

# Data Analysis Report - Admissions

**Dataset Size:** 37,871 records

## Academic Info

- **PROGRAM TYPE** - Admission entry mode
- **ACADEMIC CAREER** - Level of study (Undergraduate or Postgraduate).
- **CAREER CODE** - Encoded label for academic career
- **DISCIPLINE** - Field of study (e.g., Engineering, Management).
- **PROGRAM** - Degree program (e.g., B.Tech, BBA).
- **PLAN** - Specialization or specific track (e.g., Full Stack Development).
- **PLAN CODE** - Internal code for the specific plan.
- **SCHOOL** - Associated school/faculty (e.g., School of Engineering).

## Student Personal Info

- **ID** - Unique identifier.
- **NAME** - Full name of the student.
- **EMAIL** - Email address.
- **MOBILE** - Contact number.
- **GENDER** - Male/Female/Other.
- **CITY / STATE / PINCODE** - Address info.
- **FATHER NAME** - Father's name (optional field).
- **SOCIAL CATEGORY** - Category (General, SC, ST, OBC).
- **RELIGION** - Religion (e.g., Hindu, Muslim).
- **VERIFIED BY** - How the form was verified (MOB, OFFLINE, etc.).

## Application Process Info

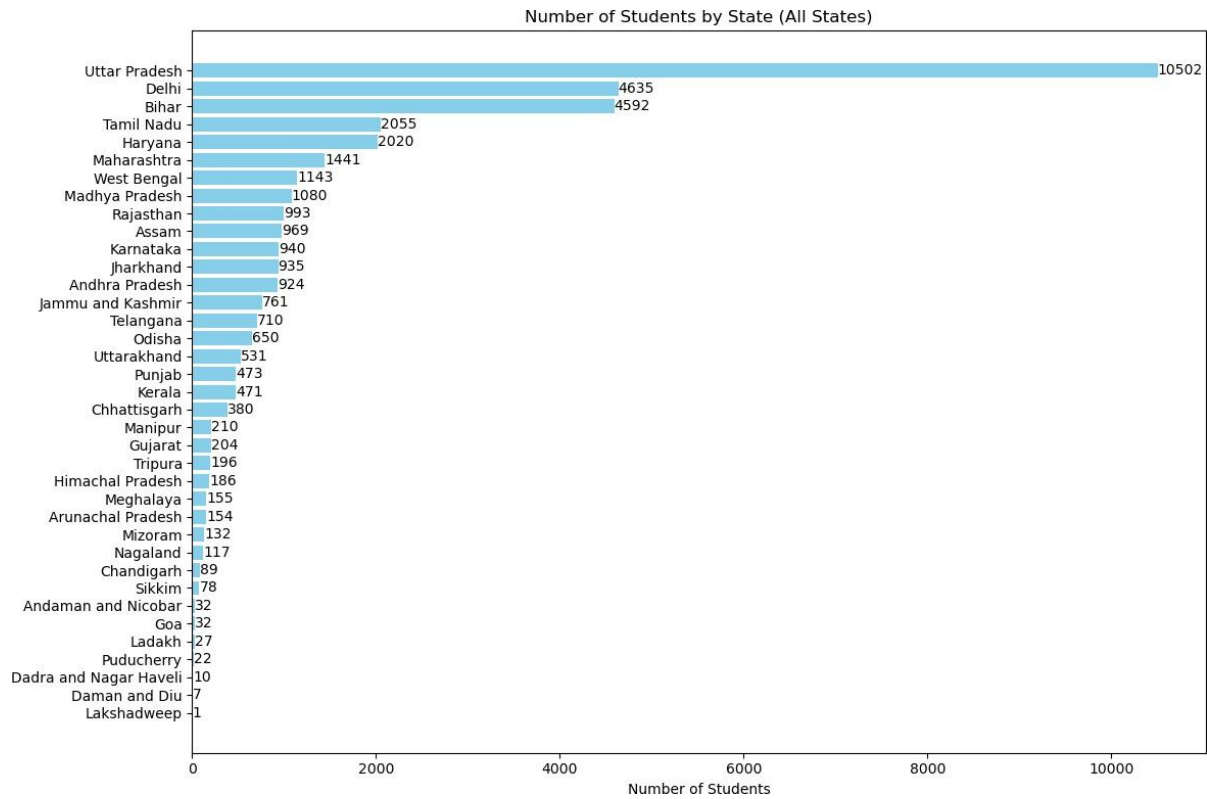
- **STEP COMPLETED** - Indicates the current step in the process (Step 2 here).
- **STEP 2 DATE** - Timestamp of when Step 2 was completed.
- **REMARKS COUNT (ALL / FOLLOWUP)** - Number of remarks or follow-ups, if any.
- **FOLLOWUP** - Notes about follow-up actions.

