Statement of **Purpose**

(Tips & Sample)

(This document is for viewing and understanding purpose only, please do not copy paste the material. The motive of this doc is to help you understand how to write a good statement of purpose in order to apply at universities in Europe. Usually there are two kinds of SOPs, however most of them follow the following sample. Please enjoy the read.
Do not forget to share your SOP doc with us for the review, We offer unlimited reviews)

TIPS FOR WRITING THE SOP

SOP is a reflection of your MOTIVATION and school would like to understand the same before shortlisting or interviewing you. Therefore following are the most important questions while writing a SOP

QUESTIONS you need to answer

- Why a Masters/Bachelors at this stage of your professional life?
- Why you want to study it?
- What professional and personal experiences you have in your field?
- What you plan to do with your degree once you have it? (Your short term and long term goals)

HOW to answer

- Know your motivation level
- Know your background, your present and you future goals, Establish a connect
- Be selective: Schools want candidates who can be employable after studies, good at analytical skills, research and implementing the knowledge (Give similar examples from your personal and professional experiences)
- Uniqueness: Add data, figures, ideas
- Write beautifully with no grammatical mistakes

KEY Points to remember

- **Not a Resume**: SOP is not CV! It must not talk about things which are already there in your CV and is been read multiple times by Admissions committee. Talk about things that define you as a person. Your marks, jobs are a part of your life, not yourself. A school is more interested in knowing you, via your SOP. They have already read your resume and know about you how excellent you have been in academics or professions.
- **Personal Touch**: Talk about non volatile aspects, 'Passion', 'Motivation'. Make it a little dramatic. Start with a story. There has to be a problem, there has to be a solution, then there has to be a hero. Hero is you! In the end try to re-connect the dots by going back the first paragraph of the story to state why you mentioned this in the first place. Also it lets the reader understand your focus. **Remember** *Passion is something you follow for life. Anything that you pursued and have left already was an incident, accident or a hobby. Talk about passion in this section*
- **Word Count**: Do not be misled by the word limit. Sometimes schools might mention, 'No word limit' which means there is a word limit. Never exceed your essay with more than 1,000 words max (+/- 100). *Brevity is an art, remember!*
- **Re-connect the dots**: If you love ice creams and want to form an ice cream factory/company/brand, identify and highlight the reasons which motivated you in the first place. Talk about how you plan to achieve this impossible seeming goal. "This is the place where you talk about the value of the school and the program" you are applying to. Note: A school is a tool, it's a bus that you take to reach your destination. Now you can choose to take a Volvo non-stop, super fast, highly rated bus or an ordinary bus. It's upto you

SAMPLE SOP

"You can't connect the dots looking forward; you can only connect them looking backwards. So you have to trust that the dots will somehow connect in your future. You have to trust in something - your gut, destiny, life, karma, whatever." - Steve Jobs

I was 15 when I was watching Steve Jobs on TV during his last commencement speech at Stanford. What I liked about his speech was his phrase of 'Staying Hungry and Staying Foolish' along with 'Connecting the dots' anecdote. Presently I work as an Analyst at XYZ International where my role is to filter data logs for an investment bank. I chose this job since I love numbers. Numbers are like aphrodisiac to me. My affinity to numbers dates back to my middle school when I was first introduced to computers by my Father. He had brought home a Pentium IV PC which was a huge deal at the time. For our neighbours it was like a Jukebox, for my siblings it was an extra option to watch movies but for me it was like a school with a playground. I remember working on DOS, C as my first applications and writing my first code which was, 'I love my father'. My Dad always wanted me to be an Engineer. I wanted to become a Pilot. It's another thing that my father told me once, 'Son, these days each airplane has this white boxes

called Computers and Pilots need to learn it well as lives depend upon it'. That was that, day by day I fell in more love with PC's. It took my years to realise, I was no close of becoming a pilot but then by the time I was listening to Steve Jobs, I had already developed other goals. But one thing remained same, my love for computers. I graduated from IIT Delhi, after finishing my Computer Science program where I got more inclined towards Data science and understood how 'Data was going to be another revolution just like Computers in the first place'. Luckily I got hired by XYZ international and got to work with industry leaders in Data technology. When you work with leaders, the pro is that you learn a lot but the con is that the hunger becomes larger. Sooner I realised, I want to study Data more than just continuing my job. I would like to come back to this industry but with much more skill set and leadership skills.

That is why, I want to study Big Data management.

After my research, I realised that there are two aspects to Data, one is Data science offered at tech schools and another is Data management offered at Business schools. I choose the latter due to the fact that it gives my an added advantage of understanding the management aspect of it and provides me with more career opportunities. I have already completed a couple of certifications on MOOC and now feel the urge of pursuing a full time management program studying at a premier school. This will give me two major opportunities:

1. Studying data management in detail
2. Networking with people from all across the globe

This led to my another goal of shortlisting the right school. I wanted a 1 year full time masters which narrows my research to Europe. French schools have dominated the Financial Times ranking for a long period of time and hence I wanted to study in France. I finalised a couple of premier Business schools and working on my applications.

Reason to shortlist ABCXYZ Business school is it's repute, dominance in rankings, international faculty, triple accreditations, strategic location and extensive alumni network.

My vision remains to be a maverick in the field of Data management while the short term goal is to be a professional Data manager managing crucial analytical operations at a data driven organisation.

I hope the school shall provide me the platform to equip myself with skills required to be in the world of data management.

(Sample SOP contains 666 words and the ideal limit is 1,000, hence we suggest to write more in the bottom highlighted section)

Next set of actions
- Prepare your SOP
- Send it for review
- Upload your final SOP on the school site after all the reviews are done