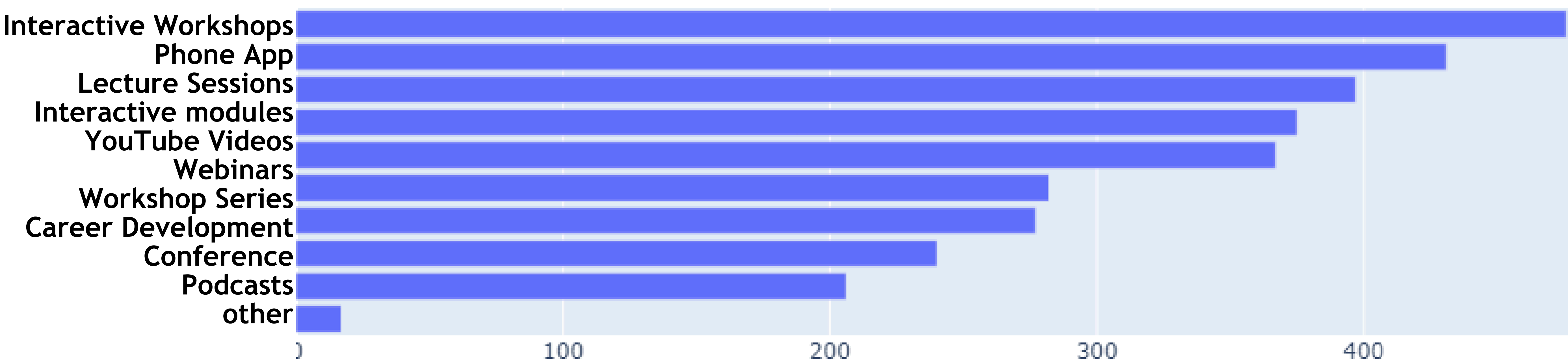


