

# Anonymous Edtech

## Job Placement Analysis

### **Business Model Overview:**

**Anonymous Edtech** basically is an online IT training platform who offers many trendy IT courses in the market of Africa.

### **Project Overview:**

**Anonymous Edtech** currently facing some business challenges and looking for some insightful solution to come up with a solution regarding business decision making.

### **Key Challenges:**

- How to increase their sales by visualizing the Actual Job placement success ratio?
- How many companies they are align with regarding placement?
- What are necessary steps they should do to improve their course and student career development?

### **Recommendation and insights:**

- After analyzing the overall scenario of Anonymous Edtech we can draw a general impression that working with **136** candidates regarding placement their success ratio is **6.62%** for random one month. Which will they need to be branding in their all types of online technological platforms like: FB, Linked-In etc. but presenting the number like Total 9 Success rather than showing percentage. Visualizing the number can assist to catch the mind of upcoming admission seeker to get admit which also allows to increase their sales.
- Anonymous Edtech have worked in one month with total 28 companies but from them top 5 companies are the potentials those they maintain a friendly communication for the further month placement.
- As a summary their success ratio is quite low reason behind that most of the candidates are eliminating while initial screening like: CV/Portfolio quality moderate and CV has skipped by recruiters. In that case after accomplishing the course they have to identify top 10 candidates whose overall score is excellent, train them by involving virtual or physical internship under Anonymous, groom them by soft skills Like: (English Communication, Interview Etiquettes etc.) can be the next way forward to execute.

**Skills illustrated:**

- MS Excel for overall reporting.
- Power Query regarding data importation and cleaning.
- Power Pivot for writing some complex DAX.
- Pivot Table for solving the business overall requirements and visualization.