



STUDENT SPOTLIGHT

HULT INTERNATIONAL BUSINESS
SCHOOL

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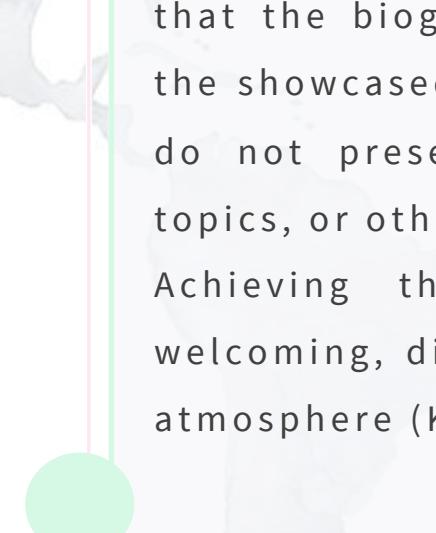


THE ANALYSIS OBJECTIVE



The objective of the analysis is to ensure that the biographies and the interests of the showcased Hult students' ambassadors do not present bias towards campuses, topics, or other observed information.

Achieving this goal will guarantee a welcoming, diverse, and inclusive learning atmosphere (Kwartler, 2020).



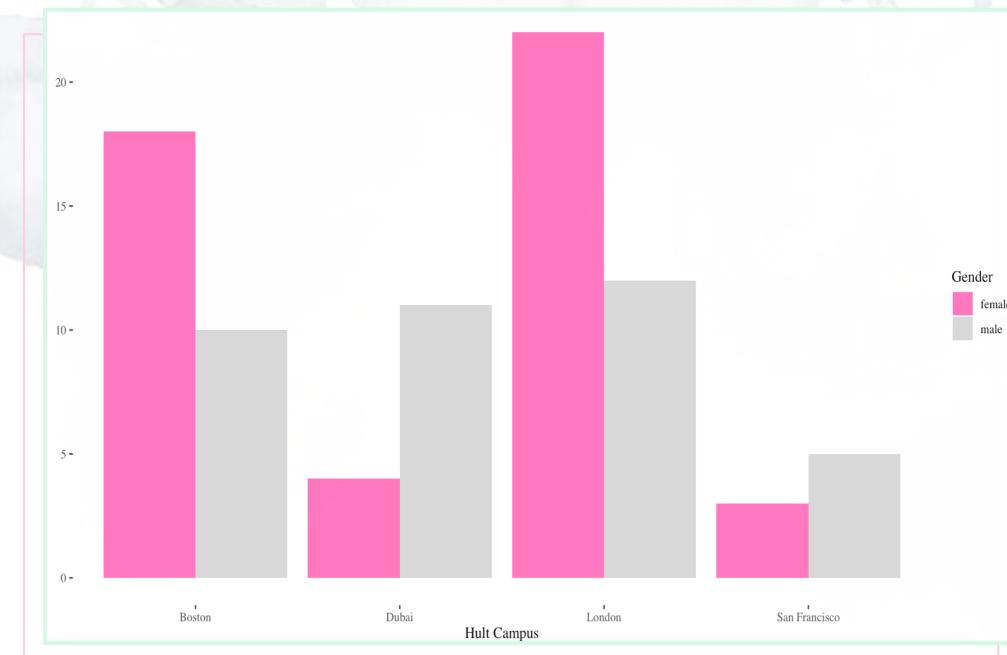
HULT AMBASSADORS

AN OVERVIEW

The Hult Ambassadors team is composed of **47 females** and **38 males**.

Across campuses, the **70.6%** of the Hult Ambassadors is evenly enrolled across the "**Bachelor of Business Administration**" and the "**Master of International Business**", while the remaining **29.4%** has joined a different academic path, choosing to specialize in finance, marketing, or business analytics.

Furthermore, the most represented Hult campus by the showcased Ambassadors is the **London** one, which hosts the **40%** of the team, followed by **Boston (32.9%)**, **Dubai (17.65%)**, and **San Francisco (9.4%)**.



THE ANALYSIS METHODOLOGY

A first subset, called "**america_campuses**", has been created to gather information of those Hult's Ambassadors enrolled in the Boston or San Francisco campus, while a second subset, "**eurasia_campuses**", collects data of those who have joined the London or Dubai campus.

Moreover, since Ambassadors' interests and biographies will be examined together, a new column, called "**student_allText**", has been created to concatenate the interests and biographies text.