## Payment Info

- **PAYMENT STATUS** - Paid / Not Paid.
- **PAYMENT MODE** - Payment method (if available).
- **PAYMENT ORDER ID / TXN ID / TXN STATUS** - Transaction details.
- **PAYTM RESPONSE MESSAGE** - Message from the payment gateway.
- **TXN AMOUNT** - Amount paid.

## Marketing Tracking (UTM Data)

- **LANDING PAGE** - URL where the student landed from.
- **UTM GROUP / SOURCE / CAMPAIGN / MEDIUM / TERM / CONTENT / PLACEMENT / KEYWORD** - Used for tracking marketing performance and origin of lead (e.g., Email campaign, Education portal, Website banner).



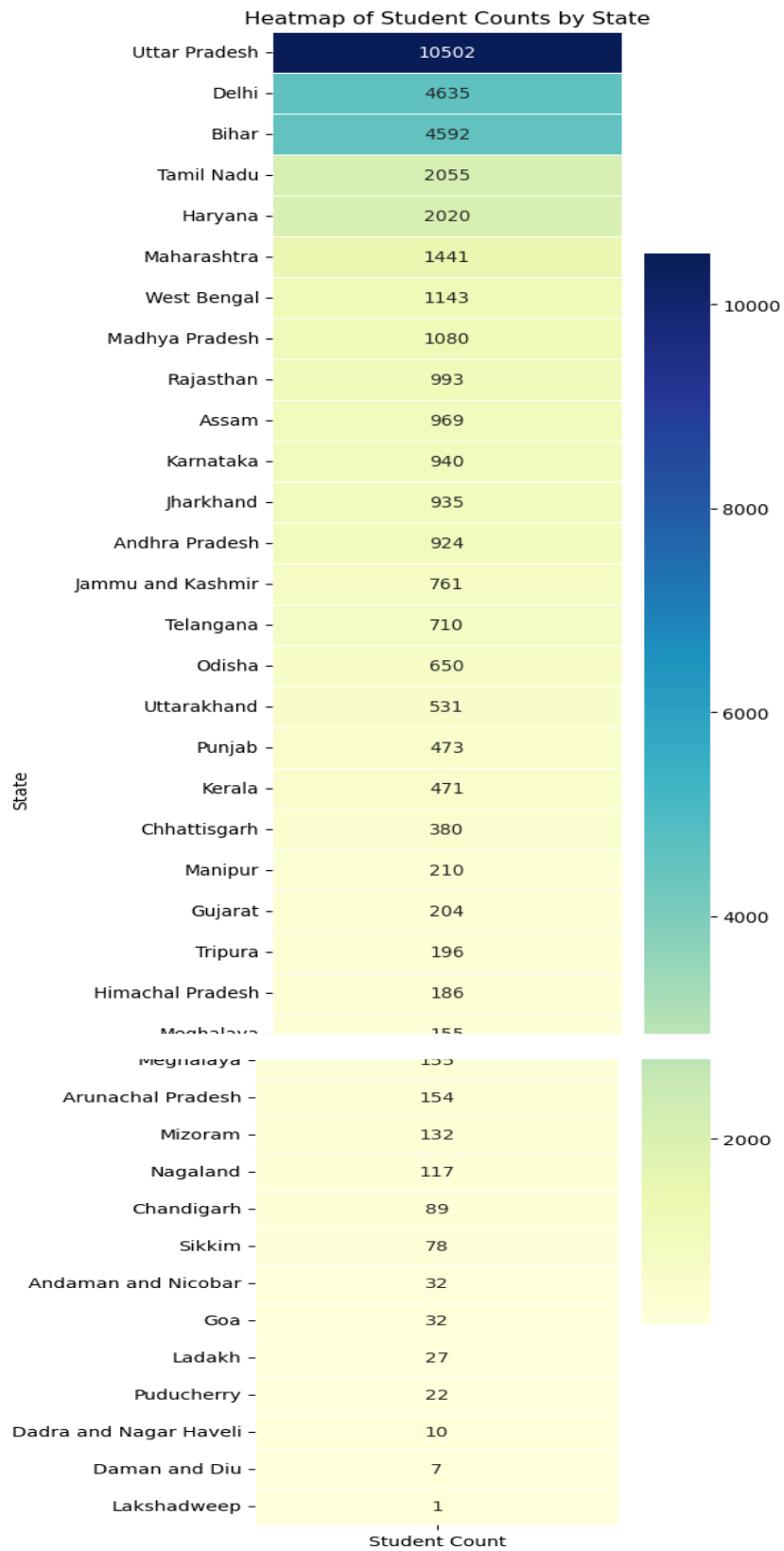
## 1. Students by State (Bar Graph + Heatmap)

