



# OCP Analysis

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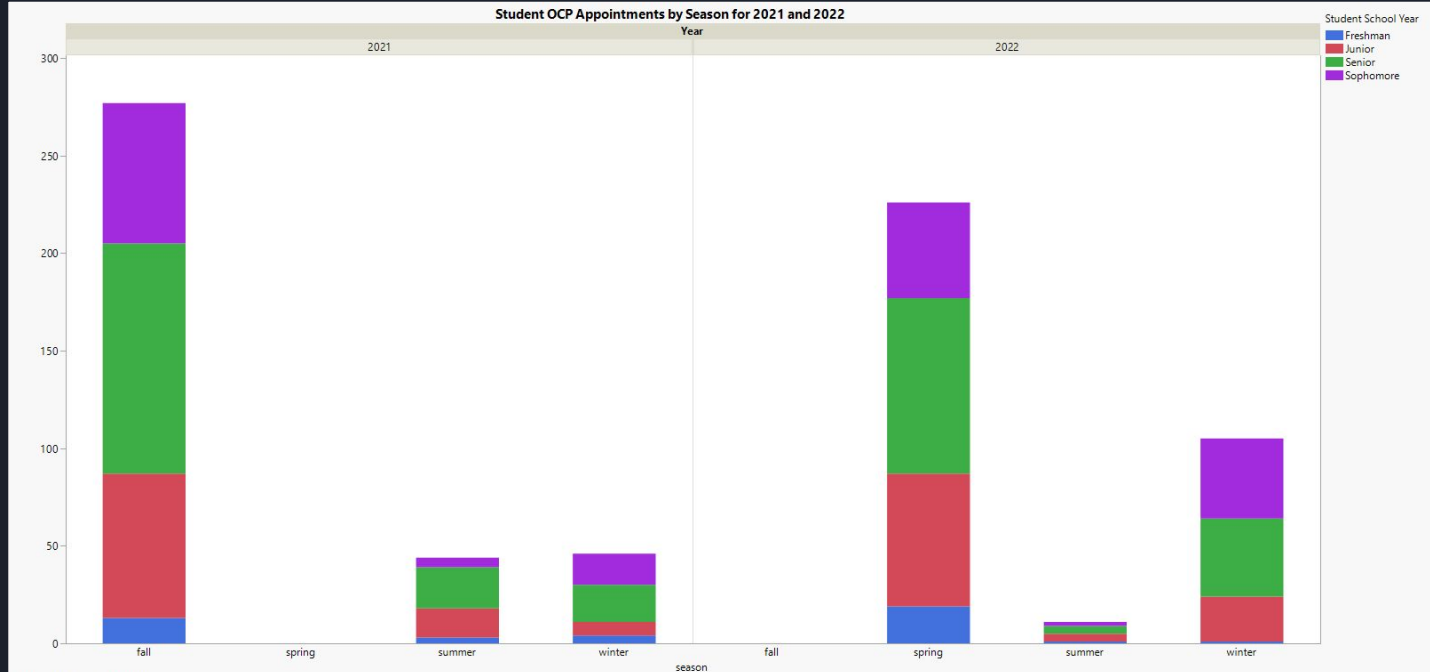


# OCP Appointment Data

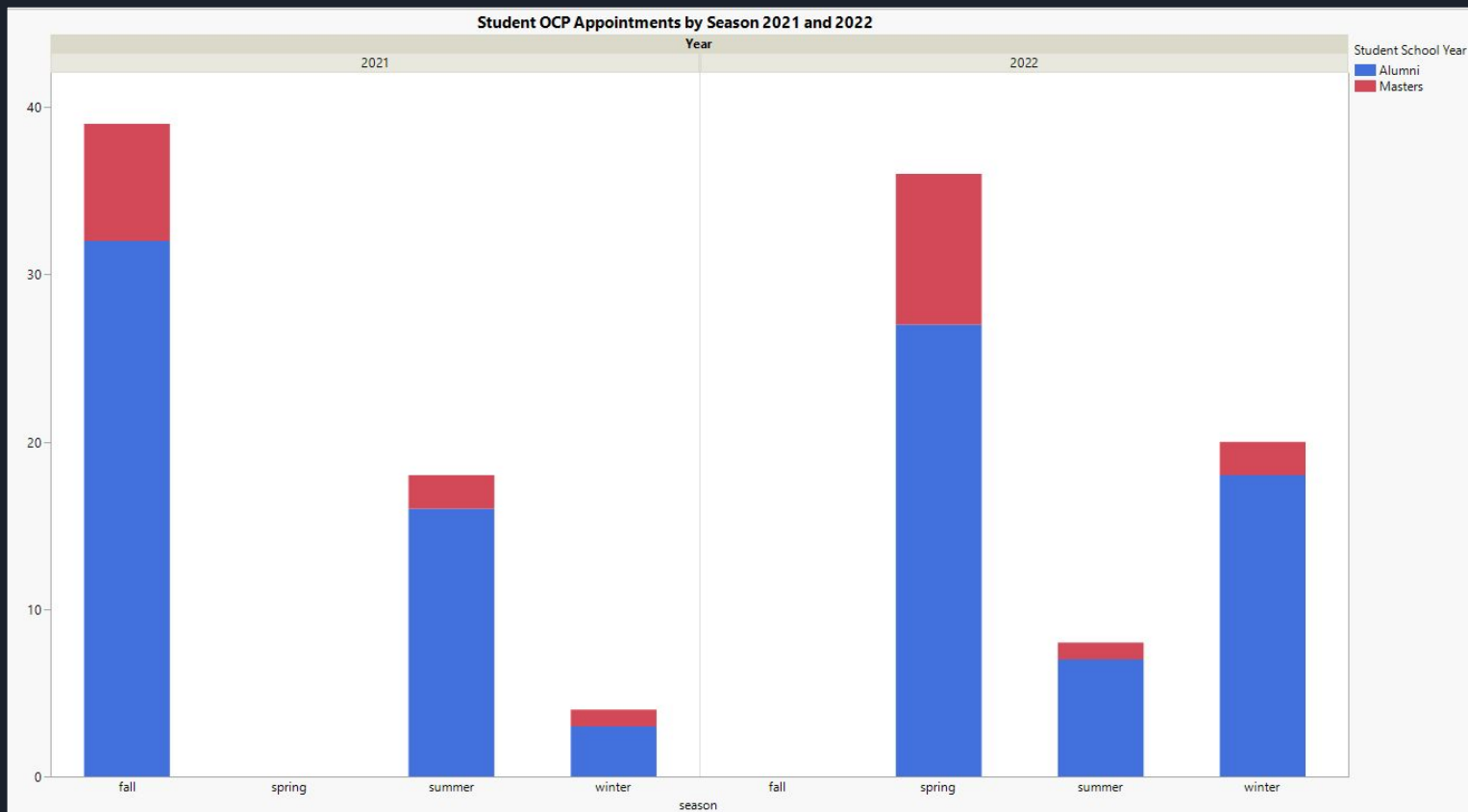
After exploring the OCP Appointment data, we wanted to explore trends between appointments, students, season, and counselors. We formulated the following questions to answer:

- What students seek help the most? –and is there a time of year in which OCP is busiest?
- What appointment types do students attend the most?
- What appointment type is most popular within each school & department?

