**STATEMENT OF PURPOSE**

**Anurag Naidu K V**

When I envision today’s fast-paced world the one thing that stands out is the huge amount of data that governs the day to day mechanisms of this era. The enormous potential of harnessing data and the profound impact that it can have on deriving intelligent insight based on the Data is overwhelming. The Key factor in today’s world of data is pace at which the data can be extracted and transformed with high efficiency and accuracy where there is need for the Intelligence to govern the process, to say least. My experience as a Consultant in Data Analytics at Genpact along with inclination towards data transformations and analytics and its deep impact in applications relating to business industry compelled me both intellectually and professionally to pursue a career in Data Analytics space. This will give me a distinctive and competitive advantage in the international workplace. The Master’s program in Data Analytics at your university is therefore ideal for my professional goals..

I finished my schooling 10th and 12th from Narayana, Hyderabad and went to complete the U.G from S.R.M University Chennai. I have graduated in Electronics & Instrumentation Engineering, where I have been introduced to Industrial Automation, by using MatLab & Simulink I got trained on making models for the manual process to be automated this is the stepping stone my introduction towards automation and by the year 2016 I have passed out of college the buss in the industry is the Robotic Process Automation.

With overall 5 years of experience, I have been with Cognizant for 3 years’, Capgemini for a year and currently in Genpact exploring & exposing my skills Digital Service line and Robotic Process automation. At Cognizant I went through an intensive training for 6 months in Vb.net, C++, SQL and three robotic tools UiPath, Automation Anywhere and Blue Prism and got UiPath certified as Advanced Developer and have been very fortunate to have worked for clients from Insurance, Health care and Retail sector. While working on the project from diverse industry sectors, I developed bots using UiPath Design studio and deployed the bots using Orchestrator in Virtual Machines.

Indulged in Process understanding and Solution design providing optimal solution basis client requirements. Exposure to the RPA-UiPath production environment helped me gain first-hand knowledge on designing to various situations the bot could handle by raising flags and remain robust to quote an example ; to read and understand a PDF file we may get digital input but, if an image is converted to PDF format the file may contain hand written or unconvertable text to overcome this situation I have used OCR engine developed by Microsoft and Google to recognise the text but as always we have to take into consideration of the efficiency with which the text can be recognized. Report Generation and Data transformation for Downstream process and for end users, this made me realize how insightful the data with a proper analysis delivered with a high pace and accuracy can impact the Business.

Be it Data analytics or Machine learning , we need datasets which is prepared based on data collected and consolidated from trusted sources indeed we need to do the Extract Transform and load the data for the downstream process. Where the industry is using various technologies I got hands on Oracle Hyperion, even the SEC has suggested the Hyperion Financial Management for reporting. In Hyperion there are various modules I got expertise on HFM, ODI, FDMEE, Essbase and Planning.

In addition to my academic’s interests, I have taken a very keen interest in environment of the Start-ups, around 2015 Jan I have attended Google Start-up weekend and launched in College initiate for making the Ardunio microcontrollers and with the help of School of Management I have made an Entrepreneurs Cell where the Investors, Inventors and the Computing would brainstorm the idea and transform into Success Story. A small initiative back in 2015 has become the core of SRM University Techno-Management Fest where every year Alumni’s would gather and discuss the Start-up’s success stories and encourage new budding entrepreneurs.

I understand that your university is amongst the top-tier Data Analytics colleges. Excellent methods of teaching, academic motivation and distinguished by a culture of resilient optimism in students and the general perception around to excel have led me to seek admission in your university. Your university offers a harmonic environment which will give a platform to explore my interests and a definite direction to my goals. I think that having such a sound academic environment at a reputed university such as yours will enable me to explore my potential to the maximum. I resolve to approach the program with enthusiasm hard work and use the opportunity to advance my learning efficaciously.