Regional Analysis

1 Number of Students by Region

Shiraz dominates with 193 students, accounting for more than half of the total student population (see Figure 1). Fars (excluding Shiraz) follows with 68 students. Other notable regions include: Unknown (40), Hormozgan (17), Bushehr (13). Very few students were from Kerman, Khuzestan, Abroad, Golestan, and Yazd (under 5 each).
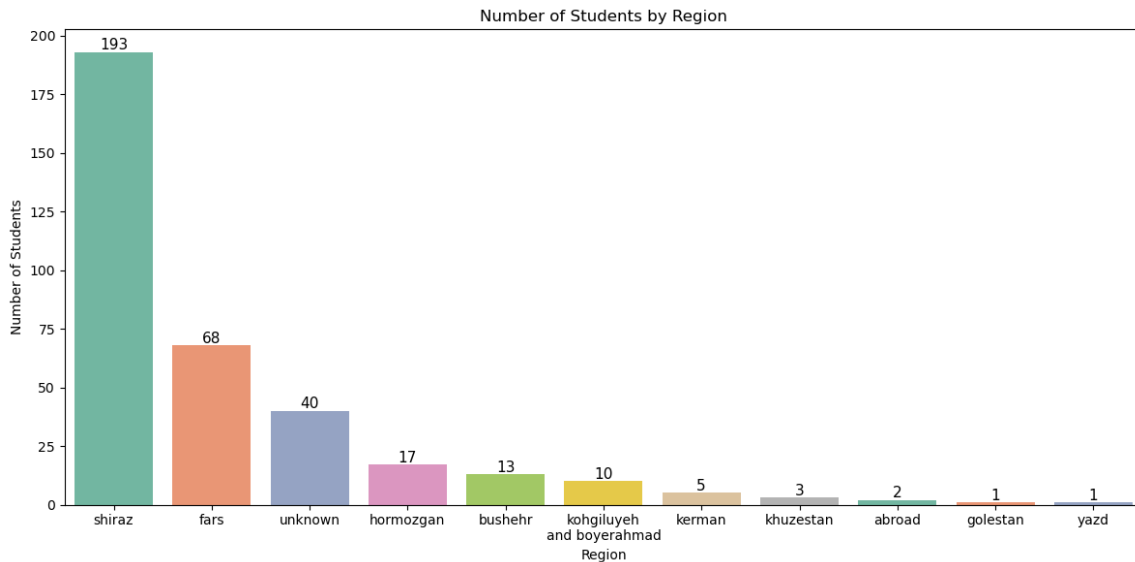

Figure 1: Number of Students by Region

2 Total Income by Region

Shiraz again leads significantly, generating over 11,064,300,000 IRR (11.1B IRR), which constitutes the majority of income (see Figure 2). Fars province contributes approximately 3,473,600,000 IRR (3.47B IRR), followed by Unknown (2.05B IRR), Hormozgan (0.84B IRR), and Bushehr (0.67B IRR). Other regions contribute minimally.

