



## Phoenix Global Student Training Insights Case

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## Problem Statement:

1. Phoenix Global is an award-winning skill-development company helping students to acquire professional and soft skills. It is approached by a top management institute ABC Business School. ABC business school has provided its student data.
2. As an analytics consultant, you need to synthesize this data and present meaningful dashboards to the Phoenix Global Training Programs Designing Team, to help them understand what are the various interesting facts about the batch and how they are supposed to tailor-make the program accordingly.

## Data Exploration:

1. The dataset comprises of 896 rows of student details which included educational history, details of students' MBA academic performance and Major and Minor Specialization.
2. Understanding the data via Python, specifically Pandas library, to explore the column values, summary statistics, data types, null values and duplicates.

## Data cleaning and wrangling (Excel):

1. Converting Work Experience from Months to years and creating a range format as well.
2. Combine graduation degrees into fields and stored in a column titled Graduation Field.
3. Converting CGPA into rounded values, creating age and CGPA ranges for the same.
4. Formatting the values in language field.
5. Creating an aggregate percentage field which has the mean score of a student across their academic journey, and conversion into ranged values as well.

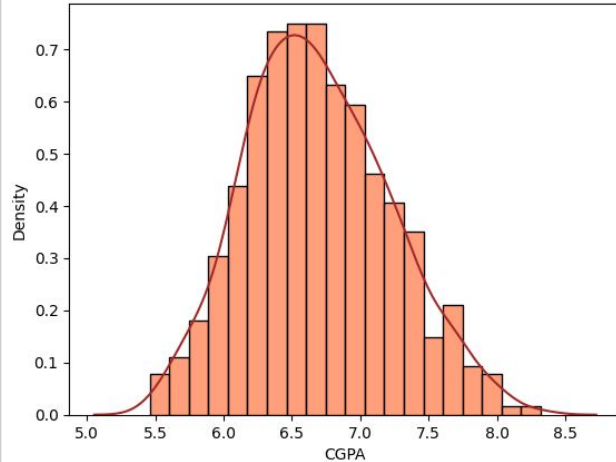
Please find the updated dataset attached in the excel image ([Link](#)):

Please also find the notebooks which contain data cleaning and analysis: ([Link](#))

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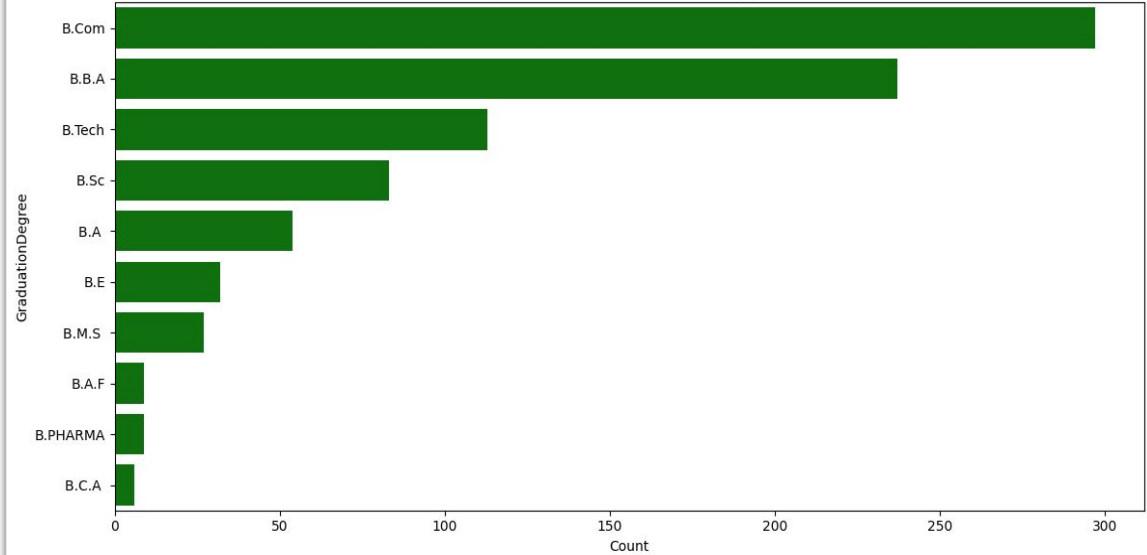
## Visualization and Insights (Student Demographic)

Distribution of CGPA



The CGPA distribution is approximately **normal**, with the majority of students scoring between **6.5 and 7.5 CGPA**.

