

# Recruitment Strategy

Business Analytics in Excel

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# RECRUITMENT STRATEGY





# GOALS

- The Whitman School of Management school has seen an increase in the number of international student enrollment.
  - The goal of this report is to analyze the data from the past years and provide inputs on how the program can be further refined.
  - The ultimate aim is to increase participation and its reach, while managing to stay within the program budget.
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# AVAILABLE DATA INPUTS

- Average GMAT scores
- US government education department program locations
- Past recruitment event data
- Global Trends on a country level, region-wise and on a continent level
- Existing Alumni Data

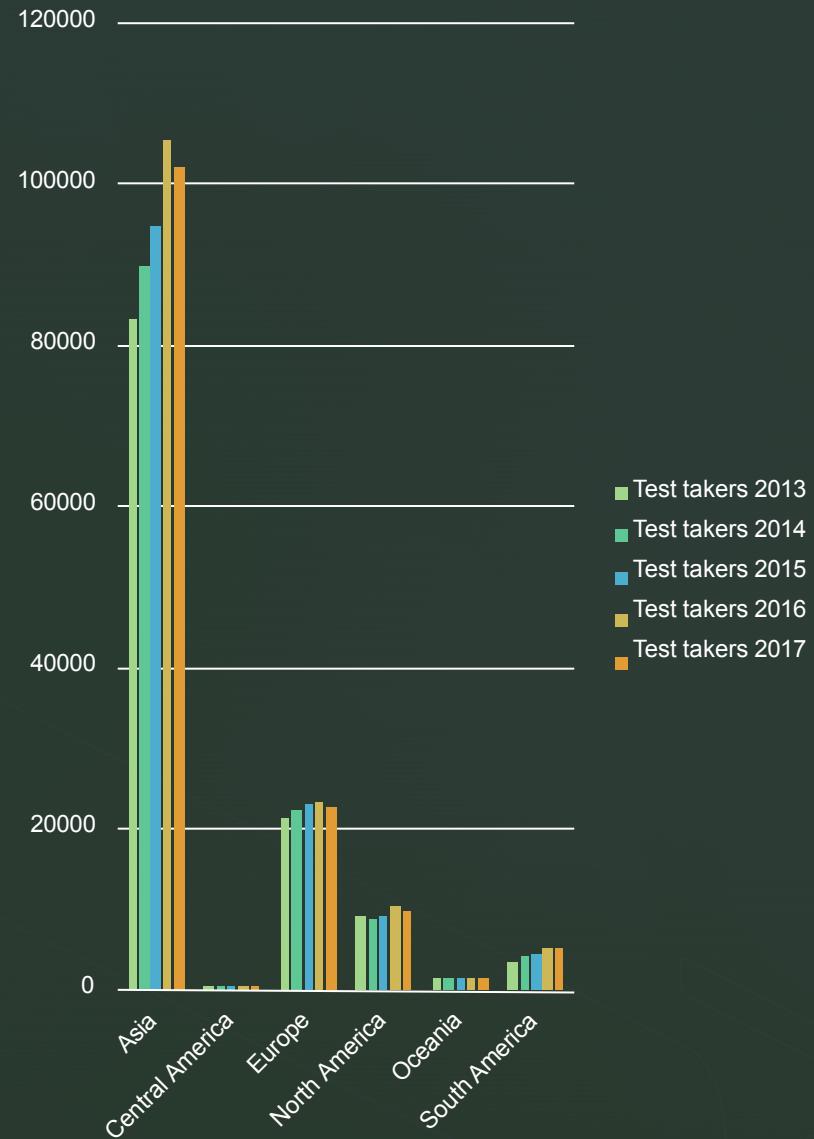


# WHAT DEFINES SUCCESS?

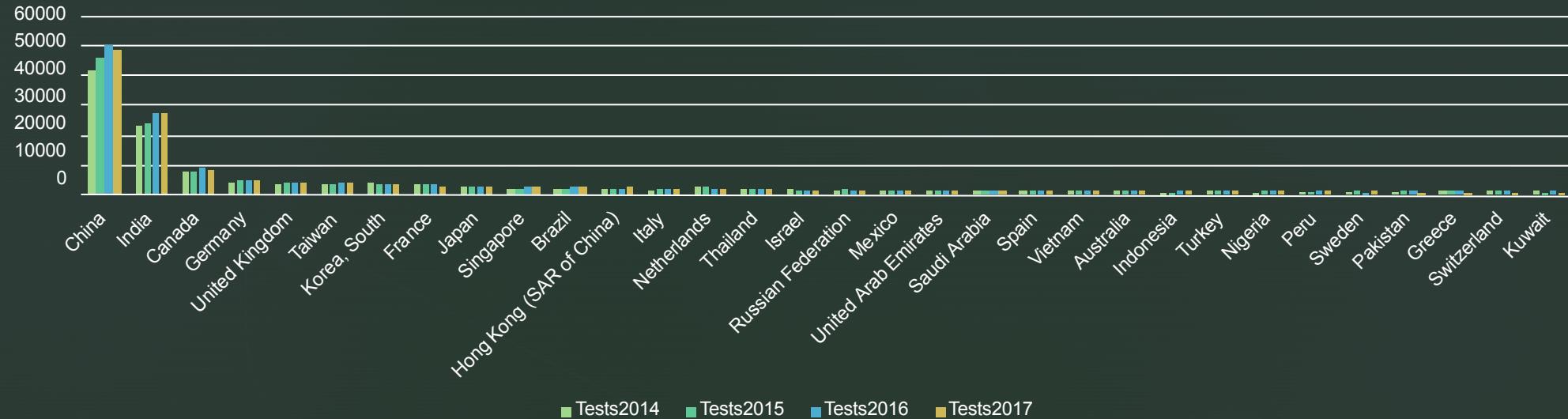
- Increase in Whitman recruitment event participation
- Increase in interaction with the Whitman recruitment officials
- Staying within the budget
- Increasing the Average GMAT score in the incoming batch
- Expanding the marketing funnel or identifying new locations