### What It Shows:

- Distribution of student entries across all Indian states.

### Key Insights:

- **Top contributing states:** Uttar Pradesh, Bihar, and Delhi.
- States like **Tamil Nadu, Kerala, and Northeast India** have low entries.
- Indicates a **regional skew** in student interest or outreach effectiveness.
- Useful for targeting underrepresented states in future campaigns.





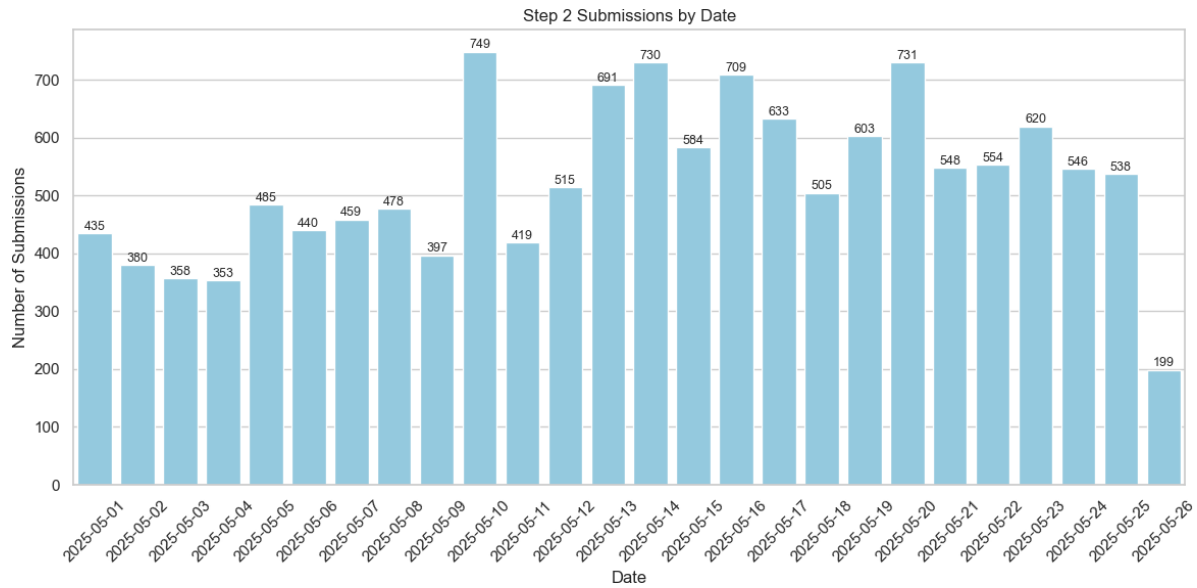
## 2. Leads per Discipline

### What It Shows:

- How many students chose each academic discipline.

### Key Insights:

- **Engineering** leads overwhelmingly in number of students.
- Other fields (Management, Law, Design) see minimal interest.
- The university brand appears strongly technical and needs repositioning if diversification is intended.