# When Do Students Seek Help The Most?

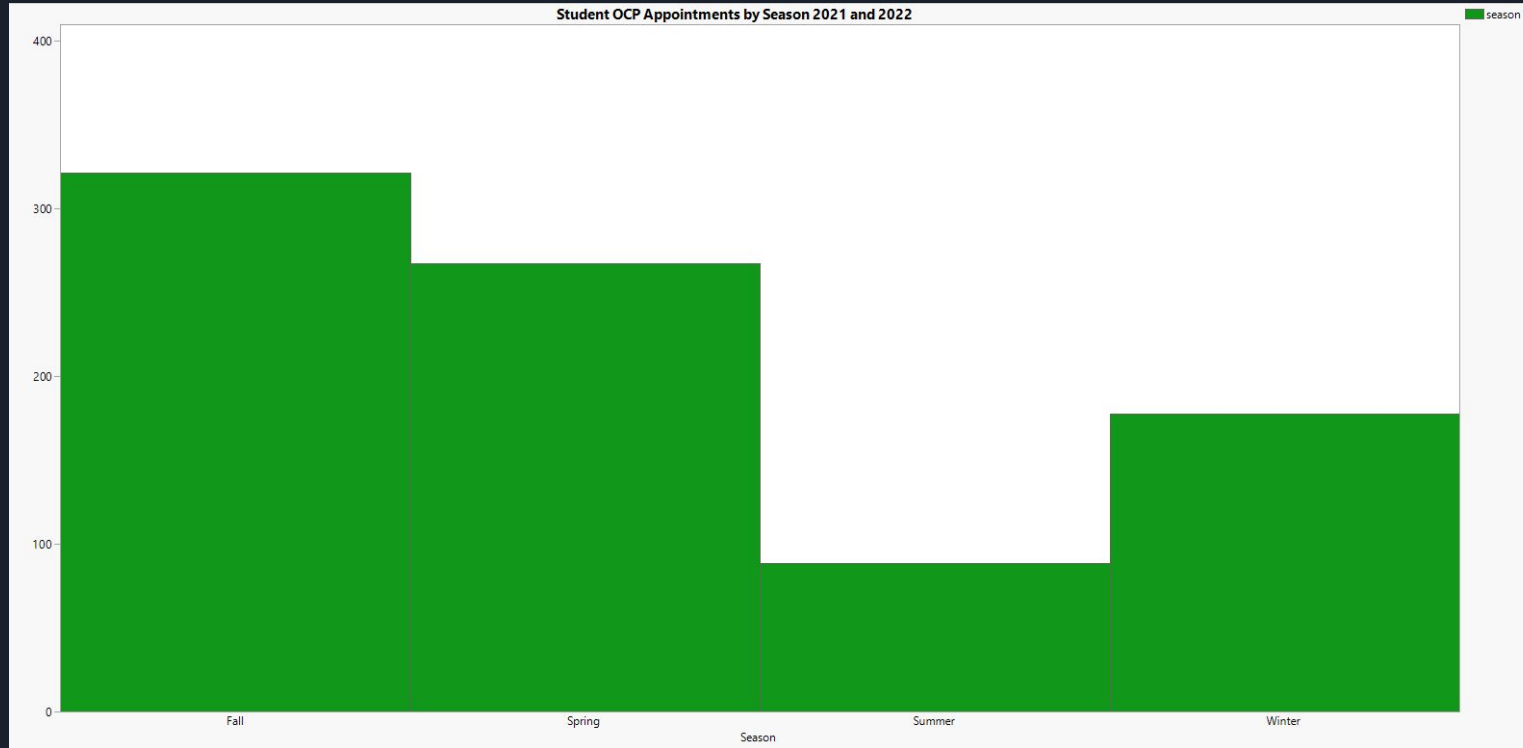


*This visualization displays the number of undergraduate students who attended OCP appointments during the different seasons of 2021 and 2022.*

