



How to Write a Scholarship Essay

Business Data Analytic Scholarship Essay

I am a Business Data Analytics major in my 3rd year from Arizona. The undergraduate business data analytic 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 explore 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 performances. This course enables students, like me, to investigate the principles of data management, representation, analysis, and statistical modelling. 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 the analytical tools and theoretical concepts to productively, and efficiently analyze and manage the information in the data-rich, ever-changing, fast-paced and competitive economy. Upon completion and 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 not only help me to stay updated on the rapidly changing market of dynamics and development, but it will also help me to become a data scientist. Pursuing a master's degree however, comes at a cost. I will likely have to put my studies on to become able to save up enough money to enrol right in the program right away. This is why I am applying for a scholarship — to further my studies and become a leader in my field.



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Career opportunity

Big data fields provide a person with boundless career opportunities in the fields of business, science, finance, engineering management, nonprofits, healthcare, and government—among others. There are various skill sets that an individual needs to be prepared to have during the classwork, namely; applied statistics, fraud detection, supply chain management, manufacturing design, actuary science, and packaging analytics. Hence, a graduate can evaluate organization-wide operations through the application of the 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 of the leading breakthroughs in the industry. I will work towards supporting the data-driven decision-making process by, first of all, understanding organization 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 multi-dimensional 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 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



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forward to getting a better command of my field of study so that I can be able to 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 tackles business questions, as well as evaluates organizations' performances – I would like to have the advantage in my field. Therefore, the Master of Science in Business Analytics is crucial to my career development.