



# FRENCH HIGHER ED HACK

#FrenchEdHack

# HELLO!

**We are *Les quatre***

A Designer (Mohit Gupta), an analyst (Hang) & couple of data  
geeks (Huixin Rao, Jiaoyue Liu).



# LET'S GLANCE OUR PROCESS



## **Problem Statement**

Study the multi factors in todays scenario resulting in decline in the international students pursuing their studies in France.



## **Benefits / USPs**

Undersand the factors which influence the decision of students in selecting a program or college.



## **Recommenadations**

Suggestions which are the outcome of the analysis and trend study from the available data.



## **Understanding the Audience**

Understand the target population and study their trends across varied factor to derive inferences.



## **Mobility**

How comfortable are international students studing in Framce – from applying to college to attaining their degree.



## **Global Demographics**

Examine the dimensions of the international students pursuing their education in France.

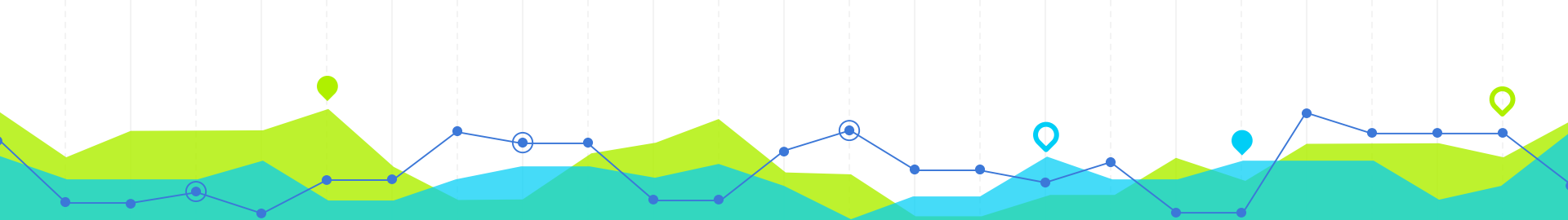




# Data Analysis

What did we find

1



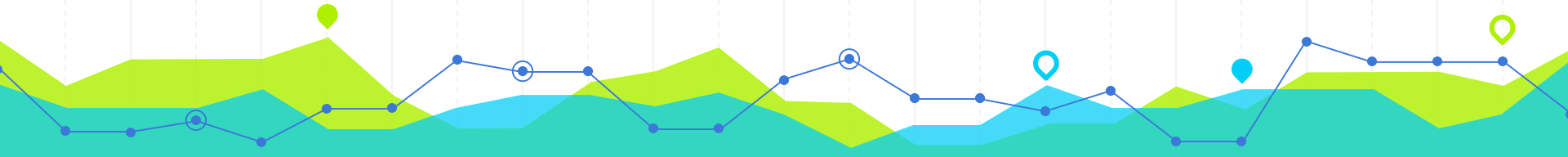
# 83.7 million

**visitors arrived in France, according to the World  
Tourism Organisation report published in 2014,  
making it the world's most-visited country.**

“

*Is there a decline in the migration of international students to France in 2015 & 2016 due to insecurity issues.*

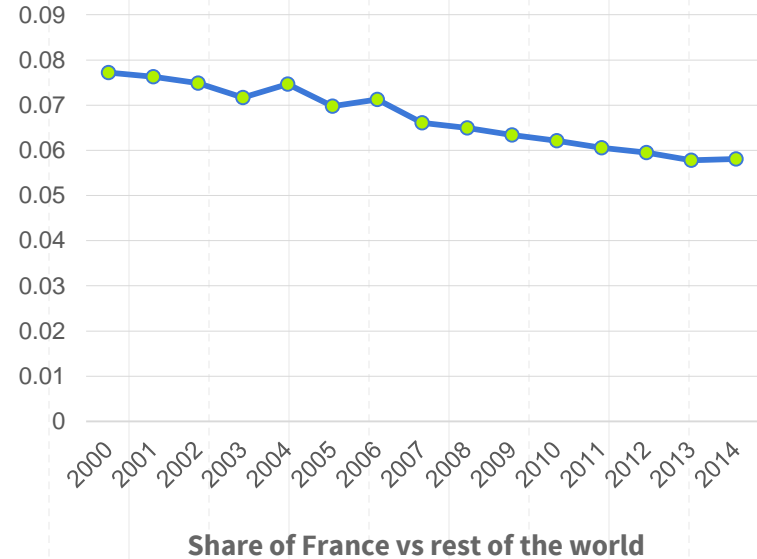
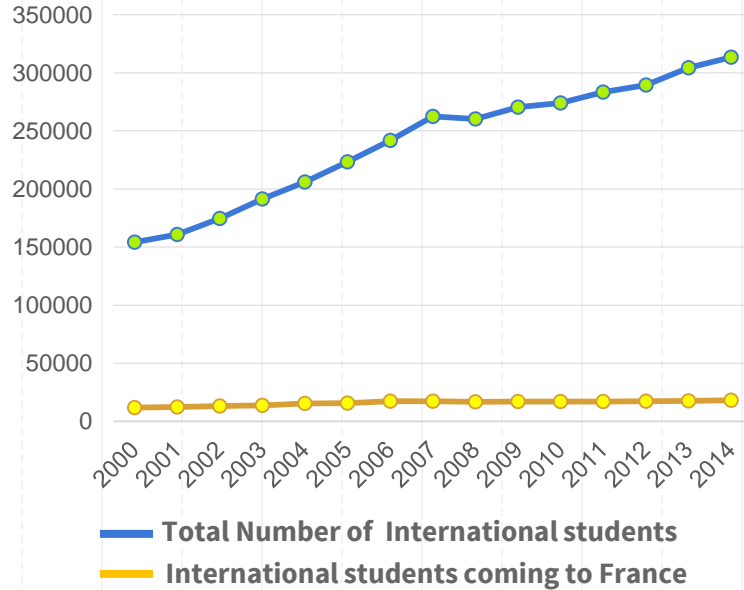
???



