PROCESSESS IN A B-SCHOOL – THE DATA POINTS

MENTOR ASSIGNMENT – 27-05-2018

In the previous submission I have detailed on the various processes that build a B-School. This assignment submission lists out the various data points which can arise during the entire process of Admissions, which could of interest for analytics, and for developing insights for predictive, prescriptive analytics further. This submission focuses on the ADMISSIONS PROCESS IN A B-SCHOOL

PROCESS OF ADMISSION CAN BE CLASSIFIED INTO THE FOLLOWING PHASES:

|  |  |
| --- | --- |
| **STAGE** | **DATA POINTS** |
| ADVERTISEMENT | Media Partners, No. of Insertions, Geographical positioning of ads, Media Mix, Dates of Insertion, No. of Days of Exposure, Editions, Campaigns, Amount Spent, Credit Allowed, Upfront Payments, |
| RESPONSES IN THE FORM OF ENQUIRIES | Web-Hits, Entire Web-Analytics, Social Media Hits, Phone, E-mail, Web Logins with Mobile No., Name of the Candidate, Place, Higher Education Qualification, Course Code |
| PRE-APPLICATION COUNSELLING | Place, Mode, Outreach, In-Campus, significant queries asked & resolved, asked & unresolved, commitments, references, source of information, parents & siblings involvements, word of mouth, SMS alerts, Phone calls, |
| CONVERSION TO APPLICATION FOR ENTRANCE TEST | Same info as Pre-Application Counselling, with Educational qualification, time gap between enquiry and application and payment of fees for entrance test, Coaching Institute or Self Taught, Online or Offline mode, test centre preferences requested, Photo images, signature images, mobile number, e-mail id, Authentic identity, and authentic address proof |

|  |  |
| --- | --- |
| ISSUE ADMIT CARDS FOR ENTRANCE TEST | Online download Vs Courier Delivery, returned undelivered, not-downloaded, PC, laptop, Tab, Mobile modes of usage, password attempts failed, average number of attempts for success in one go, technical errors, web hang-ups, internet problems, day & time wise download data, placewise traffic, and hits, multiple downloads, modifications requests post downloads, SMS Alerts, E-mail contacts |
| CONDUCTING THE ENTRANCE TEST | Name, Admit Card Number, Login and Logout time, Attendance, Authentication with ID proofs, behavioural noting during the test, malpractice information, disputes, centre observer and room-wise invigilator remarks, tallying question papers and OMR Sheets with allotted, issued, submitted, attendance, surplus, deficit, destroyed, receipt and return courier details, Personnel involved the conduct of the test, Honararium payment related information |
| EVALUATION AND RESULT DECLARATION FOR ENTRANCE TEST | Multiple evaluation, cross and sample verification, marks at each stage, candidate wise, disputed cases resolved and non-resolved, invalid OMR sheets, suspected malpractice cases, tabulation, ranking, and web-hoisting, personal e-mail information, SMS alerts |
| ISSUE OF CALLS FOR GD & PI & Bio-Data Forms | All previous information, download and postal delivery and returned details, Candidate Education, Co-Curricular, and Extra-curricular details, family, Psychometric data, SOP. |

|  |  |
| --- | --- |
| CONDUCT OF GD & PI | Attendance, Score, Remarks of Panel members, Member wise score, centre wise attendance, changes of centres, Postponments and preponments data |
| TABULATION OF SCORES FOR FINAL SELECTION | Centre-wise score data with BIO-Data. Quantitative assessment and subjective assessment details, centralised scruitiny and cross verification, Ranking lists |
| ISSUE OF MERIT LIST AND WAITING LIST | Candidate name, admit card number, stage wise marks, rank, |
| OFFER FOR ADMISSION | Same as above with address for the offer letter |
| COUNSELLING FOR ADMISSION | Significant Queries regarding admission, fees, education loan details, modes of payment, dates, hostel accommodation, extensions, drops. Multiple stages of counselling, seats filled at each stage, waiting list conversions, merit list conversions, decile wise rank conversions, |
| REGISTRATION FOR ADMISSION PROCESS | payment of commitment fees, fee particulars, cross validation with accounts for NEFT, DDs, Mobile Transfers etc., |
| CERTIFICATE VERIFICATION | Documents submissions, original certificate verifications, Incomplete documentation details, notings and remarks related to document verifications |
| CONFIRMATION OF ADMISSION | Accepted, Rejected, pending decisions |