Deliverable 1 - Project Proposal *(Using GitHub Pages)*

Who are your customers?

Deciding about a university education cannot be more paramount, especially in the current competitive job market. A university education has become a must. Helping aspiring students make better decisions based on data is our aim. World ranking, Quality of Education, Alumni Employment, Quality of Faculty etc. are important criterion for students across the world while deciding to apply for universities be it for undergraduate or for graduate studies. We serve to provide these vital data insights and visualizations to enable better decision making about universities.

These university rankings also serve as a crucial data point for educational consultants while making any recommendations to their clients. Therefore, our customers are, but not restricted to:

- Aspiring students who want to pursue college education
- Educational consultants

What are their needs?

In one word – data.

What are the best Universities?
Which Universities have the best faculty?
Which University has the highest number of patents?

Theses are some sample questions that our customers might have. We aim to provide data insights/visualizations for the same.

People want to make decisions about universities, but they do not want to do it blindly. Different customers have a need for different data, for e.g. undergraduate students would be most concerned only with Quality of Education and Faculty, but prospective masters/PhD students would lay more emphasis on Influence, Patents and Citations, along with the factors mentioned above.

Therefore, customers need a single repository where they can quickly access and visualize key data insights about several different universities from around the world.

To summarize, we feel that the core need of our customers would be to have a one-stop solution to get up to 7 different metrics about different colleges in a quick and efficient manner. Customers want a tailor fit set of data based on their needs, and we can make that happen.

What specific problem(s) will you solve?

As mentioned above, websites generally provide ranking across different metrics such as Quality of Education, Alumni Employment, Faculty standards, Publications, Patents and the Overall World Rank. However, these rankings are disparate, and it is difficult for a person on the website to get a holistic view of a college over different metrics. We feel that through data analysis and wrangling coupled with appropriate visualizations, we can help users get an overall picture of college rankings based on multiple criteria. We can also help users to give specific weightages to different factors based on their need and show a "calculated score" for different colleges which would be specific to a user.

Why do these problems need solved?

We want to help the student community in making informed decisions regarding their application processes. If you visit the website of any university, they will claim to have the best faculty, infrastructure etc. But, do they really? Only data can answer this question. We do not want students to be misled by the claims of universities.

Also, we want to help educational consultancies back up their suggestions to aspiring students with data.

After all, pivotal decisions in life need to be made based on meaningful data.

Where are you going to pull the data from?

We are going to pull data from webpages of website http://www.cwur.org/
In addition to this, we are going to be using Wikipedia as an additional source of data regarding universities.