SAMPLE SOP FOR MS IN DATA SCIENCE

With increasing numbers of people connected to the internet, there currently exists almost infinite amounts of data just waiting to be analyzed in a meaningful way. Already, many companies are starting to do this, 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 science 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 Master's program in data science to derive meaningful conclusions from large sets of data.

For the past two years, I have interned at an analytics firm that specializes in performing data analysis tasks to aid in preliminary research for companies seeking to start new projects. My project focused on tracking spending habits through anonymized purchasing data in order to determine the optimal place for a new company to build a flagship store. Through analyzing real-time purchasing and location data, I was able to determine not only an optimal location for the store, but also characteristics of the aesthetics that would make it more likely to stand out. I hope to continue this type of data science work in the future, applying my knowledge in providing well-supported research for companies.

This graduate program in data science will train me in different methods of statistical analysis, as well as the programming knowledge needed to complete large data-driven tasks. Through my coursework, I look forward to enhancing my programming and mathematical acumen. Additionally, the opportunities to work with industry partners on projects will give me additional experience working directly on relevant topics in the field. Taken together, this graduate program will give me understanding and technical expertise that I will need to continue my career as a data scientist.