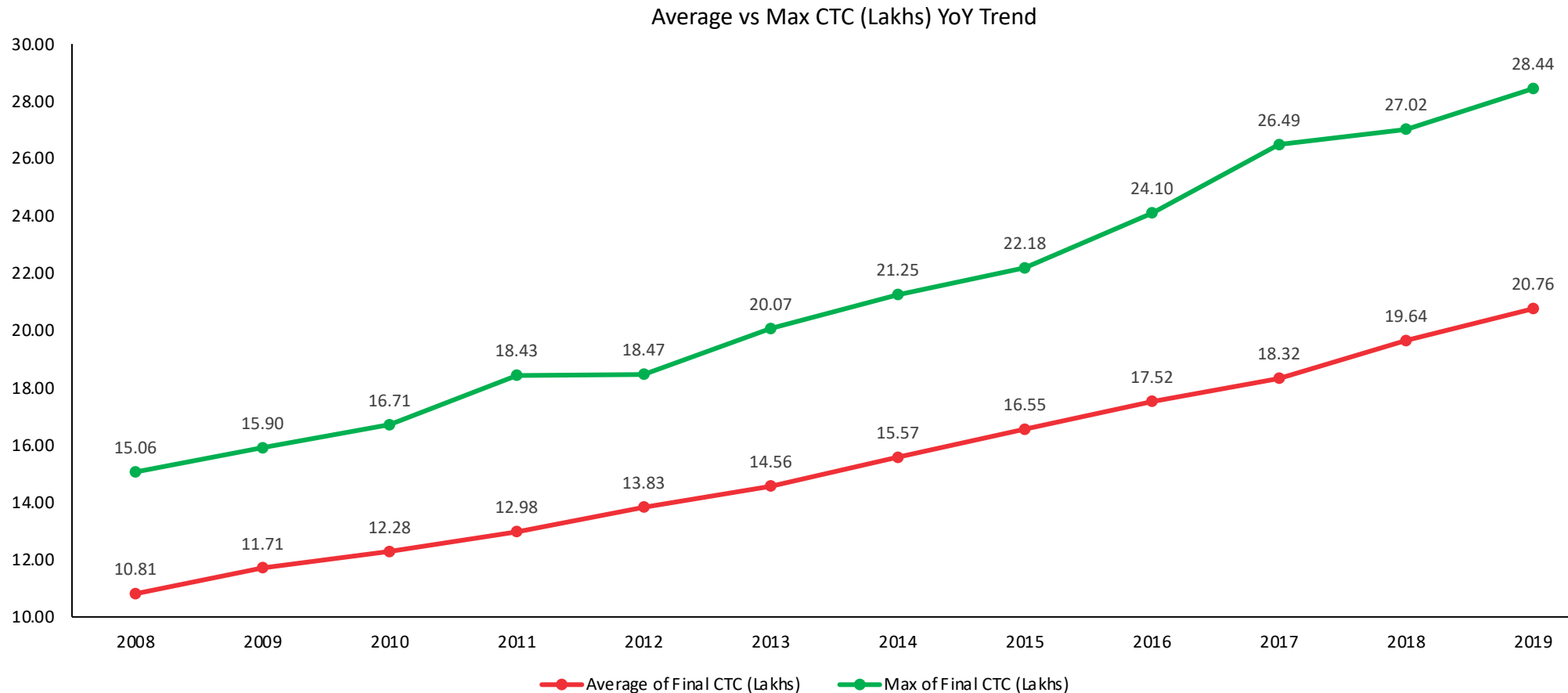

INSIGHTS FOR MBA INSTITUTE

CTC MAXIMIZATION

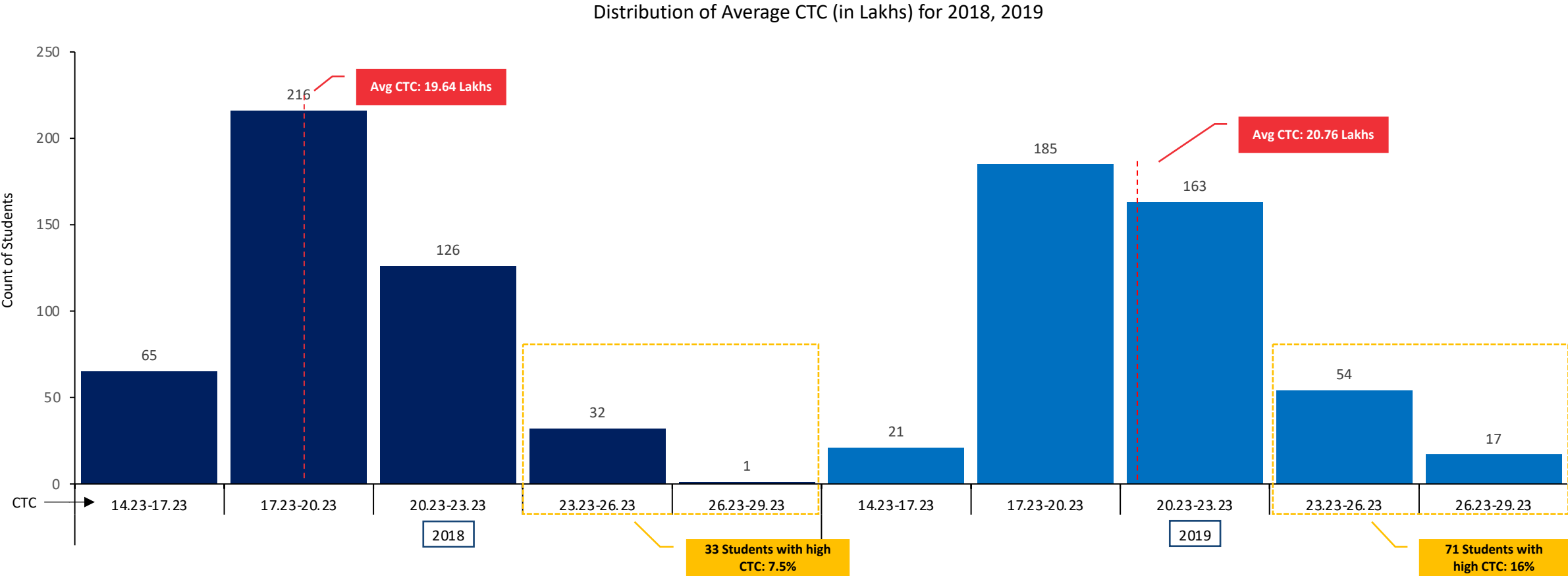
CTC YoY Trend

- Placement details show an increase in the average CTC offered across all industries per year regardless of the course, gender or educational background of the students
- The average CTC offered in 2019 was 20.76 Lakhs, whereas the highest CTC offered in the same year was 28.44 lakhs. The difference between the both has been increasing