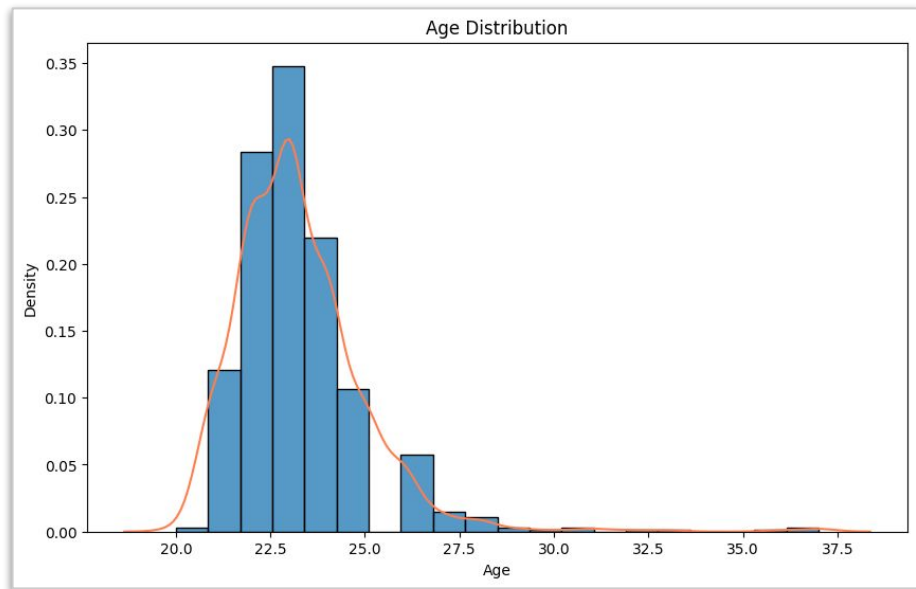
Top 10 Student's Graduation Degree



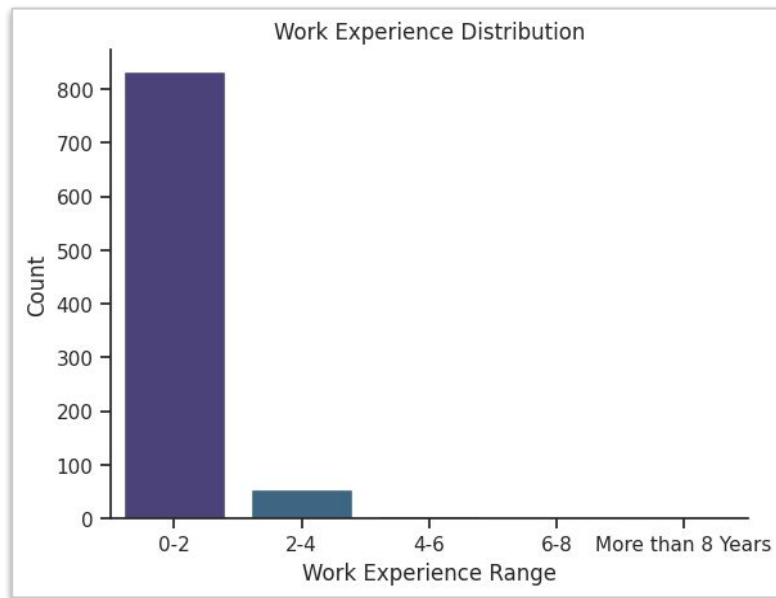
**Commerce and business-related degrees** dominate the student population, showing a strong preference for career paths in business, management, and finance. Technical degrees like B.Tech also have a significant share, indicating interest in technology-focused roles.

