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MARKETING FEASIBILITY ★ ANALYSIS

Uncovering Growth and Development Opportunities:
A complete market research analysis for schools in the Punjab
Pakistan.

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MARKET RESEARCH REPORT

1

Executive Summary

Leveraging Technology for Educational Transformation in Punjab, Pakistan

Overview

The international ed-tech company is making a significant investment of 3 billion US dollars in Punjab, Pakistan, with the overarching goal of utilizing technology to bridge educational gaps, ensuring equal opportunities for all students, and enhancing infrastructure and facilities. This executive summary provides a concise overview of the comprehensive marketing feasibility analysis that has been conducted to justify the allocation of funds and propose data-driven marketing strategies.

Key Objectives:

- The primary objectives of this analysis are as follows:
- Understand the current education landscape in Punjab, Pakistan.
 - Identify areas of improvement in the education sector.
 - Recommend initiatives and projects for the optimal utilization of the allocated 3 million US dollars.
 - Develop data-driven marketing strategies to maximize the impact of the company's initiatives.

Scope and limitations

Scope:

- Geographical Focus: The analysis and proposed initiatives are specific to Punjab, Pakistan, due to the company's investment in this region.
- Educational Enhancement: The focus is on improving educational infrastructure, technology integration, and teacher development to bridge educational gaps.

Limitations:

- Budget Constraints: The allocated fund of 3 million US dollars may limit the scale of initiatives and their impact.
- Regulatory Challenges: The project may face regulatory or administrative challenges in implementing some initiatives.
- Cultural and Societal Factors: The success of certain initiatives may depend on cultural and societal factors, which can be complex to address.
- Time Constraints: Achieving significant improvements in education may take time, and the timeline of this report may not capture long-term impacts.

Data Source Description

Dataset Analysis and Key Insights

The primary data source for this analysis is the Department of Education in Punjab, Pakistan. The dataset provides valuable information about schools, including key attributes such as School ID, School Name, Location, Enrollment, Teachers, School Upgradation Years, School Gender, Gender Studying, and more. The data source is considered reliable and authentic, sourced directly from the relevant government department.

Data collection methods

The data collection process involved obtaining structured data files in spreadsheet formats from the Department of Education. Data cleaning and preprocessing were conducted to ensure data accuracy and consistency:

- Missing data points were addressed.
- Inconsistent and erroneous values were corrected.
- Data from various sources were integrated into a unified dataset.
- Data quality checks were performed.

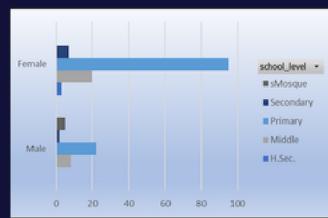
Dataset Analysis and Key Insights

Total Number of Schools

The dataset contains information on [1335894687] schools across Punjab, providing a comprehensive overview of the education system in the region.

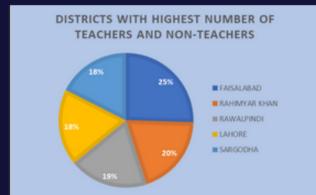
Low Enrollment by School Gender

Analysis of schools established in the 2000s revealed that [37] schools have low enrollment for male students, and [125] schools have low enrollment for female students.



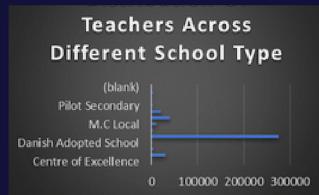
Districts with Highest Number of Teachers and Non-Teachers

The top 5 districts with the highest number of teachers and non-teachers have been identified, which will aid in targeting educational initiatives more effectively.



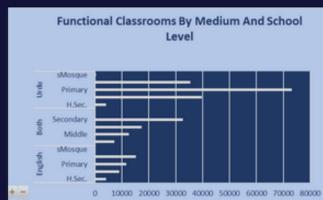
Distribution Of Teachers Across School Types

The report examines the distribution of teachers across different types of schools, including public, private, and charter schools. The analysis provides insights into the allocation of teaching resources, highlighting potential disparities and areas for improvement.



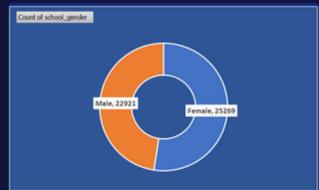
Functional Classrooms

Schools have the lowest number of functional classrooms, highlighting a critical infrastructure issue.



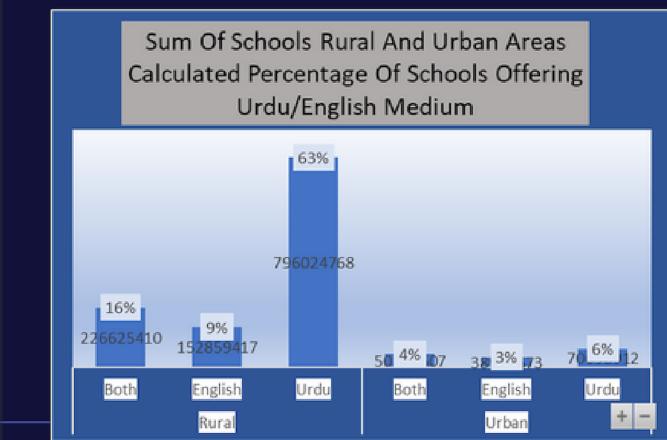
Count Of Students Based On Genders

The count of students based on gender is a significant aspect of demographic analysis, shedding light on the diverse and balanced composition of the student body and serving as a cornerstone for creating an inclusive, equitable, and enriching educational environment for all.



