In 2016, I applied to Guru Gobind Singh Indraprastha University to pursue my bachelor's degree in Computer-Aided Management. The three-year course trained me in disciplines such as mathematics, algorithms, SQL, Advanced Excel, Business Intelligence, Software Management among others. I also gained experience with project management and planning, owing to my voracious participation in extra-curricular activities. I graduated with an aggregate of 69%, after which I completed a Post Graduate Diploma in Management with specialization in Marketing and Operations. I passed this course with a 63% aggregate and this prepared me for the role of an analyst at Tecnova India Pvt. Ltd.

The work experience I garnered has been **2.5 years** of tremendous professional growth for me. I joined Tecnova in ‹*year*›, where I was performing secondary and primary research followed by data validation, research analysis, data interpretation & lead generation for different companies who wanted to enter the Indian market. This process requires an aptitude for detail as I was expected to deconstruct huge datasets to provide accurate insights to the stakeholders. As a person who never backs down from additional opportunities to learn, I collaborated with the Business Development and Execution Team to develop high-quality proposals and presentations for clients. A particular project that I can recall was my independent handling of a South American candy company, where I was provided the end-to-end information and recommended strategies for them to carve a niche in the Indian market.

In ‹*year*›, I was offered the role of Research Associate at Cvent India, a leading cloud-based event management platform. In this role, I was able to draw on my previous experience of delivering error-free stakeholder reports and analyzing industry trends. I performed secondary research in the hospitality industry and dabbled in designing marketing campaigns through digital media. Also, I effectively performed data management, structuring, and quality control.

My primary objective at this point is to further my education in a structured manner, which will allow me to apply my knowledge in the domain of business analytics. My short-term goal is to excel in my Master's course and graduate with honours, gaining a host of knowledge on data structures and evaluations. In the long term, I wish to take this learning and apply it back home in India, where I will establish myself in the industry by securing a position with one of India's leading multinational corporations. In order to accomplish this goal, I will rely heavily on the skills that are taught in a course such as Masters of Business Administration with a specialization in data analytics. An MBA that is able to offer me a targeted approach to understanding data will boost my career prospects and portray me as an individual who is clear about his future professional graph. I would like to demonstrate my commitment to the field by establishing my choice of specialization at the start itself.

I have cultivated an analytical thought process throughout my education and subsequent career, which has been instrumental in my success. It has definitely given me an edge over other professionals and has

also brought to light a realization that, in business, what matters is not how well you can market a product, but rather, how well do you analyze the various parameters and find a way to market it. It is this epiphany that I want to explore further in my Master's education.

Choosing to go back to the classroom is a critical decision for me, I and am willing to invest time and money to receive training and a formal degree from a world-renowned institute. My current educational qualifications of a postgraduate diploma do not match the considerable amount of expertise I have gathered throughout my working life, which at times leaves me short-changed when I am applying to high-level positions or switching companies. It is here that I feel a considerable gap in my business resume, which I believe can be filled with a globally recognized Canadian degree from a respected institution.

Canada is a beautiful country and the balanced quality of life enjoyed by the locals is an attractive prospect for me. I believe that experiencing a different place and developing cultural empathy is a soft but important skill in the arsenal of any business professional.

Brock University is a dual-sector university, which is an added advantage according to me. This means that it offers equal proportions of both skill-based vocational training along with academic taught programs, allows me complete flexibility and choice in picking the right study pathway for myself. The smaller class size and less ratio of student-teachers will ensure that I can approach my professors and avail their advice frequently. The university comes across as being a vibrant place, with a welcoming environment for international students. It has consistently produced accomplished graduates and boasts impressive alumni that have gone on to be in high demand as employees in the industry or launched their own hugely successful entrepreneurial ventures. I am looking forward to being one of a diverse class, developing my communication skills by learning from different people and contributing a part of myself generously to the community.

I see myself at a position of business leader; one who understands nuances and fluctuations of global markets, and can devise effective solutions and financial strategies using this knowledge. I have witnessed India's exponentially growing economy, in terms of trade and exports to a multitude of nations including Canada. Given this globalization of markets, I seek the necessary exposure to remain at par with an inter-connected business world. I am fully aware of the rigor demanded by the program and believe that I am more than prepared to handle high-pressure projects. I have been completely captured by the plethora of possibilities offered by this new world, and I want to contribute meaningfully to this tide.