**Personal Statement**

Dear Westcliff Admission:

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. I first came to be interested in data analytics when I realized that it could be used to develop marketing models, and it is an interest that continues to this day. I hope to be able to use the knowledge that I will gain from this DBA program at Westcliff University to derive meaningful conclusions from large sets Of data.

My previous education has provided me with the fundamentals to work comfortably with computers, numbers and programming languages. My work experience in the field of financial and business management has provided me with a chance to implement my learning to solve the real-world challenges. I would like to probe the field of data Analytics, predictive analytics and artificial intelligence, It satisfies my curiosity while creating solutions for some problems faced by humanity and businesses

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 Analyst 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 analytics and statistical techniques to increase business value. I wish to join the DBA program with industry placement at Westcliff university. The specific course content is thorough, comprehensive, and it will fill in the gaps in my knowledge of mathematical and statistical theory.

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 Westcliff will be a life-changing experience for me and I sincerely hope you can offer me a position in the incoming class.

Best Regards,

Peipei Wu