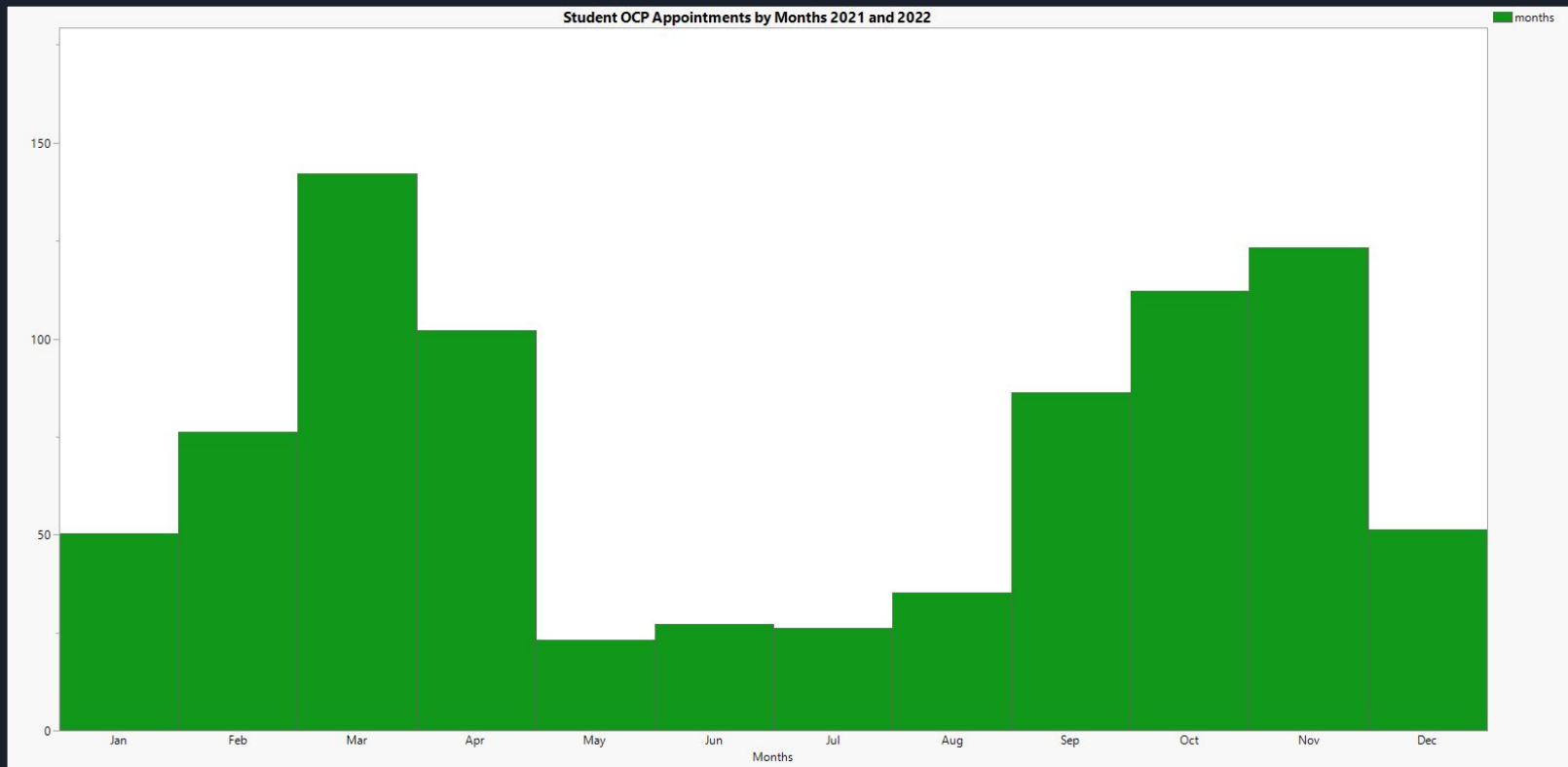


*This visualization displays the number of graduate students who attended OCP appointments during the different seasons of 2021 and 2022.*

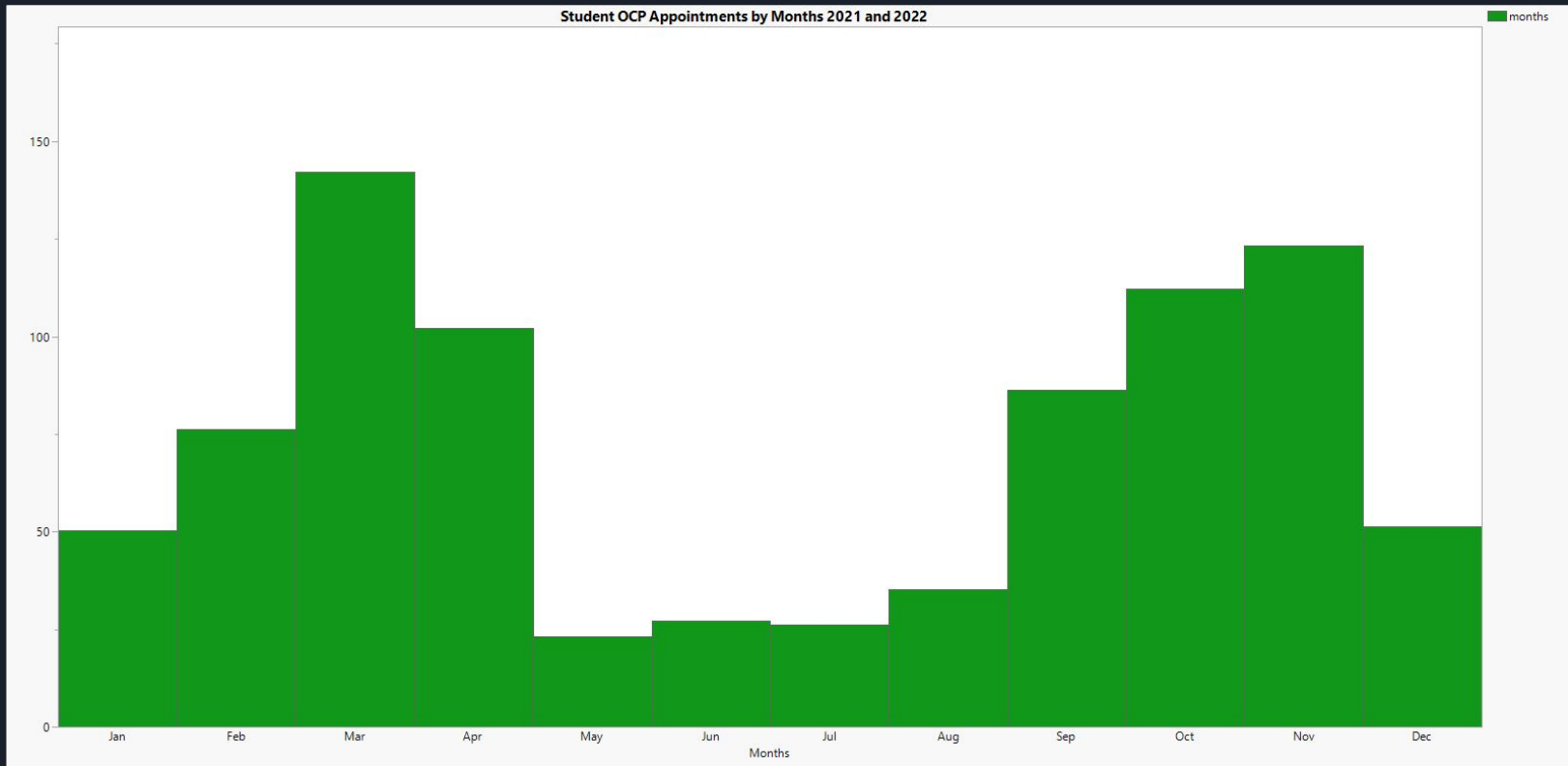
# Is There A Time of Year in which OCP is Busiest?



