STATEMENT OF PURPOSE

INTRODUCTION

I, Simran Sahni, am an enthusiastic and hard-working person committed to mounting my career as a business analyst. I am a proactive student in academics. I have actively participated in research projects, workshops, and seminars with a spirit of inquisitiveness to learn something. My favorite pastimes are traveling, exploring new things, and networking with people.
With these experiences, I have learned about the value and importance of cooperation and teamwork. My father is a businessman and my mother is a housewife. His business is manufacturing automobiles and he earns an annual income of Rs 15 lakhs. My three brothers and I are four siblings and all my brothers are engaged in our family business. I wish to pursue a Master in Business Analytics from Deakin University in Melbourne, Australia.

ACADEMIC BACKGROUND

I have been enthusiastic about acquiring as much knowledge as I can since my childhood. That is why my academic journey was very exhilarating. I completed Grade 10 at Bal Bhavan Public School under CBSE with 76% marks in 2016. Then, I finished grade 12 in the commerce stream with computer science from the same school under CBSE with 82% marks in 2018. Since I developed curiosity and zeal for the subjects like business and governance, I studied BBA i.e Bachelor in Business Administration from renowned Amity University.

WHY CHOOSE THIS COURSE

During my graduation, I studied the subject, namely Business Analytics, and was stunned by the concepts and thus curious to learn more. Upon some extensive research, I got to know that data and analytics are ruling the business world. Interpretations of the quantitative data are used to gauge future outcomes and hence make informed decisions. With this importance in the corporate world, I decided to pursue a Master in Business Analytics from Deakin University.

Operating a business without knowing whether it is going in the right direction or not is a total waste of time and effort. Therefore, business performance plays an influential role in analyzing a business's operations. Earlier, there were no fundamentals on the basis of which people could examine their business performance. But momentarily, the subject of business analytics developed and emerged as one of the most crucial aspects of a business. I chose this course because, through this course, I will be able to analyze business values and hence, help the business to broaden its business proposition. By using the data and values to add significant business supremacies to the company, I want to become an asset to the company. For a thriving experience, optimum and smart decisions can take any business to the tip of the icebergs. It will help me to maintain the competitive edges of the business.

After completing this course, I will be instilled with the following skills and abilities:
1) Use data and analytics to facilitate data-driven decision-making in the organization.
2) Conduct the analysis of various threats and opportunities to the business, given the dynamics of external environments.
3) Address various types of problems faced by the management at different levels.
4) incorporation of technical skills into real-time issues and the proposition of advanced strategies.
5) Conduct in a socially responsible manner for the achievement of long-term sustainable goals of the enterprise.
6) Evaluation of the enterprise's financial performance and implementation of business decisions inclined towards the organizational goals.
7) Managing the teams with core leadership competencies and solving extensive business problems.

WHY CHOOSE AUSTRALIA?

My sibling, my elder brother lives in Australia and he is about to become a permanent resident of Australia. Even my first cousin's family is also living in Melbourne. And thus, I lived with my brother in 2019 for one month in Australia. I was so amazed by the positive and encouraging atmosphere, the people, and the opportunities there and I made up my mind that I'll come and study here. My second reason for selecting Australia was that Indian Universities are more tilted toward theoretical learning. During the years of graduation, the curriculum is exclusively based on explaining theory concepts. The scope of getting practical exposure in India is less than compared in foreign nations. And since my family and acquaintances are here and Australia has ample educational and work opportunities, I don't have any desire to go to any other nation like USA, UK, Canada, etc.

Students across the globe appreciate Australia 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. The top-class higher education structure of this nation is perfect for my growth and nurturing. I have always wanted to live in a place where I can challenge my infirmities and convert them into passions and this country is excellent for that. Moreover, with my close ones living there, it would be easy for me to live there and pursue my dreams.

India also provides a Master in Business Analytics or MBA in business analytics. The course is offered by Narsee Monjee School of Management, Symbiosis Centre for Management and Human Resource Development, IIT Kharagpur, IIM Calcutta, IIM Ahmedabad, SP Jain School of Global Management, and many more. To get admission in such a course, one needs to obtain a high CAT score.

WHY CHOOSE DEAKIN UNIVERSITY?

Australia is abundant with prestigious universities, but Deakin University caught my eye because of its academic excellence. There are plenty of universities in Australia, like the University of Melbourne, LaTrobe

University, University, and Melbourne Business School which provide MS in Business Analytics but I chose Deakin University because I liked its curriculum more than of any these universities. The university has made a vast contribution to expanding research and professional training. Its aim is to trust and respect the uprightness of students while valuing diversity. The university endeavors to embrace the knowledge and innovation of all students on its campus. The teaching staff is highly experienced, and supportive, and they guide students toward future goals. This university, which is based in Melbourne, is the number one international provider of experience between universities and institutions in Australia. The QS world ranking for this university is 271 and the QS national ranking is 16th. Moreover, it has four campuses, out of which I chose to be at the Melbourne campus, which is the largest campus and hosts more than 30,000 students. It is an innovative, contemporary university with outstanding employability and qualifications for graduates. Education quality, contentment of graduates, infinite employment opportunities, and satisfaction with skills and knowledge gained are outstanding at Deakin University. The university's student life is believed to be very enthusiastic as it is full of memorable experiences and entertainment spaces around the campus.

ACCOMODATION & FUNDING FOR COURSE

For accommodation during my course stay, I will be living at my sister's home in Melbourne for the first few months. I went to Australia in 2019 on a tourist visa and stayed there for almost one month. I got the tourist visa without any refusal.

My whole course and stay in Australia are sponsored by my father, who runs a manufacturing business. The total savings in his bank accounts is Rs 23 lakh as of now. My father has an annual income of Rs 15 lakhs.

CONCLUSION

I'm quite excited to study among different people and cultures. I believe India is a hub of multinational companies, and I believe I will get excellent opportunities. My short-term goal is to work in Melbourne for 2 years on a work visa and then come back to India to join a reputed firm and put my

heart and soul into work. My long-term goal is to join my father's manufacturing business and work for its diversification and expansion.

This course in business analytics will be of immense benefit as I will learn some of the most trending skills of modern times like data visualization, critical thinking, and performing analysis.

I hope my diligence and hardworking attitude will make my career path decorated with success. I feel that if I gain analytical knowledge and leadership skills from Deakin University, I will be of tremendous use to my nation's developing companies. So, after finishing this course and work visa tenure, I will be back in my home country, and I'm going to look for the right job that meets my demands, allows me to take care of my parents, and offers me an avenue for my comprehensive growth. My dream multinational companies in India are Citibank, Google, Hewlett-Packard, IBM, Microsoft, Proctor & Gamble, Amazon, and Tata Group, where I wish to work as a Business Analyst, Data Analyst, Data Architect, Senior Analyst, and Quantitative Modeler, With my always learning attitude towards life, I will be a good scholar for the university.

Regards
Simran Sahni