The background of the image is a landscape of rolling hills at sunset. The sky is a gradient of orange and yellow, while the hills are silhouetted in shades of blue. A series of vertical dashed white lines are drawn across the entire image, creating a grid-like effect. The text is centered in the middle of the image.

**LOOK ACROSS THE HORIZON.  
SEE BIGGER PICTURE.**

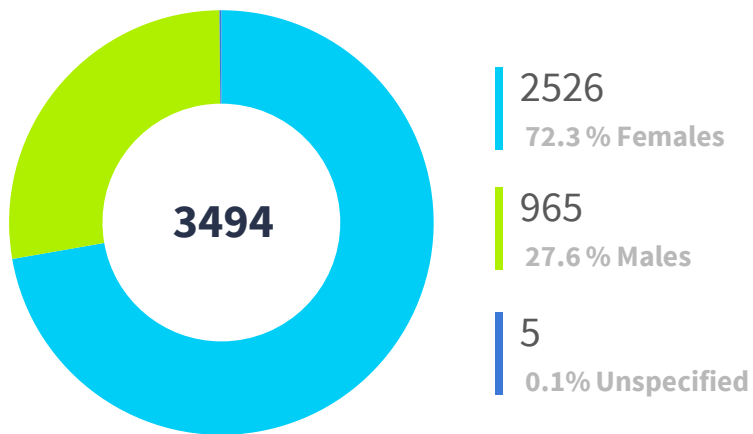
# INTERNATIONAL STUDENTS MIGRATION: FRANCE vs THE WORLD



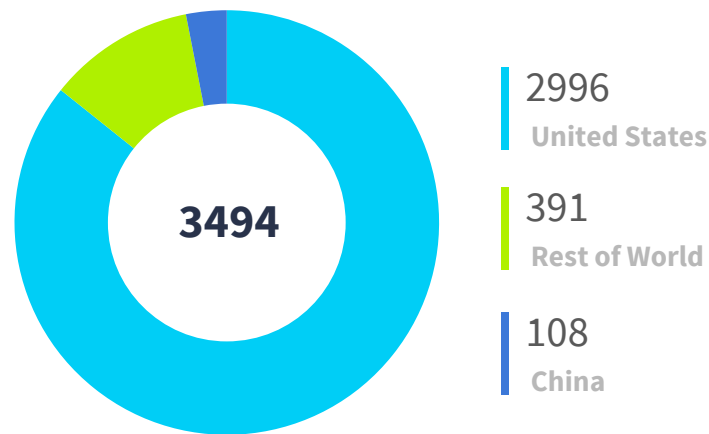
The number of international students have always increased from 2000 – 2014 except around 2007 while A notable decrease can be seen in the France share of students during the same period.



## Gender Ratio

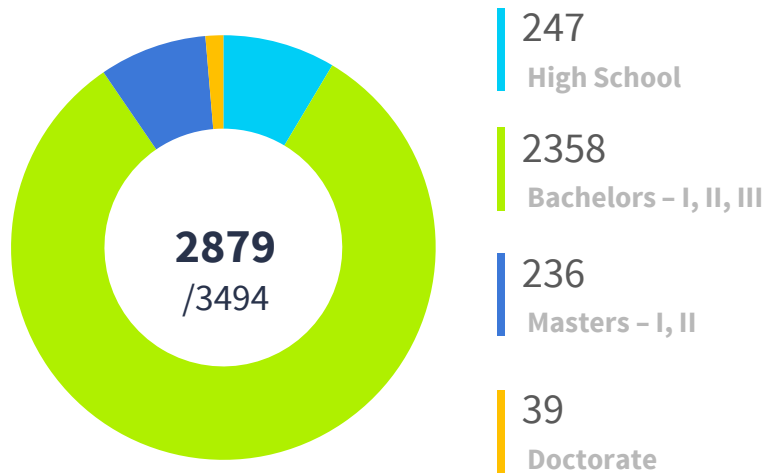


## Nationality

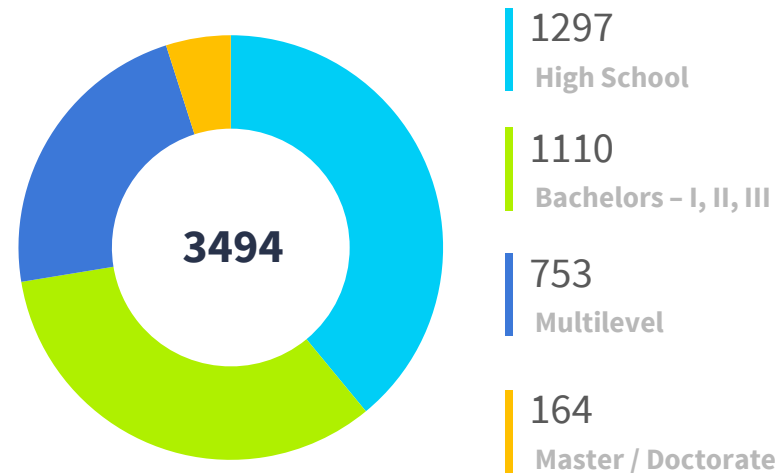


Around three-fourth of the international students are females while Most of the successful applicants are from United States followed by China.