3 Income Share by Region (Top 5 Regions)

According to Figure 3, Shiraz alone accounts for 57.7% of total income. The next four regions are Fars (18.1%), Unknown (10.7%), Hormozgan (4.4%), and Bushehr (3.5%). Collectively, the top five regions contribute over 94% of the total revenue, while all other regions combined account for only about 6%.
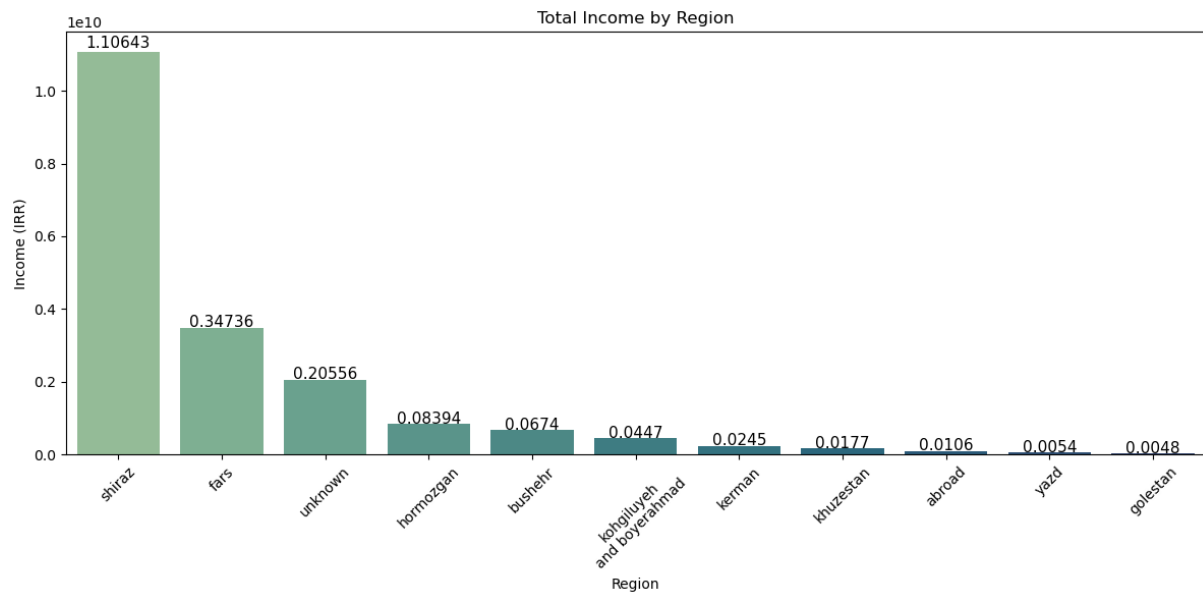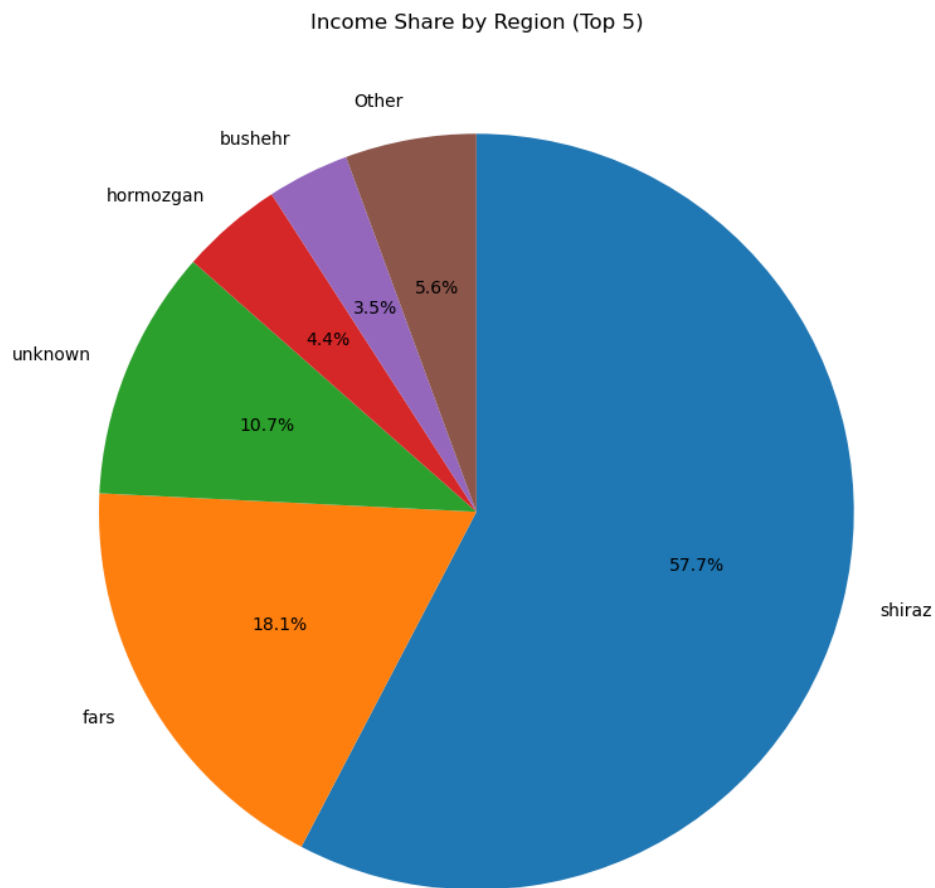
Figure 2: Total Income by Region

Figure 3: Income Share by Region (Top 5)

