

Letter Of Motivation

My name is **Shrinithi Sellam Veerabathran Palaniappan**, and I am writing to express my sincere interest in pursuing a **Master's in Operations Research and Business Analytics at Otto von Guericke University Magdeburg**. To be eligible for this program, I have passed the **IELTS exam with an overall score of 8.0 bands**.

Why Otto von Guericke University Magdeburg?

Choosing Otto von Guericke University Magdeburg was a carefully planned decision based on various convincing factors. The institution is well-known for its emphasis on research and practical application, notably in the areas of business analytics and operations research. Its cutting-edge facilities and resources can offer me a perfect setting for innovative learning and research. The university's tight relationships to top industry will provide invaluable chances for internships, networking, and hands-on project experience.

Why Germany?

Germany is an outstanding choice for higher education, particularly in the field of business analytics, because it is home to some of the world's top universities, which are known for their demanding academic standards and innovative research. As one of the world's largest and most stable economies, Germany is an excellent setting for studying business analytics, which has several practical applications. The country is on the cutting edge of technical breakthroughs, providing a stimulating environment for learning and utilising new technologies in business analytics.

Qualifications

I completed my Bachelor of Technology in Information Technology from Anna University, Chennai, in 2023, graduating with a CGPA of **9.03 (1.73 German Grade)**. During my undergraduate studies, I interned in various roles:

- Intern at Care and Welfare Foundation, Chennai
- Business Development Executive at SWAP and Srinivas Enterprise
- Intern for the AL Transport project at Ashok Leyland Ltd.
- I also completed a project titled "Comparison of Machine Learning Algorithms to Detect Fake Profiles".

Since January 2024, I have been employed at QMax Systems India Pvt. Ltd. as a Business Development Executive. I have continuously sought to enhance my knowledge through various certifications and trainings in Python 3 Tutorial Course from SOLO Learn, Java Test, Workshop on IoT: Introduction, Architecture, Application & Industry, Python 3.4.3 and Two-month training in Web Development, scoring 44/50. In terms of extracurricular activities, I have been actively involved in extracurricular activities as a member of the Rotaract Club and the Youth Red Cross at my college.

Motivation for Choosing This Program

During my internships and professional experiences, I gained a strong interest in using analytical tools to address business problems. This prompted me to look for a program that combines research and practical analytics operations, and I finally discovered it at Otto von Guericke University Magdeburg's masters program. I am particularly interested in this program because of the learning outcomes, which will help me perform my job more effectively in the future and give me high-level information.

The learning outcomes that particularly motivate me include:

- **Advanced Analytical Techniques:** Understanding and implementing complex analytical procedures to improve corporate operations.
- **Data-Driven Decision Making:** Using data analytics to make more informed and strategic business decisions.
- **Research Skills:** Conducting rigorous research to advance the subject of business analytics.
- **Internships and projects:** It provides opportunities to apply academic knowledge to real-world business difficulties.

Career Aspirations

My ultimate professional goal is to become a top expert in business analytics, helping to optimise business processes and make strategic decisions. I want to work as a consultant, helping organisations use the power of data to promote efficiency and innovation. I believe that the Master's program at Otto von Guericke University Magdeburg will equip me with the necessary knowledge and abilities to achieve these objectives.

Thank you for considering my application. I look forward to the opportunity to contribute to and learn from the esteemed faculty and diverse student body at Otto von Guericke University Magdeburg.

Sincerely,
Shrinithi Sellam Veerabathran Palaniappan