

Sop mis – college essay



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Fortune 500'- every time I hear this word, a series of intricate questions conjure up in my mind. What can be the forces that actually drive these companies to pinnacles? Is it brilliant planning coupled with some powerful decisions and risks behind them? Or is it a blend of robust strategies and superior executions? No doubt all of them do play a crucial role, but then what is it that aids in devising these strategies?

There has to be an element from which they are formulated. Let me say after working with Reliance Industries Ltd (Retail division), one of the Fortune 500 conglomerates that I finally discovered the key element - 'Information'. Leveraging of the raw data to fullest, synthesizing it into meaningful information and providing analytical support to it, is one of the powerful strategies employed by companies to gain the competitive edge over its rivals.

But I also observed that the current trend in Business Intelligence (BI) is now shifting gears from mere reporting of intelligent data to more of higher level analytics, predictive modeling interacting hidden patterns by combining methods from statistics and artificial intelligence with database management. The major process with which I was associated at Reliance was gleaning of the enormous transaction data generated everyday from disparate sources and then strategically storing it.

In this process, I acquainted myself with SAP BI thereby firmly cementing my warehousing concepts. Also my SQL knowledge deepened, as I learned how to increase the efficiency of the queries for lightening speed extraction of data using various mining algorithms, especially the association rule that

mines buying patterns. Pattern recognition played a crucial role as it acclimated efficient profiling of customers, and also helped in indicating on which sets of customers, promotion campaigns should be launched by monitoring their buying patterns.

It was astounding to note that by just extracting right sets of information we can actually monitor operations of all the stores throughout the country which included raising exceptions in case of fraud detection, managing vendors, managing assortments, distribution and logistics etc. The overall experience at Reliance was a revelation as it helped me realize my potential in the field of Business Analytics that requires a blend of analytical reasoning, logic and also technical know.

To this end, I feel a masters degree in Information Systems with specialization in Bal will definitely broaden the horizons and shall be the first logical step to realize my career goal of becoming a Business Analyst. Three years at 'Darkness J. Shanghai College of Engineering', which constitutes among the top 1% of all engineering colleges in India, has given me a comprehensive exposure to myriad of subjects like, Database Management Systems, Advanced Database Management Systems, Data Warehouse ND Mining, and languages such as Java, C, C++, and SQL.

Read also Java and Correct Answer

Projects as a part of the undergraduate curriculum have also helped me reinforce concepts, and experiment. In my third year, I along with my team members developed a project called Online Project Consent Portal. The portal facilitates the students to upload their project on the website for

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assessment by the concerned faculty and the respective feedback is then transferred into the students account. The entire project was based on Java platform using Jayvee coupled with applications of HTML, CSS, and JavaScript. Working on this honed my skills extensively in Java and web designing.

Moreover, my final year project focuses on developing an automatic ticketing vending mechanism via messaging for the Iambi Suburban Railways (MS). The project aims to eliminate long exasperating queues for issuing a ticket, which is a major drawback booms, by issuing tickets in the form of a SMS. Development will involvements from domains such mobile computing, database management systems and distributed computing. After its successful completion, we wish to approach the Indian railways for acquiring their consent to implement it on actual basis.