**Source:**

The Wall Street Journal (2017). Where it pays to attend college: *Salaries by college, region and academic major*. Retrieved from <http://online.wsj.com/public/resources/documents/info-Degrees_that_Pay_you_Back-sort.html>. Accessed on September 10, 2018.

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**Overview:**

Figuring out the type of College that you intend to attend for your higher studies depends upon a lot of factors such as location, quality of education offered, courses offered and their market trends, fee structure and the reputation of the university in the current global market. However, one of the key factors that students and their parents consider while choosing a college is the annual average salary that the student will likely be eligible for after graduating from that college. Obviously, this depends on a variety of external factors such as the student’s grades and the educational skills that he attains, however, the following data sets gives a view on how these colleges fare in terms of annual average salary offered over a period of time right from the start of the career to the mid-level career range.

The three data sets provided are Salaries by type of college, Salaries by Region and Degrees that pay you back. The data set “*Salaries by type of college*” provides the information on how the starting salary varies for the top ivy league colleges from the other list of colleges. It also gives an insight on how the salaries gradually develop over a period of time till mid-level career where the difference between the mid-level career salaries does not vary much for the colleges listed. The data set “*Salaries for Colleges by Region*” explains that the starting and the mid-level median salary for students differs by region too. By the data set provided we can see that the average and starting salary of students who have attended some of the colleges in California and north eastern regions have a higher starting and mid-level career salaries than the mid-western and western regions. If we look at the mid-career 75th and 90th percentile salaries by region then many southern region colleges have a much higher salary rise along with California and north eastern region colleges. It also gives us an insight that colleges located in top industrial locations or bay areas make a major difference since they have a better offer in terms of starting salaries and their gradual growth till mid-level career salaries. The third data set, “*Degrees that pay you back*” gives us an insight on how different majors impact the salary trend offered. The column percentile salary increase helps us understand the demand and the development among the different majors where Math, Marketing, International relations, Economics, Architecture are some of the majors with a massive increment from the starting to the mid-level range whereas nursing and nutrition are some of the majors with a slow growth in these range periods.

**Potential Data users and decision makers for this data:**

Students: This data can be analyzed and used by students to make an informed decision on the colleges they wish to join. Although, a lot of other factors also come into picture while choosing a college such as degree preferences and fee structure, however this can also help analyze the various degrees that have significant growth and demand in the near future and the colleges that offer them by region.

College administration: The data sets can also be used by the college administration to identify the possible improvements and developments in their course structure and infrastructure to better groom and develop the students. This will allow students to develop more on their skills as required by the current industry and will place them in a better economic position in various good companies.

**Three questions this data might help to answer:**

1. Which colleges fare well in terms of starting level salaries till mid-level career salaries and how they gradually develop over a period of time?
2. What impact does the geographic location of these colleges have on the starting and the mid- level career salaries offered?
3. Which are the most in demand degrees that have the maximum growth in terms of salary increment and which are the degrees that have the least growth over a period of time?

Word Count: 767