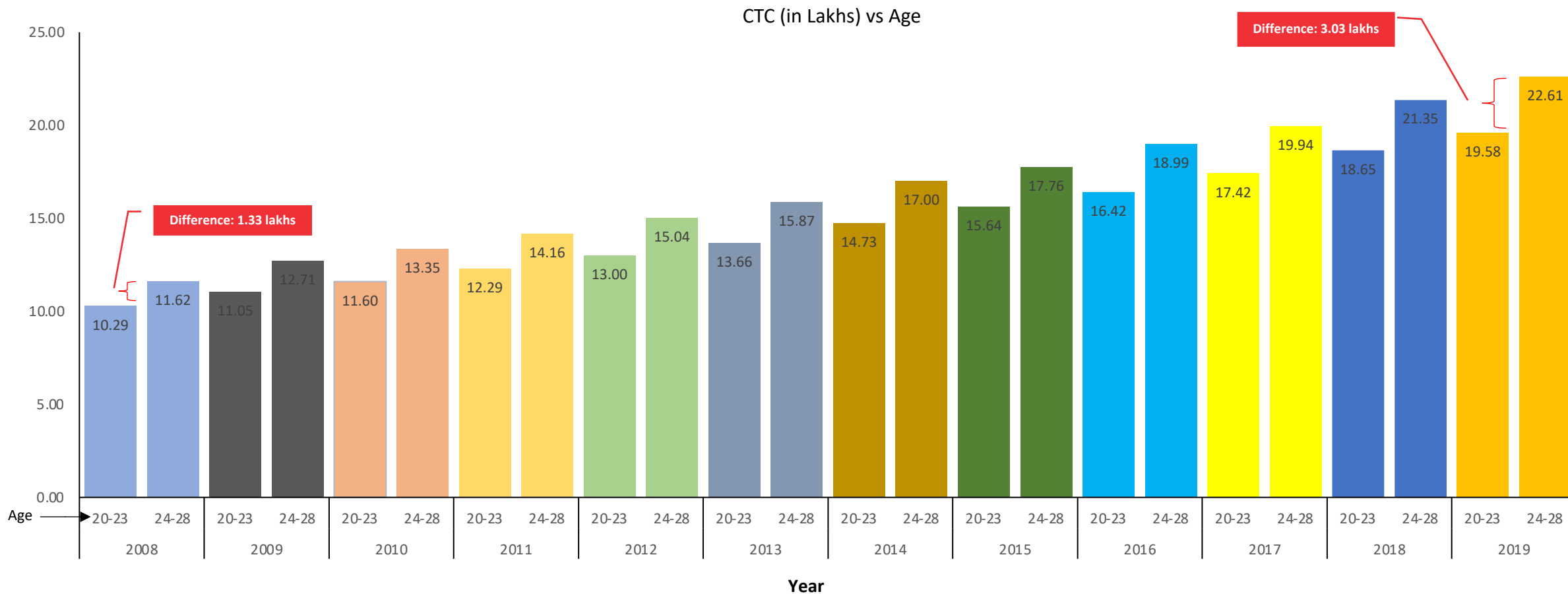
CTC Distribution

- The distribution of the CTC offered is skewed towards the average CTC for that year.
- Less than 20% of the students fall in the higher range of the CTC offered for the given year. The plot below highlights this observation for 2018 and 2019. A similar trend was observed for all the other years.