*This visualization displays the number of OCP appointments during the different seasons of 2021 and 2022.*

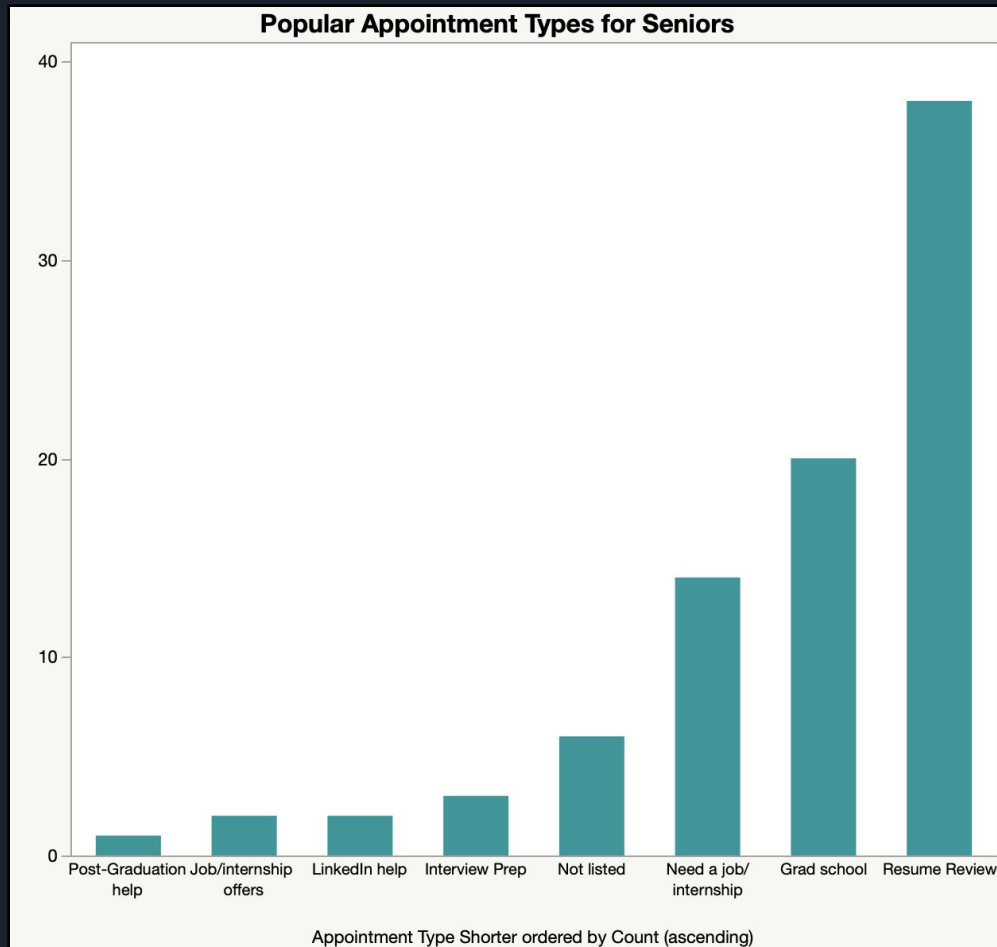


*This visualization displays the number of OCP appointments during the different months of 2021 and 2022.*



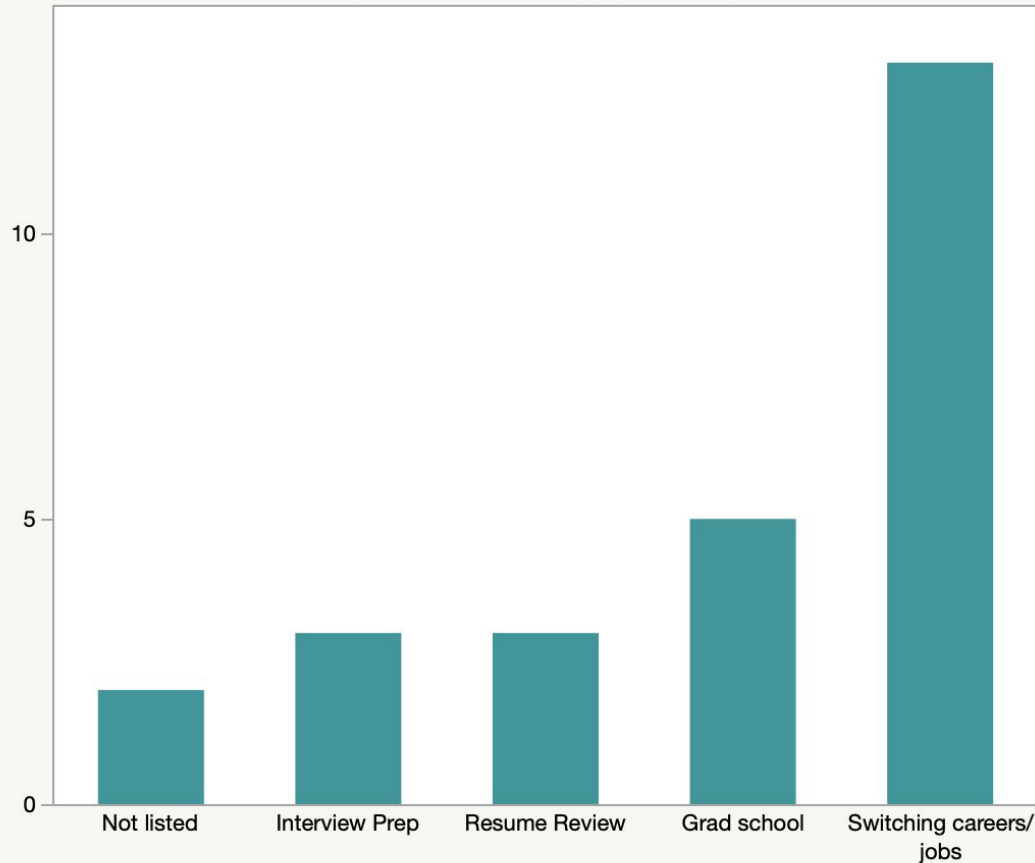
*This visualization displays the number of OCP appointments during the different months of 2021 and 2022.*

This visualization represents the most popular OCP appointment type for senior students at Meredith, and we can see that the top 3 appointment types are Resume Review, Grad School, and Need a job/internship.