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## Visualization and Insights (Student Demographic)



The majority of age range of students are in between **22-25 years old** with density of 0.35 of the data.

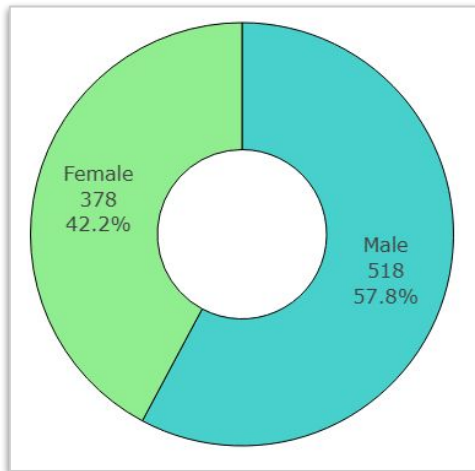


Over **800** individuals have 0-2 years of experience with small group belonging to 2-4 work experience category and almost negligible students have more than 4 years of work experience

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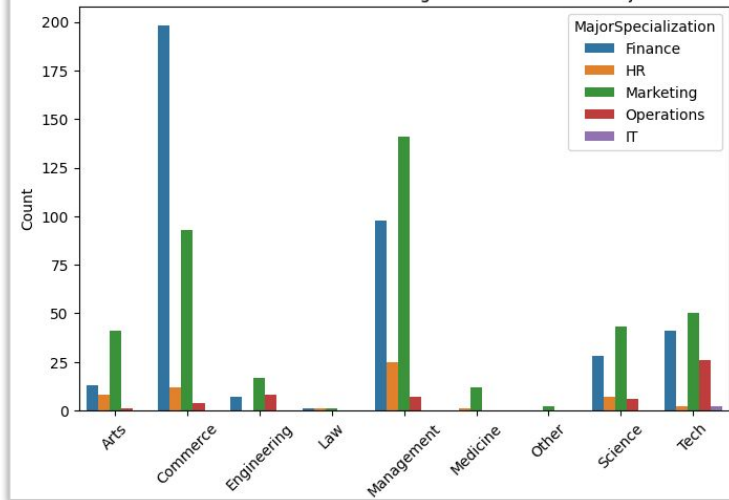
## Visualization and Insights (Program Demographic)

Gender Distribution



The pie chart indicates that **57.8%** of the students are male, numbering 518 out of 896, and females make up **42.2%** of the batch.