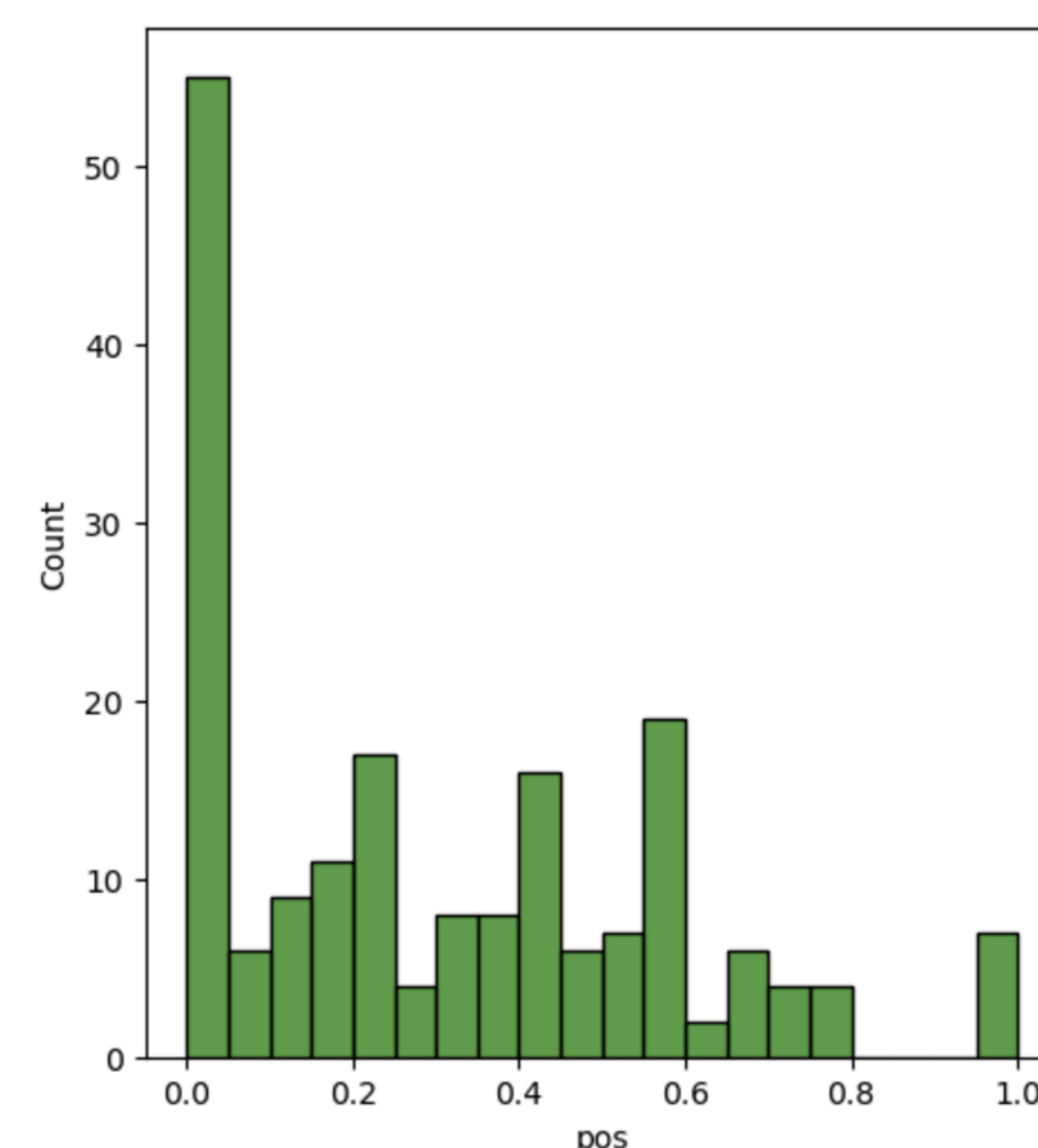
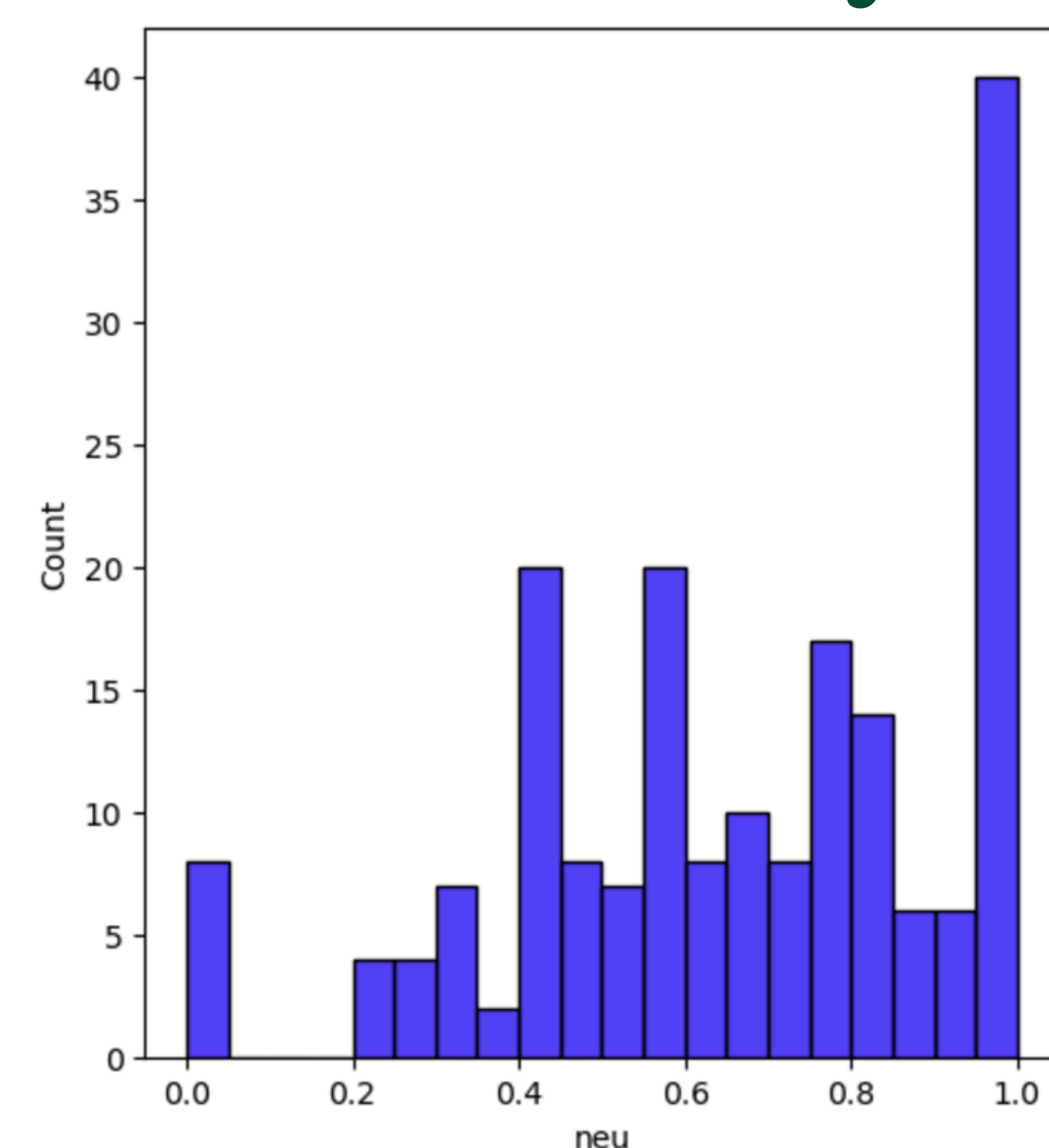
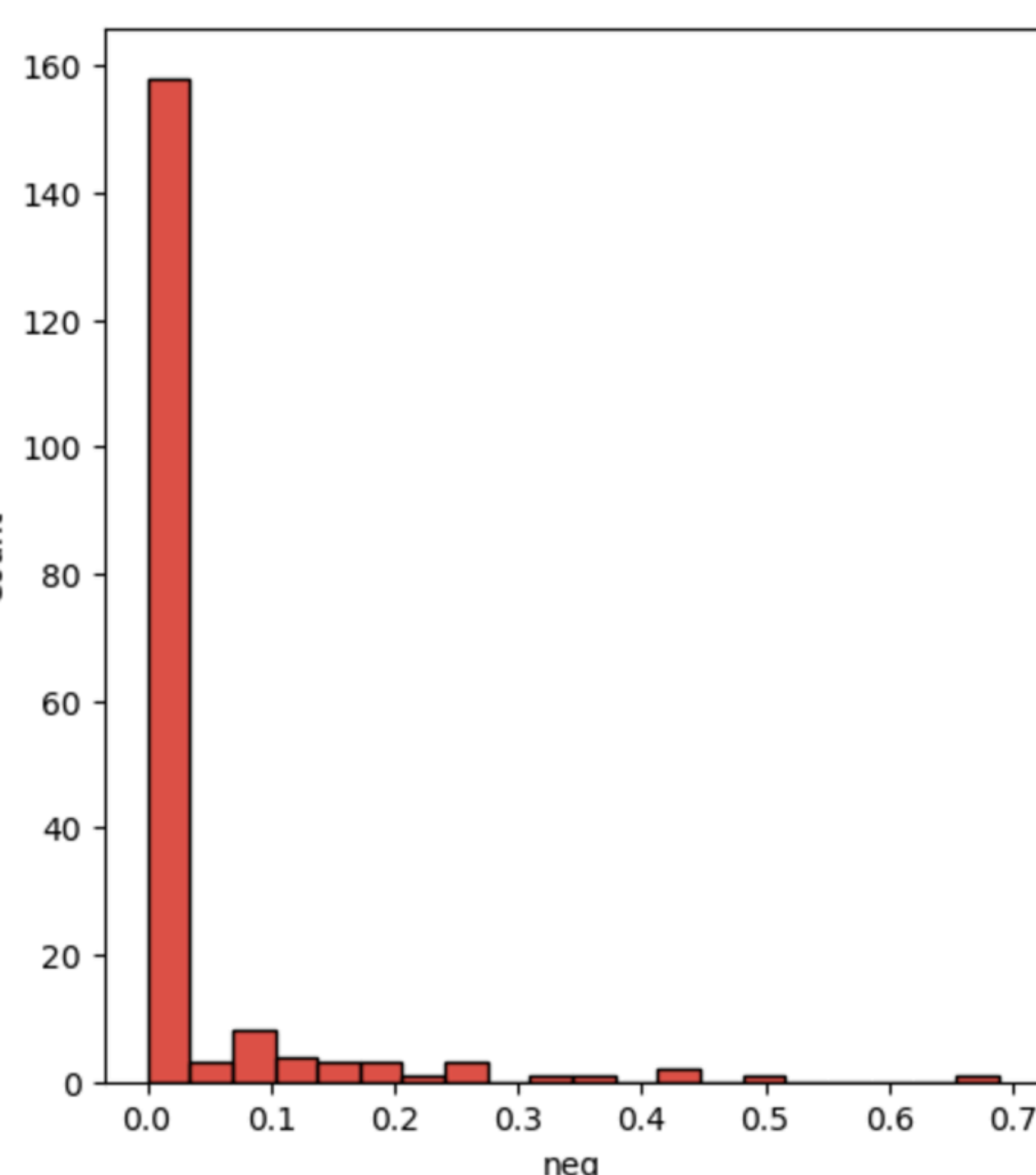
## Introduction

This project analyzes student satisfaction and awareness of Careerspace services at Trent University, focusing on service utilization, sentiment analysis, and delivery methods. Using data visualizations, the study highlights key trends in accessed services, satisfaction ratings, and preferred formats for career development. The findings aim to address gaps in engagement and provide actionable strategies to enhance Careerspace's effectiveness in preparing students for successful careers.

## Top Modes of Career Services



## Sentiment Analysis

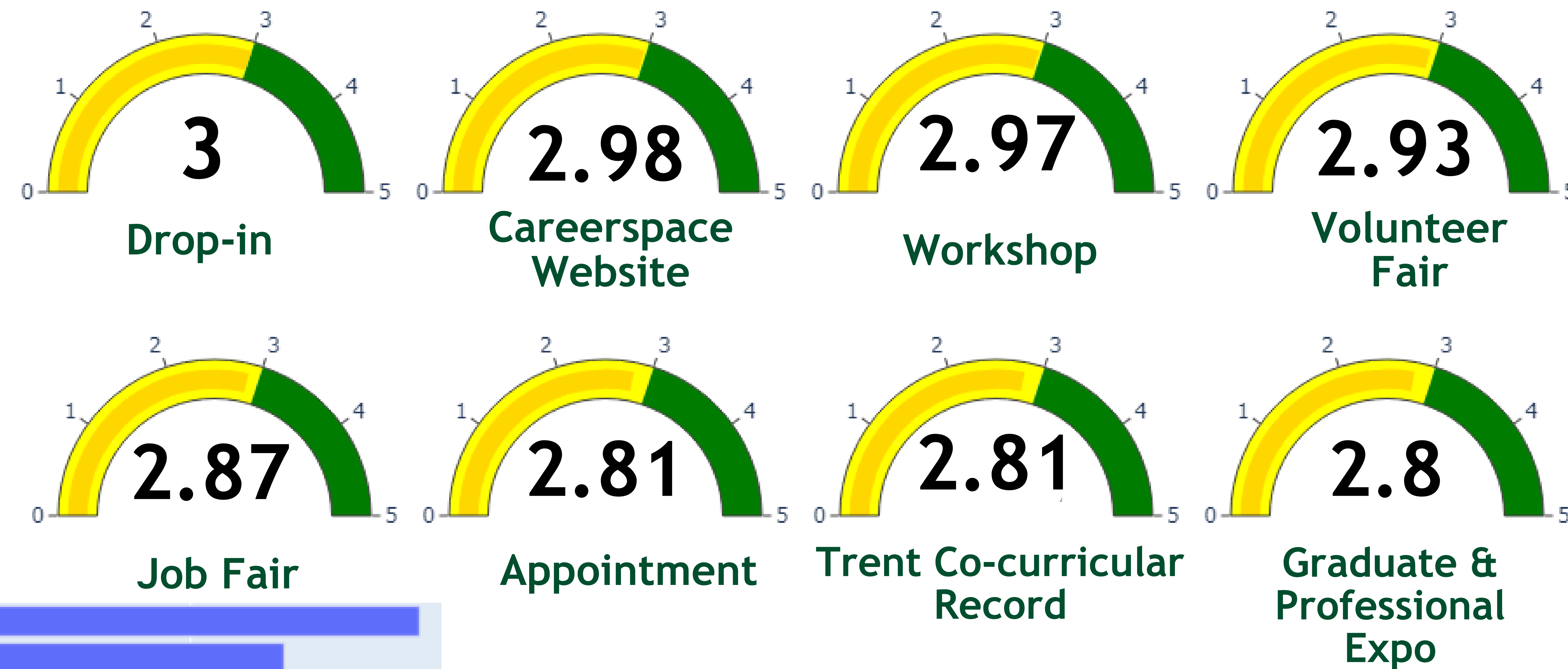


- Not too much information that is overwhelming
- No direct links to experiential learning opps of some specific dept.
- Its a bit confusing to navigate

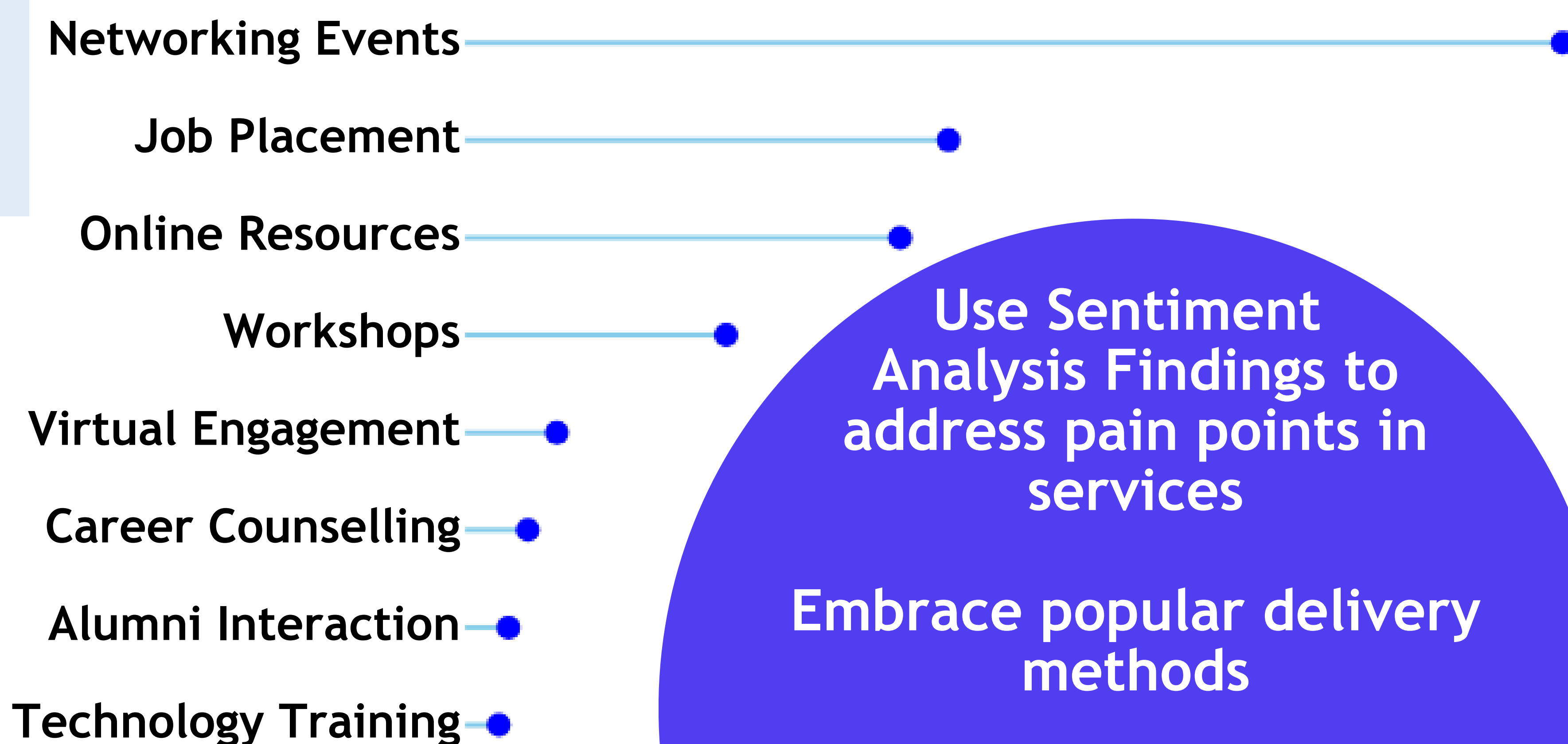
- Had difficulty finding some things but still good resource easy to use
- I haven't really used it much, so I can't say
- Maybe had I known more about the services offered I would have.

- Super easy to navigate with lots of helpful resources
- It looked great and had helpful information
- Pretty straightforward

## Satisfaction Ratings for different Services



## Suggestions for New Services



Use Sentiment Analysis Findings to address pain points in services

Embrace popular delivery methods

Implement targeted marketing campaigns

Increase collaboration with industry professionals