

STATEMENT OF PURPOSE

Ever since crunching numbers to understand customer behavior during my marketing analyst role, I've been fascinated by the power of data to unlock business potential. This passion, coupled with my business administration background, has led me to pursue a **Master's in Operations Research and Business Analytics** at **Otto von Guericke University Magdeburg**. This program is the perfect next step to turn my curiosity into expertise.

I earned my Bachelor of Business Administration from MIT World Peace University, Pune, India, graduating in April 2023 with a CGPA of 9.01 (German equivalent: 1.50). This demonstrates my strong academic foundation in business principles. Prior to that, I completed my Higher Secondary Certificate Examination (Class 12th) through the Maharashtra State Board of Secondary & Higher Secondary Education in Pune, India, scoring 68.77% (German equivalent: 2.44) in February 2020. My academic journey began with the Secondary School Certificate Examination (Class 10th) also from the Maharashtra State Board, where I achieved a score of 91.20% (German equivalent: 1.41) in March 2018.

To complement my academics, I gained valuable work experience as a Marketing Analyst at Swapsoft Sghitech Pvt. Ltd. in Pune, India from June 2023 to April 2024. In this role, I honed my skills in collecting and analyzing data to understand customer behavior and inform marketing strategies. Prior to that, I completed internships to broaden my skillset. I interned at Shree Enterprises in Pune from February to April 2022, where I assisted with planning and executing marketing campaigns, including social media content creation. Additionally, I volunteered as an intern at Arise Vishwa Society in September 2022, which provided me with exposure to social responsibility initiatives focused on women's empowerment.

During my marketing analyst role, I discovered the immense potential of data to optimize business processes and unlock growth opportunities. This sparked a desire to delve deeper into the science behind data analysis. While my Bachelor of Business Administration provided a solid foundation in business principles, a Master's in Operations Research and Business Analytics will equip me with the advanced analytical tools and modeling techniques to transform data insights into actionable strategies. This program's focus on optimization and problem-solving aligns perfectly with my interest in using data to streamline operations and enhance decision-making. Graduating with this specialized skillset will open doors to exciting career prospects in fields like business intelligence, supply chain management, and risk analysis. I envision myself working as a Business Analyst or Operations Research Analyst at leading organizations like McKinsey & Company or Deloitte Consulting, where I can leverage my analytical capabilities to solve complex business challenges.

I was particularly drawn to Otto von Guericke University Magdeburg for its exceptional reputation in research and its focus on fostering a collaborative learning environment. It is ranked as #47 in German universities for this specific program solidified my decision, indicating its excellence in this field. The university's emphasis on interdisciplinary approaches aligns perfectly with my desire to bridge the gap between business acumen and data science expertise. Otto von Guericke University's Master's in Operations Research and Business Analytics focuses on scientific problem-solving, perfectly aligning with my desire to transform data into actionable strategies. The strong industry connections offered by the program will provide invaluable opportunities for practical learning and networking with leading professionals in the field. Additionally, the compact size of the university and its commitment to personalized attention resonate with my learning style, allowing me to thrive in a supportive and stimulating academic environment.

Choosing Germany to pursue my Master's degree was a well-considered decision. Germany's position at the forefront of technological innovation and its reputation for excellence in engineering and data science education were highly appealing. The country's strong emphasis on research and development fosters a dynamic learning environment, where I can gain exposure to cutting-edge practices and theories. Furthermore, Germany's vibrant international student community and welcoming culture provide an ideal setting for personal and professional growth. The opportunity to study and live in a multicultural environment will broaden my horizons and equip me with the global perspective necessary for success in today's interconnected world.

Thank you for considering my application.

Sincerely,

Ashutosh