Sample SOP for UG – Business Analytics for Canada

There is no absolute program for what will ensure the success of a business, but due to new data analysis formulas, there are ways to create new models to help better predict how certain actions will affect the viability of a company. I first became interested in business statistics after my economic course in college, when I realized that the concepts in economics and mathematics could be applied to modeling business risk. My interest is what has driven me to apply for this graduate program in Business Analytics, in the hopes that I can improve my understanding of business practices and powerful statistical modeling.

Throughout my time in business, I have sought to supplement my academic studies with applied experiences in industries. During my second year in college, I completed an internship in business modeling at Religsan Financial. Throughout my internship I was faced with new market challenges and demands on the models that I created to model specific market movements and business decisions. I learned that a good model has to offer the flexibility to account for changes easily, while still being accurate enough to help predict the benefits and consequences of particular actions.

This graduate   program in business analytics is the perfect opportunity to take my knowledge of modeling statistics in business to the next level. Through industry based projects, I will be able to apply the concepts that I learned in classroom to the real world challenges similar to those I will face in my future wok. Additionally exposure to the newest modeling software and technology will enable me to update my skillset and ensure its relevancy. I believe that a graduate degree in Business Analytics will allow me to propel my career into the professional world, where I hope to become a Business Analyst at a major financial corporation.