Coding Bootcamps Review for : IRON HACK

Finding your status in the market of coding bootcamps

Our Vision and Goals:

Data analysis maps out your company’s path towards your goals by identifying strengths and weaknesses (internal attributes) and opportunities and threats (external conditions). Discovering your company's competitive position with business guiding questions using the power of data

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STRATEGY, TACTICS, AND EXECUTION

01

Strategy

Offer our client an accurate analysis of their status quo in the bootcamps coding market through insights extracted from data..

02

Tactics

Use of thousands of evaluations from a diverse population that have consumed or intend to consume the products of the coding bootcamps for analysis.

03

Execution

Use the Web-Scraping of the Swichup platform to create a data model where we can dynamically extract data from the past 3 years..

SwitchUp is an online platform that helps students find a technology, data science or coding bootcamp for their transition into a technology career. Students use the website to research online and offline programming courses by reading alumni reviews, connecting with mentors in the forum, taking an online quiz, and reading industry studies. SwitchUp only accepts reviews from verified alumni and has a very strict verification process.

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Our market competitors

le wagon

App Academy

GENERAL ASSEMBLY

HACKWAGON ACADEMY

The database consultations aimed to compare, from our indicators, both the value network and the growth advantages in a ranking that, in addition to Ironhack, involves these four companies with relevant market share and, consequently, the data source.

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Business Questions

What is IronHack's position regarding the growth of the Coding bootcamps market ?

Organic marketing! How can we evaluate the quality of the Ironhacker community engagement?

Consumer decision Point: How our Market Share front our competitors?

Starting from the point where the data is taken from an evaluation website. The metric determined had as main indicator the comments of Alumnis and Current students. We evaluated the number and percentages to fit the BCG matrix model, which is an administrative tool used for business decision making.

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Matrix BCG Analysis

Insights based on position market

Considering the dynamism of the market, the analysis of the annual percentages based on the comments provides a life cycle of the products and their performance and market positioning of the company.

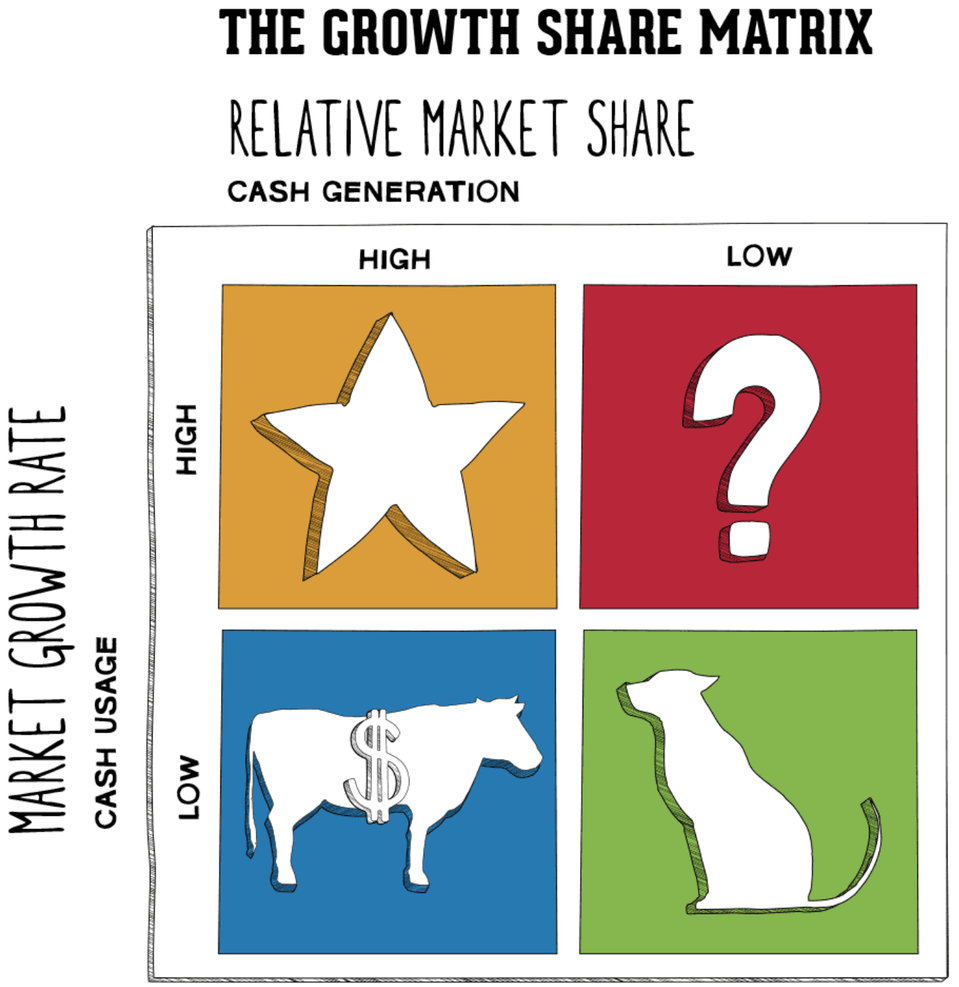
In summary it can be classified in 4 steps:

