STATEMENT OF PURPOSE

A desire to extend my knowledge and an enthusiasm to be responsible for bridging the gap between IT and the business using data analytics to assess processes, motivated me to pursue Master’s in Business Analytics. I believe that my educational background has instilled in me the qualities required to meet the rigor of this demanding course, and subsequently, the profession. With a desire to learn, a penchant for teamwork and leadership, and a zest for challenges.

My first biggest decision which set the path for my career was choosing Bachelor of Business Administration as my field of study. The modules in bachelors like Business Economics, Organization Behavior, Communicative English, business environment, and business statistics helped me feel confident to grow high in my career path.

Considering my career goals, I have chosen **UNIVERSITY OF TEXAS DALLAS (UTD)** which is one of the leading educational institutions in USA. The course curriculum includes core modules like Data management and mining, consulting, change and project management for business analytics etc., which are pretty much helpful for strong business analytics background. I look forward to the Analysis in business using data analytics to assess processes, determine requirements and deliver data-driven recommendations and reports to executives and stakeholders. Apart from the strong foundation courses offered, diverse elective programs will provide me greater insight into different industrial domain. Also, implementing theoretical concept on the capstone project while working with real time data would greatly help in in future endeavors and make me job ready. I am much honored to apply for the higher studies abroad award scheme which gives me chance to express out my career opinion.

Thankyou,

Regards

Meghana.

BBA 2nd year (End-term)