Top 5 List Of Universities And States To Partner With In The US

Sikandar Mehdizada

Objective Of Project	The objective of this project is to aid INTO University in expanding their portfolio in the USA. I have judged them upon criteria such that they are in states that are: • Proven to be highly attractive to international students • Where INTO does **not** currently have a university partner • With a relatively affordable price point for undergraduate study I have made sure to give favourable scores to universities that despite having an ideal environment, have low percentages of international students as they will require our specialist support the most in order to bring those numbers up. I have given a top 5 list for both Universities and States that INTO University should partner with and have also provided a dashboard that can aid in any decisions to be made.

Assumptions and Notes	● All Universities with a 0 Foreign student population in 2020 were removed from the list despite scoring well in some cases ● All Universities without a USNEWS ranking were given a rank of 999 to help sorting the list consistently ● Source for University Ranks: https://www.usnews.com/best-colleges/rankings/national-universities?_sort=rank&_sortDirection=asc ● **LINK TO DASHBOARD:** https://app.powerbi.com/links/hgSGDBwkLk?ctid=15830474-cef0-4326-88db-96e5ab019d8a&pbi_source=linkShare

Executive Summary	• **Scored And Prioritised Universities Based On 6 Criterion:** 1: Cost of Tuition 2: Proportion of Foreign Students 3: Mean Earnings Post Graduation 4: Unemployment Rate 5: Locality 6: USNEWS University Rankings • **Based On Their Ideal Environment The Top 5 Universities To Partner With Are:** 1: North Carolina State University at Raleigh 2: The University of Texas at Dallas 3: University of Michigan-Ann Arbor 4: University of Georgia 5: University of Maryland-College Park • **Based On The Number Of Universities That Are Ideal And Available, The Top 5 States To Expand To Are:** 1: California (CA) 2: Texas (TX) 3: Ohio (OH) 4: North Carolina (NC) 5: Wisconsin (WI)

Selection Criteria - Universities	**Numbered and split into 5 equal buckets, all universities were scored from 1-5, with equal weightings, on:** 1. Average tuition and boarding fees 2. Proportion of Foreign students currently studying there 3. Median earnings after graduating 4. Unemployment rate 5. Locality I then further ordered the results based on their USNEWS ranking. While I have decided to keep weights for the aforementioned scorings equal, upon discussion if we decide some categories are more important than others, we can adjust the weights and explore further.

Selection Criteria - States	States were ranked based on the number of universities which matched our requirements within that state. This is an important thing to consider as it highly ranked states provide us with a guarantee and safety net. Taking Texas as an example, it has 32 universities appear in our top 200 list, 20 of them being in the top 100. This reinforces the idea of Texas being a state that matches our requirements as so many of the universities there score highly. It also means that should our efforts with a particular university not go well, or a partnership eventually expiring, we would not need to pack up and move to the next state as plenty more viable instate options exist. This can help cut costs and reduce risk. High scoring states would also allow us to one day expand and have multiple partners within each state.
Dashboard Explanation	The dashboard contains the sorted tables for both universities and states which I used to inform the Top 5 lists. Data for specific states or universities can be easily displayed by clicking on the specific piece of information you'd like to know about. "Total Score" Refers to my scoring system based on the 6 criteria mentioned earlier. "Overall rank" takes both total score and "USNEWS ranking" into consideration and should be sorted on this. 0 is the highest scoring university. ● **LINK TO DASHBOARD:** https://app.powerbi.com/links/hgSGDBwkLk?ctid=15830474-cef0-4326-88db-96e5ab019d8a&pbi_source=linkShare