- Market growth - Company growth

- Market growth - Decrease in company growth

- Stagnant market - Leading company in the industry

- Stagnant Market - Decreased company growth



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Total number of Comments for all coments

(Number of consumers is growing UP)

2017	2018	2019
872	1520	1878

Decreasing of Comments for Ironhack

(Are we losing students or our power of organic marketing?)

2017	2018	2019
224	293	190

Job support

(Point of decision for consumers! Doing Well)

IronHack	4.54%
LeWagon	4.55%
App Academy	4.27%
Hackwagon Ac.	4.15%

IronHack Percentage Reviews 2017

25%

IronHack Percentage Reviews 2018

19%

Ironhack Percentage Reviews 2019

10%

Engagement for all schools

(We can talk about quality and validation of the comments)

IronHack	3%
LeWagon	23%
App Academy	5%
Hackwagon Ac.	33%

Fewer of Anonymous Comments

(Our students show their faces to the world and compromise wearing the Ironhack shirt!)

2017	2018	2019
6%	4%	2%

Curriculum

(We are amoung the top schools, but what we need for be the leader in this field?)

IronHack	4.48
LeWagon	4.8
App Academy	4.55
Hackwagon Ac.	4.60

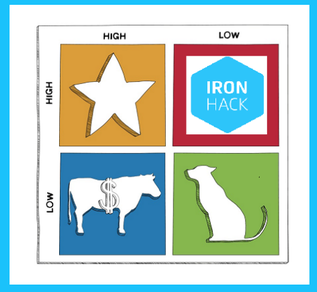
INSIGHTS

(HOW WE CAN PERSUIT A BETTER PLACE IN THIS FIELD)

Market is growing

Great opportunity to invest and be an market leader

According to BCG matrix



Reviews are Decreasing

We have to evaluate what are the reasons for this:

Are we losing customers?

Are the customers not reviewing the product? Why?

Make a decision

What area we should invest to grow?

How we can achieve that?

Can we be the lead Star?

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TECHNICAL STEPS

5-Step Ordering Process

1	2	3	4	5
ERD Architecture	Data Cleaning	Connection of Python and MySQL tools	Create and add values to the database	Elaboration of Queries in MySQL

