Demonstrate everything by example; don’t say directly that you’re a persistent person, show it.

4. If there is something important that happened to you that affected your grades, such as poverty, illness, or excessive work, state it. Write it affirmatively, showing your perseverance despite obstacles. You can elaborate more in your personal statement.

5. Make sure everything is linked with continuity and focus.

6. Unless the specific program says otherwise, be concise; an ideal essay should say everything it needs to with brevity. Approximately 500 to 1000 well-selected words (1-2 single space pages in 12 point font) is better than more words with less clarity and poor organization.

Questions to answer:

**short term long term goals**

**strengths and weaknesses**

**Trajectory, fit and enthusiasm**

**Why something I want to do**

**What about my life brought me to this point, and why i am prompted to shift into this trajectory and why this is the best next step**

**What have I done up till this point to try and realize this goal**