

# Competitive Landscape

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# METHODOLOGY

01

Scraping Switchup

...

02

Data Cleaning

...

03

SQLAlchemy / Schema  
Conector MySQL

...

04

Data Analysis

...



# DIFFERENTIATING KEYS



## Price

Monetary  
conversion from  
USD to EUR

...



## Ratings

Scale 0 to 5

...



## Job Support

Bagde  
(Y/N)

...



# Our Business Questions



01

Is there a possible  
relation between  
price and overall  
rating?

02

Is there a possible  
relation between  
price and job  
guarantee?

03

Is there a possible  
relation between  
schools ratings and  
job guarantee?

# Competition Sample

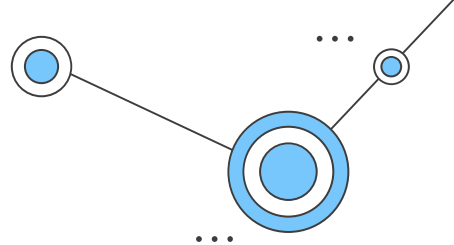
Ironhack  
Le Wagon  
App Academy

Springboard  
General-Assembly

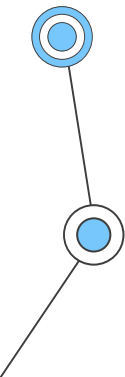
Thinkful  
DesignLab.  
Bloc

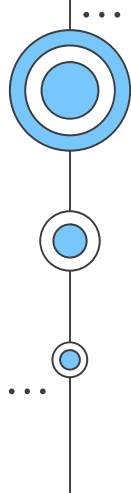


# DATA CLEANING



	name	keyword	description	school	school_id
0	Available Online	available_online	<p>School offers fully online courses</p>	ironhack	10828
1	Verified Outcomes	verified_outcomes	<p>School publishes a third-party verified out...	ironhack	10828
2	Flexible Classes	flexible_classes	<p>School offers part-time and evening classes...	ironhack	10828
3	Available Online	available_online	<p>School offers fully online courses</p>	app-academy	10525
4	Flexible Classes	flexible_classes	<p>School offers part-time and evening classes...	app-academy	10525
5	Job Guarantee	job_guarantee	<p>School guarantees job placement</p>	app-academy	10525
6	Available Online	available_online	<p>School offers fully online courses</p>	springboard	11035
7	Flexible Classes	flexible_classes	<p>School offers part-time and evening classes...	springboard	11035
8	Job Guarantee	job_guarantee	<p>School guarantees job placement</p>	springboard	11035
9	Available Online	available_online	<p>School offers fully online courses</p>	le-wagon	10868
10	Flexible Classes	flexible_classes	<p>School offers part-time and evening classes...	le-wagon	10868





price
school TEXT
school_id BIGINT
avg_price_weekly TEXT
Indexes

review
school TEXT
school_id BIGINT
overallRating TEXT
reviewCount BIGINT
Indexes

job_guarantee
index BIGINT
school TEXT
school_id BIGINT
name TEXT
keyword TEXT
badges_description TEXT
Indexes

schools
school TEXT
school_id BIGINT
school_description TEXT
website TEXT
LogoUrl TEXT
Indexes



01

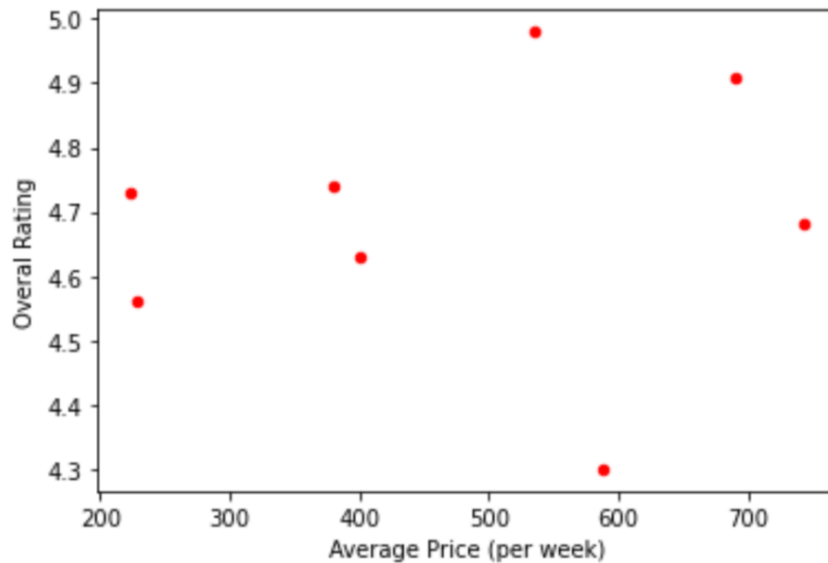
Is there a possible  
relation between  
price and overall  
rating?

	School ID	School	Average Price (per week)	Overall Rating	Review Count
0	10525	app-academy	743	4.68	971
1	10828	ironhack	690	4.91	1001
2	10761	general-assembly	589	4.3	857
3	10868	le-wagon	535	4.98	1810
4	11098	thinkful	401	4.63	308
5	10697	designlab	380	4.74	245
6	11035	springboard	228	4.56	728
7	10558	bloc	224	4.73	337



01

Is there a possible  
relation between  
price and overall  
rating?



# 02

Is there a possible  
relation between  
price and job  
guarantee?

	School ID	School	Average Price (per week)	Name
0	10525	app-academy	743	Job Guarantee
1	10828	ironhack	690	None
2	10761	general-assembly	589	None
3	10868	le-wagon	535	None
4	11098	thinkful	401	Job Guarantee
5	10697	designlab	380	Job Guarantee
6	11035	springboard	228	Job Guarantee
7	10558	bloc	224	Job Guarantee

# 03

Is there a possible  
relation between  
schools ratings and  
job guarantee?

	School ID	School	Overall Rating	Name
0	10868	le-wagon	4.98	None
1	10828	ironhack	4.91	None
2	10697	designlab	4.74	Job Guarantee
3	10558	bloc	4.73	Job Guarantee
4	10525	app-academy	4.68	Job Guarantee
5	11098	thinkful	4.63	Job Guarantee
6	11035	springboard	4.56	Job Guarantee
7	10761	general-assembly	4.3	None



**Many  
Thanks**

