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English Writing and Editing Services

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Statement of Purpose: Business Analytics

I can still remember the feeling of shock and confusion: My once lucrative, heavily trafficked website was rendered nearly useless because of a quiet update to Google's search algorithm. I had started this website, featuring ESL worksheets and materials that I had developed over years of teaching, as a way to earn a little extra money and perhaps learn a bit about web development. Over time, it became my main source of income. But with this algorithm update, I felt that I had lost everything. Once the shock wore off, I decided to try to fix the problem. This is what introduced me to the world of analytics, search engine optimization (SEO), keyword rankings, and other buzzwords that sounded completely foreign to my ears. As I learned and began to rebuild my site, I began to see the big picture: The success of my business would be based on my ability to harness and react to big data.

In other words, my introduction to business analytics came about by accident, yet completely organically. Like many entrepreneurs, I was nearly left behind by shifts occurring in the business landscape. In the past, I might have devoted more resources to marketing and advertising, in order to push my website and its products; today, however, it is clear that these resources are best spent on data science and business analytics. For this reason, I have decided to return to school and specialize in this subject. I can see the future of my website and indeed any venture I choose to be a part of. That future revolves around analytics and data science. I hope to prepare for this future in your MSc Business Analytics program.

Aside from starting this website, which was initially little more than a hobby, I studied TESOL in the university and had a lengthy career as an English teacher. In school, I was introduced to pedagogical theory and practices of teaching, and I honed my skills in an internship, a period of teaching children in South Korea, and a five-year stint as a full-time ESL teacher in an elementary school in Queens, New York. With these experiences, I am flexible and able to adapt to different situations. I am skilled at leading groups of people in a challenging environment, and I am good at working with diverse groups of people in a harmonious and constructive manner. In short, my past experiences in school and in work give me the skills and the personal qualities that I will need to succeed in even the most demanding of academic environments.

Although I have deeply enjoyed my teaching career, I am now ready for a new path. I have gradually turned more of my focus to my website and the potential for growing this business, and I am very motivated to engage in more advanced studies of business analytics and data science in order to make this happen. Your program is closely matched to my goals, as it offers broad resources tailored specifically to

search engine marketing and the analytics of web development and marketing. Such a curriculum can place me at the forefront of this field and open up great potential opportunities for me. I am also eager to study in such a diverse, multicultural environment, as this will broaden my mind in ways that are relevant to my career yet also personally enriching. This is the perfect program for me.

Armed with the training provided by your school, I will continue marketing and growing my website, yet I will also focus on using my professional network to embark on new online business ventures. I aspire to contribute to the overall business plan, after which I will take the reigns of the online marketing and search engine optimization. Going forward, I will constantly be keeping abreast of the developments in this fast-moving field, as this is the only way to remain innovative and relevant. With my motivation and passion for learning about business analytics, I hope that you can offer me a place in your incoming class. If granted this opportunity, I will do everything I can to contribute a unique and informed voice to your classes and research projects.