I was first introduced to the exciting world of analytics when I joined Wipro two years back as a Project Engineer, and undertook training in a new planning platform, Anaplan. Subsequently, in January 2018, I emerged as the first Anaplan certified model builder in a 1,70,000-strong firm; the initial step in a challenging yet intellectually stimulating experience.

Given my interest in analytics meant that I was handpicked for Wipro’s first, and perhaps the most significant, Anaplan initiative, The Philips Incentive Compensation Management Project. I fervidly participated in the requirement gathering sessions, asking relevant questions and recommending the inclusions and exclusions for the pilot launch in North America and Germany. Pulling all-nighters to meet stringent deadlines, I augmented my business foresightedness by carrying out a retrospective analysis. It also necessitated my problem-solving and decision-making capabilities to churn out sustainable solutions to terminate escalations. Today, the model’s success lies in its utilization by 1000 American and 250 German sales representatives. The successful implementation of the task forged me into an able leader, who learned to respond suitably in the wake of challenges . I personally loved leveraging analytical models to solve complex strategic business problems and was deeply attracted towards the exhilarating field of Data Science. Moreover, I spent substantial time in reading about analytics, and additionally, to dive deep into the oceanic world of data science, I started formal training on modern Data Analytics technologies in python. In addition, I have completed a Data capstone project analyzing some 911 call data from [Kaggle](https://www.kaggle.com/mchirico/montcoalert) by using pandas and creating plots using Seaborn from Udemy.  Moreover, I have also completed small projects on various machine learning techniques such as Logistic Regression, K Nearest neighbors, K Means Clustering, Decision Trees and Random Forests from Udemy.

In short, my interest in building a career in analytics arena has been heightened due to work related exposure. Hence, given my ambition of accelerating my career in the business analytics arena I comprehend that my existing knowledge requires a perfect amalgam of technology, analytics, and astute problem-solving, therefore, I must formally attain the world class education in business analytics arena. Hence, I am applying to Simon MSBA program. Post Simon MSBA program, I wish to work in a data analyst role with a leading healthcare analytics company such as IBM or Cerner. In the long term, I wish to establish my own healthcare analytics consulting firm. If my preferred short term goal is not achieved then I would look to take up a role of an associate in a analytics consulting firm.

Simon MSBA offers a combination of useful courses such as Predictive Analytics, Economics and Marketing Strategy, Analytics Design and Application, Social Media Analytics amongst others. Further, electives in Big Data, Pricing Policies and Pricing Analytics would enhance my learning. In addition, experiential learning gained through projects would help me gain much needed hands on experience. Further, Simon’s alumni network would be useful for seeking internship and full time position. In conclusion, given the resources Simon MSBA offers I am confident that I would be able to achieve my career aspirations.