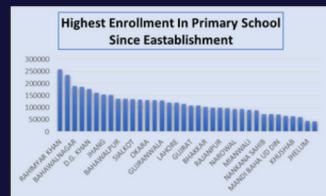
Count the number of schools in rural and urban areas along with calculating the percentage of schools offering Urdu and English medium education or both in each category

we conducted a comprehensive analysis of the educational landscape, focusing on the number of schools in both rural and urban areas. Our objective was to determine the prevalence of schools offering education in Urdu, English, or a combination of both mediums within each category.



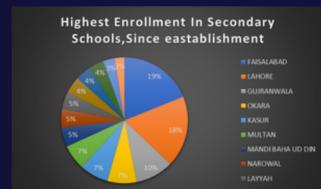
Highest Enrollment In Primary Since Establishment

This report presents an in-depth analysis of the district with the highest enrollment in primary schools since its establishment.



Highest Enrollment In Secondary School, Since Establishment

This report presents an in-depth analysis of the district with the highest enrollment in secondary schools since its establishment.



Distributions Of Schools According To Levels

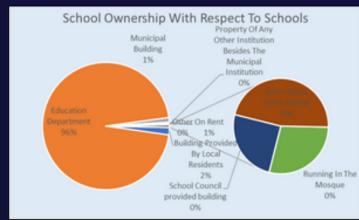
This report provides a comprehensive analysis of the distribution of schools based on their respective levels.

Distribution Of Schools According To School Level

Level	Sum of school_id	Sum of enrollment
Pre-School	7468961	33081
Secondary	194799208	4272849
Primary	874850492	4272201
Middle	236708984	2511147
H.Sec.	22067042	872195

School Ownership

The report aims to offer a comprehensive understanding of the ownership landscape in the educational sphere, shedding light on the distribution and characteristics of schools under different ownership structures.



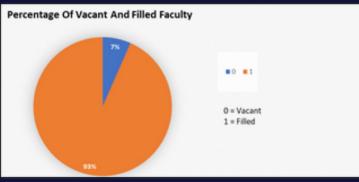
Distribution Of Teachers Based On Their Subject and School Level

This report offers a comprehensive analysis of the distribution of teachers based on their specific job roles and the school levels they serve. It delves into the categorization of teachers' roles in various educational settings, such as primary, secondary, and higher education, while also considering job functions.



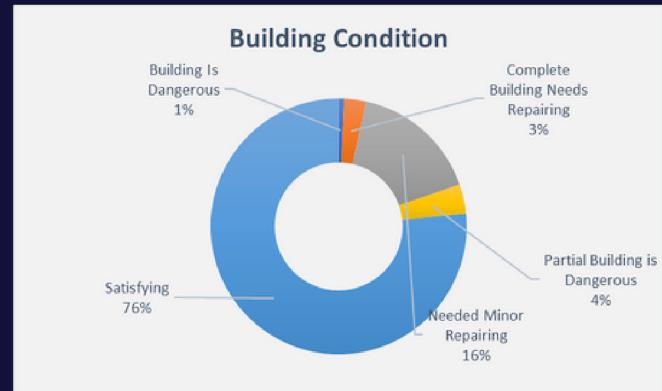
Vacant And Non-Vacant Teaching Positions

This report presents a visual representation in the form of a pie chart illustrating the distribution of vacant and non-vacant positions within the education sector, categorizing them into teaching and non-teaching roles.



Building Condition

This metric provides a snapshot of the overall quality of school infrastructure and can help identify areas in need of improvement.



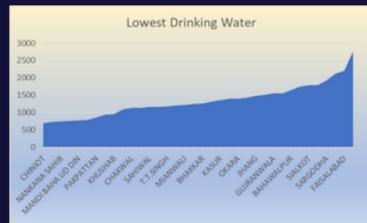
Safety Measures



Safety measures for schools are critical to protect the well-being of students, staff, and visitors. According to the calculation, around 74% of schools have satisfactory safety, but there are still 20% of schools that do not have safety arrangements.

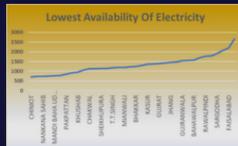
Lowest Availability Of Drinking Water

The lowest availability of drinking water in schools indicates a concerning lack of access to safe and clean drinking water for students and staff. This situation can have serious implications for health, hydration, and overall well-being.