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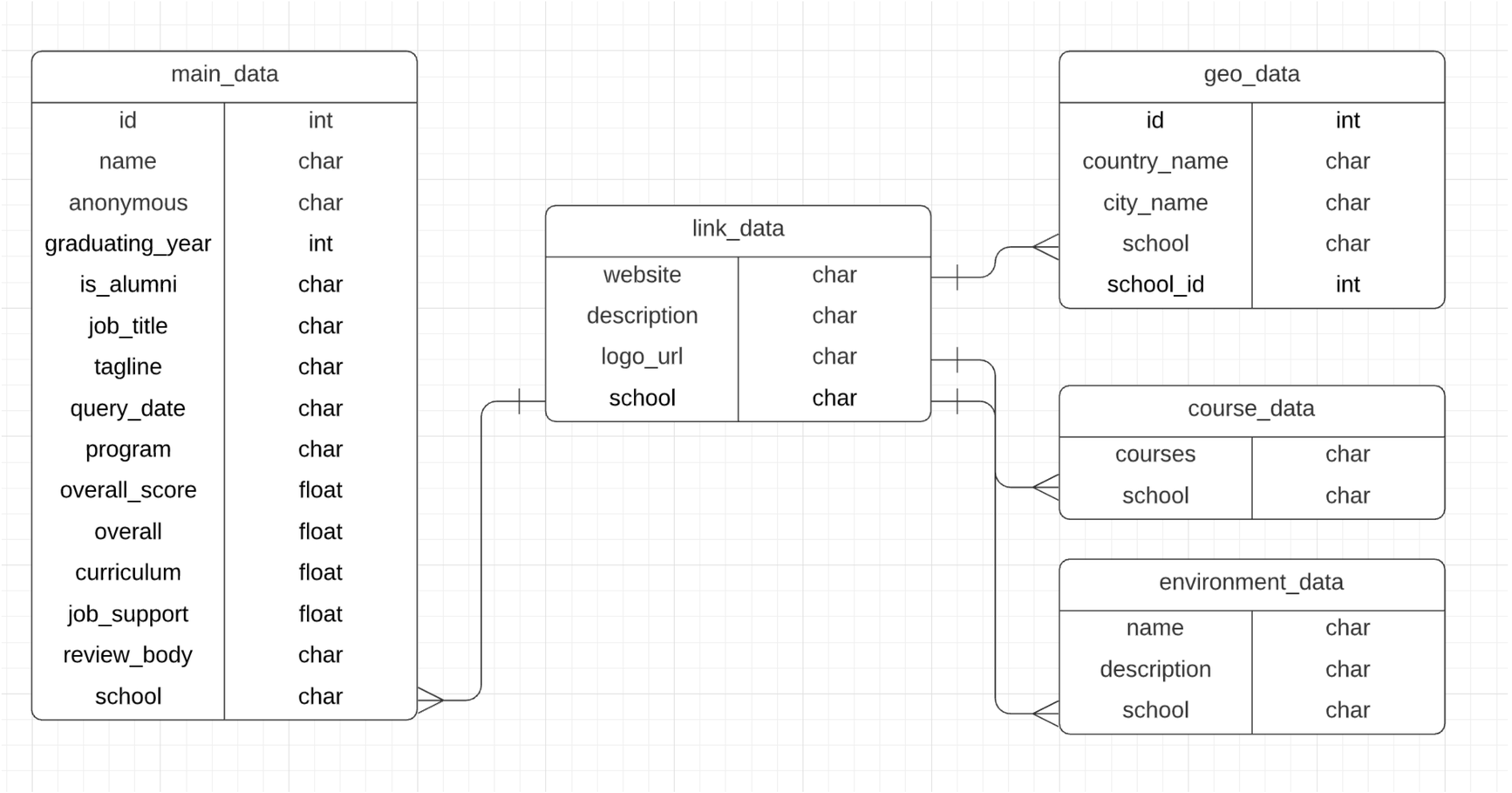
ERD

Definition of tables and Keys (Primary/Foreign)



Tools and Libraries

Programming Languages:

- Python
- SQL

IDE's:

- Jupyter Nootbok (Web-Scrapping)
- PyCharm (Development)
- Spyder (Development)
- MySQL Workbench 8.0 (Queries)

Libraries:

- Pandas
- PyMySQL

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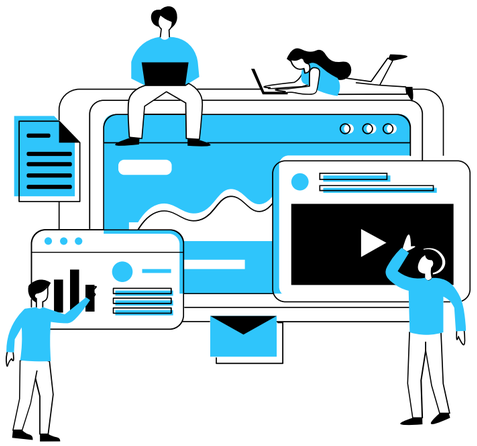
Requirements and bonus

- Presentation ✓
- SQL File with the Schema ✓
- Python file for all login ✓
- High Level Documentation ✓
- Bonus ✓
- Git Repository ✓



NEW FEATURES SOON!

FUTURE FEATURES DEVELOPMENT

We will use libraries like Matploblib and Seaborn to provide more accurate analysis for specific points of the analysis.

Dashboards using Power BI or Tableau to demonstrate an overview of evaluation.

NATURAL LANGUAGE PROCESSING

To evaluate the content of the comments we can provide a detailed analysis using NLP.

FIND THE CODE AND DOCUMENTS:

Visit our Github: