



SAMPLE SOP FOR MS IN BUSINESS ANALYTICS

Over the last couple of decades, data has increasingly extended its hand in defining the concept of 'success' in businesses. The exponential growth of technology has radically revolutionized the strategies of marketing, making the painstaking exploration of datasets an essential skill. To persevere and thrive as a market analyst, it is essential to keep oneself sharp in the latest practices and procedures of the market. I wish to acquire this knowledge through the MS in Business Analytics offered by the Stevens Institute of Technology. I am confident that this course will help to refine and strengthen my prowess in offering valuable business insights.

My undergraduate degree in Computer Science has equipped me with diverse skillsets. On top of being adept in various programming languages like C, JavaScript, and Python, I also mastered the basics of cutting-edge technologies such as Data Science and AI. The additional online classes that I have attended provided me with an all-rounded knowledge of higher-order programming concepts.

I ingrained the theoretical knowledge from classes by pragmatically applying them in my academic projects. The major project for my graduation was an Image Processing system that can be employed in classrooms to automate attendance management. It also had an interactive interface that allowed the teachers to record their lecture sessions and make them available for students for later reference. The assignment taught me how to plan projects from the very beginning and the basics of operating as a group for collaborative efforts.



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I have been proactive in extracurricular activities as well. I used to be a regular volunteer during the cultural and technological fests organized at the college campus. I have also been a frequent participant in seminars, workshops, and other campus club activities. Partaking in the planning of such events has nourished my leadership and communication skills significantly.

My first professional experience was as an intern at the CDC group, while still being a student. My duty as a trainee programmer primarily involved full-stack development using HTML, Django, and MongoDB. Later, in view of my performance, the company permitted me to work on refactoring and debugging installed projects. These experiences were quite instructive and perfectly complemented my graduation curriculum.

After graduation, I was hired by InfraTech Ltd. My tenure here as a junior programmer highly enriched my professional experience. I was endowed with opportunities to be a core member of multiple projects. These experiences have adequately scaled my proficiency. In addition to learning newer technologies, my capability to work as part of a squad in industry-scale projects has increased manifold. I have also absorbed the best practices of the trade from the veteran programmers in my company.



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While assessing the possibilities to progress my career, I realized that pursuing higher education is imperative. I decided to pursue a subject that will allow me to progress my studies while availing myself of scope for diversification. This is how I reached the decision to study Business Analytics. From my professional exposure, I have already gained substantial experience in data analysis. Besides, I am familiar with the programming and technical aspects, thanks to my education and professional stints. This familiarity will make the analytics part of the course more manageable for me to tackle.

Home to a copious number of world-class companies, the United States offers the ideal environment for higher education in the domains of business and technology. The prospect of completing internships at leading establishments as a part of the academic program makes the country a desirable destination. Additionally, the country is known for being cordial to people from all countries and cultures, making it the best location for an MS.

I instantly got hooked to the program offered by the prestigious Stevens Institute of technology. The course designed by the eminent faculty of your academy aims to bring forth the business skill in the aspirants while concurrently advancing their technical education. The cutting-edge lab facilities of the institution add immeasurably to the value of the program. It is also encouraging that the university hosts a fair population of international students. This will provide a multicultural environment that is conducive to gaining cultural insights. Assessing these factors, I concluded that the course offered by Stevens Institute of Technology is seamlessly in line with my requirements.



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I fully acknowledge the financial demands of this educational endeavor. The expenses for this course will be met with an education loan. I have already received a letter of approval from a bank. A copy of the same has been submitted along with the application for your kind verification and confidence.

Once the course gets completed, I will return to my home country. India is a prospering market with ample career opportunities for trained candidates. The certification from this renowned institution will add immensely to my prospects as a business analyst. I am confident that I will be able to find a satisfying position where I can channelize my technical expertise to grow the company's business.