Student distribution based on graduation field and major

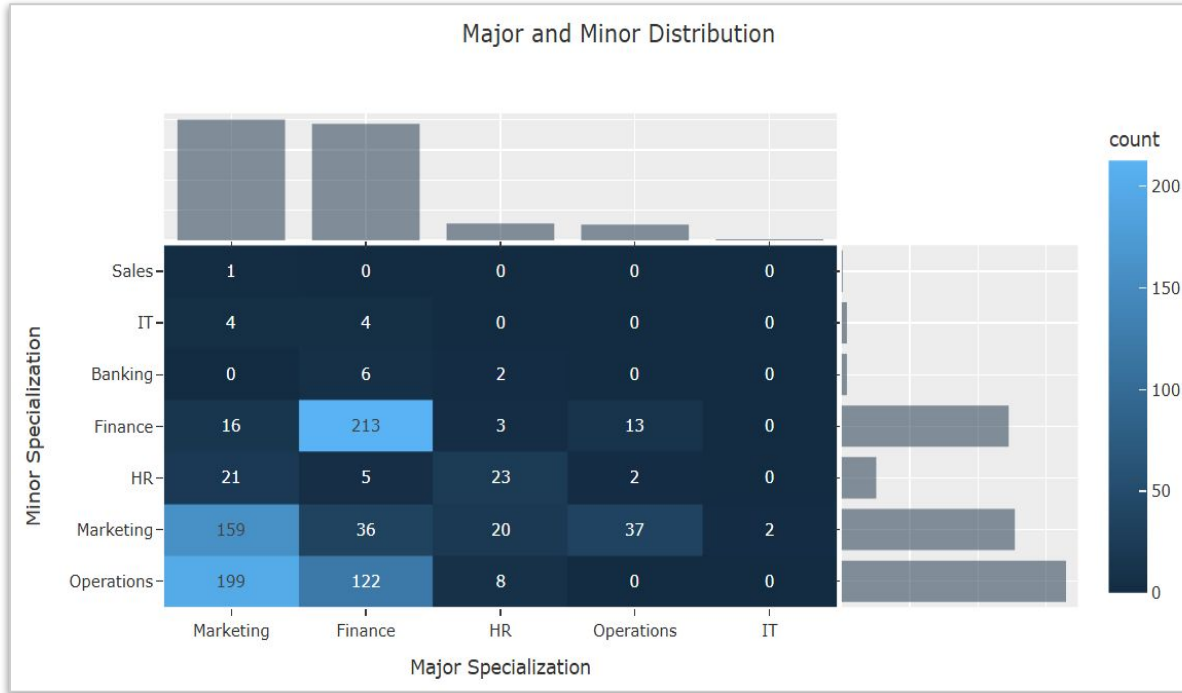


The bar chart above indicates the popularity of selected majors among students, graduated in various fields.

**Commerce, Management** contribute heavily to the pursuits, followed by Science and Tech. Students from other fields only represent a small subset of the total populace  
**Finance** and **Marketing** are the sought after majors, followed by Operations and HR.

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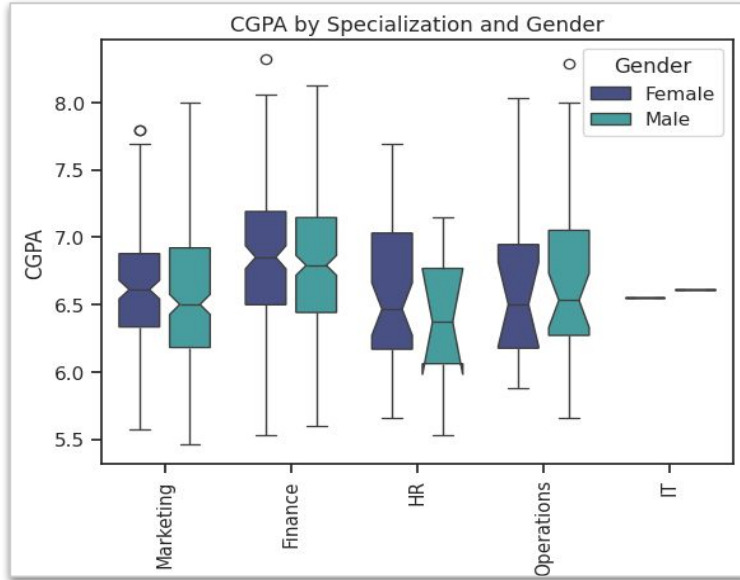
## Visualization and Insights (Program Demographic)



