Brainstorming Exercise #1: Three things you will talk about at a cocktail party

1. IOT, Machine learning, Information Age
2. Tennis
3. Travel

Brainstorming Exercise #2: Ten most interesting things about you

1. Born and brought up in Mumbai, one of the busiest cities in the world
2. Married to a white woman, even though coming from Indian background where arranged marriages are common.
3. Did my bachelors in manufacturing and navigated my career towards data and analytics
4. Chose to be in Michigan even when I had the option to go to warmer weather in Texas
5. Like to do adventurous activities like white water rafting, kayaking, camping, etc.

Brainstorming Exercise #3: Ten accomplishments

1. Recognized as a high performer at the current position and being compensated in the form of performance bonus.
2. Getting job offer by one of the largest multinational companies – Aon in the field of data analytics and successfully maintaining the highest level of satisfaction among the managers.
3. Being admitted and completing my master’s degree at WMU with excellent GPA in a country that was foreign to me.
4. Member of Alpha-pi-mu, and Industrial Engineering Honor society as a result of very high academic performance at WMU.
5. Successfully completed analysis on various real life case studies as part of the curriculum and achieved near 4.0 GPA in STAT classes Applied Data Mining and Applied Linear Models during masters at WMU
6. Being selected and completing internships during both bachelors and master’s degree with high standards of satisfaction.
7. Successfully transforming my career to data analytics from a core engineering background during my bachelors.
8. Six Sigma Green Belt certification
9. Securing significantly higher grades in the last two years of bachelors, even though had to struggle during the first half of the degree.

Brainstorming Exercise #4: Word games

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| --- | --- |
| As a person | As a student |
| Deep | Mathematical |
| Practical | Diligent |
| Thoughtful | Analytical |
| Problem-solver | Objective |
| Kind | Quick learner |
| Empathetic | Adapting |
| Positive | Innovative |
| Protective | Scientific |
| Introvert | Team-oriented |
| Giving | Punctual |

Brainstorming Exercise #5: Elevator speech

“Data is king”. I am a highly motivated individual with intensive academic and work experience in data wrangling, visualizing and advanced analytics that is creating quantifiable business impact at my current position.

**Statement of Purpose**

“Data is king”. Coming from an intensive academic and work related experience in data wrangling, visualizing and advanced analytics; I believe that knowing how to interpret data and derive actionable insights is not only a key for success anymore – it has become a necessity to survive. With Internet of Things being the reality of this century, it’s not too long before almost each and every activity can be logged digitally and be used for future research. That coupled with the advancement in cloud computing; machine learning and algorithmic decision making is the reality of life.

Born in Mumbai (Bombay), one of the most crowded and busiest cities in the world, I always questioned the way things work and why they worked in a certain way. Instead of being a part of the “race”, I wanted to question “Am I running in the right direction?” Right from the school days I used to get straight A’s in mathematics and anything that involved analytical thinking. I believe this deep analytical thought process drove me to navigate towards data and analytics, as I realized my true passion towards data during my internship at Bisleri where I first got my hands dirty with the company’s supply chain and inventory data. It was fascinating to see the power of deriving information from raw datasets and make effective decisions based on data. This is also what drove me to work significantly harder in the final year of my bachelor’s, so as to prove my academic capability to further pursue my dream career. Not only did I excel in my studies but also exceeded the expectations of my supervisors during my internship, performed very well in the tests required for the masters and secured admit letters from various universities in the US for a master’s program in industrial engineering.

As a testament to my academic excellence, I performed exceptionally well throughout my master’s degree at Western Michigan University (WMU) with an overall GPA of 3.6 and as a result was chosen for a prestigious membership at Alpha-Pi-Mu (an Industrial Engineering honor society). WMU has a highly quantitative curriculum for Industrial Engineering with core requirement such as design of experiments and regression analysis, advanced simulation modeling, deterministic method and so on. I chose two of my electives in the Department of Statistics (Applied Data Mining and Applied Linear Models) where I successfully completed analysis on various real life case studies using statistical software packages like RStudio and SAS, as a part of the curriculum to achieve a near 4.0 GPA in both the classes. I was also certified as a Six Sigma Green Belt at WMU and did my internship at ASMO during the summer of 2014 to the highest satisfaction of my supervisors.

I am currently working as a Business Intelligence and Analytics Consultant at Aon, where I am applying my skills to create quantifiable business results and enabling the business leaders to make data-driven decisions in their respective functions. I have created several visualization dashboards to give actionable insights, which the business didn’t know we had the capability to produce. For example, the project related to optimizing HRA utilization involved using product data, which had data points being captured as variables along with ranges for numerical fields and many other issues. This required substantial amount of wrangling and complex querying before we could use the data to show the actual savings for different segments of customers and generate a classification model to identify customers who spend above their allocated HRA amount. Another example is the ‘Age-in’ (customers turning 65) project, that identified some of the most significant factors that affect the retirees’ behavior to enroll. It also gave business the ability to run several scenarios based on conversion, product mix and date range to see the effect on the revenue, this involved complex behind the scene calculations to create the information dashboards. Due to these and many other projects, I am recognized as a high performer in my team.

With this strong background, I now want to get my second master’s degree in the field that I see myself working for the rest of my career. What makes me most excited about Georgia Tech’s OMS in Analytics is that it has a comprehensive list of courses that will give me a deep understanding of all major functions of data analytics along with the flexibility to be able to continue working at my current position. I am particularly interested in the electives CS 7641 - Machine Learning, CSE/ISYE 6740 - Computational Data Analytics and CSE 6240 - Web Search and Text Mining as I want to specialize in this area be able to apply machine learning algorithms to drive revenue growth and create a customer journey predictive model for my organization. I highly appreciate the faculty’s time and effort to evaluate my application. Given an opportunity, I will not only prove my academic credibility at the program, but will also apply the learnings directly to my existing job!