

Business Data Analytics Scholarship Essay

I am a Business Data Analytics major in my third year from Arizona. The undergraduate business data analytics degree is a combination of skills, such as applications, technologies, and processes that organizations use to understand their businesses based on any available information and statistics. Business analytics explores the science of big data. Big data entails the transformation of data into predictive and powerful information. This information is then used to help businesses during their decision-making processes, thus deriving optimal results and performance.

This course enables students like me to investigate the principles of data management, representation, analysis, and statistical modeling. The program provides courses in machine learning, data management, visualization, statistics, business, and optimization, in addition to training on various tools and systems. After completing my degree, I can apply the concepts to discover trends, relationships, and patterns. Therefore, the educational goal of this degree is to get me involved in the design, implementation, and deployment of real analytical applications.

For that reason, as a graduate of this degree, I will be able to apply analytical tools and theoretical concepts to productively and efficiently analyze and manage information in the data-rich, ever-changing, fast-paced, and competitive economy. Upon completion and after gaining relevant exposure and work experience, I would like to pursue my studies further and obtain a Master of Science in Business Analytics. This will help me stay updated on the rapidly changing market dynamics and developments, and it will also help me become a data scientist.

Pursuing a master's degree, however, comes at a cost. I will likely have to put my studies on hold to save enough money to enroll in the program. This is why I am applying for a scholarship: to further my studies and become a leader in my field.

Career Opportunity

Big data fields provide a person with boundless career opportunities in the fields of business, science, finance, engineering management, nonprofits, healthcare, government, and others. There are various skill sets that an individual needs to be prepared to develop during classwork, namely applied statistics, fraud detection, supply chain management, manufacturing design, actuarial science, and packaging analytics.

Hence, a graduate can evaluate organization-wide operations through the application of statistical and qualitative analysis, as well as fact-based data, to establish past performance and then guide the organization's business planning. Upon completion, I will obtain employment in an organization that enables me to be immersed in both firm and market development. Additionally, I will attend industry-sponsored conferences, as well as constantly stay on top of all the leading breakthroughs in the industry.

I will work toward supporting the data-driven decision-making process by, first of all, understanding organizational and market dynamics to demonstrate and generate meaningful insights.

I plan to regularly interact with customer-centric colleagues, especially the sales force and product managers, so that we can work as a team to analyze the intelligence that we will obtain.

This will help me better understand factors in the market that are important to the data I will be

interpreting. The program has frequently emphasized the importance of having a multidimensional approach to help me translate data into credible, high-quality, and relevant strategic insights that will support me in the decision-making process.

Furthermore, employment opportunities presented to me by obtaining a master's degree will allow me to get in touch with both the internal and external environment of this industry so that I can derive value from the data. I am looking forward to getting a better command of my field of study so that I can deconstruct the abstract into reality with details.

On top of undertaking a master's program, I will also study end-user software packages and provide new approaches and solutions that are simple and relevant. As the corporate world turns toward artificial intelligence, such as neural networks and machine learning that tackle business questions and evaluate organizations' performance, I would like to have an advantage in my field. Therefore, the Master of Science in Business Analytics is crucial to my career development.