**CASE STUDY** – Build your University!

**Problem Statement:**

India is a young country with half of its population under 25 years of age and boasts of steady economic growth. With approximately 70 Crores of untapped market potential, “The Company” decides to build a mid-level university. The feasibility of the project is given to the Strategic team in order to construct a plan as to how to go about it, following which they form an initial plan.

Assume that you are the Key Strategist on the team; formulate an entire university model.

In order to aid the project, “The Company” has acquired a dataset from third-party counselling agency, which is provided to you. Use the counsellor data to support your model planning and pointers, and **identify key insights on how to achieve admissions targets.**

A Generic pitch of the model, that will be presented to the Business Head, must include the following pointers backed with logic:

* Selection of location of the Institute.
* In-depth Market Analysis, Marketing Strategy and Competitor identification & benchmarking.
* General University Statistics and targets. (number of courses, number of seats, etc.)
* Create an Admission prediction model with the attached data set. Split the data set into two & use train and test methodology to create the model. Also State the top 3 most influential factors for admissions.

**Use Appropriate assumptions and tools (if needed) to make the model PPT/Document with precise infographics and visualizations.**

**NOTE: Take a note that we are looking for a Detailed summary of Product design and creation and it can be as technical as possible, as long as the product structure is logical. Insights of data is up to your understanding of the data to derive decisions made for the model.**

**Duration –** 3 Days [From receiving of the mail]