

Dear Admissions Committee,

I'm writing to say how much the **FOM University Master of Science in Big Data & Business Analytics program** interests me. I have a strong foundation in data analysis, programming, and business procedures thanks to my professional experience as a business analyst and my information technology academic background. The Big Data & Business Analytics program at FOM particularly appeals to me since it completely fits with my professional goals of becoming a preeminent authority on business intelligence and data-driven decision-making.

At the University of Mumbai, I obtained my **Bachelor of Science degree in Information Technology**, with a **CGPA of 8.45 (German grade: 1.78)**. Data structures, statistical methods, artificial intelligence, business intelligence, and data structures were among the disciplines I studied in college. These courses have greatly influenced the way I think analytically. My technological proficiency has also been progressively increasing; I can now program in Python, Java, C, and C++, among other languages. With a very strong speaking performance of 7.5 and an overall band score of **7.0 (C1 level) on the IELTS**, I have completed my fifteen years of English teaching successfully.

As an **Executive Business Analyst at Sarjak Container Lines Pvt. Ltd.**, I have great experience in leading initiatives to improve customer experience and working with others to develop a client-facing application called 'SCL Connect.' Furthermore, I gained practical experience in business analysis during my **internship at Sharp I-Tech Solutions Pvt. Ltd.**, where I collaborated closely with the tech team in Hamburg to guarantee the seamless advancement of projects. Through your program, I hope to further polish my ability to assess business requirements and translate them into practical insights, a skill set that these experiences have sharpened.

In addition, I have taken an active part in a number of workshops and training sessions that have improved my knowledge of business analysis and data science. My capacity to produce user-centric designs has improved as a result of my completion of an **8-week Advanced UI/UX Design Course** at Kaarwan Design School of India. In addition, I've participated in webinars and virtual sessions covering subjects like **intellectual property and mental health**, which have expanded my understanding of the significance of holistic development in the workplace. I learned about event promotion and collaboration while working as a **Marketing Crew member** of the Taarangan 2021–22 marketing team. As a result of my varied interests, which also include reading, writing, drawing, and listening to educational podcasts, I am able to approach problems from both a creative and analytical standpoint.

**My goal is to specialize in data analytics, with a particular interest in using big data to inform strategic business choices.** This is why I chose to pursue the Master of Science in Big Data & Business Analytics at FOM University. Predictive analytics, machine learning, and data mining are among the advanced courses in this program's curriculum, which perfectly fits my professional objectives. Being able to apply my theoretical knowledge to real-world circumstances through practical projects and case studies excites me in particular. This degree will provide me the tools to lead data-driven initiatives in any firm, as well as enhance my grasp of data analytics.

**Because of its strong emphasis on hands-on learning and its connections to industry, FOM University is the perfect place for me to take this study.** One of the main reasons I chose FOM was the university's reputation for turning out graduates who are ready for the demands of the labor market. I find the flexible study options very interesting because I want to continue obtaining job experience while earning my degree. These options enable students to mix employment and school. Furthermore, the university's emphasis on innovation and its cutting-edge facilities offer me a setting where I may succeed in both my academic and professional endeavors..

**Germany is highly known for its outstanding educational record, especially in the domains of engineering and technology.** Higher education is highly desirable in this country due to its robust economy, dedication to research and development, and focus on innovation. Furthermore, a helpful environment for both academic and personal growth is offered by Germany's diversified setting and friendly attitude toward international students. I can't wait to become fully immersed in this dynamic culture at FOM and to contribute to and learn from its diverse community.

**I will conclude by saying that I have faith that the FOM University Master of Science in Big Data & Business Analytics program will provide me the information and abilities I need to realize my professional ambitions.** I'm an excellent fit for this program because of my training in academia, work experience, and enthusiasm for data analysis. In addition to utilizing all of the benefits this program provides, I am excited to contribute to the FOM academic community. I look forward to the chance of attending your prestigious university and humbly ask that you give my application careful consideration.

**Thank you for considering my application.**

Sincerely,  
Shikha Sanjaye