I am applying for a place on the **Master of Data Science and Innovation** course at the University of Technology Sydney because I am very interested in the topics covered particularly the Data driven decision making course. My interest in these areas was first aroused during my tenure with ACL Mobile where I worked as Engineering Head for Enterprise Messaging. I worked on enterprise systems with real time alert and digital campaign management for 40+ million users on daily basis. During my engagement we need to analyze delivery reports for each message and perform sentiment analysis on the basis of location, age group and other parameters.

I strongly believe Master of Data Science and Innovation not only covers the topics related to data engineering but will also introduce me to the new areas of predictive analysis, segmentation of data, algorithms which will broaden my knowledge and understanding of the topic as a whole.

I am Bachelor of Technology (IT Honors) and have 14+ years of experience as IT professional and complemented with good technical and functional skills. I would like to work on revolutionary ideas through data science and to create jobs in the global market.