**Essay 1. Imagine that you meet up with a member of the admission committee at an airport while on a layover. You have an opportunity to make a memorable impression. Use this essay to introduce yourself. Include any information that you believe is important for the committee member to know about you both professionally and personally (maximum 300 words)**

Since we have some time to kill, let me tell you what inspired me to apply to Tepper. At BMW, we were losing employees who are solid contributors, long-term employees who serve as a repository of information at BMW. We had trouble flagging these employees as being likely to leave and needed this so upper management could try to prevent losing them.

For each employee, I compared their career path at BMW with that of their former employers, and then benchmarked their current salary against the market median for a similar position. Then, I color coded how likely this employee is to leave the company: green, yellow or red. This information alerted managers to reach out to solid contributors who were not necessarily “top rank” offering to enrich their job content or provide a special salary increase. This effect was successful in decreasing employee attrition 5% year over year, which sparked my interest in becoming an expert in the area of People Analytics. Currently in China, this is an untapped strategic tool.

At Tepper, I hope to follow the Business Analytics MBA track so I can learn how to design models that will generate this kind of useful data for the purpose of improving corporate culture in China. My long-term goal is to helping startups in China implement these practices to improve their chances of survival and success, by developing a boutique consultancy where I later to create an off the shelf people analytics solution. I plan to get the most I can out of the Business Analytics Capstone project, to build up my consulting skills, and gain a broad understanding of functions beyond human resources.

Tepper is a small, close-knit community which is something I value. Outside of work, I run a non-profit travel club that I founded, initially for my close friends to travel together, which has expanded significantly. I arrange three or four trips per year, planning the logistics, schedule and budget. It’s very fulfilling to help others see more of the world by putting on these trips. At Tepper, I would love to lend my expertise in scheduling treks to Silicon Valley or other travel excursions.