# Capella – AI-Enabled Study Path Finder

## Objective:

To design and develop an AI-powered tool that assists prospective students at **Capella University** in selecting the appropriate educational program. The tool will assess the student’s background, preferences, and career goals, then recommend the best programs along with insights into career paths, alumni success, and industry demand.

## Target Users

* High school graduates exploring **Bachelor’s** programs.
* Working professionals considering **Master’s/Doctoral** programs.
* Industry professionals looking for **Certificates** for skill enhancement.
* Career changers seeking **guided growth paths**.

## Input Parameters

Users will be guided through structured questions, such as:

* **Current Education Level:** High School, Associate, Bachelor’s, Master’s, Doctoral.
* **Field of Study / Major** (if any).
* **Current Role / Industry.**
* **Years of Experience.**
* **Geographic Location** (to align with local/national demand).
* **Future Career Aspirations:** Leadership, Specialization, Research, Industry Change.
* **Learning Preferences:** Full-time, part-time, self-paced (FlexPath).

**AI Recommendations**

**Student Profile (Inputs)**

* Current Education: Bachelor’s in Business Administration
* Current Role: Marketing Analyst
* Location: Texas, USA
* Future Goal: Move into Data-Driven Marketing Leadership
* Learning Preference: FlexPath (self-paced)

### 🎓 Recommended Program:

**Master of Science in Analytics**

**Why This Program?**

Your background in marketing combined with your aspiration to move into leadership aligns with analytics and data-driven decision-making. This program will position you for senior roles in marketing strategy, analytics, and digital transformation.

### 📈 Program Insights

* Current Students Enrolled: **1,340**
* Students Graduated (last 5 years): **3,280**
* Average Completion Time: **18 months** (FlexPath)
* Graduation Success Rate: **82%**

### 💼 Career Path Projections

* Possible Job Titles: Marketing Analytics Manager, Data Insights Leader, Business Intelligence Director.
* Average Salary Range: **$95,000 – $135,000** (Texas market).
* Industry Demand: **Projected growth of 23%** in marketing analytics roles by 2030.
* Alumni Example: A graduate now working as **Director of Marketing Insights at a Fortune 500 company**.

### 💰 Tuition & Financial Aid

* Estimated Program Cost: **$24,000**
* Scholarships Available: **Women in Business Leadership Grant**
* Corporate Tuition Discounts: Available for **partner employers**.

### 📌 Next Steps

1. Schedule a call with an **enrollment counselor**.
2. Review admissions checklist.
3. Explore Capella’s career services support.

### 📚 Alternative Pathways

* **MBA in Marketing** (if leadership focus > technical skills).
* **Graduate Certificate in Data Analytics** (shorter path, stackable toward MS).