Then, a subsets comparison on **terms' frequencies** and **words' association** will be performed to gain insights on Ambassadors' similarities and contrasts **across campuses**.

Lastly, to properly identify **hidden opportunities** to promote Hult's public image, a parallel text analysis will be performed on the entire dataset handling tools such as **word clouds** and **comparison clouds**.



36

AMBASSADORS
FOR EURASIA CAMPUSES



49

AMBASSADORS
FOR AMERICA CAMPUSES

THE TEXT ANALYSIS MENTIONS' FREQUENCY ANALYSIS

America and Eurasia campuses have been compared base on the frequency of specific words, each assigned to one of the following categories: **diversity**, **thinking**, **communicating**, and **team-building**. Each category outlines a different side of **Hult's core values**.

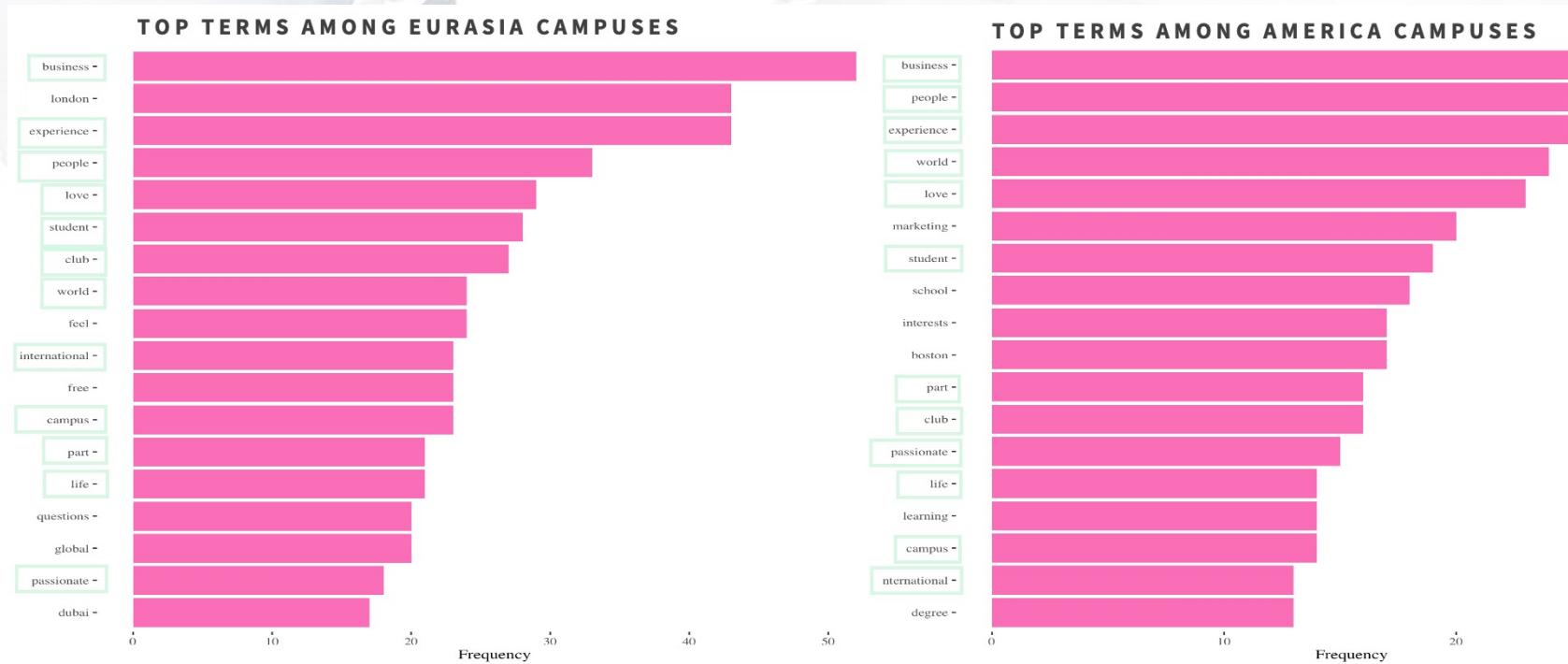
Although America and Eurasia campuses showcase approximately the same score for the "**team-building**" category, they greatly differ in "**diversity**" and "**thinking**". According to the frequency analysis, Eurasia Ambassadors exhibit higher **multi-cultural** background and experiences, a greater ability to **embrace changes**, and a greater focus on **growth mindset**.