# CONTINENT TRENDS

- Number of students who have been taking GMAT exam have been levelling out.
- South America trends show that there is slight increase in the year 2017
- North American and Asian continents have the largest chunk of students who take the exams



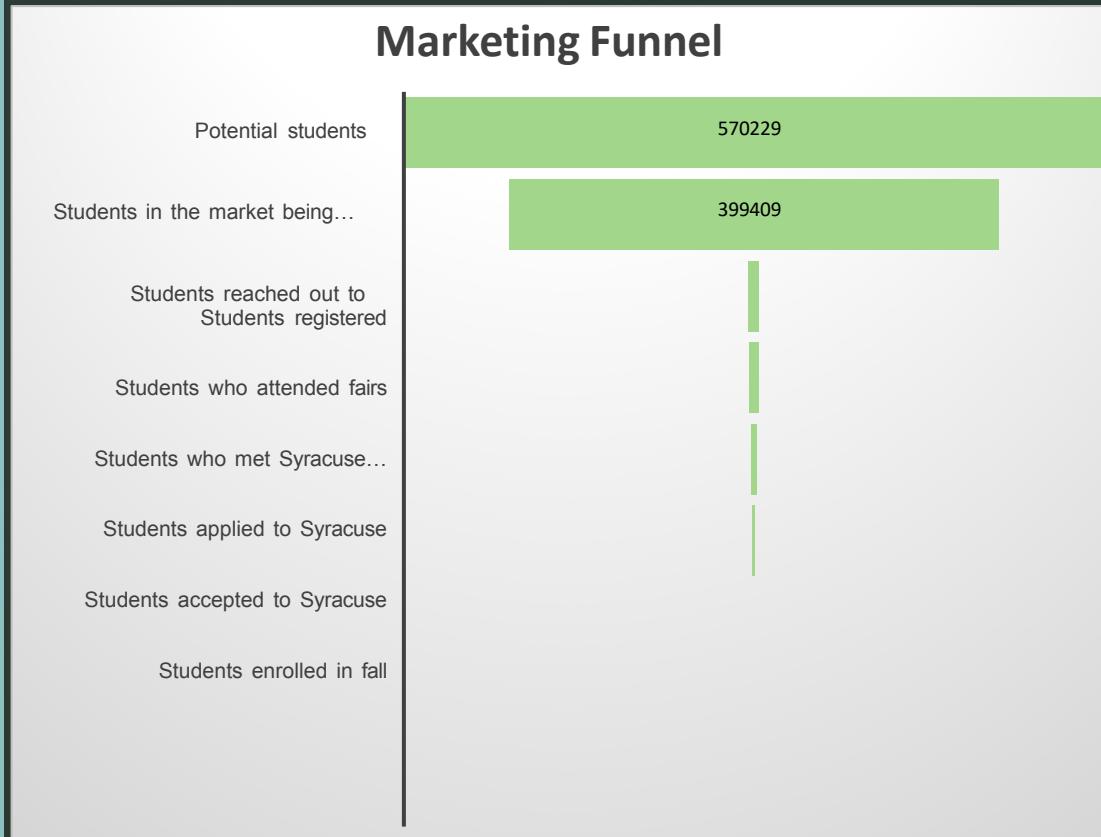
## Trends of GMAT takers across countries



## COUNTRY TRENDS

The top 5 countries from where the maximum number of GMAT takes are from China, India, Canada, Germany and UK