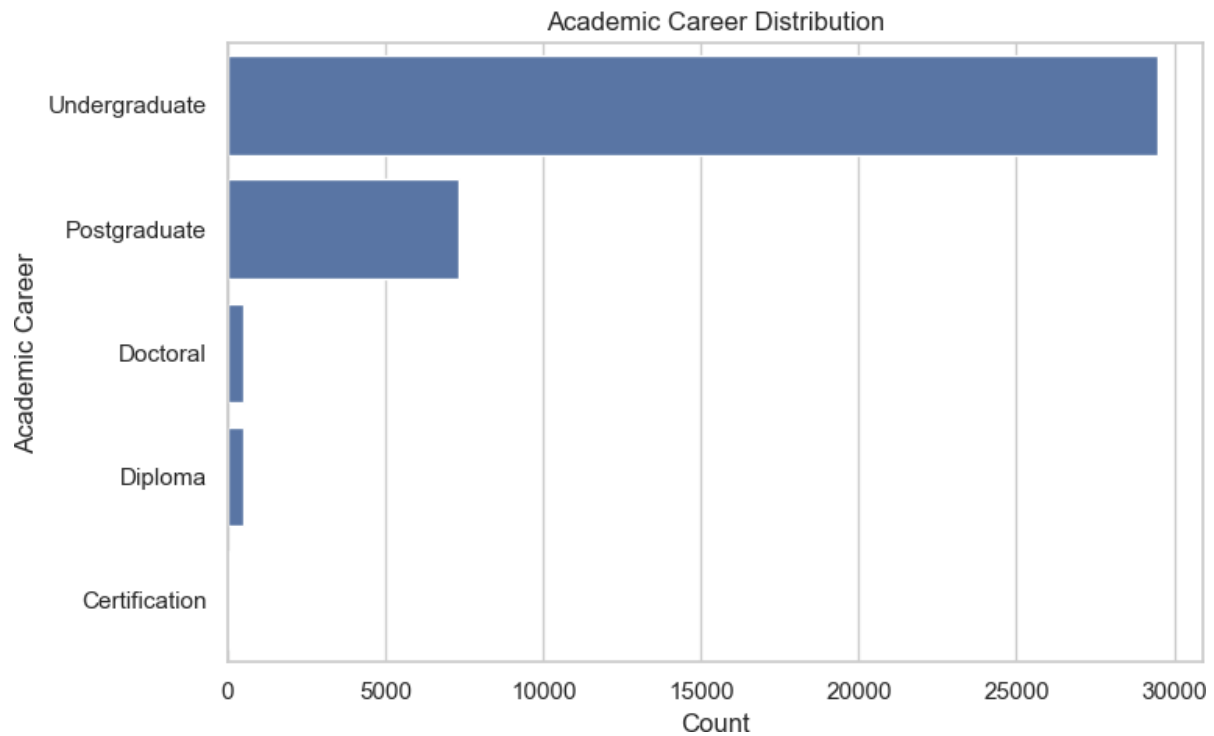
#### 4. Step 2 Submissions by Date

##### What It Shows:

- Daily count of students completing Step 2 of the application.

##### Key Insights:

- Sharp spikes on certain dates suggest successful marketing or reminder campaigns.
- Some days have **zero or negligible submissions**, implying inconsistent engagement.
- Useful for scheduling future campaigns and understanding lead response timing.