Lastly, looking at the **entire dataset**, most of the words are mainly connected to **diversity**, followed by **team-building**, thinking, and communicating category.

Words Category	America Campuses	Eurasia Campuses
Diversity	0.36	0.54
Thinking	0.42	0.57
Communicating	0.06	0.12
Team Building	0.31	0.32

THE TEXT ANALYSIS

TOP TERMS ACROSS CAMPUSES

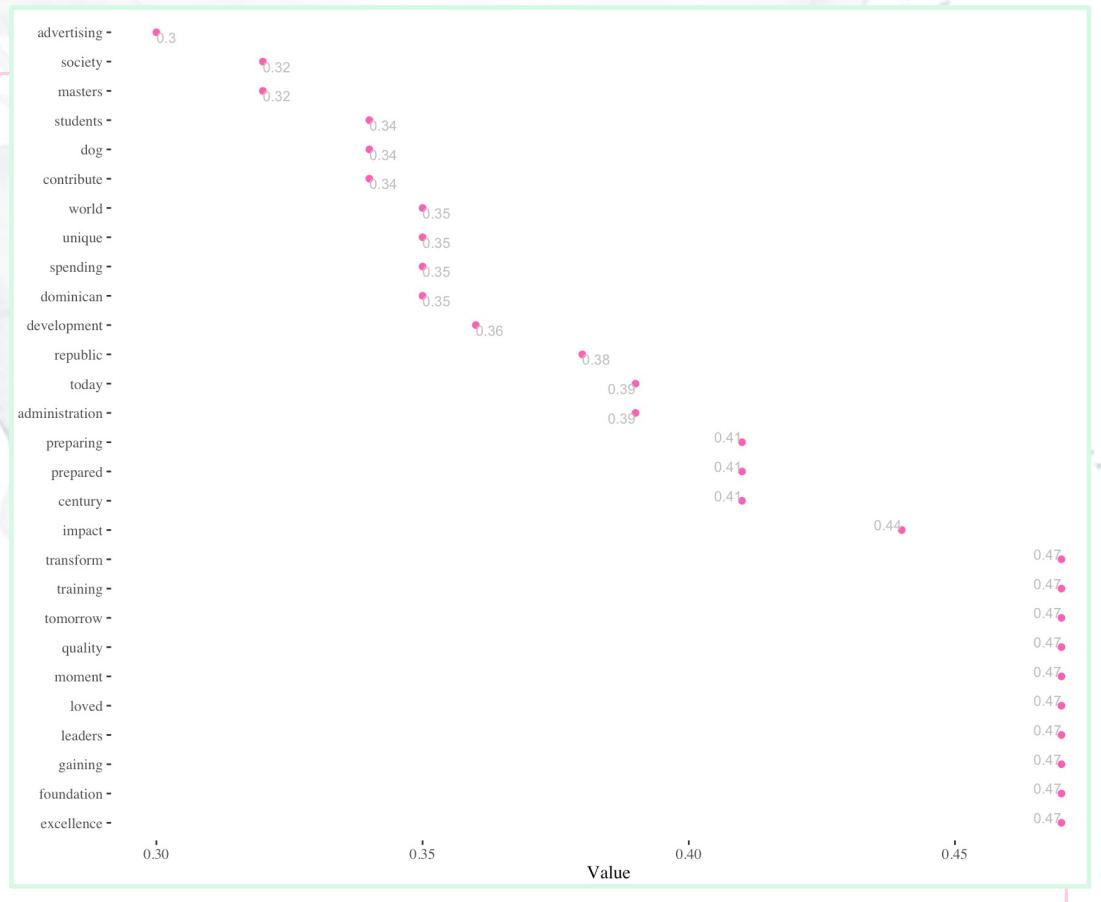


The top terms investigation highlights several **similarities across Hult campuses**. Both Eurasian and American Ambassadors tend to showcase through their interests' and biographies' text sentiments about their latest **experience** at Hult, which not only grown their **business** skills but also gave them the unique opportunity to meet **people** coming all over the **world**, strengthen their **international** attitude.

THE TEXT ANALYSIS ASSOCIATION ANALYSIS

According to the association analysis, among those terms that are **mostly associated** with "business" across all campuses, there are words such as "**excellence**", "**quality**", and "**impact**", which contribute to boost Hult public image.

On the other hand, the graph also highlights those expressions that are **least associated**, such as "**students**" or "**society**".



