Career Rationale
Masters in Business Analytics (Deakin University)

It has been my age-long ambition to become a successful management professional. However, when I was introduced to the applications of data science while pursuing my B Tech degree, I forged a deep interest in the discipline of data and analytics.

Considering the expansive scope of analytics in the contemporary business world, I am eager to learn the intricate requirements of data science for the utility cases of consumer profiling and policymaking. Going by the success stories of modern-day enterprises that have swiftly amassed vast fortunes by using big data, I wish to understand how data analytics can be applied to new-age businesses to aid expansion planning. Business Analytics requires the evaluation and analysis of raw data to draw logical conclusions.

I believe that my educational background in electronics and communications will provide the required impetus for advanced knowledge of modern data science techniques. Also, owing to my interest in disciplines such as algorithms, probability, statistics and mathematics, data science will be an ideal career choice for me which will bring me a step closer to my ambition of becoming an analyst. The master's program will also be a vibrant learning opportunity for me to meet passionate peers from around the world.

Data analytics offers predictive insights to businesses helping them create suitable business strategies for creating marketing campaigns and recognizing potential customers. Through the Business Analytics and Information Systems program, I wish to gain the knowledge and skills necessary to build a career in data science. Studying the Business Analytics and Information Systems program from the University of South Florida is an academic opportunity that I want to dedicate myself to wholeheartedly. I sincerely hope that studying from the learned faculty at the university will help me imbibe the intellectual temperament required to become a successful business analyst. I hope to work with a value-driven international organization in the capacity of a business analyst.