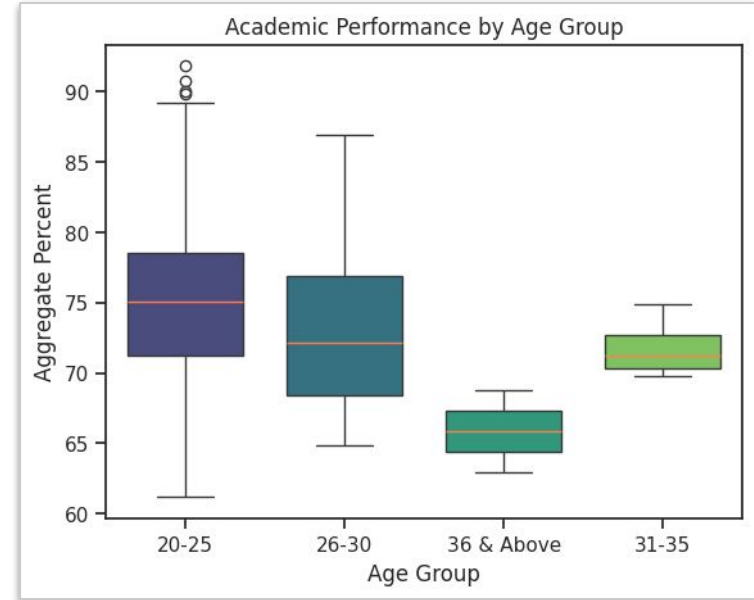
- The density heatmap of the dataset shows distribution of Major and Minor Specialization of students.
- Majority of students have opted for **Marketing** as their Major with minor in **Marketing** or **Operations**.
- This density is also followed by students majoring in Finance with minor in **Finance** or **Operations**.
- Least number of students have opted for HR, Operations or IT as their major, decreasing in that order.
- As for the minors, Banking, IT and Sales have the lowest populace, decreasing in that order.

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## Visualization and Insights (Program Demographic)



From the boxplot, one can determine that the **CGPA** of students pursuing different majors, usually ranges from **6 to 7**, with very few among them being above 8.



**Aggregate Percent** is numeric value assigned after considering students' full academic performance. The boxplot indicates that the **age group of 20-25** has the higher academic performance than others.

## Results & Conclusion

- **Student Demographics:**
  - Majority of students are aged 22-25 years (density: 0.35), Over 800 students have 0-2 years of work experience (entry-level) and minimal representation of students with over 4 years of experience.
- **Program Demographics:**
  - 57.8% Male (518 students) and 42.2% Female (378 students) are enrolled in the programs with Marketing and Finance lead as top choices and Operations and HR see relatively fewer students.
- **Performance Trends:**
  - Most students' CGPA ranges between 6.5 and 7.5 and higher academic performance observed in students aged 20-25.
- **Recommendations:**
  - The recommendations for skills upgradation for every students who is part of the MBA Program can be done based on the use of Major Specialization and Work Experience .
  - Students with 0-2 Work Experience are in **Entry Level** Category, 2-4 are being considered **Associate level** and students more than 4 years of work experience are in **Senior Level**.
  - Since, Phoenix Global offers multiple opportunities to upgrade skills, the entry level students will be offered On the Job Training Programs, associate level students will focus on enhancing technical expertise and mid level will do leadership and strategic thinking programmes along with necessary certification programmes.
  - Example: For IT and HR majors, provide **entry-level students** with foundational technical or HR skills training, **associate-level students** with certifications like AWS or SHRM-CP, and **mid-level students** with leadership and strategic development programs tailored to their fields.



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## Results & Conclusion

The following table shows the suggestions to Finance, Marketing & Operations majors based on their experience level:

Major	Experience Level	Suggestions
Finance	Entry Level	Basics of financial modeling, Excel for finance professionals
Finance	Associate Level	Certified Financial Analyst (CFA) Level 1, Advanced Excel for financial analysis.
Finance	Senior Level	Advanced Financial Risk Management, Portfolio Management Certification.
Marketing	Entry Level	Introduction to digital marketing, branding basics.
Marketing	Associate Level	Google Ads Certification, HubSpot Content Marketing Certification.
Marketing	Senior Level	Brand Management Strategy, Customer Experience Design.
Operations	Entry Level	Lean Six Sigma Yellow Belt, supply chain basics.
Operations	Associate Level	Lean Six Sigma Green Belt, Advanced Supply Chain Analytics
Operations	Senior Level	Lean Six Sigma Black Belt, Advanced Operations Strategy.