## Current Study Level

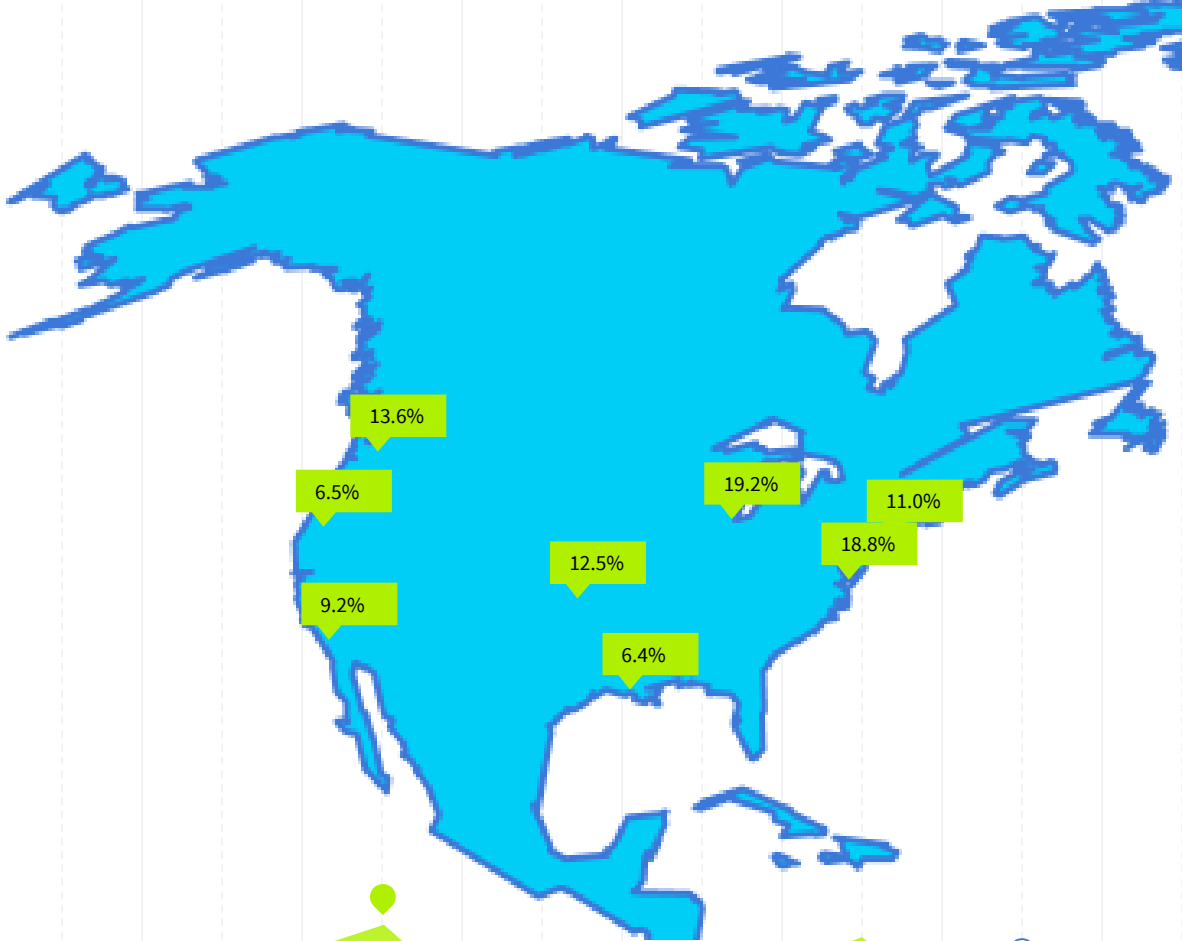


## Study Level Goal



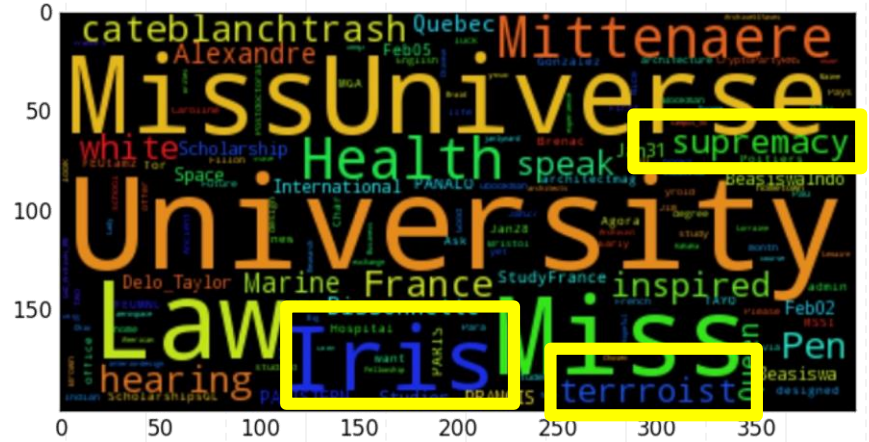
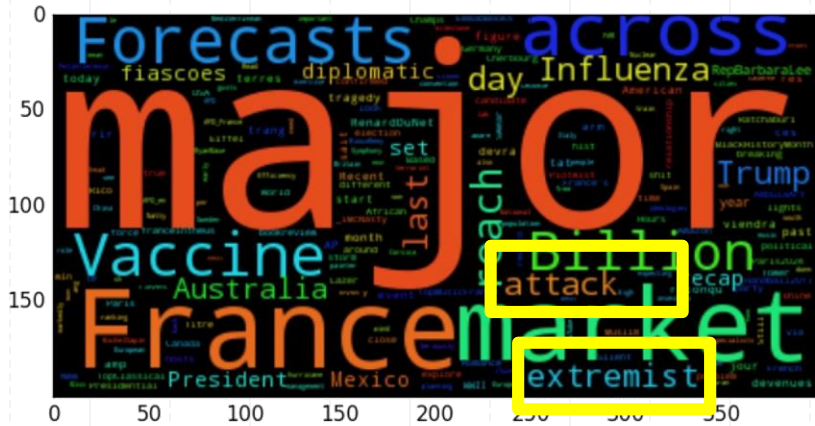
More than four-fifth of the international students pursue undergraduate degree while  
Around five percent of the students aim for masters and doctorate degree programs.

# DEMOGRAPHICS



US Consulate	Applicants
Chicago	670
New York	659
Washington	476
Atlanta	438
Boston	385
Los Angeles	323
San Francisco	228
Houston	223
