

Btech Data Analysis

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Abstract

DAIICT Btech Data Analysis

1 Report: How Students Learned About DAIICT

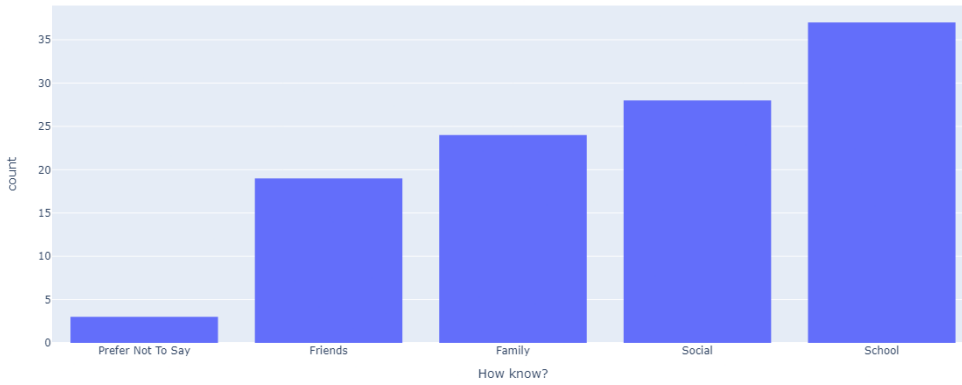


Figure 1:

1.1 Marketing Strategy for DAIICT

Using the information from the chart, DAIICT can optimize its marketing efforts through two major channels: Schools and Social Media.

Collaborations with Schools: Since the majority of students discovered DAIICT through their schools, strengthening partnerships with high schools in Gujarat and nearby states could help increase brand awareness. DAIICT can host informational sessions, career guidance workshops, and tech exhibitions to provide students with hands-on exposure to what the institution offers

Strengthening Social Media Presence: Targeted Campaigns: Given the substantial number of students who found DAIICT through social media, investing in targeted ad campaigns on platforms like Instagram, Facebook, and LinkedIn is essential. DAIICT can focus on key messaging related to cutting-edge technology programs, campus life, and student achievements.

2 Analysis of JEE Rank and 12th Grade Marks for DAIICT

1. JEE Rank vs. State Analysis: Median Increase in JEE Rank: Over the last four batches (2020–2024), there is a noticeable increase in the median JEE rank. This suggests that more students with higher (lower performance) JEE ranks are gaining admission into the BTech program.

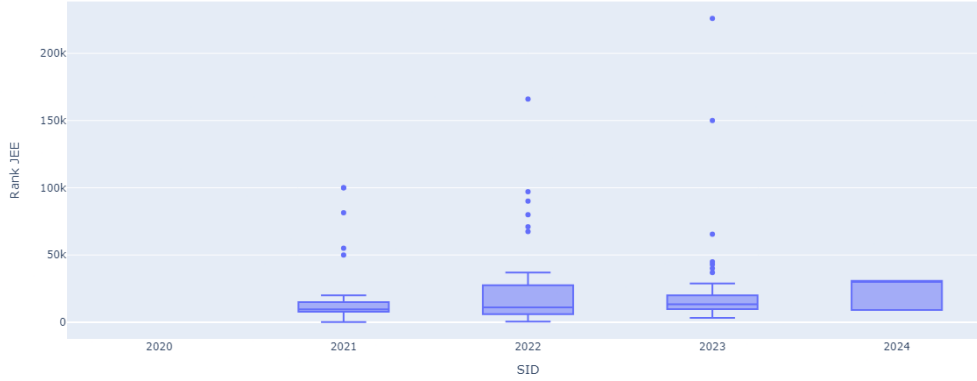
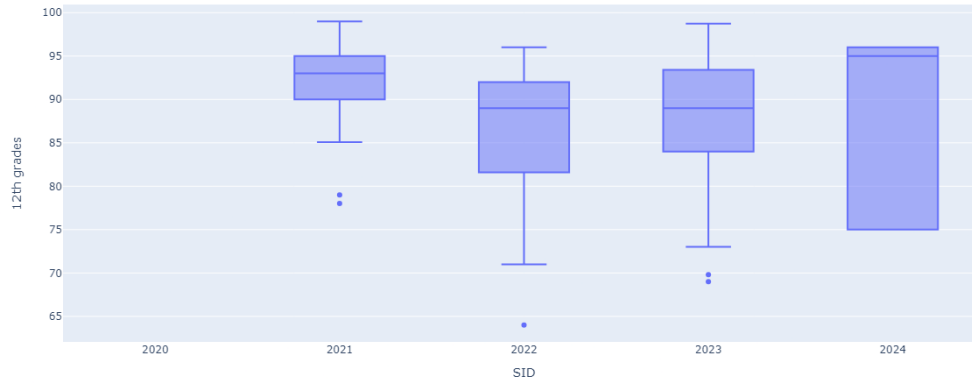


Figure 2:



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Figure 3:

In 2020, the median rank was much lower (around 25k), whereas, by 2024, the median rank has increased considerably to approximately 40k-50k.

There are also more outliers in recent years, indicating students with significantly lower ranks (up to 200k) getting admission, which was less frequent in earlier batches.

This increase in median rank may imply that students with higher ranks (lower performance) in JEE are now gaining admission more easily. A significant portion of the admissions is possibly being taken by students with comparatively weaker JEE performances.

2.1 Implications of Government Quota (GUJCET):

A possible explanation for this divergence could be the quota system for students from Gujarat. Under the GUJCET scheme, a portion of seats at DAICT is reserved for Gujarat-based students who are evaluated based on their board exam results and GUJCET scores rather than JEE ranks. As Gujarat students can secure admission through GUJCET even without strong JEE ranks, this could be contributing to the decline in the overall JEE rank of admitted students.

To maintain the quality and competitiveness of the BTech program at DAICT, certain changes could be considered:

Increase Weightage of JEE for Gujarat Students: For students from Gujarat, increasing the weightage of JEE scores in addition to GUJCET could ensure that the quality of students remains consistent across the board. This could provide a balance between supporting local students and maintaining academic standards.

Regular Monitoring of Student Performance: The institute can also introduce performance monitoring for students admitted through different quota systems to ensure that their academic progress aligns with the institute's standards. Remedial programs could be offered if needed to support students lagging behind.

Conclusion:

While the GUJCET quota system provides opportunities for Gujarat-based students, it may have the unintended consequence of lowering the overall academic standard as reflected in the JEE ranks. By adjusting the admissions process and focusing on maintaining a competitive balance, DAIICT can continue to ensure high-quality education while still supporting regional students.