University of Vienna
Study Service and Teaching Affairs
Admission Office
Universitätsring 1
1010 Vienna

Letter of motivation

Master programme in Data Science

Read the information available in the **study profile of the degree programme**, before submitting your application for admission. Answer all questions in your own words. Do not use **Artificial Intelligence**.

Part 1: Personal information

Personal data	
Last name: Adam	Date of birth: 20/11/1998
First name: Fiker	

First completed degree programme	
Type (BA, MA, PhD, etc.): Bsc	
Subject area/major : Computer Science	Other:
Thesis title: Speech recognition system in home automation domain (Amharic language)	
Name and country of the university: BahirDar university, Amhara, Ethiopia	
Graduation date: 24/8/2022	Your GPA/best possible GPA at institution*: 3.56/4.0

Second completed degree programme	
Type (BA, MA, PhD, etc.):	
Subject area/major :	Other:
Thesis title:	
Name and country of the university:	
Graduation date:	Your GPA/best possible GPA at institution*:

*Optional answer. Your GPA does not have any impact on the decision of the selection committee.

Part 2: Questionnaire

Answer all of the following questions in your own words. You must stick to the character limit. Longer answers are not possible.

1. Why are you interested in the master programme in Data Science in general?
1.000 characters max.

In today's data-driven landscape, I'm driven by data science's transformative power, particularly in business analytics. Beyond information consumption, this field empowers us to translate raw data into actionable insights, fueling strategic decision-making. This master's program aligns with my ambition to become a data alchemist, transforming numerical chaos into organizational gold. Mastering sophisticated algorithms and analytics excites me. Imagine the impact solving complex business challenges, predicting market trends with accuracy and optimizing operations for maximum efficiency. This opportunity represents a pivotal investment in the future of data-driven leadership. It unlocks my potential to become a key player in shaping a prosperous and efficient global economy, where businesses leverage data analytics to gain a competitive edge. My dedication, coupled with the program's rigor, will equip me as a valuable asset in the ever-evolving field of data-driven business solutions.

2. Describe the most exciting Data Science problem you have ever worked on? How did you discover it and how did you solve it?
1.000 characters max.

During my internship at a major retail chain, I witnessed the frustration of drowning in customer data but blind to buying trends. This resulted in declining sales & unhappy customers. Collaborating with marketing & analytics, I identified limitations & discovered data science's potential to unlock hidden customer insights. Leveraging my data science skills, I designed a customer analytics model. It analyzed massive datasets of purchase history & demographics, meticulously identifying distinct customer segments & their buying behaviors. This empowered us to develop targeted marketing campaigns & personalized product recommendations. This approach revolutionized customer engagement. By truly understanding our audience, we personalized marketing strategies, optimized product placement, & boosted customer satisfaction. Business analytics quantified the impact: surging sales & a sharper competitive edge. This transformative experience solidified my passion for data science.

3. Why are you interested in studying at the University of Vienna? What topics/people/research groups/modules available in Vienna may be of particular interest to you?
500 characters max.

The reason University of Vienna's Data Science program excites me the most is the focus on big data analysis perfectly align with my data science goals. I'm drawn to the research of Dipl.-Ing. Dr.techn. Enes Bajrović within the Research Group Scientific Computing. His work on "Big Data Processing, Analysis and Applications in Mobile Cellular Networks" is fascinating. The concept of extracting insights from large, complex datasets aligns with the challenges faced in modern business analysis.

4. Are you planning to apply for both master programmes in Data Science and Business Analytics at the same time? If you could choose, which would you prefer and why?
200 characters max.

I would prefer business analytics flooded with data, agriculture struggles. This program equips me to unlock its potential. I'll translate data into solutions for a thriving, sustainable food system.

5. What is your personal background/past experience that prepares you for studying Data Science at the University of Vienna (e.g. university courses, professional experience, certificates, voluntary work, ...)? In particular: comment on your background in mathematics, statistics and computer science.
1.000 characters max.

My educational background in mathematics combined with my experience as a software developer and data analyst, makes me an ideal candidate for the data-driven Data Science program at the University of Vienna. My strong foundation in statistics, discrete mathematics, and applied mathematics, along with my enthusiasm for using data to drive business outcomes, make me well-suited for the program. My experience as a data analyst at a retail company, as a software developer at a bank and my award-winning final year project, which required extensive data gathering, analysis, and interpretation, have further honed my skills. I am particularly drawn to the University of Vienna's interdisciplinary approach, which aligns with my goal of using data to improve business. The research conducted by Dipl.-Ing. Dr.techn. Enes Bajrović on Big Data Processing, Analysis, and Applications in Mobile Cellular Networks is also of interest to me, as it may have connections to my background in data analysis.

6. Imagine the following: You have just graduated from Data Science. What are the five key competencies, skills or mindsets that you have acquired during your studies?	
a):	Data-driven problem solving
b):	Bussiness-Driven analysis
c):	Process optimization
d):	Collaboration and communication
e):	Domain expertise

7. Imagine the following: You have just graduated from Data Science and you are about to apply for a job. What is the job you are applying for?
200 characters max.

With my data science expertise, I'm applying for a Business Intelligence Analyst role. I'm eager to bridge the gap, translating complex data into actionable insights that drive business growth.

8. Why do you want to study Data Science to pursue this career?
200 characters max.

Data Science grants me the key tools for unlocking business potential. It equips me with advanced tools to unlock hidden insights and driving data-driven decisions for exponential growth.