**Analytics Class Project**

**FSB Placement Data Insights**

The client for this project is Mr. Kirk Bogard, Associate Vice President for Development and External Relations in FSB. This is the document he has provided on the data and what his office needs from this data.

How FSB uses this data:

1. Inform our rankings
2. Make our case for Admission (Parents = Facts & Figures / Students = Fit & Feel)
3. Attracting other companies to recruit from FSB
4. Help to influence the types of jobs and the salary levels we see offered to our students
5. FSB Brand Management ie. Sound bites such as “Farmer School students are job ready on day one” Evidence to support that claim is our Top 10 ranking for ROI

What I would like to know:

1. Geographic trends
   1. Where are our students going ie. Midwest / East – West Coast / Mid-Atlantic
   2. What are the salary differentials by region.
   3. What types of jobs are our students getting by region ie. Are the investment banking and consulting jobs in Chicago and NYC?
   4. What are the top 3-5 job categories by city (4 c’s, Chicago, Cincinnati, Columbus and Cleveland)
2. Placement Results by Major
   1. Which majors have the best / worst placement results in terms of percentages and salary levels.
3. What is the correlation between internships and full-time placement?
   1. If you have at least one internship how much more likely are you to have a full-time job than if you did not have an internship?
   2. What if you have two internships?
   3. Does having an internship mean your salary level will be higher in your full-time job?
4. What are the macro placement and salary trends we are seeing over the past three years?
   1. Are our placement results going up / down / steady
   2. Salary trends?
   3. I would like to see this for FSB overall as well as by major.
5. Bell curve distribution of job placement
   1. Do the top 20% of the students based on GPA get the top 20% of the jobs by placement percentage and salary?
   2. Do the bottom 20% of the students by GPA get the lower 20% of the jobs by placement percentage and salary?
   3. If so, what does that mean for the middle 60% of the students and how should FSB Careers address this? Ie Focus on top 20%, bottom 20% or middle 60%
6. From the data what recommendations do you have for FSB Career Services?
   1. What types of jobs should we be trying to bring to bring to campus? Ie. More consulting jobs, IT Analytics, are there emerging jobs we should pursue ie. Cybersecurity, cryptocurrency, healthcare?
   2. How can we help those majors that are underperforming from a placement or salary level perspective?
   3. Based on the geography placement data, do we have any risks we should be aware of? Ie. If placing too many in the mid-west and that region goes into a recession will that be a problem for us?
   4. How should we be packaging the story of our placement results in our FSB Brand Management efforts? What is meaningful to perspective students?