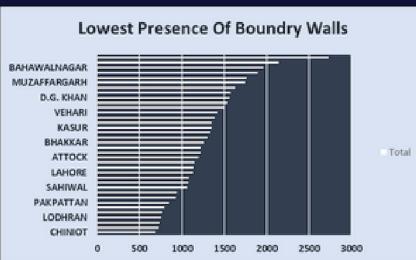
Lowest Availability Of Electricity In Schools

The lowest availability of electricity in schools in Punjab, Pakistan, signifies a pressing issue, as many schools face inadequate or unreliable access to electrical power.



This lack of electricity can hinder the delivery of modern education, impacting lighting, heating or cooling, technology, and other essential facilities.

Lowest Availability Of Electricity In Schools



The lowest availability of boundary walls in schools in Punjab, Pakistan, highlights a significant concern. It suggests that many schools lack proper security measures, such as boundary walls, which are essential for safeguarding students, staff, and school property. Without adequate boundaries, schools may be vulnerable to unauthorized entry, vandalism, and safety risks.

ALLOCATION OF FUNDS

1. Low Electricity:

- Allocation: \$500,000
- Justification:
 - Procure and install solar panels for sustainable and reliable electricity.
 - Upgrade electrical infrastructure for better distribution and energy efficiency.
 - Training for staff in managing electrical systems.

2. Clean Water:

- Allocation: \$500,000
- Justification:
 - Install water purification systems and ensure a clean water supply.
 - Improve sanitation facilities and promote hygiene education.
 - Regular maintenance and water quality testing.

3. Safety Measures:

- Allocation: \$500,000
- Justification:
 - Employ security personnel and invest in surveillance systems.
 - Develop and implement safety protocols, conduct drills, and provide first-aid training.
 - Upgrade fire safety equipment and establish an emergency response team.

ALLOCATION OF FUNDS

4. Boundary Walls:

- Allocation: \$300,000
- Justification:
 - Construct and repair boundary walls to enhance school security and aesthetics.
 - Install gates and access control systems for controlled entry.
 - Maintain green spaces around the school.

5. Building Condition:

- Allocation: \$1,000,000
- Justification:
 - Renovate and repair classrooms, ensuring safe and modern learning environments.
 - Upgrade HVAC systems for comfortable and energy-efficient climate control.
 - Invest in educational technology, smart boards, and internet connectivity.

6. Distribution of Schools According to Job Level:

- Allocation: \$700,000
- Justification:
 - Build additional classrooms in underserved areas.
 - Provide transportation services for students in remote regions.
 - Implement scholarship and support programs for underprivileged students.

ALLOCATION OF FUNDS

Contingency Fund:

- Allocation: \$200,000
-
- Justification:
 - Set aside a contingency fund for unforeseen expenses or emergencies in any of the above initiatives.

This allocation of funds ensures a well-rounded approach to improving the school's infrastructure, safety, and equity. It allows for essential upgrades while also providing a safety net for unexpected costs. Additionally, regular monitoring and evaluation of the initiatives will help ensure the efficient and effective use of the allocated funds.

Data-Driven Marketing Strategies

Data-driven marketing strategies can be highly effective for promoting school fund initiatives. These strategies leverage data and analytics to make informed decisions and tailor marketing efforts to specific audiences. Here are some data-driven marketing strategies to help you promote school fund initiatives effectively:

1. Audience Segmentation:

- Divide your target audience into segments based on demographics, interests, and behavior. This will allow you to create personalized messages for each group, increasing the relevance of your communication.

2. CRM (Customer Relationship Management):

- Implement a CRM system to track and manage interactions with donors and potential donors. This enables you to tailor your communication and fundraising efforts based on their history with your school.

3. Email Marketing:

- Use email marketing campaigns to reach out to your segmented audience. Craft personalized and compelling messages that appeal to the specific interests and motivations of each group.

4. Data Security:
 - Ensure that you handle donor data with the utmost care and follow data protection regulations. Building trust in data security is essential for long-term donor relationships.
5. Reporting and Dashboards:
 - Create custom dashboards and reports to monitor the performance of your fundraising campaigns. These reports should include key metrics and KPIs that help you assess the success of your initiatives.
6. Feedback Surveys:
 - Collect feedback from donors to understand their motivations and concerns. Use this data to refine your fundraising strategies and make improvements.

EXPECTED OUTCOMES

The comprehensive allocation of funds and data-driven marketing strategies are expected to yield the following outcomes:

1. Improved infrastructure and facilities in underserved areas, fostering a conducive learning environment.
2. Enhanced access to technology and educational resources, narrowing the digital divide.
3. Increased teacher competence, resulting in improved teaching and learning outcomes.
4. Greater community engagement and support for educational initiatives.
5. Ongoing monitoring and evaluation to ensure the efficient utilization of resources and long-term sustainability.

This plan aims to create a lasting impact on the educational landscape in Punjab, Pakistan, ultimately working toward achieving equal opportunities for all students.

CONCLUSION

The proposed plan leverages data analysis to allocate the 3 million US dollar fund effectively and employs data-driven marketing strategies to engage the community and create sustainable educational improvements. By addressing critical areas, we will work towards bridging educational gaps and ensuring that no resources are left unattended. This comprehensive approach will contribute to the company's mission of improving education and providing equal opportunities for all students in Punjab, Pakistan.

★ Thank you!