

Letter Of Motivation

Name: Anushka Shukla

Nationality: Indian

I am writing to express my keen interest in pursuing a **Master's in Operations Research and Business Analytics at Otto von Guericke University Magdeburg**. My academic background, combined with practical experience, has equipped me for the difficulties and prospects in this sector, and I am excited to continue my studies at your prestigious institution.

To demonstrate my language proficiency, I have successfully passed the **TOEFL exam with a score of 97/100**. Additionally, I have achieved a **GRE score of 143/170 in Verbal Reasoning, 144/170 in Quantitative Reasoning, and 3.5/6 in Analytical Writing**.

In 2023, I completed my Bachelor of Economics from the University of HYOGO, Japan, graduating with a **score 3.72/4 (German Grade - 1.28)**. During my undergraduate studies, I undertook a significant project titled "The Impact of Foreign Direct Investment Inflow on the Economic Growth of India." Additionally, I interned as a Theme Market Survey at Furuno Electric Co., Ltd., gaining valuable insights into market research and analysis. Currently, I am employed at the same organization in the Marine Electronic Products Division Product Planning and Marketing Department since October 2023.

In terms of extracurricular activities, I have completed KUKKIWON'S 1st and 2nd Poom Taekwondo Promotion Tests, achieved certification for securing 1st place in the Science Stream, and received multiple certificates for academic excellence from the School of Economics and Management.

My undergraduate and professional experiences have demonstrated the value of data-driven decision-making in business operations. This realisation has driven my desire to pursue a Master's degree in Operations Research and Business Analytics at your university which I believe will provide me with the abilities I need to succeed in this fast expanding sector.

A few learning outcomes of this program are extremely motivating for me. I am looking forward to learning sophisticated analytical methodologies for extracting relevant insights from complex data sets. Learning how to use data to make informed and strategic business decisions is perfectly aligned with my career goals. Developing strong research abilities will allow me to contribute to cutting-edge research in the area of business analytics. Moreover, internships and projects provide me with the ability to apply academic knowledge to real-world business circumstances, which has been important to my professional development.

I chose Otto von Guericke University Magdeburg for a variety of convincing reasons. The university has a well-deserved reputation for academic quality and research in business analytics. I am impressed by the faculty's competence and dedication to offering high-quality education and mentoring to students. The university's strong relationships with industry leaders provide important possibilities for internships, networking, and hands-on learning experiences. Furthermore, the university's global reputation and diverse student body foster an enriching learning atmosphere favorable to personal and academic development.

Moving ahead, Germany is well-known for its world-class educational institutions and pioneering research in business analytics. The country's concentration on technology breakthroughs and innovation creates a perfect setting for studying and implementing cutting-edge analytics methods. Furthermore, Germany's rich cultural legacy and diverse population provide an exciting and vibrant living environment. The country's robust economy and booming labor market provide good prospects for professional improvement and growth in the field of business analytics.

My ultimate professional goal is to become an expert business analyst who uses data-driven insights to optimize business processes and drive strategic decision-making. I envision myself contributing to organizational success by applying new analytics solutions to complicated business challenges.

Thank you for considering my application. I am pleased about the opportunity to study at Otto von Guericke University Magdeburg and contribute to the academic and professional community.

**Sincerely,
Anushka Shukla**