Statement of Purpose  
for  
MSc in Big data and Business Intelligence

This is Irfanul Hassan. I finished my BBA (Hons) from North South University, which is one of the top ranked university in Bangladesh. After my graduation I have started working in FMCG sector as Territory sales executive where I had to make different daily, weekly and monthly reports, where I felt the need of interpretation of data. I had to create day to day sales reports, employees performance reports and make projection base on the data that time I only knew Microsoft Excel. Later on I started working in multinational company Foodpanda(Delivery Hero) as business development executives where I had to use Salesforce to get reports about key accounts and also create different dashboards to analyze performance where I also found the need of Data visualization. Later on my career; I have moved to Sweden and I have worked in Foodora Sweden and Bolt respectively. Throughout my career I felt the need to learn how I can get the data and how can I can interpret the data to create an impact on the decision making process.I think this program will help me to achieve my career goals and help me to grow more professionally.

In today's data-driven environment, big data and business intelligence have become a key factor in successful decision-making. I'm inspired to learn more about this field because I understand the growing importance of data analytics and how it may change enterprises. My job goals are nicely matched with the program's extensive curriculum, which covers topics including data mining, predictive analytics, data visualization, and business intelligence methods. I will be able to leverage the power of data and give firms insightful data in these areas, giving them a competitive edge and helping them make educated decisions.

The University of Greenwich is renowned for its excellence in research and commitment to fostering a dynamic learning environment. The university's strong emphasis on practical application and industry engagement particularly appeals to me. I am excited about the opportunity to learn from experienced faculty members who are actively involved in cutting-edge research projects in the field of big data and business intelligence. Their expertise and industry connections will provide invaluable insights into the latest developments and emerging trends in this rapidly evolving field. Moreover, the university's reputation for producing graduates who are highly sought after by employers assures me that I will receive a quality education that will enhance my career prospects.

The United Kingdom has long been recognized as a global hub for academic excellence and innovation. It boasts a rich academic tradition, renowned universities, and a multicultural environment that attracts students from all over the world. Pursuing my studies in the UK will expose me to diverse perspectives, cultures, and ideas, fostering an inclusive and global mindset. Additionally, the UK has a strong focus on research and development, which is crucial in a field as dynamic as big data and business intelligence. Access to state-of-the-art facilities, collaborative opportunities, and a supportive academic ecosystem will allow me to thrive and make meaningful contributions to the field.

Upon completing the Big Data and Business Intelligence program from university of Greenwich, my primary goal is to apply my acquired skills and knowledge in a professional environment. I am inspired to work as business analyst in my home country as there are no sufficient business analyst available in Bangladesh. There are no program available in Bangladesh that can help me achieve this skill. Nowadays, more and more multinational companies are heavily dependent on data and By providing data-driven insights and supporting decision-making processes, I aim to contribute to organizational growth, innovation, and strategic planning. Ultimately, my goal is to make a tangible impact by helping organizations optimize their operations, improve customer experiences, and drive overall business success.

In conclusion, I firmly believe that the Big Data and Business Intelligence program at the University of Greenwich, in the vibrant academic and multicultural environment of the UK, is the perfect platform for me to acquire the necessary skills, knowledge, and global perspective to excel in this field. I am excited about the opportunities this program and location offer, and I am confident that, with my dedication and passion for data analytics, I will be well-prepared to make significant contributions both academically and professionally. I eagerly look forward to joining the University of Greenwich and embarking on this transformative educational journey.