

Letter Of Motivation

Introduction

I am **Suvidhi Loonkar**, a dedicated and results-driven individual with a solid academic background and practical experience in business administration and analytics. I am excited to express my interest in pursuing a **Master's degree in Operations Research and Business Analytics at Otto von Guericke University Magdeburg**. This letter serves to outline my qualifications, motivations, and aspirations for this program.

Qualifications

I completed my Bachelor of Business Administration from IIS (Deemed to be University), Jaipur in 2021, graduating with a commendable CGPA of 9.12 (German Grade - 1.44). My academic journey included a significant Summer Internship at ICICI Securities Ltd, where I gained valuable insights into the financial sector.

Post-graduation, I joined H.S. Darda & Co. Chartered Accountants in Jaipur as an Articled Assistant, where I honed my skills in accounting and financial analysis. Subsequently, I furthered my professional experience as a Trainee at One97 Communication Ltd. In July 2023, I embarked on a new role at Immigration Hotspot Consulting India Pvt Ltd as a Management Trainee - People & Cultures, where I am currently employed.

In addition to my practical experience, I have pursued various technical certifications to enhance my skill set. I completed a course on Microsoft Excel - Excel from Beginner to Advance from Udemy and an 8-week online training in Digital Marketing, achieving an impressive 88% mark. Furthermore, I have demonstrated my linguistic proficiency by passing the **IELTS exam with a band score of 8.0 and obtaining an overall score of 163/B2 in the Cambridge Assessment English**.

Why Germany

Germany is well known for placing a high priority on innovation, research, and high-quality education. The nation has a thriving academic scene that encourages knowledge application and intellectual development. Germany is a great place to pursue graduate studies in operations research and business analytics because of its strong economy and position as a leader in the industrial and technological sectors. My professional and personal development will also be enhanced by the chance to work in a multicultural atmosphere.

Why Operations Research and Business Analytics at OVGU?

I became really interested in data analysis and how it can be used to improve business operations throughout my bachelor's degree. My professional experiences after my internship made me aware of how important data-driven decision-making is to the success of businesses. I decided to pursue a Master's degree in Operations Research and Business Analytics because I wanted to expand my knowledge of analytical methods and their strategic applications.

Specifically, Otto von Guericke University Magdeburg's master's program is a wonderful fit for my professional goals. The program's focus on cutting-edge analytical strategies, optimization tactics, and useful problem-solving methodologies will provide me with the tools I need to take on challenging business problems. Here's how its learning outcomes will help me perform in future:

- My capacity to analyze and comprehend complicated data will grow as a result of the program, giving me the ability to make well-informed and calculated business decisions.
- Acquiring knowledge of sophisticated optimisation techniques would enable me to enhance resource management and operational effectiveness in diverse company scenarios.
- By concentrating on data analytics, I will be able to use data insights to promote innovation and corporate growth.
- Because of the program's focus on practical problem-solving, I will be more equipped to handle business issues in the real world.

Why Especially This University?

There are various reasons why Otto von Guericke University Magdeburg:

- **Robust Research Focus:** The university's dedication to high-quality research creates a stimulating atmosphere for scholarly investigation and creativity.
- **Industry Collaboration:** Joining forces with top industries provides exposure to real-world situations and theoretical knowledge application.
- **International Environment:** Diverse faculty and student body members foster a global perspective, which improves intercultural communication and cooperation.
- **Cutting Edge Facilities:** Advanced learning and research activities are supported by having access to cutting-edge tools and technology.

Conclusion

In conclusion, I am sure that attending Otto von Guericke University Magdeburg to pursue a Master's degree in Operations Research and Business Analytics will greatly advance my career. I request you accept this application and provide the perfect platform for me to achieve my career goals.

Sincerely,