Miami	100

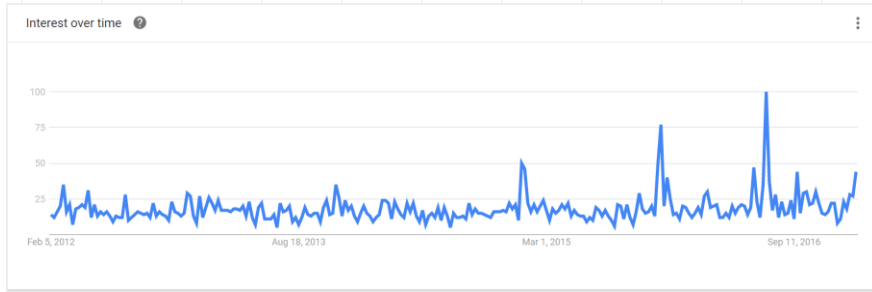
## SECURITY - INTERNATIONAL STUDENTS' MINDSETS



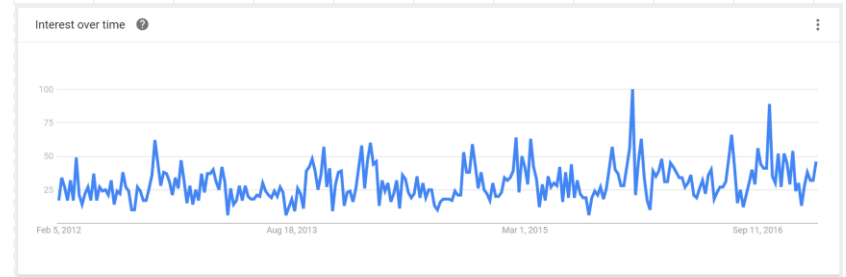
These are the words displayed when a students tweet about **'French universities'** and **'major'**



# SECURITY - INTERNATIONAL STUDENTS' MINDSETS



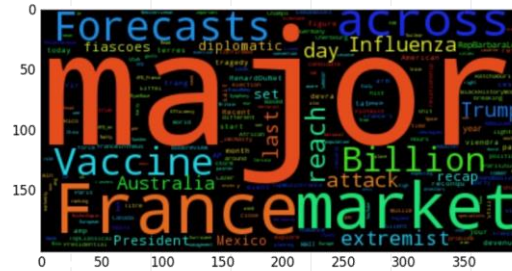
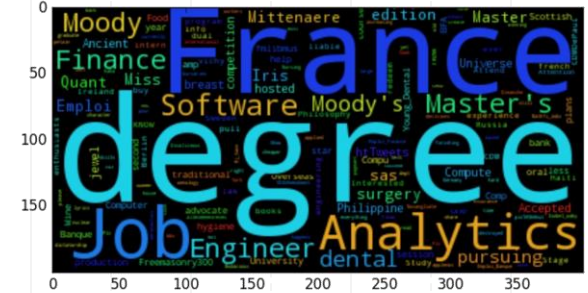
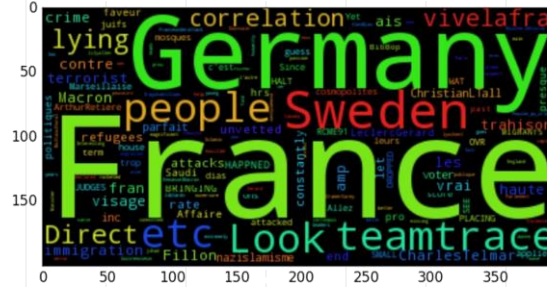
These are the words displayed when a students searched about **‘France Crime’**