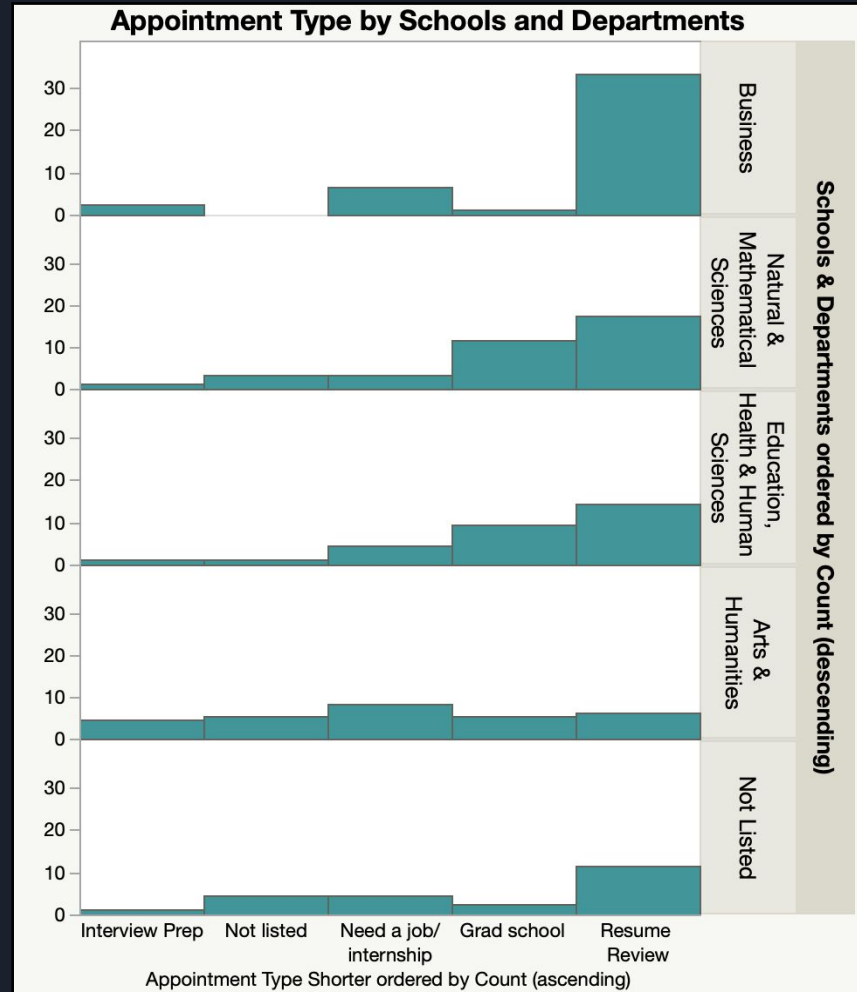


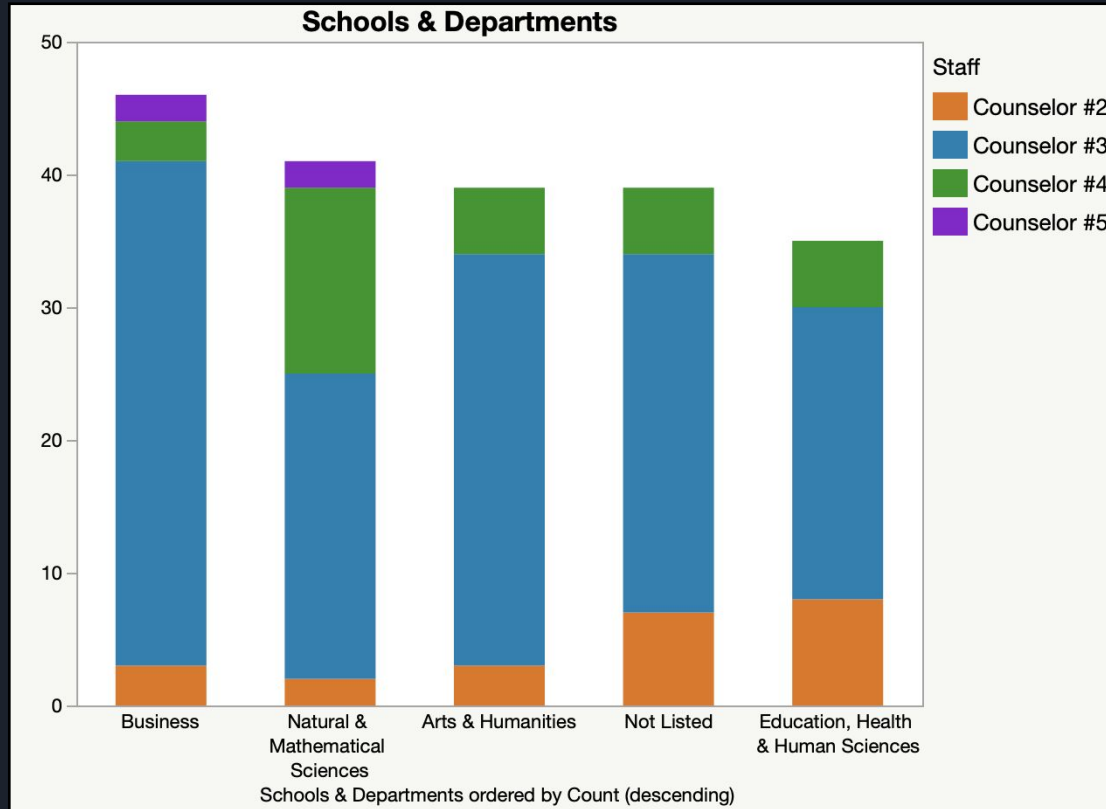
## Popular Appointment Types for Alumni



This visualization represents the most popular appointment types for Meredith Alums, and the most popular appointment type is Switching Careers/Jobs, followed by Grad School.

This visualization shows the different types of appointments by the schools and departments that those students' first listed major is in ordered by number of students in that department who visited the OCP and number of appointment types, and we can see that the Resume Review appointment type is the most popular appointment type.





This visualization shows the different school and departments that students are a part of and which counselor the students saw, and we can see that business is the most popular major to visit the OCP and Counselor #3 is the counselor to work with the most students.

