

Statement of Purpose

Numbers have always been very enchanting from early human history until modern times, and they run through infinity. Businesses in the modern corporate world are deriving euphoric conclusions from data and using them to make profitable decisions. I have always been ecstatic about the fact that we can swirl with statistics, data, and numbers to draw out an interpretation that keeps the corporate world running. There is no doubt about the fact that data and technology are two pillars on which crucial decisions are based in modern businesses. With the new emerging technologies and systems, the management and operations of businesses need to be modified according to global demands. What I have learned from the current scenario is that if you want to expand your business, it requires perpetual and sound knowledge of the information technologies prevalent globally. One should be cognizant of the functional assets of an organization and how to use the available resources most efficiently. This is where business analytics professionals come into the role.

Technology is at the core of business operations, and business analytics professionals are experts in data mining and analyzing business operations to derive conclusions for decision-making. Thus, I decided to pursue a Master's in Business Analytics. What I admire most about this course is that it can facilitate students getting prepped for data-driven jobs in a great way to reinforce that combined technical know-how, managerial skills, and critical business analysis. Students can take business intelligence courses to help them build robust cornerstones in knowledge acquisition and information retrieval. With an emphasis on management studies, students can take in competency-based learning that examines excellent leadership skills and how to use them in the organization.

My father was an investor, and he has been teaching me more about how to invest. But I had more interest in the business field in school days. So, I chose commerce stream at the time when we were asked for selection in

class 11 because of my uncle guidance. In higher secondary really I observed the basic of accounts. After completion of my higher secondary, I researched which course is best for doing business and then I enrolled myself in Bachelor in Commerce PSG arts and science college Coimbatore (operating under the aegis of the Bharathiar University). I gathered a lot of abstract knowledge about business laws, financial management, entrepreneurship and small business, business data processing and analytics, financial analysis, etc. I got 8 GPA in my graduation which completed in 2022. I found my personality more seasoned towards business management and business analytics also intrigued me during my graduation. Upon extensive research, I found that a master degree in business analytics perfectly suits my interests and will help me to advance the career opportunities in my chosen field. Currently, I am managing SNK starch industries. Earlier, I did my internship programme at Jeyakumar Poultry Farm Perambalur where they helped me to develop my observational skill and learn to classify and define datasets and analyzing techniques. I completed training Rajya puraskar in scout. I have completed NPTL course in leadership and in sports I have played cricket in school level and zonal level. Moreover, I even won school level competition in swimming.

Students across the globe appreciate the UK as a charismatic country for its world-class teaching and a great environment to live in. The education system has envisioned a way that sprouts qualities like critical reasoning, knowledge, and analytical thinking. Furthermore, the UK is known for its cultural and geographical diversity, and it is the best country for international exposure in education. The education system fulfills the requirement of education with upgraded theoretical knowledge and practical exposure to the course. The UK hosts one of the cleanest, safest, and most hospitable environments. It is known as a place free from any sort of racial or social discrimination, which I personally find fascinating.

XX University is equipped with the most nocturnal developments in the higher education industry and has tech-savvy experts on the faculty. The campus is furnished with modern amenities, and extracurricular activities

are available for students to relish. The university has a unique teaching-learning model to inculcate practical learning in the curriculum. This university has a remarkable record of achievement in the spheres of innovation, business, and technology. The lecturers employ a method of teaching which is extremely interactive and applauded. The notorious university was awarded several titles because of its high academic prominence. Also, XX University has great prospects for research and analysis, which is quite a common trait among students seeking admission.

The intense scope and potential of the corporate world have emboldened me to get thoroughly versed in this discipline. Before stepping into this decision, I analyzed my skills and strengths, and I aim to build them more throughout this course. The vast breadth and possibilities of the course Master in business analytics have inspired me to become well-versed in it. I examined my abilities and talents before making my selection, and I want to expand on them during this course. I'm a happy person who wants to connect with individuals from all cultures and backgrounds to establish mutually beneficial work relationships. I've demonstrated in the past that I can maintain my composure under pressure in a variety of circumstances, often with favorable results. I came to understand the scope of my goals and the lengths to which I needed to go in order to pursue a prosperous existence in my profession. In every area of my study, I think my curiosity will lead me to the most profound understanding. After studying and researching, I would like to pursue a career in this field where I can utilize my managerial and technical skills and I would need to work in industries like science and technology, consulting, financial services, hospitality, etc. in positions like business analyst, financial analyst, data scientist, business manager, etc to gain some experience in next five years. Along with that, I wish to work on my own business idea and develop it so that I can pursue it in long term. I realized how great my ambitions are and how hard I must struggle to persevere in a flourishing life in my career. I believe that my inquisitiveness will take me to the deepest point in every domain of this discipline.