

*My decision to pursue Master's Program in Business Analytics has emanated from my immense interest in the field of technology and its impact on business management. It amazes me how people use their analytical skills to gauge their past business performance and make business plans for future. This art of understanding business performance and developing new insights using statistical methods and data has inspired me to specialize in Business Analytics by pursuing master's program at your University. With this degree, I aspire to gain mastery over statistical and analytical tools and decision making.*

*Right from my high school, business related subjects fascinated me. Even I found myself curious enough to know more about various businessmen and how they led their businesses in well-organized way. Being impressed with their successes, I always wanted to know about their business approaches. As I was keen to get more knowledge about this subject, I purposely selected Bachelor of Commerce as under graduate degree, in which most of the subjects were related to business management. During under graduation, I found myself more interested in Business Information Systems and Information Technology. I realized that technology also plays a great role in making right business decisions.*

*Soon after under graduation, I got an opportunity to enter corporate world and gain practical knowledge in the field of information technology and business information systems. I joined XYZ company as Junior Assistant. This role allowed me to interact with business management people and derive business ideas. At the same time, my interest was also towards understanding about computer systems. Thus, I joined part time Computer Applications course as post graduate degree in a reputed institution in my country. During this time, I worked and studied simultaneously. During my entire professional journey, I worked in many multinational companies and gained more than 12 years of experience in ERP Software.*

*At present, I am working with YYY company as Senior Consultant. My role requires me to get involved in all phases of software life cycle like requirement gathering, design and planning, analysis, development, case study and interaction with client. Over the years, my experience in the field of information systems has increased by leaps and bounds as along with official projects, I attended various workshops, seminars and conferences. However, in order to compete with information technology industry, I wish to upgrade my skills in the field of business analytics by pursuing master's program. I believe this formal degree will help me to gain a deeper knowledge on improving business performance, creating effective business plans and acquiring more ideas on information systems and latest analytical tools.*

*After a thorough research and discussion with many people in regard to my higher studies, I found that Australia is the best place to study. Australia's education system is recognized worldwide and maintains high standards. Learning in such a place will boost my career perspective. Apart from this, the safe, secure and peaceful environment makes it an ideal study destination for an international student like me. I am eager to experience the diversity in Australia by networking with multi-cultural peer group. I will also get a chance to exchange thoughts and ideas with people from different nationalities and cultural orientations. I am sure, all these experiences will be learning for a lifetime.*

*I chose your University for my master's studies as it is among top ranked international universities with ranks third in the state of Victoria and twelfth university in Australia. Being the largest campus in the southern Hemisphere, the university offers many facilities such as library, restaurants, shops, banks and an art gallery. The Melbourne Wildlife Sanctuary is also part of the university.*

*On the campus grounds, there are various sporting and recreation facilities such as indoor stadiums, swimming pool, playing fields, gym and training facilities for football. Apart from all these facilities, what actually attracts me towards the university is its well-structured curriculum which will help me gain insight about latest trends and technologies. I will also get deeper knowledge on how to organize a team, information, business processes and information technology, thereby improving productivity, decision making, problem solving, communicating and coordinating. This specialized learning will further guide me to take important decision in the industry and implement innovative process in my country.*

*I believe, studying at your University which provides high education standard at an international level will be an added advantage to my credentials. The association with the university will allow me to attain astonishing opportunity to strengthen my career, focus on diversity and multicultural concerns and acquire knowledge in Business Analytics field with global mindset. I will be grateful if I will be accorded with an opportunity to pursue Master's program in Business Analytics at your revered university.*