

Statement of Purpose

Learning collected from my unmediated exposure into Global Financial Markets while covering energy consumption and trade patterns on a global scale as a Thomson Reuters correspondent or whilst applying analytics for sales forecasting and production growth, I am clearly convinced of the radical impact that Marketing and Business Analytics can have on growth of any organization, almost similar to when you switch from simple interest to compounded interest.

I am Karen Rodrigues from Bangalore, India and my earnest intent is to apply for a Masters course in Marketing/Business Analytics at your acclaimed university. I belong to a small family of four with an elder sister and both my parents have ensured to instil in us the importance of Academics and hard work in one's life. My father is a successful business owner of an enterprise which he started 30 years ago from scratch and has nurtured it to prominence. Throughout my formative years and till today, I have drawn a great deal of inspiration from his work ethics and business intelligence. My active co-curricular indulgence has been through Rotary Club of which I am a part of their women's association called "Inner Wheel", I have also volunteered at "Abhaya Ashram and Orphanage" for 6 months in 2016, where I taught Basic English Skills to young women seeking jobs.

I have successfully completed my Post Graduate Diploma in Business Administration (P.G.D.B.A) and an Undergraduate course in Bachelor of Commerce, both from the prestigious Mount Carmel College, Bangalore. The extensive research in my majors, Finance and Human resource during Bachelor studies aided me in gaining comprehensive knowledge of how various economic forces affect the capital flows and their critical inter relation with prices, production, markets and equilibrium. My undergraduate project on 'Security Analysis and Investment Management' helped me in gaining much on the learning curve and was well appreciated by my faculty.

During my postgraduate program I studied subjects such as Business Research Methods, Business Environment and Law, Consumer Behaviour, Product Branding and Advertising through which I acquired advanced know how in topics such as underlying quantitative decision analysis, application of basic mathematical and statistical skills and its real life implications in uncovering a range of problems in economics, accounting, marketing, management and finance. My dedication towards research and precise portrayal of it won me encouraging recommendation from my faculty and I was ranked 3rd in my batch. I completed my internship with an engineering concern as "Planning Operation Assistant" where I performed a business analysis on large volumes of planning data to understand the patterns of performance gaps in daily operations. Alongside completing an extensive study on "LNG Subsidies in India", I presented the extent of my learning and findings by publishing my postgraduate research papers in the following topics –

- 'Inventory management in relation to production policies'
- 'Advertising and Branding strategy of Starbucks in India.'

Post Studies and in the world of work, I was privileged to initiate my career with Thomson Reuters as a Correspondent-Commodities and Energy where Trade patterns, the world economy, international capital markets, global financial systems, financial markets and stability are a sampling of the terminology I used regularly.

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'Commodities and Energy' being my assigned sub-domain, I worked there from May 2016 – Dec 2018 and conducted various monthly, weekly and quarterly polls on oil, natural gas, base, precious, minor metals and agricultural commodities with the aid of forecasts and views from lead analysts and economists through direct interviews with them. I wrote multiple stories on refinery and pipeline outages, weather disruptions, production and trade flows of different commodities and published market reports on precious metals, natural gas, cotton, Nordic power and the Baltic Exchange.

The role of energy and the sheer scale of energy consumption on a global scale and my coverage of various polls particularly fascinated me with the usage of *Business Analytics* and the interpretation of Big Data in solving real world problems; this also prompted to pursue a certification course in Data Analytics. My research notes on the dynamics of commodity trading from Goldman Sachs, Bank of America, Macquarie, Credit Suisse and Société Générale received further visibility being picked up by prominent newspapers and sites including Business Insider, Daily Mail, and U.S. News & World Report. A full list of my published articles is available at Muckrack.com. My coverage on minor metals received generous accolades from my Bureau Chief and from the executive editor for Editorial Strategy-Commodities for I successfully mined 5 initiative stories with just a span of 3 weeks in spite of having limited knowledge in the domain.

I am currently employed with Liberty Engineering Works, Bangalore as Sales and Marketing Operations Analyst and also concluding my industrial training in Data Science at edWISOR - an online skill development platform, through which I am able to sharpen my analytical aptitude by identifying revenue growth opportunities and aid the company in making better business decisions.

It is now my well thought decision to further my knowledge scope in the domain of Data Analytics by pursuing advanced studies in the subject through an international perspective and expertise. Business and Market analytics is fairly a new discipline in India and acquiring this knowledge from a University which is world renowned in these studies will no doubt give me a substantial edge amongst my peers and in the Data Science Industry. Through my diligent research it is clear to me that your university offers one of the most comprehensive course curriculums on Data Analytics and an international degree will help me build global perspective and understand the ramifications of data in taking financial decisions taken in one country on the rest of the world. I am most inspired to interact with renowned economists and industry practitioners, and assimilate multidisciplinary perspectives and understand that this is the right time in my career to aim for higher level specialised knowledge gains in the key discipline of Data Analytics, which I strongly feel will be achieved through the Master's program at your university.

Professional orientation being my primary goal, I am well prepared to complete a rigorous and composite program and am keen to work on complex assignments with my peers and receive exceptional mentoring from leaders in both intellectual directions and industry developments. After completion of my studies I want to contribute actively in the field of Data Science in India, where the data revolution has already begun and the country is aspiring to be a major player and a precedent for the rest of the world. My keen interest in the subject coupled with the quality education at your institution will help me build my existing portfolio and equip me with real world techniques and critical thinking skills needed to become an analyst for corporations.

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I am aware that you would have received other applications for this course and hope that I have represented my purpose and intent in a precise and determined manner. Therefore I look forward and solicit my application for MS in Business/Market Analytics at your esteemed institution.

I declare that the particulars given above are true and correct in every detail.

I understand that incorrect or misleading statements may result in refusal of my admission and/or student visa application.

Sign-XX

Date -XX

