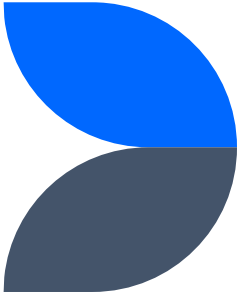




INTO University USA Expansion Analysis

Abdullah Akhtar





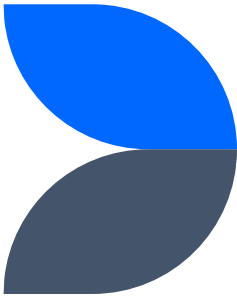
Executive Summary

The Problem

INTO University needs to identify ideal institutions in the USA for expansion.

The Solution

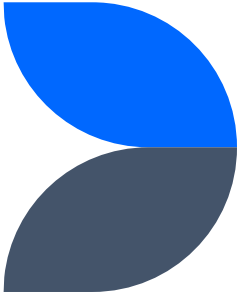
- Twenty institutions have been identified as the most ideal for INTO's expansion.
- It is recommended that INTO partners with the top performer from this list to provide further validation of its accuracy.



The Data

- College scorecard data.
- Date ranges from 2017 to 2019.





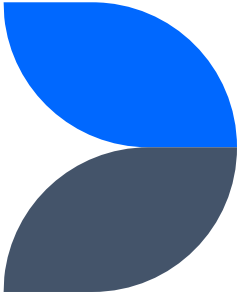
Filtering Criteria

Other:

- Excluded INTO partner states.
- Restricted to institutions with 4-years or longer degrees.

Attractiveness:

- >250'000 resident cities and suburbs.
- At least the 15th percentile of foreign student % from INTO's partners.



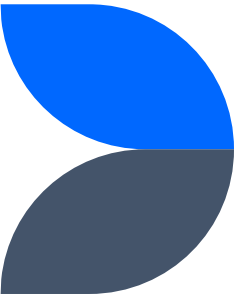
Filtering Criteria

Affordability:

- Below the 50th percentile of net costs from INTO's partners.

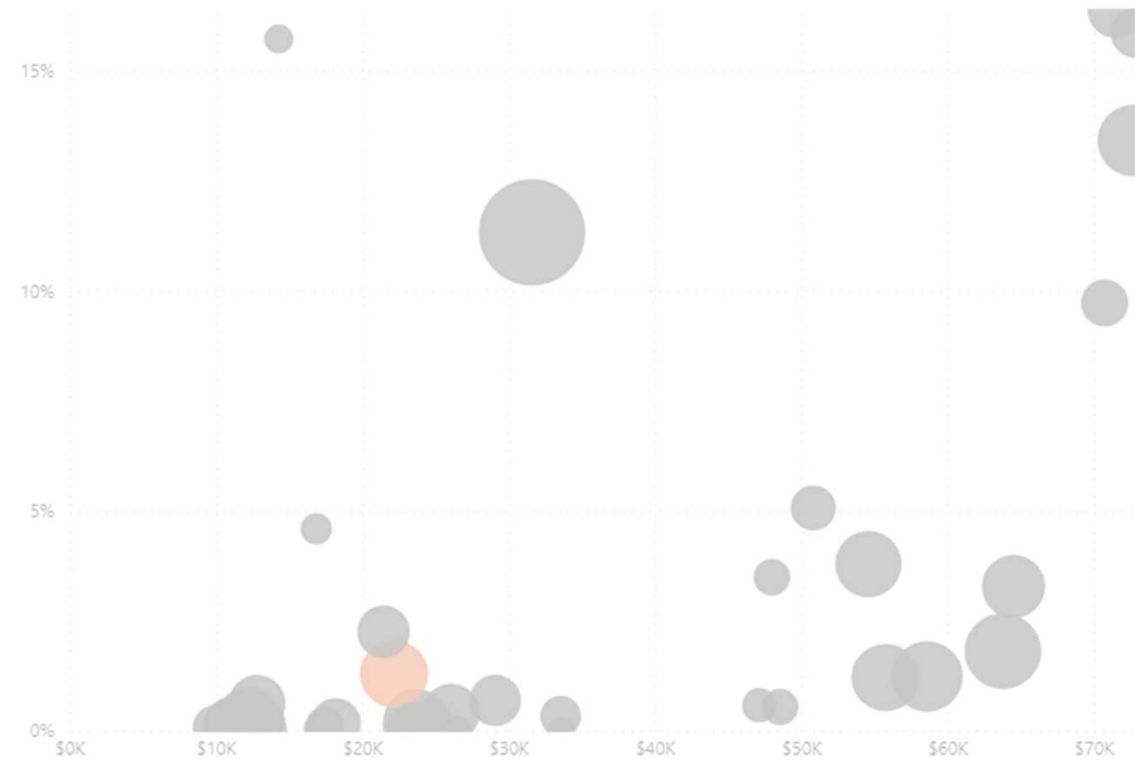
Scale Opportunity:

- Below the country average of foreign student %.
- At least the 25th percentile of total enrolments from INTO's partners.



Recommendations have more scale opportunity and attractiveness compared to in-state competitors

Category ● "Other" ● "Top5"



20172019

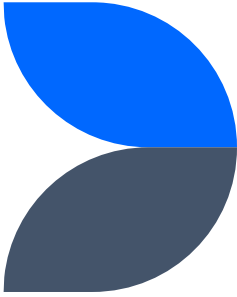
2018

AKKYTX

CTNC

Average Total Enrollments

Average Foreign Student %



Recommendation Summary

- Consider using more recent data.
- Partner with the top performer (Central Connecticut State University) to validate the list.

Thank you

