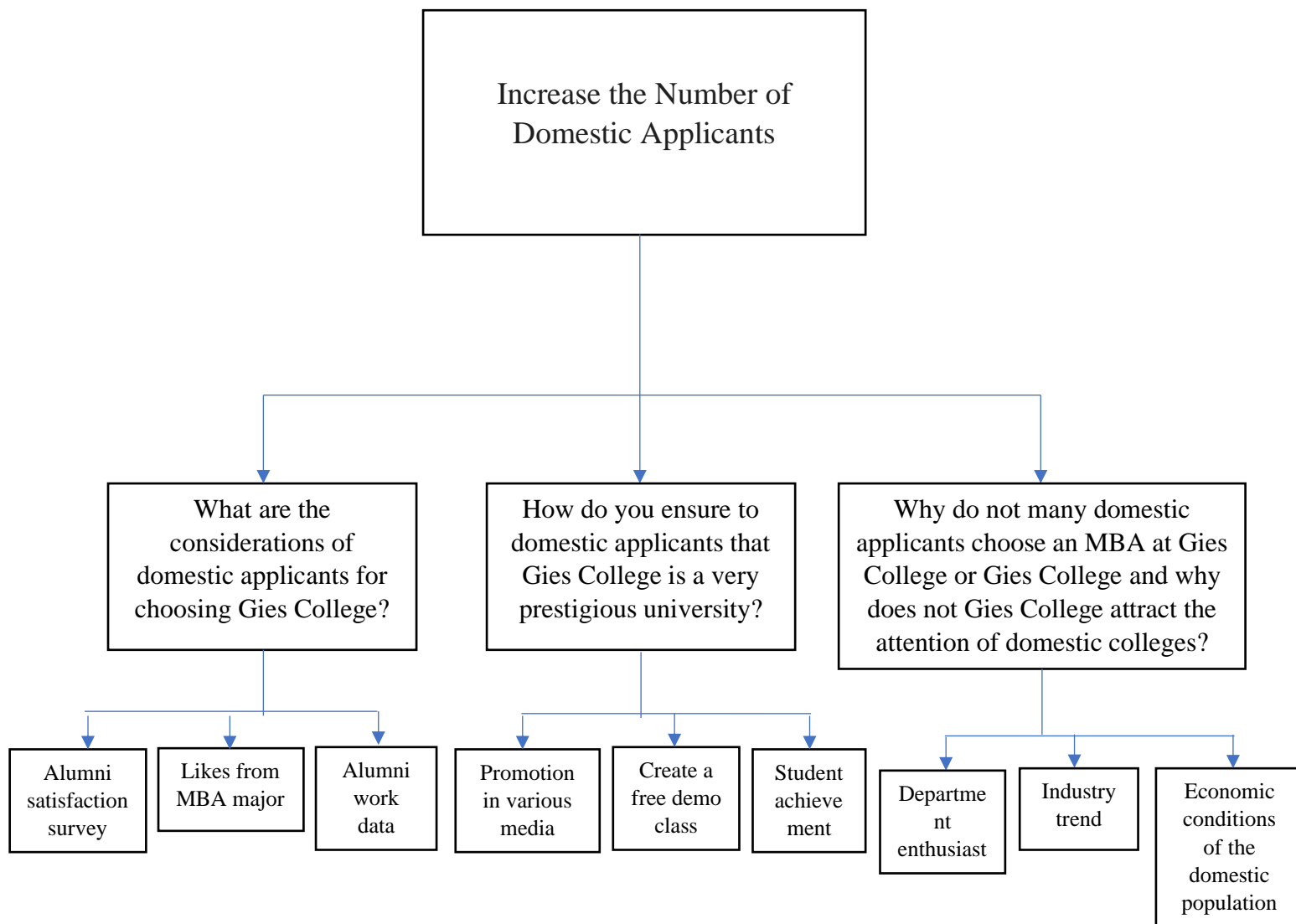


Modul 2: Introduction to Business Analytics: Communicating with Data
Honor Assignment



Explanation:

1. Objective: To increase the number of domestic applicants and feels there could be a lack of awareness among American students.

2. Key Questions and Data:

- What are the considerations of domestic applicants for choosing Gies College?:

- Survey data from alumni is needed to find out why they chose Gies as a place to study and to find out what factors they consider.

- The amount of interest from the domestic population toward Gies College can be obtained from the number of followers of the domestic population on Gies College social media, this provides knowledge of the reasons why the domestic population likes Gies College.

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- Data from alumni work is very helpful to find out whether domestic populations are interested in Gies College because many of the alumni work in prestigious companies and according to their majors or not.
- How do you ensure to domestic applicants that Gies College is a very prestigious university?:
 - Make promotions in any form, such as promotions on social media, be it YouTube, Instagram, Facebook, etc., in the form of posters, advertisements, and so on.
 - Making class demos about MBA at Gies College through various platforms such as Coursera, Udemy, or others. The number of ratings and participants will help introduce Gies to the domestic population and provide insight to the domestic population regarding the MBA at Gies College. Therefore, it is necessary to create video content that attracts attention.
 - Achievements from students both from journal publications and competitions will increase the attention of domestic populations to join Gies College.
- Why do not many domestic applicants choose an MBA at Gies College or Gies College and why does not Gies College attract the attention of domestic colleges?:
 - Data for the interest of majors greatly determines the major of interesting for each individual domestic population. This may be one of the reasons why domestic populations do not choose an MBA at Gies College. Because students will look for majors that are in great demand by many people.
 - The times will affect the trend of market demand and industry changes. Industry trend data is very helpful in making a lecture syllabus that adapts to the times so that it attracts the attention of many domestic populations.
 - Economic conditions are one of the things that are considered by domestic residents to continue their MBA education at Gies College. Data on economic conditions is very helpful to find out how much of the domestic population has low economic conditions. This will give consideration to the decision to hold a scholarship where the existence of a scholarship will increase the number of domestic populations to study at Gies College.