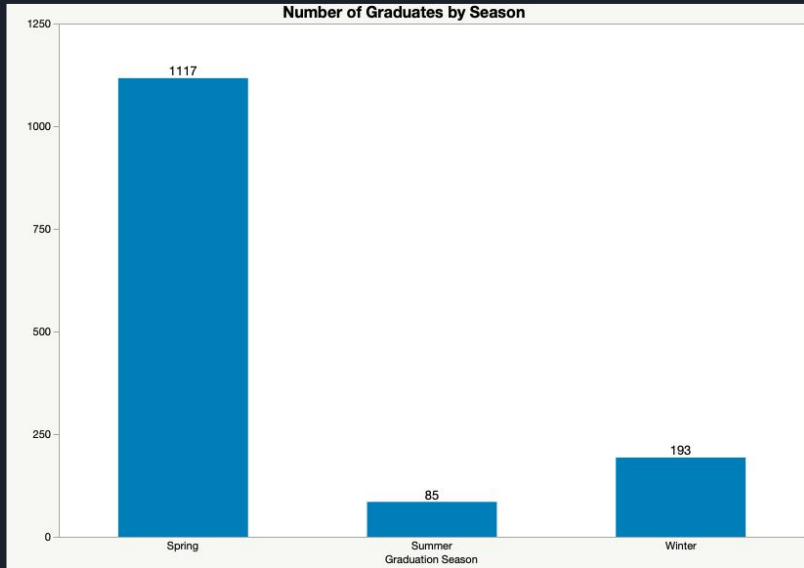


# First Destination Survey Data

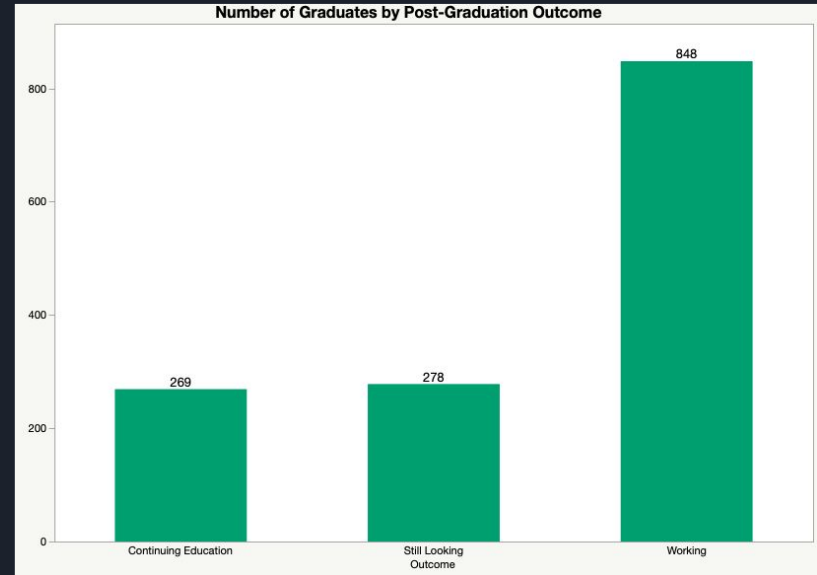
After exploring the data, we found that there were patterns regarding majors, salaries, and graduation season.

- How does graduation season affect post-graduation outcomes?
- How have salaries changed over the last five years?
- How have salaries for each school changed over the last five years?
- How have salaries changed for the four most popular employer industries?

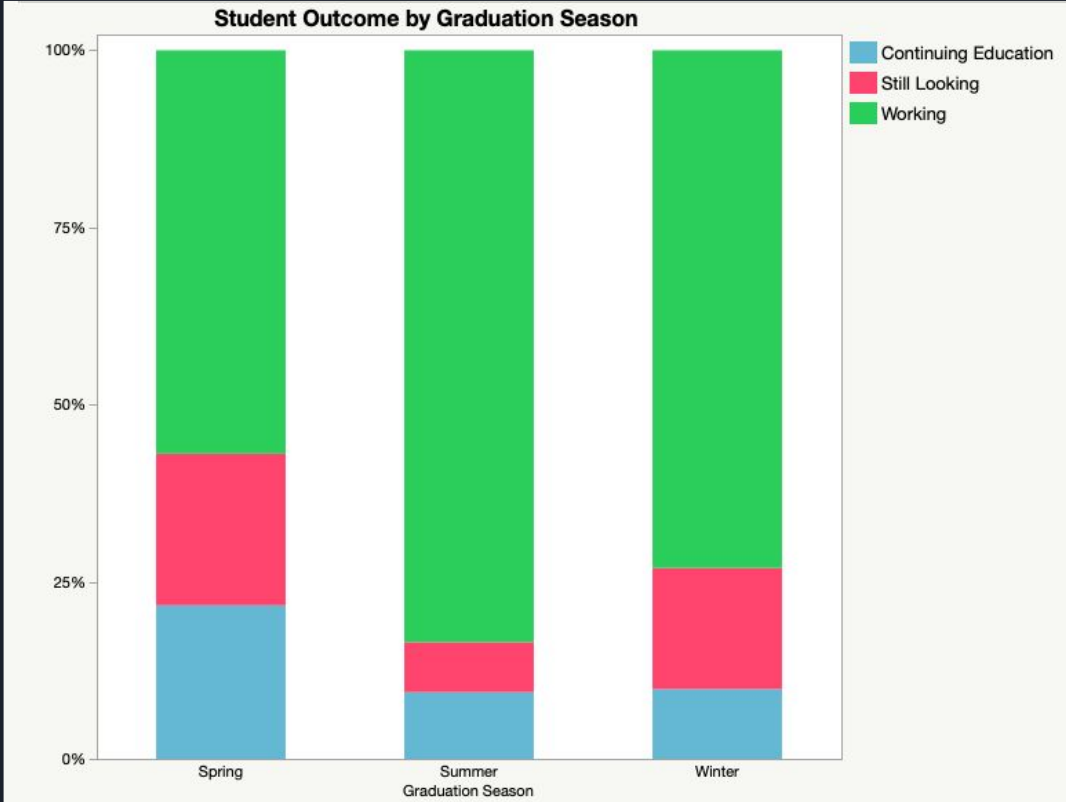
# How Does Graduation Season Affect Post-Graduation Outcomes?



This figure shows that the majority (1117) of Meredith graduates who filled out the First Destination Survey graduated in the spring. That is over 80% of the total graduates.