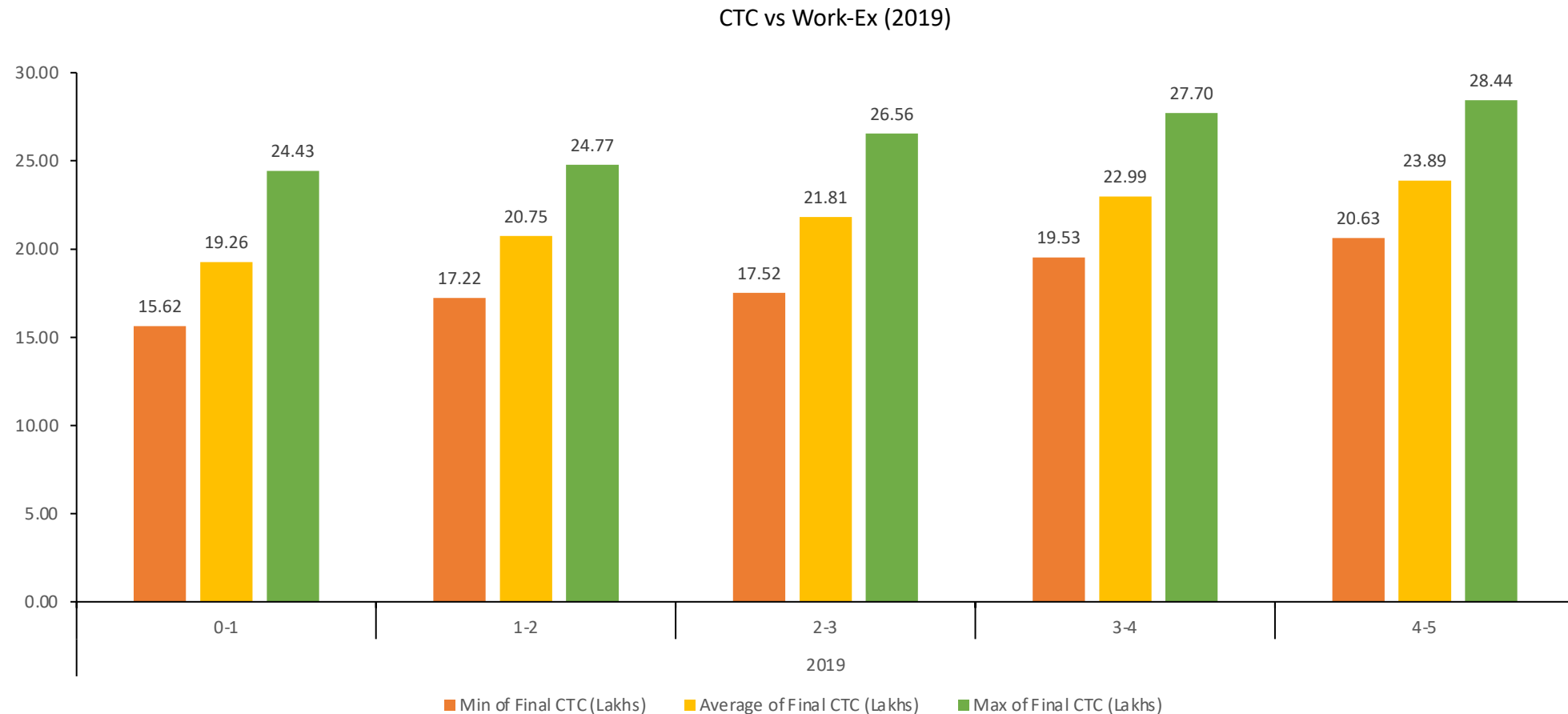
Age vs CTC

- A positive correlation is observed across all years between the age of the student and the average CTC offered
- Students in the age range 24 – 28 have always been offered a higher average CTC compared to students in the age range 20 – 24. This trend is more apparent in the recent years as the difference in the CTC offered has increased