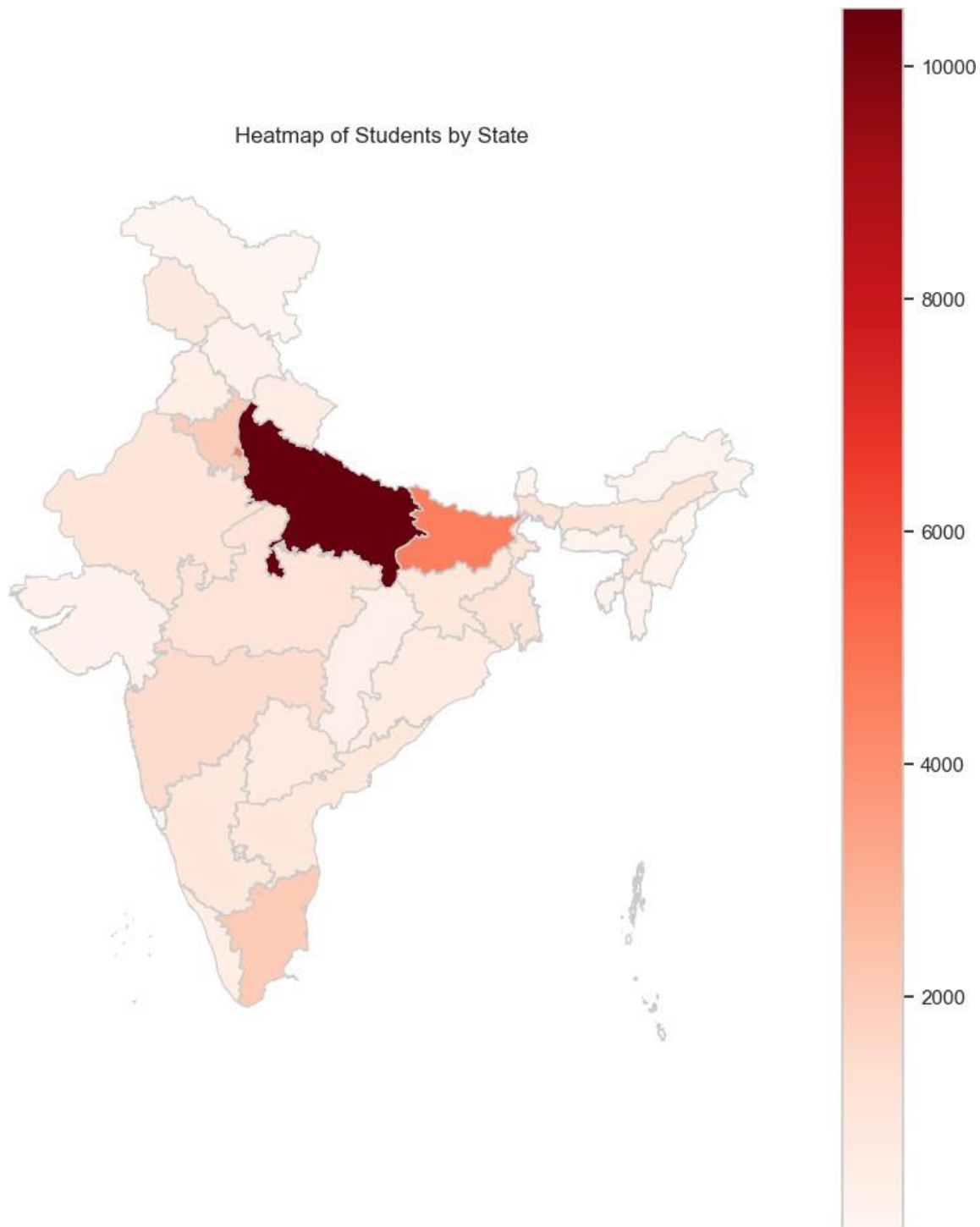
## 5. Academic Career Distribution

### What It Shows:

- Academic level (UG, PG) of applicants.

### Key Insights:

- **Undergraduate applicants dominate** the dataset.
- Very few postgraduate entries suggest either low marketing focus or limited PG course offerings.
- Reinforces that the university is UG-focused for now.



## 6. Geographical Heatmap (India Map)

### What It Shows:

- Visual intensity of student participation mapped geographically.

### Key Insights:

- Northern and Central India are **hot zones** for applicants.
- **South and Northeast India** show limited reach, despite high potential.
- This view is essential for **region-specific campaign planning**.

## Final Summary

- The data shows a **strong bias toward UG engineering applicants from North India.**
- **Regional imbalance** is a key issue- targeted outreach needed in underperforming states.
- **Date-based submission spikes** suggest that timely nudges and marketing push results in action.
- This analysis helps refine **target regions, discipline offerings, and campaign timing** for better enrollment outcomes.