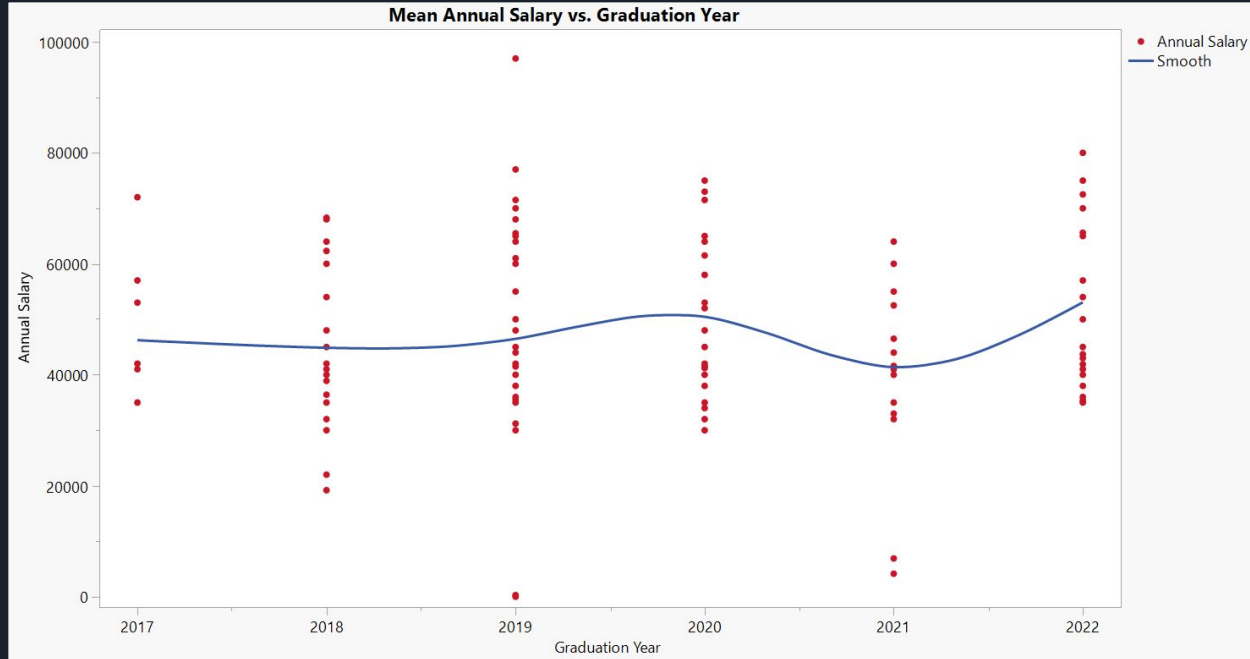
This visualization shows that the majority of Meredith graduates who filled out the First Destination Survey responded that their outcome was “working” post-graduation.



		Outcome			
Graduation Season	Count	Continui	Still	Working	Total
	Total	ng	Looking		
	%	Educati			
	Col %	on			
	Row %				
	Spring	242	239	636	1117
		17.35	17.13	45.59	80.07
		89.96	85.97	75.00	
		21.67	21.40	56.94	
	Summer	8	6	71	85
		0.57	0.43	5.09	6.09
		2.97	2.16	8.37	
		9.41	7.06	83.53	
	Winter	19	33	141	193
		1.36	2.37	10.11	13.84
		7.06	11.87	16.63	
		9.84	17.10	73.06	
	Total	269	278	848	1395
		19.28	19.93	60.79	

The bar chart and the contingency table show that the outcome proportion is not the same across all graduation seasons.

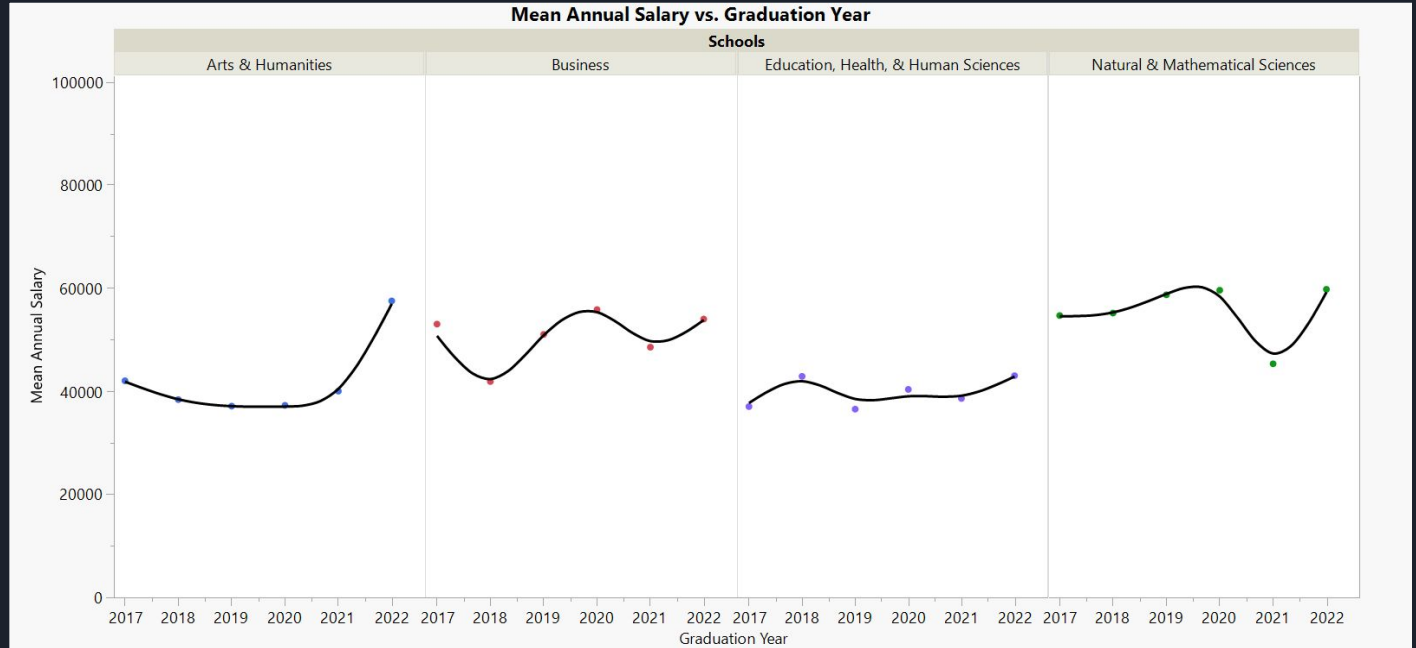
# How Have Salaries Changed over The Last Five Years?



This scatterplot reveals that the mean annual salary has remained about the same over time with a decline in 2021, but it recovered in 2022.

# How Have Salaries for Each School Changed over The Last Five Years?

This visualization shows that the mean salary for each school changes over the five year time period, with some of the schools having irregular changes in salary and some remaining close to constant.



