

BUSINESS VALUE PROPOSITION

Client: Mr. Kirk Bogard and FSB officials who are seeking information regarding FSB student placements in professional careers post-graduation.

Client Jobs

- Give FSB seniors insight into typical pay ranges for their job type and the geographic location of their job to help develop expectations and aid negotiation.
- Show potential students and their parents that FSB produces great job outcomes and breeds successful graduates.
- Aid FSB students in discovering typical job location placements post-graduation based on region.
- Derive insights from past student outcome data that help to promote FSB to employers, potential students, and current Miami students interested in a business major.

Pains

- The world is constantly changing, and the insights of staff at FSB on how much students make after graduation and where they end up may shift drastically each year. Without data, these insights may become inaccurate and mislead students about what to expect in their job hunt.
- A lack of data-backed insights about job placement statistics can make FSB seem unprofessional to potential students, and cause Miami to lose out on top potential students.
- FSB graduates end up in many places throughout the country, and without an analysis of past data it is very difficult to know what areas attract the most students and what areas students tend to avoid.
- Insights that are being published must be correct, and without proper data analysis Miami and FSB cannot claim certain merits that would help boost FSB's image.

Intended Solution

We are planning to use Tableau to create maps, charts, and other visualizations to deliver our insights to the client.

- Tableau map that is color-coded by region and shows what % of Farmer students accept jobs in each region/state.
- Tableau chart showcasing average salary by geographic region, and also average salary once adjusted for cost of living differences.
- Tableau dashboard that shows the name of each geographic region, as well as the top 10 job categories by region.
- An infographic card that shows what percent of students from each region are working in important categories such as investment banking and consulting.
- Tableau dashboard clearly showcasing each city (4 C's and one "other" category), as well as the top job categories for that city.

Pain Killers

- These easy to comprehend Tableau visualizations will clearly show what regions FSB graduates commonly end up as well as average regional salaries, which will help the clients to better understand trends and guide students in their job search as well as being able to better control student expectations
- The visualizations will provide critical information to the client about past job placements as well as where students end up geographically, which can help to boost FSB's professionalism as well as attract potential students that are interested in similar jobs/locations that commonly hire FSB graduates
- The clearly labeled and color coded Tableau maps will help the client understand where FSB graduates have historically ended up, as well as being able to see if these trends have stayed the same or if students have been choosing new regions in recent years.
- The Tableau visuals will be based on actual FSB student data from previous years, which means that any insights drawn and derived from the data are supported and can be used in marketing and PR to boost the image of FSB and Miami.

Gains

- The clients will be better equipped with essential knowledge to help students in their job hunt, which may lead to better student outcomes in future years.
- Having insights on average salaries by region and job type will allow the clients to equip students with proper expectations, and may help guide students on when they need to negotiate a salary offer.
- Having a Tableau dashboard that shows salary by region (and cost adjusted salary by region) will help the clients better understand what market salary rates are for students in different geographic regions. This means that the client will also be able to see how regional cost of living differences affect FSB graduate salaries, and therefore they will be better able to advise students looking at jobs in different regions on what salaries to expect.

Gain Creators

YoY Trends of FSB graduates

- When the client is able to better understand past trends of FSB graduates, they can advise students based on what was successful for past students, and therefore seniors will be better prepared for the job hunt and may even be more likely to be successful.

Average Salary by Region and Job Type

- Students often struggle to know when to negotiate a job offer, and so having references of salary based on region and job types will empower seniors to negotiate a better salary when their offer does not match market rates that past FSB graduates saw.

Cost-of-living adjusted average salary

- When looking at average salaries by region, you are not comparing apples to apples. Many things affect salary, such as regional cost of living, job type, hours worked, and more. Adjusting salary to account for cost of living differences between regions will provide a clearer picture of actual salary differences between regions, and will give the clients a better picture of average regional salaries that they can use to guide students.