Personal Statement

With digital technology developing in leaps and bounds, there exists almost infinite amounts of data just waiting to be analyzed in a meaningful way. So many companies have already started to do this, such as analyzing big datasets in order to gauge consumers' product preferences and make models for their future sales and ect. I first came to be interested in data science was from one of my professors, he joked that answers to 99% of the questions probably could be answered by existing data without having to extract new data. His words inspired my interests in exploring data in a special way. I hope to be able to use the knowledge that I will gain from this Data Science program at University Waterloo to derive meaningful conclusions from large sets of data.

I came from a strong Finance and Analystics background. I have maintained a high GPA of over 3.9 GPA in my MS. Analystics and systems degree. My education has provided me with the fundamentals to work comfortably with business related software, statistics and programming languages,(such as Python, SAS, R, Tableau, SQL).My previous work experience in the field of financial and business development industry has provided me with a chance to implement my learning to solve the real-world challenges, and improved my people skills and problems solving skills. I would like to probe the field of data Science, predictive analytics and artificial intelligence, It satisfies my curiosity while creating solutions for some problems faced by humanity and businesses.

These efforts include things like email marketing campaigns, social media campaigns, PPC campaigns, and online branding efforts. In my recent job, I was fortune to work with a local artworks sales company company worked as a digital market analyst. I am instrumental in creating a new marketing campaign program, promoting activities easily without third parties.Recording the customer data, gathering survey data, chat chains or price changes of the competitor products with a Python code. Meanwhile, Testing the campaign by comparing key metrics(e.g Click thru rate, Website traffic leads) in order to identify opportunities to increase the performance. In addition, I made a model by sales data and presented my findings findings and insights from the analysis.

From the job, it enhanced my my code abilities and developed flexibility to work with a number of tools, use business mind to think about the data.

Moreover, I noticed that a lot of the working procedures had huge room for human errors.(e.g data recording, modeling) If I made a mistake in recording the data, which could happen no matter how meticulously I was at my work, it might compromise the work of a whole department and put the whole team work at risk. I felt that with expertise in data science, I could help the company optimize its working procedures to improve working efficiency and eliminate some errors. I believe data science can not only help the manager make more successful decision, but also revolutionize the entire industry.

Through my past experiences in business and finance areas, I learned to make quick and tough decisions considering all the uncertainties, always prepare a Plan B or even Plan C to overthrow my whole plan at any rate, and at the same time strive to achieve perfection under imperfect conditions, which practices my ability of team work and problem solving skills.

In addition to my academic studies and work experiences, I was a keen participant in extra-curricular activities. I was an president of CSICS and vice president at AIS anapestics club.

I wish to further my study in this field and become a member of the pioneering force in this revolution. To achieve my career ambition of becoming a data scientist, I wish to systematically study Data Science at University of Waterloo in Data Science graduate program.

My experience as a Business Development and Equity Research Analyst on large, data-intensive projects has provided me with a good exposure to the real-world challenges. In this era of data, firms have realized the urgent need to transition from traditional ways of doing business to new ways by effectively managing and analyzing the structured or unstructured lakes of real-time or historical data. These days, it is essential to understand and process all aspects of data and analyse it to arrive at the most optimal choice for decision-making as there are endless possibilities. I find the processes of gathering, analysing and presenting data, fulfilling as these provide new insights from converting the raw data into meaningful information to help make weighted decisions. I have analysed data and have ample hands-on experience in programming languages (like SQL and Python etc.) and making graphs using Excel and Tableau.

My goal is to be a Data scientist in an organization after completing this degree and later to build my own enterprise focusing on mentoring new generation of data analyst working on ideas towards addressing real-world problems. I aim to help businesses make informed, data-driven decisions based on trends in key metrics by applying the most appropriate application of information analytic and statistical techniques to increase business value.

This program resonates with my ideas and will be a perfect place to continue my education. Learning Data Science and practicing it in a live scenario will make me future ready to face any challenges in my career. I look forward to sharing my transferable skills and knowledge gained in the last 2 years with my peer group and thus contribute my little share to the university.

I believe attending University of Waterloo will be a life-changing experience for me and I sincerely hope you can offer me a position in the incoming class.