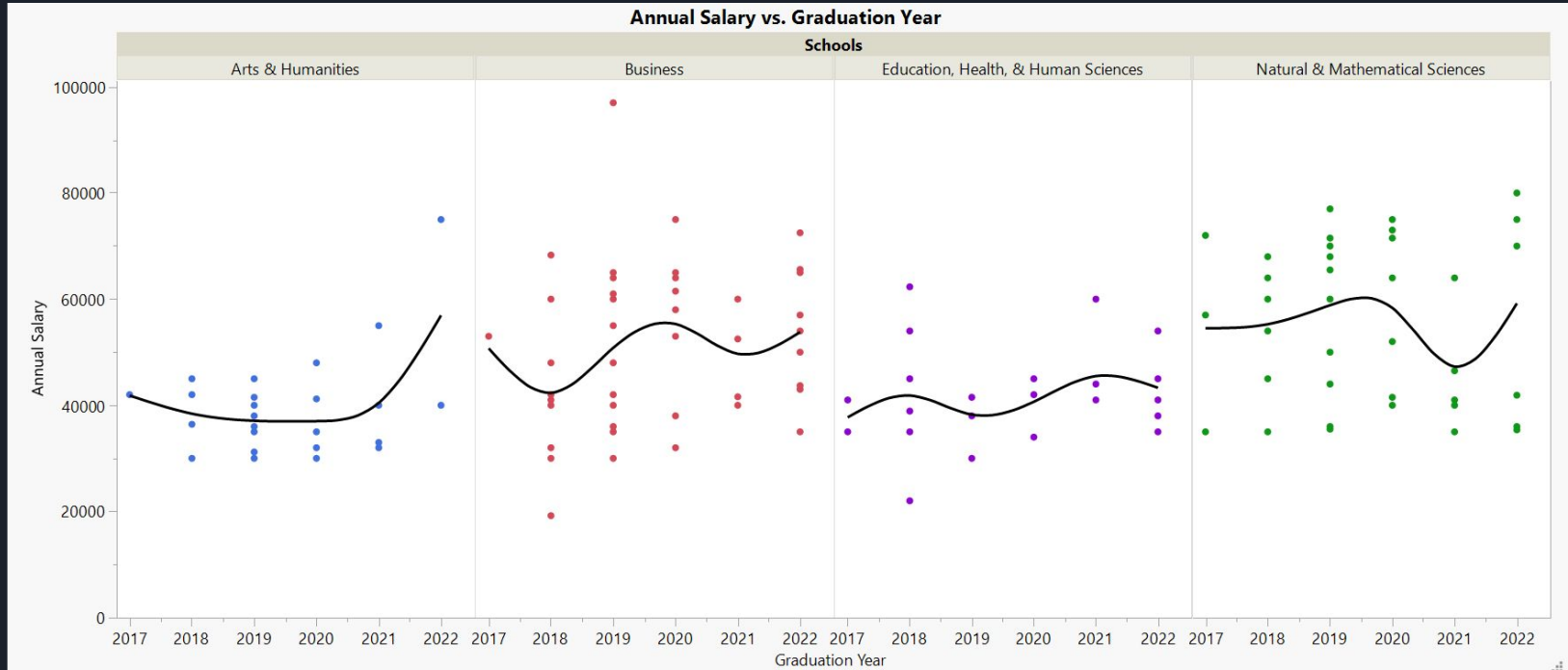
Overall Increase

Some declines but  
overall recovery

Somewhat  
constant

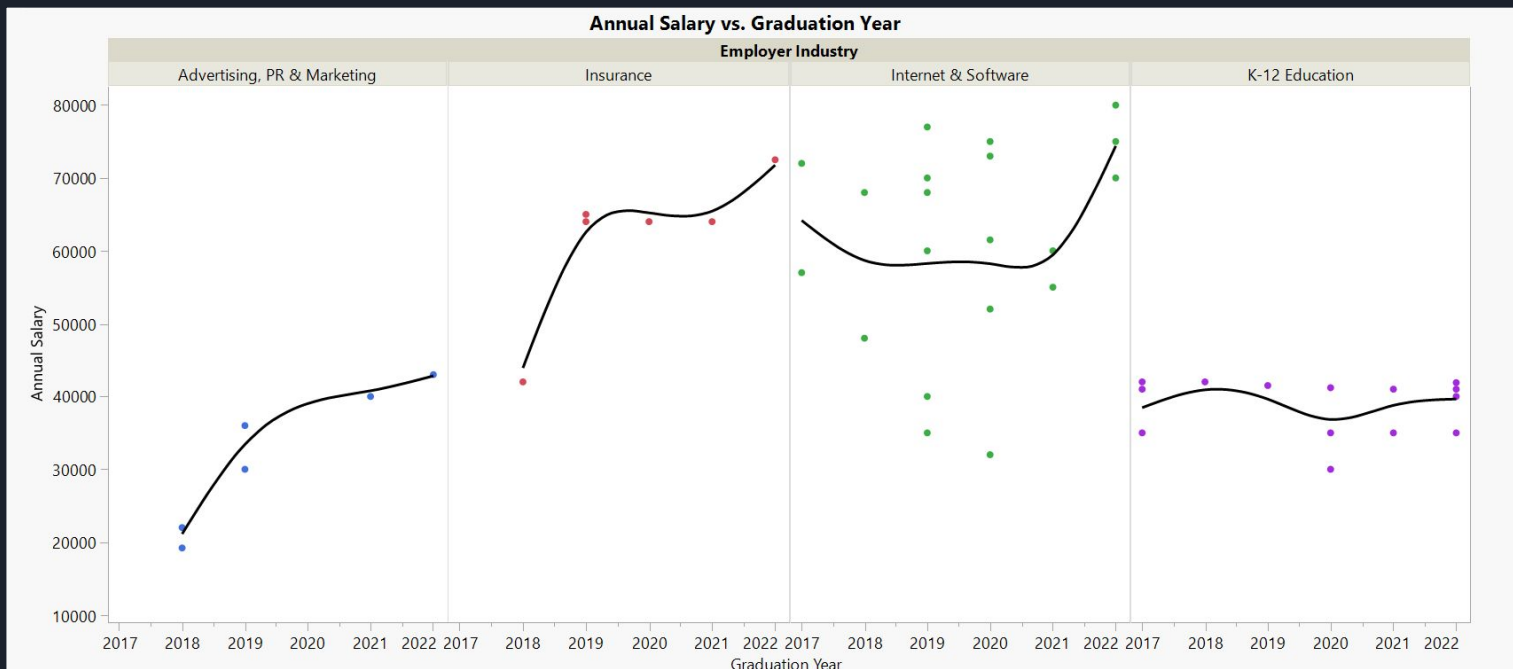
Stead increase,  
sharp decline, and  
then recovery





These scatter plots hold each observation for salary with some years having very few observations and some with many observations possibly skewing the mean salary denoted by the smooth curve line.

# How Have Salaries Changed for The Four Most Popular Employer Industries?



This figure displays an overall increase in salary over the last five years for all of the industries except for K-12 education, in which alumnae's salaries remained somewhat constant with a small decline and then a recovery.