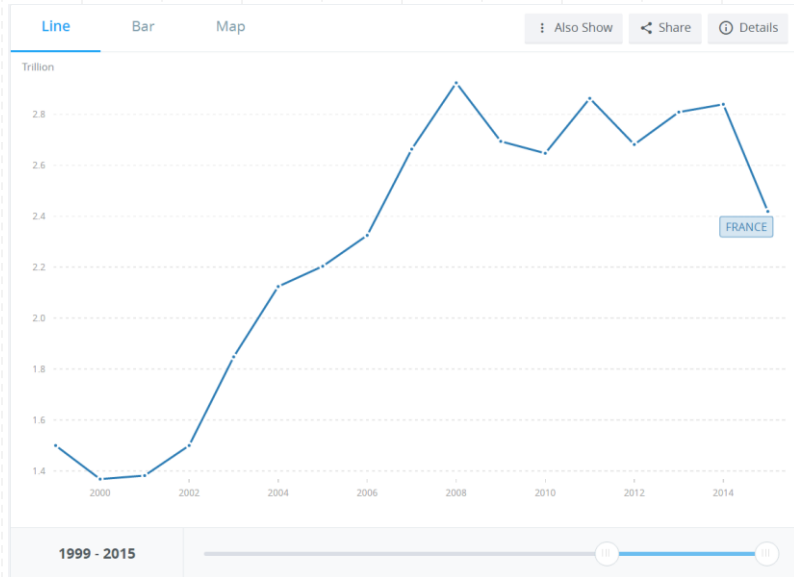
These are the words displayed when a students searched about **‘France Safety’**

## COMPETITIVE BENCHMARKING

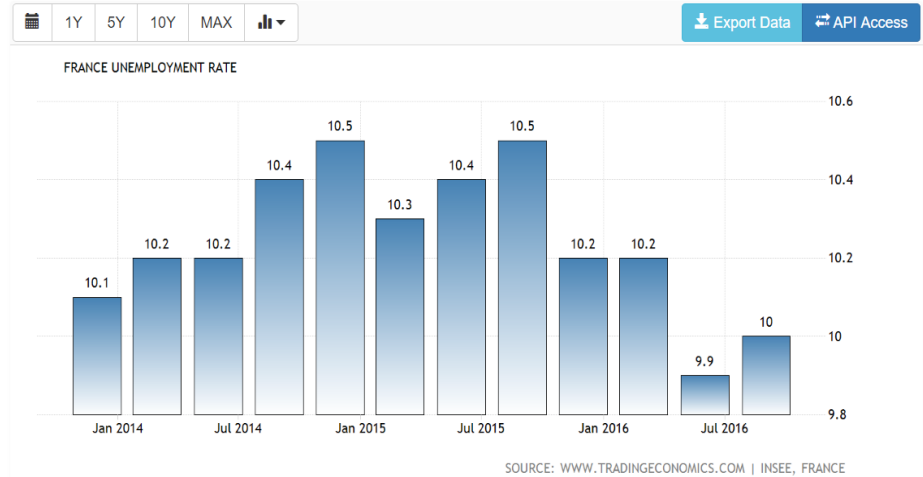
These are the words displayed when a students searched about **‘Study in France’, ‘Degree’, ‘Major’** and **‘master’**.



