

Data Dictionary:

Column	Description	Potential Responses
Rank in 2020	The Financial Times (FT) ranks the global top 100 Business Schools (MBA programs)	A ranked number from 1-100
School name	The name of the university	School names. An example is Harvard Business School.
No. of words	This has the word count of each mission statement from each school.	A range of numbers starting at 0
Mission Statements	The full mission statement of each school	E.g. "To have a profound impact on the way the world does business."
Characteristics, includes: <ul style="list-style-type: none"><li>- Concern for public image</li><li>- Philosophy</li><li>- Inspiring</li><li>- Values</li><li>- Unique</li><li>- Clear</li></ul>	These are characteristic measurements relating to the vision statement column. Examples of characteristics measured include unique and inspiring.	Responses in the characteristic columns are valued at Y/N (yes or no). A value of "Y" in Clear means the statement is clear.
Salary today (US\$)	Average salary for graduates from each school in USD	A numerical value ranging from 91,611 to 225,589
Employed at three months (%)	The percentage of graduates from each school that are employed three months after completion	A number represented out of 100. For example, 96% is represented by 96(100)

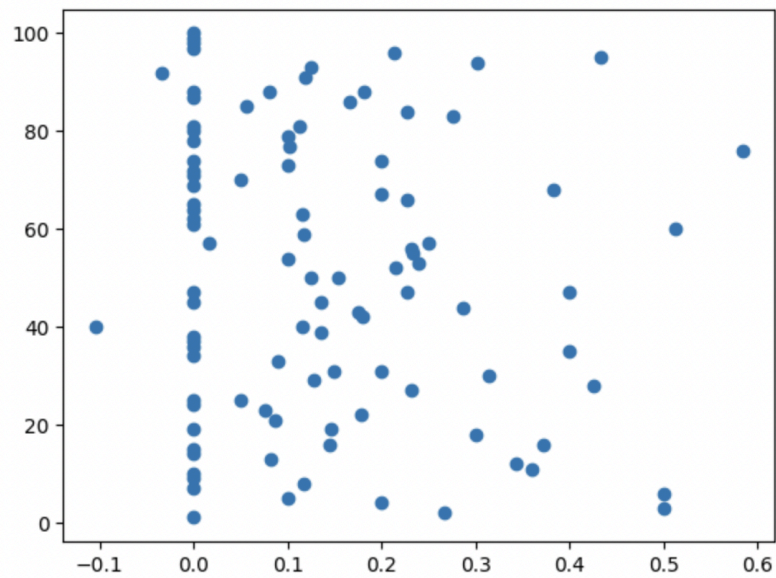
Tables

- Questions Explored in EDA:

How do the sentiment analysis or polarity of each of the mission statements relate to the rank?

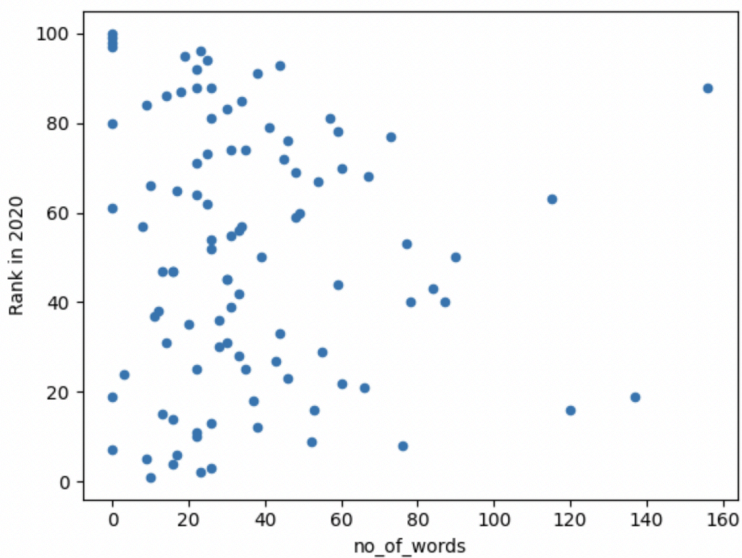
- We found that the polarity of most of the universities mission statements are neutral or positive in their tone. However there appears to be no strong correlation between the positivity of a mission statement and its 2020 ranking.

[x-axis: polarity; y-axis: ranking]



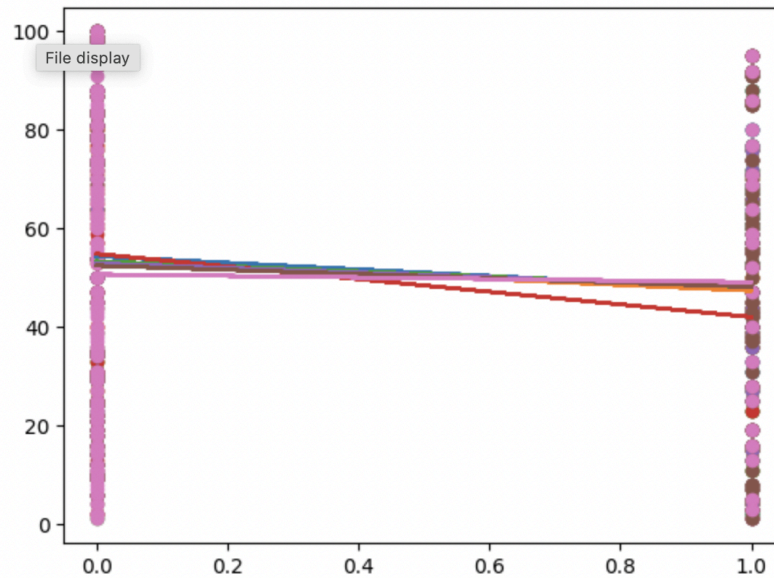
What is the relationship between the word length of the mission statements and the ranking of the business school?

- Most mission statements tend to be less than 50 words long, and there appears to be no strong correlation between the length of a statement and the ranking of the school it belongs to.



How do factors such as how focused, unique, realistic, etc. relate to the ranking of a business school?

	Variable	r_value	p_value
0	Realistic_b	-0.113489	0.260905
1	Shorter_b	-0.101691	0.314061
2	Easy to communicate_b	-0.089183	0.377571
3	Easy to memorize_b	-0.212128	0.034109
4	Easy to be explained_b	-0.080925	0.423486
5	Focused_b	-0.074649	0.460431
6	Unique_b	-0.022245	0.826119



The above table depicts the r value (correlation) and their respective p values. So far we have determined that most of these variables affect the ranking/prestige of a school positively, but to varying degrees.