# MARKETING FUNNEL



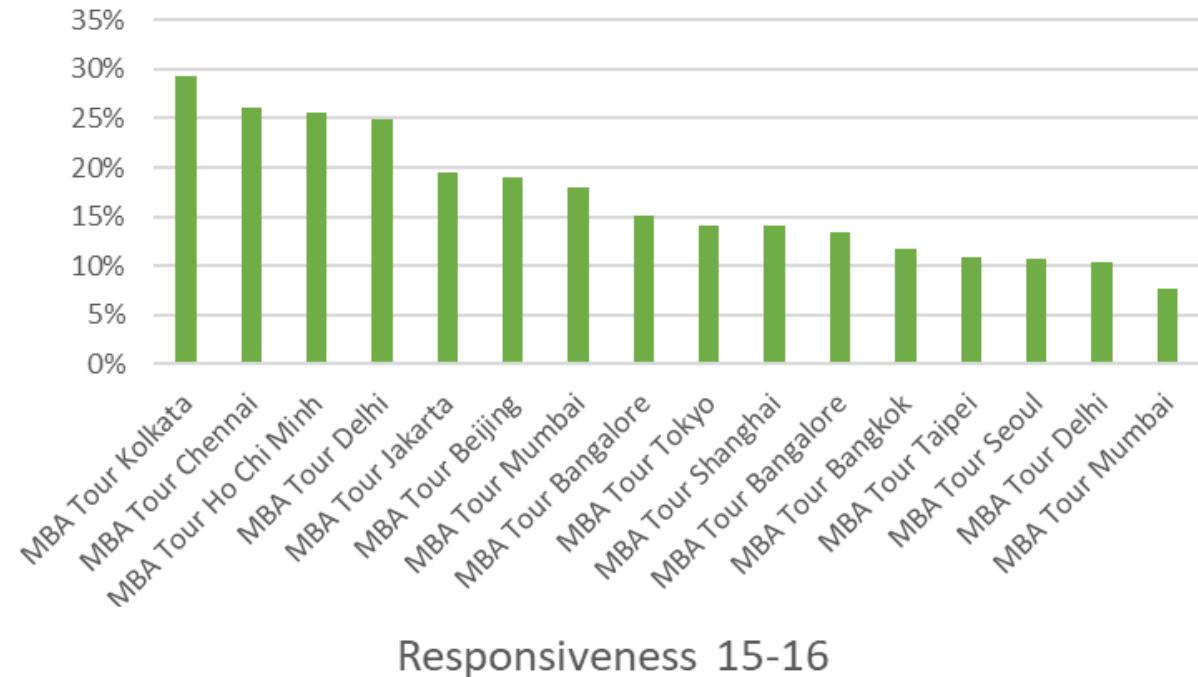
Potential students	570229
Students in the market being pursued	399409
Students reached out to	9184
Students registered	7846
Students who attended fairs	5639
Students who met Syracuse recruiters	811
Students applied to Syracuse	58
Students accepted to Syracuse	30
Students enrolled in fall	10

# NARROWED DOWN MARKETING FUNNEL

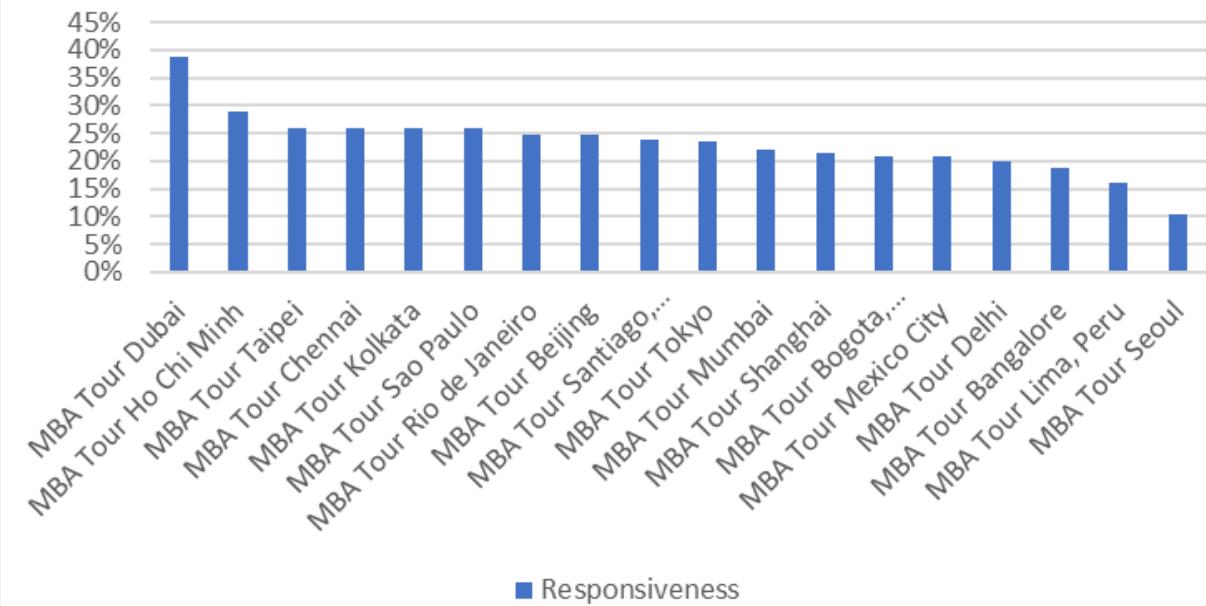
The funnel was further narrowed down by –

- Observing the number of people who registered for the events
- Number of people who came in the event
- Number of people who met the Syracuse recruiters from the event data of 2016-2018

Responsiveness 16-17



Responsiveness 15-16



# SUGGESTIONS

- If the budget were to reduce, we would drop the cities where the response was the least. Hence, we would drop Seoul and Delhi
- If the budget were to increase, we would add London and Berlin

**THANK YOU**