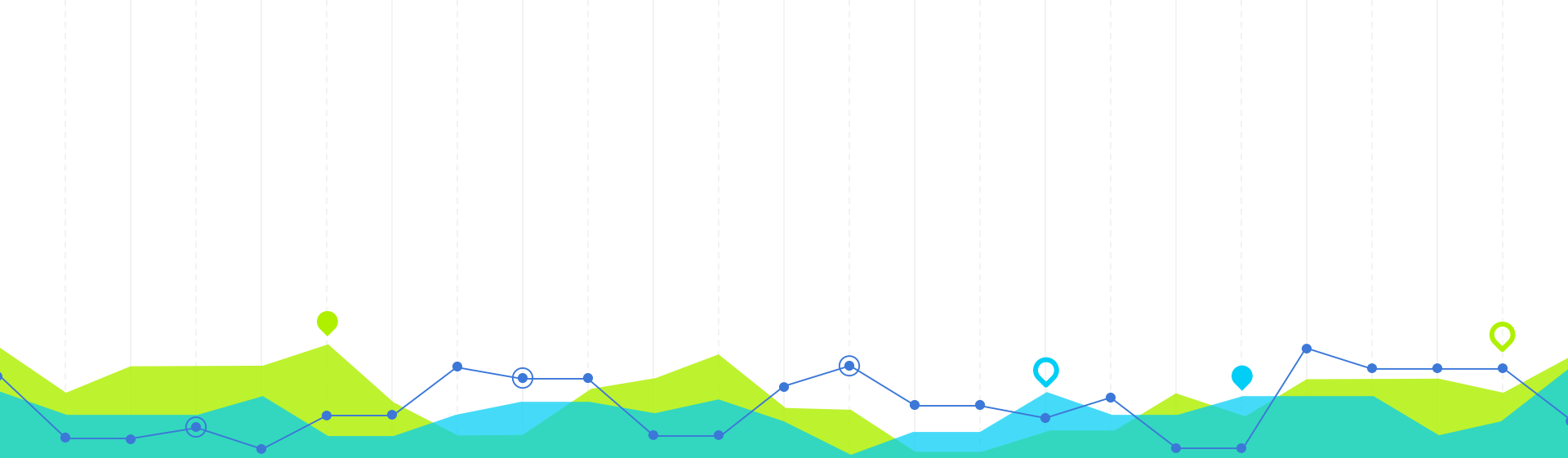
# FRANCE - ECONOMIC PRESPECTIVE



Trend graph for GDP of France



Unemployment rate in France



# Conclusions

What did we observe different

2



## DERIVED ANALYSIS

### Dedicated portal for International students

There is a need to design and develop a portal which can be accessed by international students which covers all the affairs from applying to getting settled in their universities in France .

### University Rankings

Only three universities in France are ranked in top 100 best global universities across the globe according to US news.



## DERIVED ANALYSIS

### Increased security around universities

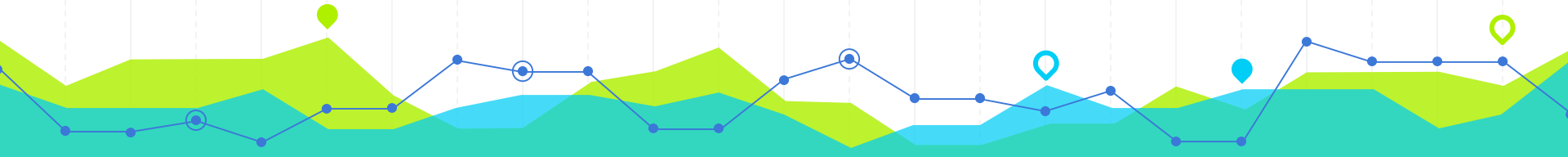
Build a trust factor among students so that they do not reject French University due to security concerns.

### More Scholarships

More scholarship and some relaxation in the fees may attract more students to pursue their career in France.

### Testimonials / Alumni Network

Student testimonials, discussions, surveys and forums across social media will encourage more students to join the universities in France.



# SOCIAL FACTORS FOR INTERNATIONAL STUDENTS

## Mobility

International students want clear understanding about visa rules and applications.



## Community

Students are more comfortable to travel to locations where they have students with similar cultural backgrounds .

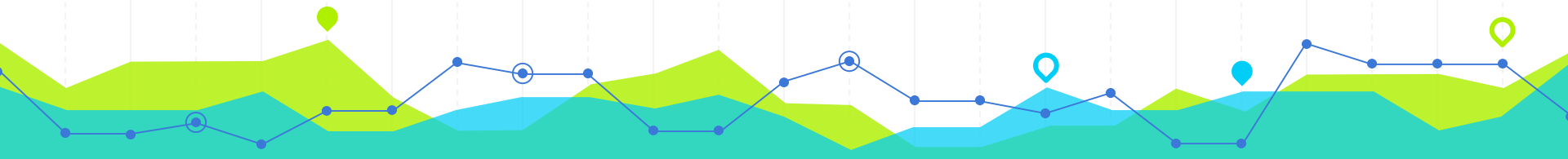


## Food & Ethics

Diet & meals are important part of student' life. They also wish to know before hand the culture and tradition of the country.

## Social Life

Students certainly wish to engage in extra circular activities along with their studies and freedom of movement in the foreign nation.

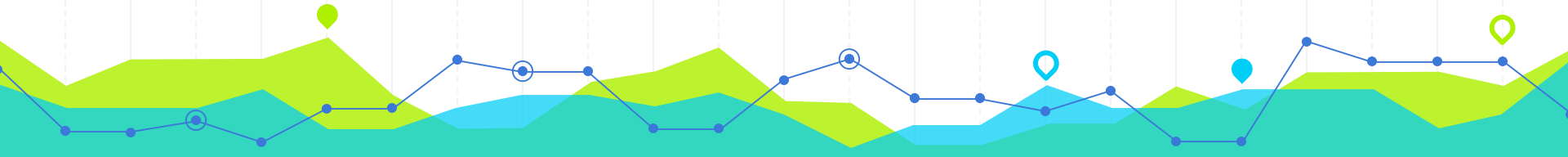


# THANKS!

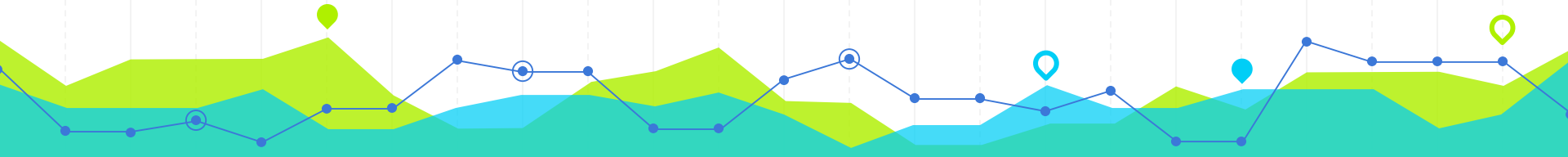
## Any questions?

