Analyzing Student Enrollment Patterns

Objective

The primary goal of this project is to identify key patterns that determine which students enrolled in the course and which did not. You will analyze various factors to understand what influences enrollment decisions, including demographics, qualifications, career aspirations, and awareness sources.

Dataset Overview

You have been provided with a dataset containing the following columns:

1. **Timestamp** - Date and time of data entry.
2. **Student ID** - Unique identifier for each student.
3. **Offer Sent** - Whether the offer to enrol was sent.
4. **College Name** - Name of the college the student belongs to.
5. **Current City** - Student's city of residence.
6. **Pin Code** - Pin code of the residence.
7. **Any certifications/ Doubts** - Certifications possessed or doubts raised.
8. **Year of graduation completion** - Graduation year.
9. **Highest Degree Completed/Enrolled** - Education qualification.
10. **Internship Program Interested In** - Chosen internship program.
11. **Already Placed?** - Whether the student is already placed.
12. **Latest Meeting Attended** - Most recent meeting attended.
13. **Current CTC (if placed)** - Current salary (if applicable).
14. **Distance from DataPlay Centre** - Distance in km for local students.
15. **Mode of Program** - Preferred mode (online/offline).
16. **Source of Awareness** - How they found out about the program.
17. **Career Interest Field** - Chosen career field.
18. **Subject Knowledge** - Subjects with prior knowledge.
19. **Aspirations in Terms of CTC** - Expected salary package.
20. **Target Companies** - Companies they aim to work for.
21. **LinkedIn Profile** - LinkedIn profile link.
22. **LinkedIn Connections** - Number of LinkedIn connections.

23. **LinkedIn Position** - Latest LinkedIn position.
24. **Orientation Test Score** - Score obtained in the orientation test.

Tasks and KPIs to Derive

1. Enrollment Patterns
   - KPI 1: Enrollment Rate by College and City.
   - KPI 2: Enrollment Rate Trend by Graduation Year.
   - KPI 3: Enrollment Rate by Degree and Certification.

2. Factors Influencing Enrollment
   - KPI 4: Enrollment Rate by Internship Program Interest.
   - KPI 5: Effect of Placement Status on Enrollment.
   - KPI 6: Analysis of Orientation Test Scores Among Enrolled Students
   - KPI 7: Determine which meetings or sessions had the highest enrollment conversion rates

3. Student Profile Insights
   - KPI 8: Orientation score and CTC Aspiration
   - KPI 9: Top Factors Leading to Enrollment (e.g., Awareness Source, Program Mode).
   - Orientation Score and Degree enrolled

4. Geographic Analysis
   - KPI 10: Enrollment Trends by Distance from Centre.
   - KPI 11: Top Cities and Colleges for Enrollment.

5. Career Aspirations and Enrollment
   - KPI 12: Correlation between Desired CTC and Enrollment.
   - KPI 13: Orientation score and desired career interest (Data Scientist vs Analyst)
   - KPI 14: Subject Knowledge and Career Aspirations of Enrolled Students

     Description for KPI 15: Analyze the most common subjects known and the target companies of enrolled students to understand the knowledge and career preferences of the enrolled group.

6. Compare Batch 1 to current batch

   - Change in enrollment by geographical region

- Increase in enrollment percentage
- Change in source of internship application (Linkedin / Friend Referral, etc)

Deliverables

1. A Power BI Dashboard that visualizes the KPIs.
2. A Data Story Presentation explaining the insights derived.
3. An Analysis Report highlighting the factors influencing enrollment and any patterns observed.

Evaluation Criteria

1. Accuracy and Relevance of KPIs.
2. Quality and Clarity of Visualizations.
3. Depth of Analysis and Insights.
4. Presentation.