**STATEMENT OF PURPOSE**

I Pamidi Omkar, a passionate and adaptable individual seeking admission to the MSc in IT For Business Data Analytics program at the **International Business School Hungary**. My journey from Mechanical Engineering to the pursuit of Business Analytics is a testament to my resilience and the compelling need to embrace transformative fields in response to the evolving technological landscape. As a diligent scholar with a robust academic foundation and practical experiences, I am eager to contribute to and thrive in the dynamic field of business analytics. My journey is a transformative evolution spurred by realizing that while mechanical engineering encapsulates the tangible, the convergence of engineering acumen with the depth of data analytics holds immense potential for innovation. A pivotal moment emerged during an academic project exploring composite materials, illuminating that engineering principles provide a foundation, but the true transformative power lies at the nexus of engineering and the expansive realm of data analysis. This realization propels my fervent interest in data analytics along with business analytics, driven by the conviction that melding analytical rigor honed through engineering with the nuanced insights from data sets paves the way for groundbreaking solutions transcending disciplinary boundaries.

My academic journey commenced at Tiny Tots High School in Narasaraopet, where I secured an outstanding CGPA of 9.8 in the SSC examination in May 2017. Subsequently, I enrolled in Narayana Junior College, Vijayawada, for my intermediate studies, achieving a commendable CGPA of 9.17 from July 2017 to June 2019.To further fuel my passion for engineering, I pursued a Bachelor's in Mechanical Engineering at RVR&JC College of Engineering, Guntur. Despite facing the inherent challenges of a diverse field, my dedication was reflected in a respectable CGPA of 7.1. This academic endeavour not only provided me with a robust understanding of mechanical engineering principles but also instilled in me the importance of interdisciplinary knowledge.

My internship as a Mechanical Engineering intern at South Central Railways, Vijayawada, in June 2022, offered me invaluable real-world insights. This experience enhanced my problem-solving skills, exposing me to the intricate workings of mechanical systems in a practical setting. For my academic project, I undertook the challenging task of fabricating and investigating the mechanical properties of a banana-jute hybrid fiber-reinforced epoxy composite with varying weight fractions. This project not only required a deep understanding of materials science but also demanded proficiency in experimental design and analysis. The successful completion of this project affirmed my ability to tackle complex challenges through a meticulous and systematic approach.

My transition from mechanical engineering to IT in Business Analytics is rooted in the realization of the transformative power that data holds in today's interconnected world. The unparalleled growth of data-driven technologies, machine learning, and artificial intelligence has sparked my curiosity and a profound desire to contribute meaningfully to this evolving field. By pursuing an MSc in IT For Business Data Analytics, I aim to bridge the gap between my mechanical engineering background and the burgeoning data-centric industry. The program's interdisciplinary nature aligns perfectly with my goal of amalgamating my engineering skills with data analytics, enabling me to make informed decisions and extract actionable insights from complex business systems.

The **International School of Business IBS, Budapest** stands out as my preferred institution due to its distinguished faculty, cutting-edge research facilities, and comprehensive curriculum tailored to meet the demands of the rapidly evolving field of business analytics. The university's commitment to fostering an inclusive learning environment and its emphasis on practical, hands-on experience align seamlessly with my aspirations. Moreover, the school's location in the vibrant city of Budapest provides ample opportunities for networking and collaboration with industry leaders, further enriching my learning experience. The prospect of contributing to ongoing research initiatives at the school is particularly enticing, offering a platform for me to make meaningful contributions to the field.

The **Hungary,** being a hub for technological innovation, is the epicentre of ground breaking developments in field of business. Pursuing my MSc in IT For Business Data Analytics in the Hungary will expose me to a diverse and dynamic ecosystem, fostering an international perspective on business analytics challenges. Additionally, exposure to a multicultural environment will not only broaden my horizons but also enhance my ability to collaborate effectively with professionals from varied backgrounds.

Upon completion of the MSc in IT For Business Data Analytics program, I aspire to leverage my skills and knowledge in a professional setting. The interdisciplinary nature of the program equips me with the versatility to contribute across industries, from finance and healthcare to technology and beyond. My immediate career goal is to secure a position as a business analyst, where I can apply advanced analytical techniques to derive meaningful insights from data. Over time, I envisage progressing into a leadership role, where I can spearhead data-driven initiatives and contribute to strategic decision-making within an organization. Furthermore, I intend to actively engage with the business community, participating in conferences, publishing research papers, and collaborating on projects that push the boundaries of what is possible in this ever-evolving field. I am committed to lifelong learning, and I see myself continually honing my skills to stay at the forefront of technological advancements in business.

My journey from a mechanical engineering background to the pursuit of an MSc in IT For Business Data Analytics is fuelled by a profound passion for leveraging data to drive meaningful change. The **International School of Business**, with its academic excellence, research opportunities, and conducive learning environment, is the ideal institution to catalyse my transformation into a proficient business analyst. I humbly request you to consider my application, confident that my unique blend of engineering acumen, practical experience, and unwavering commitment to the field of Business Analytics will contribute significantly to the academic and research endeavours at the International School of Business. I am eager to embark on this transformative journey and am confident that this program will serve as the catalyst for my continued growth and success in the field of business.

**Pamidi Omkar**