**Statement of Purpose**

In the realm of business, data and power have become synonymous. When collected and analysed, an infinite amount of data becomes a great source of information. This has increased the demand for skilled analysts, and I am excited to contribute to the sector's ongoing growth. This growing enthusiasm inspires me to pursue a Master's degree in Business Analytics because I'm determined to transform it into a career that has a substantial social impact.

I hail from a family with a business background, where discussions on market trends and strategic planning were commonplace. I believe that this has instilled in me an interest and passion for business which prompted me to earn an undergraduate degree in business administration. My initial interest in business analytics emerged during my second year of college when I was introduced to the subject. I was fascinated by how data can facilitate informed business decision-making. I am confident that my educational background and inquisitive mind have helped me develop the qualities required to meet the rigour of this demanding yet compelling course and subsequently, the profession.

**Educational Background**

I completed my bachelor’s in Business Administration from PES University, an autonomous institute, with a CGPA of -. The course modules have given me a solid understanding of concepts like managerial economics, statistics, econometrics, mathematics, accounting, business information systems and analytics. Having an affinity for numbers and analytical problems, I chose Finance as my specialisation, contributing to my developing financial and analytical expertise.

Driven by my passion for learning, I actively participated in extracurricular activities whenever possible, demonstrating my strong communication skills and adaptability. As the Head of the Finance Club at my university, I effectively managed a team, demonstrating leadership and time management skills, and coordinated the execution of numerous events. Furthermore, I volunteered at Aiesec, while also working as a tutor at Amrutha Shishu Nivasa fostering empathy and a sense of community responsibility.

During my coursework, I worked as a finance intern at YGR Corp Ltd., a construction company. In this role, I leveraged financial data and analytical tools to conduct comprehensive cost and revenue analysis, aiming to provide comprehensive insights for strategic decision-making. I also scrutinized various cost drivers and revenue streams to identify areas of improvement and optimization, thereby contributing to the company’s profitability.

As a part of my academic project work, I interned at Coffee Day Enterprises Ltd, where I delved into the intricacies of the company's financial statements, market trends and industry benchmarks. Through analysis, I assessed the company’s intrinsic value and formulated actionable recommendations for enhancing business performance. Additionally, I collaborated with cross-functional teams to ensure data accuracy.

Furthermore, I've actively pursued a few courses in analytics to increase my knowledge and abilities. This has enabled me to gain technical skills such as R, SQL, Tableau, and Excel. I have worked on several analytics projects to improve my skills further and gain practical experience.

Following my graduation, I made a deliberate choice to work as a Financial Accounting Intern at MNS & Co. This decision was driven by my aspiration to develop a solid foundation in accounting and finance and to integrate with the technical skills I will gain through my master’s program. Since my goal is to set myself up for opportunities as an analyst with the Big Four. During the internship, I was responsible for preparing the financials of the clients, analysing the sales and purchases of the clients and filing their GST. The internship provided me with practical experience in the finance and accounting domain enabling me to understand the intricacies of financial statements. Additionally, the exposure to accounting principles allowed me to grasp the underlying financial metrics crucial for making informed business decisions. These skills are directly transferable to business analytics, as I will be adept at handling and interpreting datasets, a fundamental aspect of the field. As I progress through the master’s program, I will leverage this internship experience to excel in coursework and projects and upon completion, I will be well-positioned to thrive in analytical roles in the industry.

**Why not India?**

To bridge the technical skills gap and enhance my ability in data-driven decision-making I decided to pursue my master’s in Business Analytics. Upon researching I found that reputable Indian universities such as IIMs, NMIMS, IITs and Christ University offer Masters in Business Administration(MBA) and Post Graduate Diploma in Management(PGDM) programs with a business analytics specialization. These courses focus mainly on the administrative aspects and less on business analytics topics such as Programming for Analytics, Technology Consulting, and Decision and Behaviour Analytics. This is when I discovered an incredible opportunity to pursue my masters in Ireland where universities tend to focus more intensely on technical aspects of analytics, delving deeply into statistical methods, programming and data visualization tools.

**Why Ireland?**

Ireland is known for its high-quality education with Highly ranked Universities, rich culture and heritage, making it an incredible choice for anyone for their Postgraduate studies. In addition, Ireland is regarded as one of the safest and friendliest nations in the world, reducing the concern about international student's safety issues. The country’s strong emphasis on research and innovation further enhances the educational experience, providing ample opportunities for intellectual engagement and collaboration. Moreover, its picturesque landscape and vibrant communities offer an enriching environment conducive to personal growth and exploration. With a blend of academic prestige, safety and cultural vibrancy, Ireland stands as an ideal choice for seeking a fulfilling postgraduate journey.

**Why UCD and Why this course?**

University College Dublin boasts a rigorous curriculum offering cutting-edge education in Business Analytics. The experienced faculty and research facilities will aid me in expanding and improving my knowledge. UCD’s strong ties with industry partners will ensure access to real-world projects and case studies, enhancing the understanding of business analytics in action. The university's numerous clubs, societies and cultural organisations will allow me to experience a vibrant and diverse student life. Furthermore, interacting with a global cohort of students will allow me to forge professional and personally useful friendships and networks.

A Master’s degree in Business Analytics from UCD will aid in a dееpеr understanding of all aspects of analytics, data science and decision-making. The modules like data mining, statistics, programming and operational research will provide me with the analytical tools and their applications in various business scenarios while equipping me with the essential skills. The course modules being thorough and heavily focused on the business world will support the development of a technically focused career that will unquestionably prepare me for this challenging professional environment with its practical emphasis.

**Future plans**

Upon completion of my master's, my objective is to return to India and secure a position as a business analyst/financial analyst/accounting business analyst, targeting reputable companies such as Big Four accounting firms, Google and Goldman Sachs. India's business analytics job market has been experiencing robust growth and high demand, driven by digital transformation, globalization and the proliferation of data. With an estimated 30.1% compounded annual growth rate, India is positioned as a global powerhouse for big data analytics. It is projected to reach $30.7 billion by 2027, capturing 32% of the global analytics market and amplifying employment prospects. The amalgamation of my management background with a technical master’s degree would give me an invaluable wealth of experience and knowledge to carve out the future that I aspire to. Furthermore, I plan to share my knowledge and expertise with aspiring professionals, contributing to community expansion and leveraging my skills to help expand my father’s business.

I sincerely request that you consider the student visa application and allow me to embark on my postgraduate studies at the esteemed institution in Ireland.

Sincerely,

Ashika