# STATEMENT OF PURPOSE

The world is currently on the verge of a digital revolution. Data-driven insights are influencing critical choices in commercial markets, demonstrating remarkable changes. Information collected online is an invaluable resource for understanding market trends and consumer habits. This data can be used to improve business decision-making. However, working efficiently as an analyst and achieving these feats requires a great deal of knowledge and expertise. Through the **Masters in Data Analytics** from your venerated institute, I aim to master the tools and skills that will facilitate my walk to career success.

This program will provide me with a comprehensive grasp of Data Analytics, Predictive Analytics, and Machine Learning through Python, enabling me to gather, evaluate, and explain data to make well-informed decisions. I will also gain abilities in handling Enterprise Data Warehouses and Database Management Systems, with a focus on creating databases, improving them, ensuring data accuracy, and enhancing security. I will also delve into Big Data Analytics, Visualization, and Storytelling using Tableau, as well as delve into Computer Vision and AI, in order to uncover insights from vast datasets and analyze visual information. The program will explore the challenges of the changing data analytics landscape, investigating the intersection of technology and management in different organizational contexts.

As far as my education is concerned, I completed my **10th grade in 2018, followed by 12th grade in 2020**. Afterwards, I earned a **Bachelor of Commerce with a CGPA of 8.60 (German Grade - 1.70)** from Bengaluru City University in 2023.

**Germany** is undoubtedly the prime source of providing quality education with world-renowned universities. It is termed as the best place to study given the research work and level of education. Furthermore, the education system is more flexible and emphasizes more on practical work, which best suits my course of study. I chose to study in Germany as the universities focus more on the practical aspect of learning, which is a priority for me. Germans are generally supportive of immigrants and welcome them wholeheartedly. Moreover, research-based study mode is another good part of the education system in Germany. Because of Germany's great combination of people and culture, it provides the much-needed atmosphere for international exposure that one may hope to gain while studying a Master's Degree.

Choosing a country like Germany for a student like me gives me a golden opportunity to join various top-ranked universities but I chose the **Berlin School of Business & Innovation (BSBI)** as my first preference. The state-of-the-art facilities and the diverse peer group with students attending from several countries add a new dimension to experiential learning. It has extensive industry links, which will help me gain hands-on exposure in my field. This university has earned global recognition for providing quality education and training to students, which helps in building successful careers. The research facilities and faculty at the university are excellent. The university's teachers possess a wealth of expertise and experience in their respective fields. In addition, the curriculum of my course is the latest, practical, and highly skill-oriented, which further motivates me to pursue my studies here. Thus, these are the reasons for me to choose this university.

Upon completion of this program, my main goal is to pursue a career as a **Data Analyst**. I have a lineup of five companies that I aspire to work at: **Google, Microsoft, Amazon, IBM, and Apple**. These tech giants are renowned for their innovative data projects, providing ideal chances for me to utilize my knowledge and enhance my analytical skills.

To conclude, I want to express my gratitude to the admissions committee for enabling me to voice myself through this statement, and sincerely hope that they grant me the opportunity to showcase my abilities at Berlin School of Business & Innovation

Yours Truly,

**Kusum, Shivanagar Purushothama**