

An Exploratory Data Analysis on Users' career interests

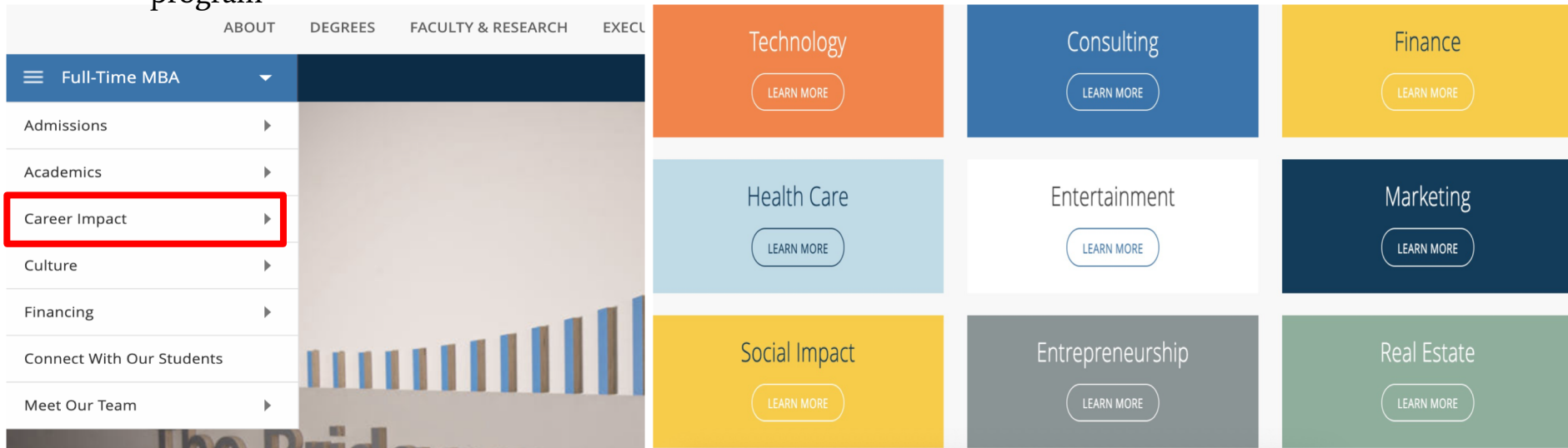
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Agenda

- Introduction to the idea and purpose
- General comparison between applicants w/ & w/o primary career interest
- Deep insights into applicants with primary career interest
- Additional recommendations and improvements

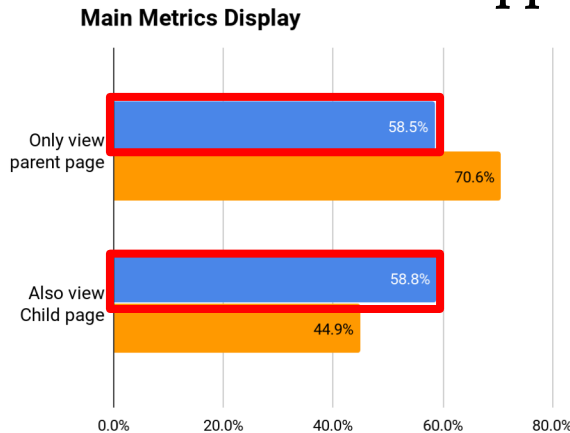
Introduction

- The main purpose of this analysis is to explore how applicants behave after they review “career impact” page and subpages of each career path.
- Two categories of applicants in this analysis: applicants who filled in “primary career interest”; applicants who did not fill in.
- Two main metrics for the analysis we used: Application Rate & Rate of Offer Acceptance
- We aim to drive insights from data to enhance engagement and probability of applying for MBA program