You can find me at

@memohitg / mohitgupta310788@gmail.com



# APPENDIX



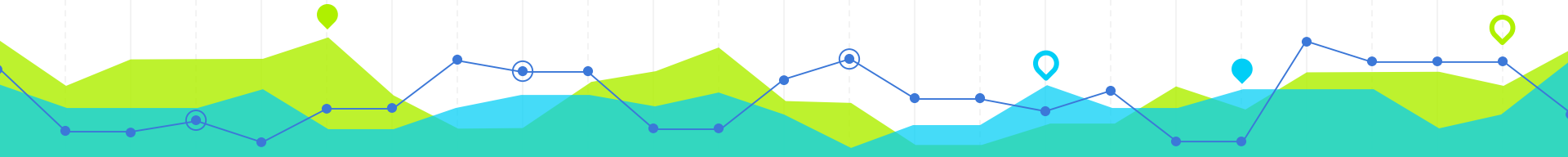
# CREDITS

<http://www.iie.org/Research-and-Publications/Open-Doors/Data/US-Study-Abroad/All-Destinations#.WJX4KxiZNmA>

<http://www.tradingeconomics.com/france/unemployment-rate>

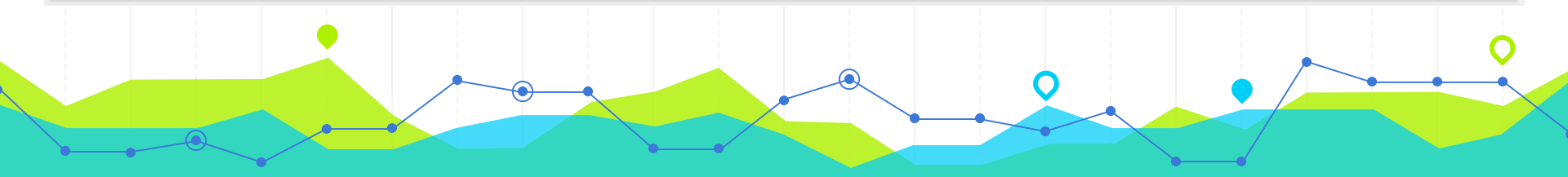
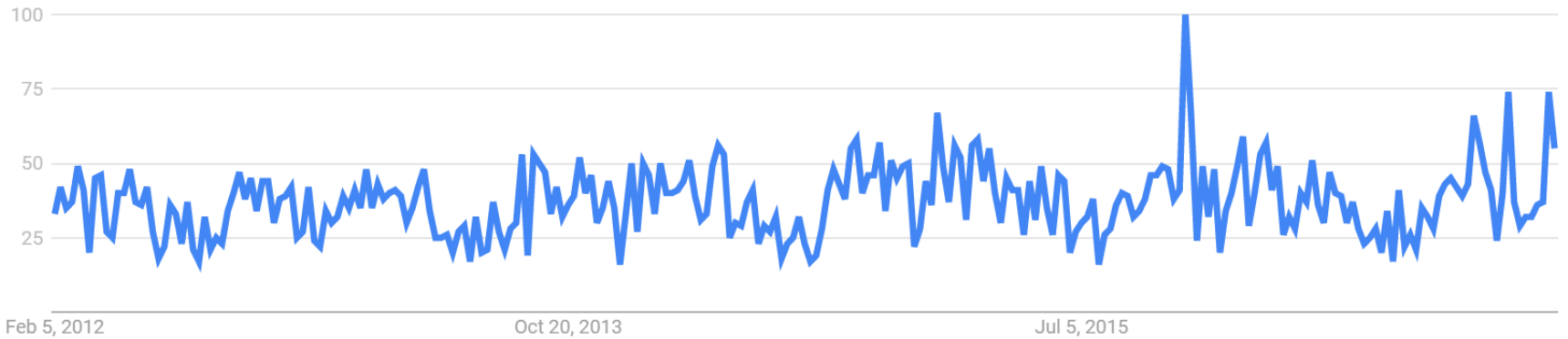
<http://data.worldbank.org/indicator/SL.EMP.TOTL.SP.ZS?locations=FR>

