Rachana Statement of Purpose

If we look at the market leaders in any industry, it is evident that analyzing data in making informed business decisions separates them from their competitors. A few years back, I came across an article about how Blue Apron - a meal kit shipping company, used predictive analytics to estimate the demand in the subsequent week to help procure ingredients in the right quantities to minimize wastage while fulfilling their orders. I found it interesting that the company could increase customer satisfaction not by rolling out new features but by changing its business strategy by analyzing its data.

My interest in pursuing a Master's in Business Analytics at McComb's is driven by my passion for data analytics and computer science. In my undergraduate study, I opted for Big Data and Data Analytics as my electives and took up mini-projects in these domains to enhance my understanding of the subjects. I learned the basics of data analysis and R programming while working as a summer research intern at Ordell Ugo - the Center for Data Analytics. Considering my field of interest and my work on data-related projects, I was bestowed my Bachelor's degree with a specialization in Data Science.

I've worked in multiple areas of Cisco's Hybrid Cloud Platform team and have been appointed as the India site's Monitoring lead and Observability Subject Matter Expert. I have led the effort to establish and enhance observability in multiple critical time-sensitive projects. Having worked on a platform that hosts 2500+ applications, I've noticed the colossal volume of data generated across these applications. The principal part of my job is to use this data to analyze the platform's stability and set up alerts to be triggered when there is an issue. Using platform metrics to prevent foreseeable problems using dashboarding tools like Grafana, monitoring engines like Prometheus and logging solutions like Elasticsearch highlights the importance of data in running a successful business. My work over the years made me realize that the scope for innovations aided by data is boundless.

In the next five years, I aim to work as a Business Architect and lead a team of analysts to help achieve the common goal of business betterment. The well-rounded curriculum and focus on in-demand skills in the industry make Texas McComb's MS in Business analytics the ideal choice. I look forward to learning about the innovations in the industry by participating in the Center for Analytics and Transformative Technologies.

During my time at McComb's, I wish to build upon the leadership skills I've developed at work. I plan to be an active member of the Center for Leadership and Ethics to gain proficiency in leading and inspiring the people working with me. I believe that the mentorship programs conducted by the center would be conducive to sustainable career growth. Mingling with the university's diverse and knowledgeable students would be great for my personal and intellectual development. I hope to emerge from my graduate studies as a well-rounded and confident person.