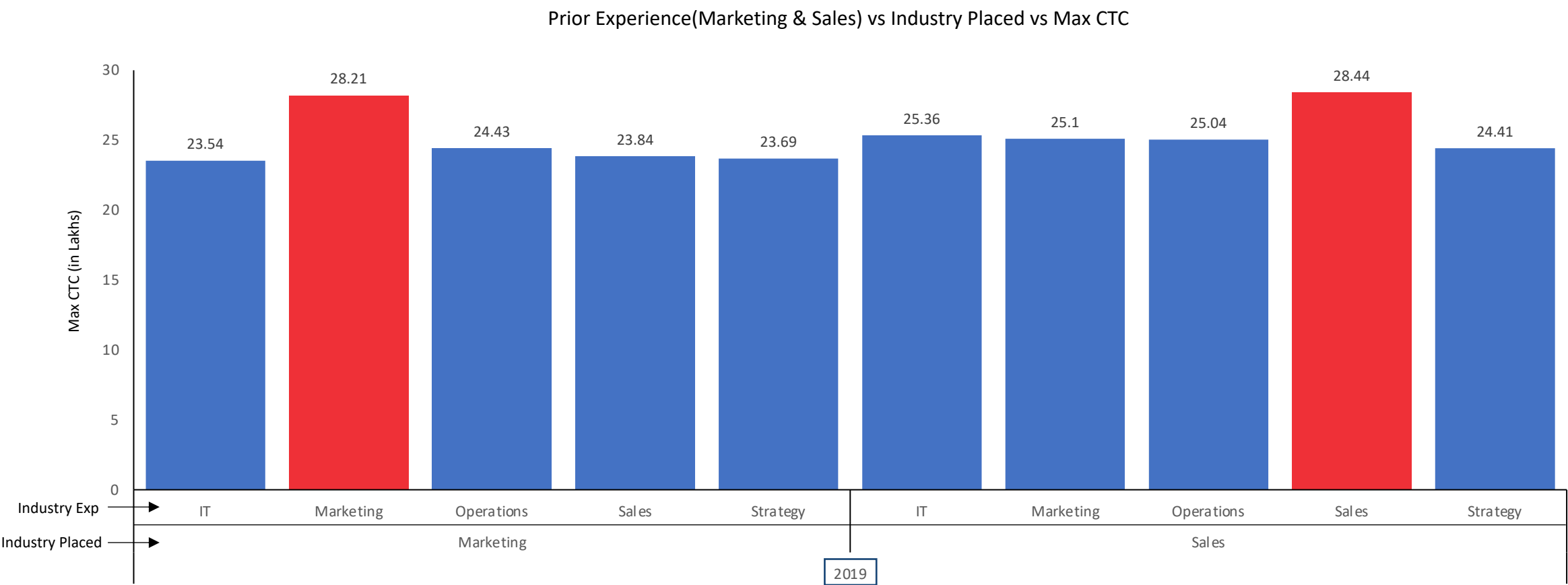
Work-Ex vs CTC

- Having more work experience generally favors a higher CTC. This trend has been observed across all years
- The minimum CTC for students offered with less than 1 years is considerably less from that of students having greater than 4 years of experience. This scenario is illustrated in the chart below



Industry Exp vs Industry Placed vs CTC

- CTC Maximization happens when students with prior work experience get placed in the same industry
- The chart below illustrates that in 2019, students with prior experience in Marketing & Sales received the maximum CTC upon getting placed in the same industry after graduating from the MBA Institute. This trend was seen across all the years



Summary & Recommendations

1. The MBA Institute should target to enroll more students based on the following rules to ensure CTC maximization:
 - Students having work experience > 1 year & thus of a higher age-range
 - Students inclined to work in the same industry (post MBA completion) in which they have had prior experience
2. Factors such as the course, gender, education & marks impact the quality of the educational experience and should be strategically aligned based on the insights provided