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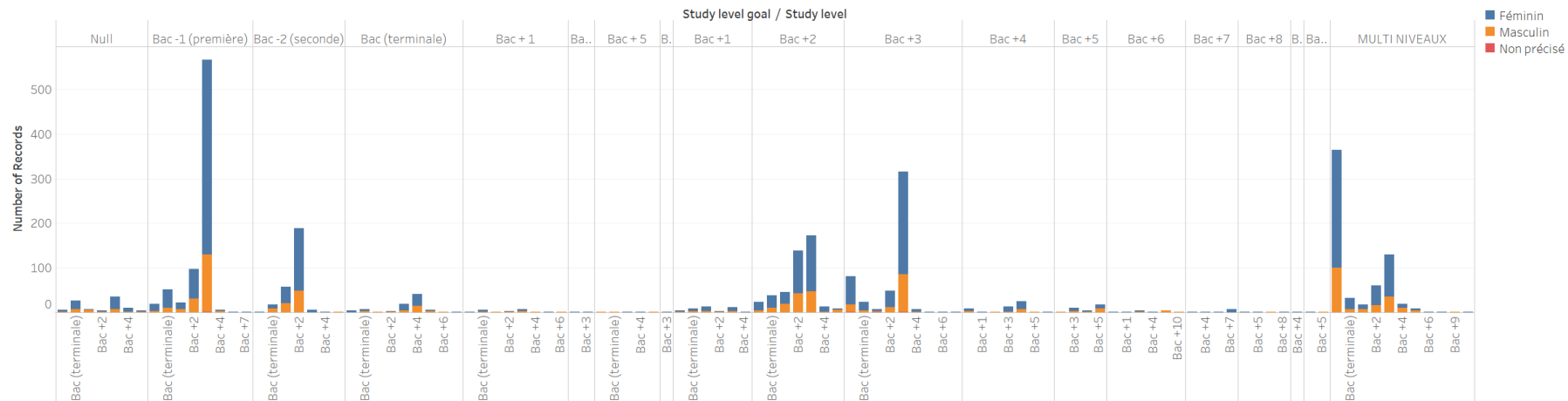


# TREND - STUDY IN FRANCE

Interest over time ?



## Sheet 2



Sum of Number of Records for each Study level broken down by Study level goal. Color shows details about Sexe. The data is filtered on Nationality, which keeps Etats-Unis.





# ANALYSIS USING TABLEAU



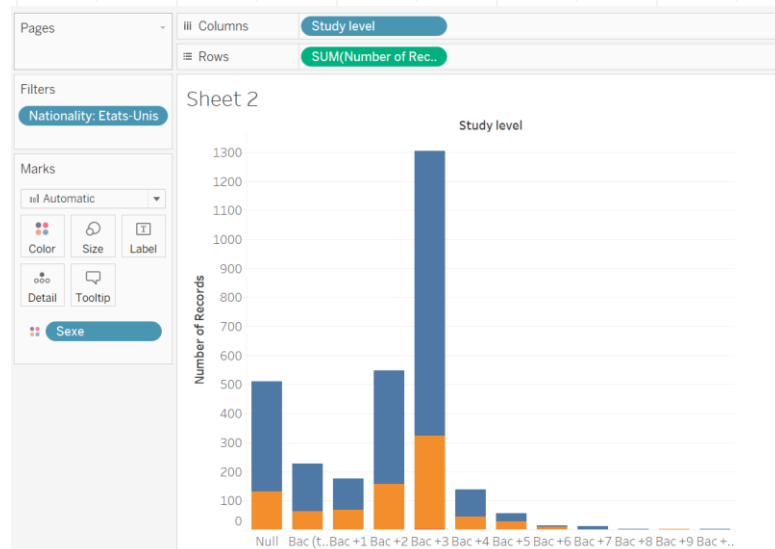
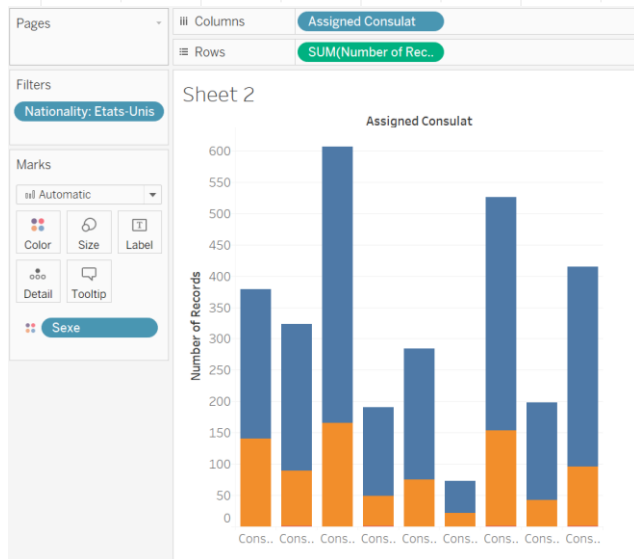
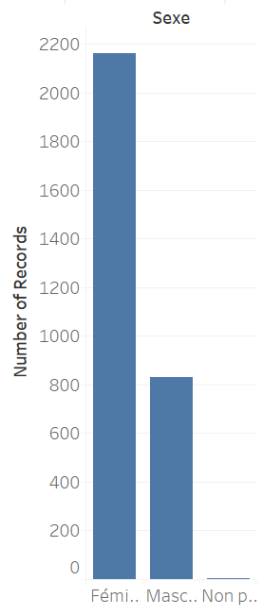
## FUN FACTS

France is not a cheap country.

Typical prices (in GBP, March 2015) are:

- Apartment rent, 1 bedroom: £341 - £434 per month
- Meal, inexpensive restaurant: £8.54
- Meal at McDonalds: £5.69
- Domestic beer (0.5 litre draught): £3.56
- Imported beer (0.33 litre bottle): £2.85
- Cappuccino: £1.83
- Coke/Pepsi (0.33 litre bottle): £1.71
- Loaf of bread: £0.89
- One-way ticket local transport: £1.14
- Cinema ticket: £6.40

# ANALYSIS USING TABLEAU



# ANALYSIS USING R

## GENDER & AGE DEMOGRAPHICS