THE TEXT ANALYSIS

WORD CLOUD



HE TEXT ANALYSIS

WORD COMPARISON

On the right, a world cloud comparison analyzes Ambassadors' **interests against biographies**.

The darkest words highlight the most frequent words in Ambassadors' interests, while the lighter ones are connected to students' biographies.



MAIN INSIGHTS FROM THE ANALYSIS

1

Eurasian campuses' Ambassadors better showcase Hult's core values, scoring higher frequency values in categories such as "**diversity**" and "**thinking**". However, both American and Eurasian campuses weakly showcase "**communicating**" values.

2

According to the top terms' analysis, both American and Eurasian campuses showcase similarities within Ambassadors' interests and bibliographies, having the **66,6%** of the identified **top terms in common**. Therefore, no bias has been detected across campuses.

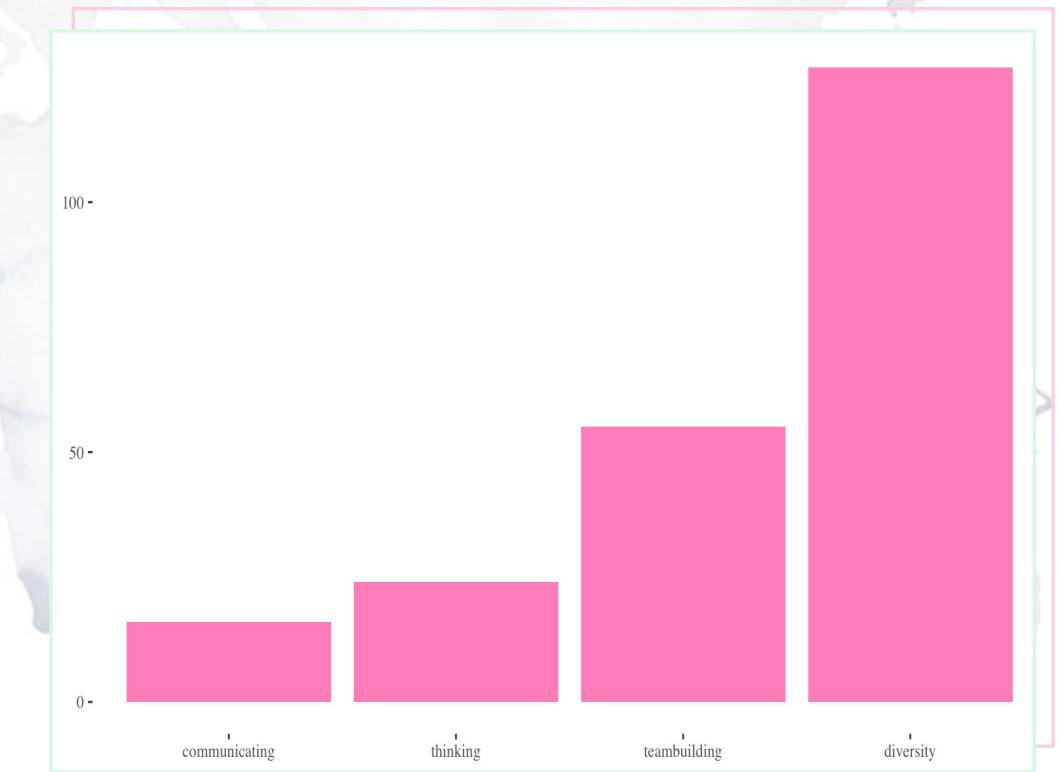
3

Taking into consideration the entire dataset, among those words that are mostly associated with "business", there is "**Dominican**", which might be viewed as a signal of **bias across Ambassadors' nationalities or backgrounds**.

MARKETING RECOMMENDATION

1 To further improve Hult's public image, the selected students' Ambassadors should strengthen their **storytelling** around "**communicating**" and "**thinking**", focusing more on explaining how Hult helped them understand how to present ideas and demonstrate dynamic thinking.

2 To better align its image to its reputation of being a unique multi-cultural environment, Hult should spotlight a **broader variety of backgrounds and cultures** among its Ambassadors.



CONCLUSIONS

The application of different text analysis tools to Hult Ambassadors' interests and biographies has been crucial to properly understand which kind of image Hult is marketing to prospective and potential, national and international students.

Mostly populated by international students, Hult Ambassadors are a priceless source, owning the unique opportunity of building trust and proving the community's strength.



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