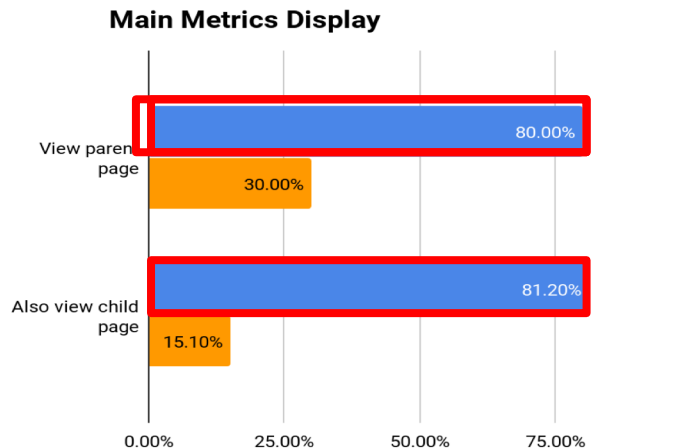


General Comparison: users with career interests have lower application rate

- Users with career interests



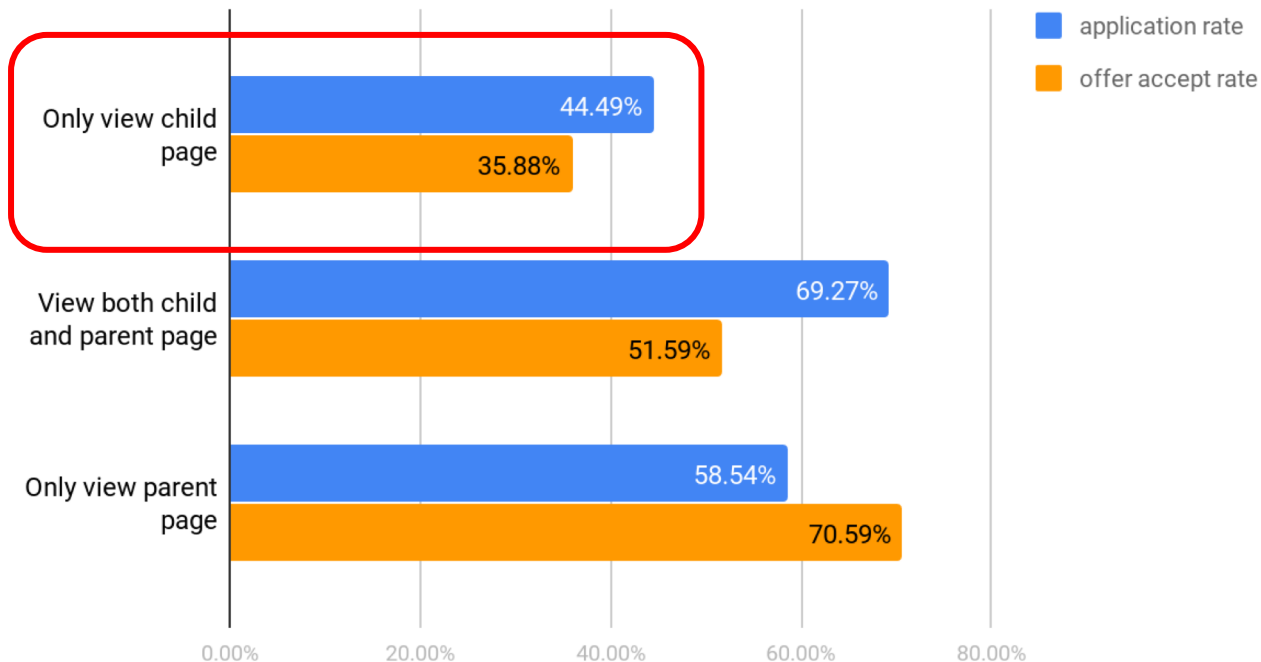
- Users without career interests



Breakdown applicants with career interests:

Users who only view child page have the lowest complete rate and accept rate

Application rate and offer accept rate



Focus on people who view child page only:

Three career paths with lowest application rate

Salary shown on
the page

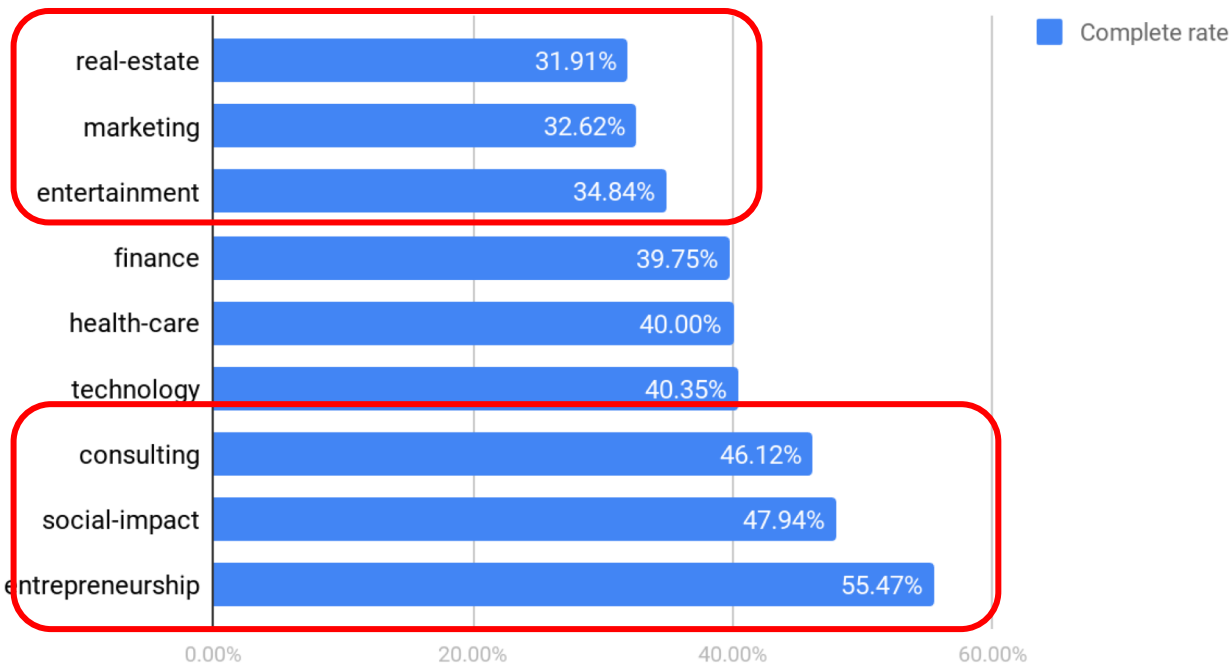
105K
120K
100K



140K
Not available
Not available



Complete rate by view of each path



Conclusions

- The group of people who have career interests, and only view career path page are the hardest to convert, therefore we need to make extra effort to target them
- Real Estate, marketing, and entertainment has lower application rate. Relatively low salary shown on the page can be a concern for applicants, we can consider not to highlight them

Full-Time MBA Career Impact > Entertainment Career Path

ENTERTAINMENT@ANDERSON

Last year, about 6% of Anderson students were hired into various roles across the entertainment and media industry in areas such as strategy, business development, business intelligence, franchise marketing, content acquisition, corporate finance and digital distribution. Companies hiring Anderson students ranged from traditional major studios and game publishers to sports-related companies and up-and-coming players in content distribution and technology. Parker has helped students land **a median salary of \$100,000, with 24% landing signing bonuses, and 18% receiving stock and equity options.**

Additional recommendations

- Change the order of career paths based on popularity, giving the most popular path the best visibility