4 Number of Students in Each Region by Course Type

Barista is the most popular course in Shiraz and Fars. Pizza, Burger, and Sausage courses also show up in multiple provinces. Traditional and Kabab courses are sparsely distributed and largely localised (see Figure 4).
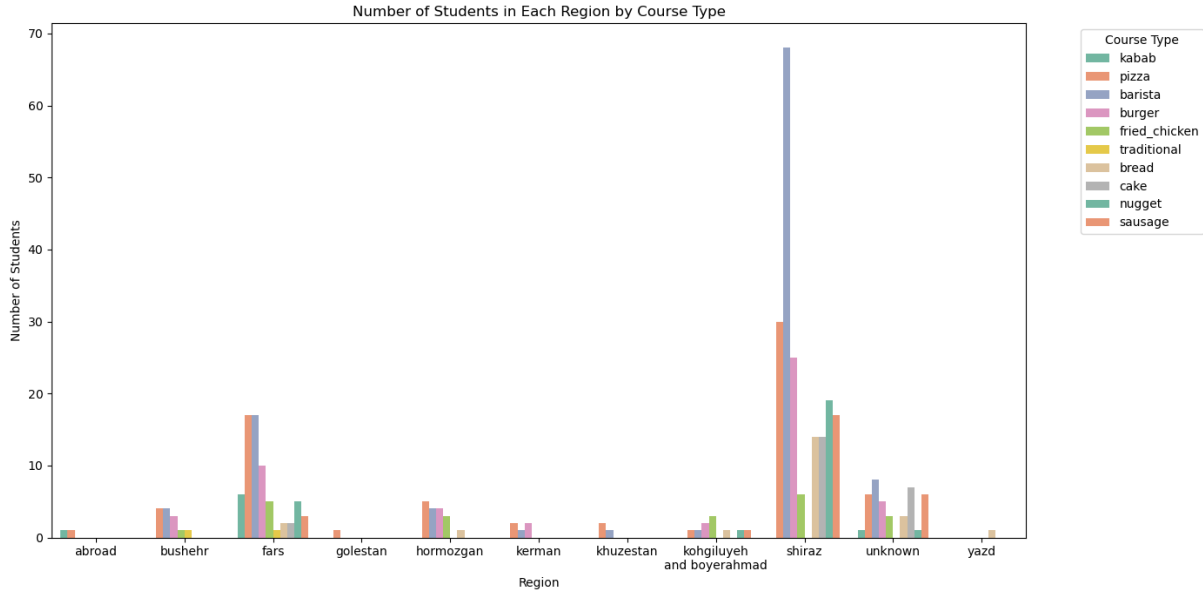

Figure 4: Number of Students in Each Region by Course Type

5 Number of Students in Each Region by Season

Shiraz consistently has high enrolment across all four seasons, peaking in Summer and Autumn (see Figure 5). Fars also shows a seasonal distribution, though on a smaller scale. Seasonal spikes in other provinces are minimal.

Summary

- Shiraz is the core region in terms of student count and income.

- Most of the revenue comes from a few key regions.

- Opportunities exist in regional expansion, tailoring course offerings, and seasonal targeting.

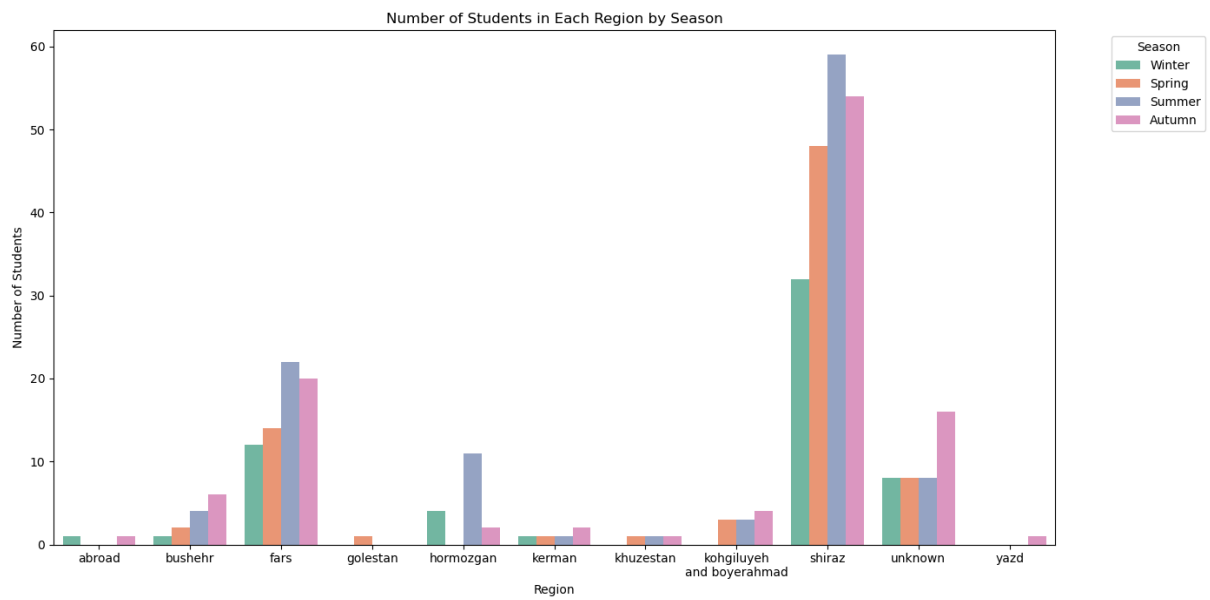- More visibility into regional preferences may help optimise outreach and scheduling.

Figure 5: Number of Students in Each Region by Season