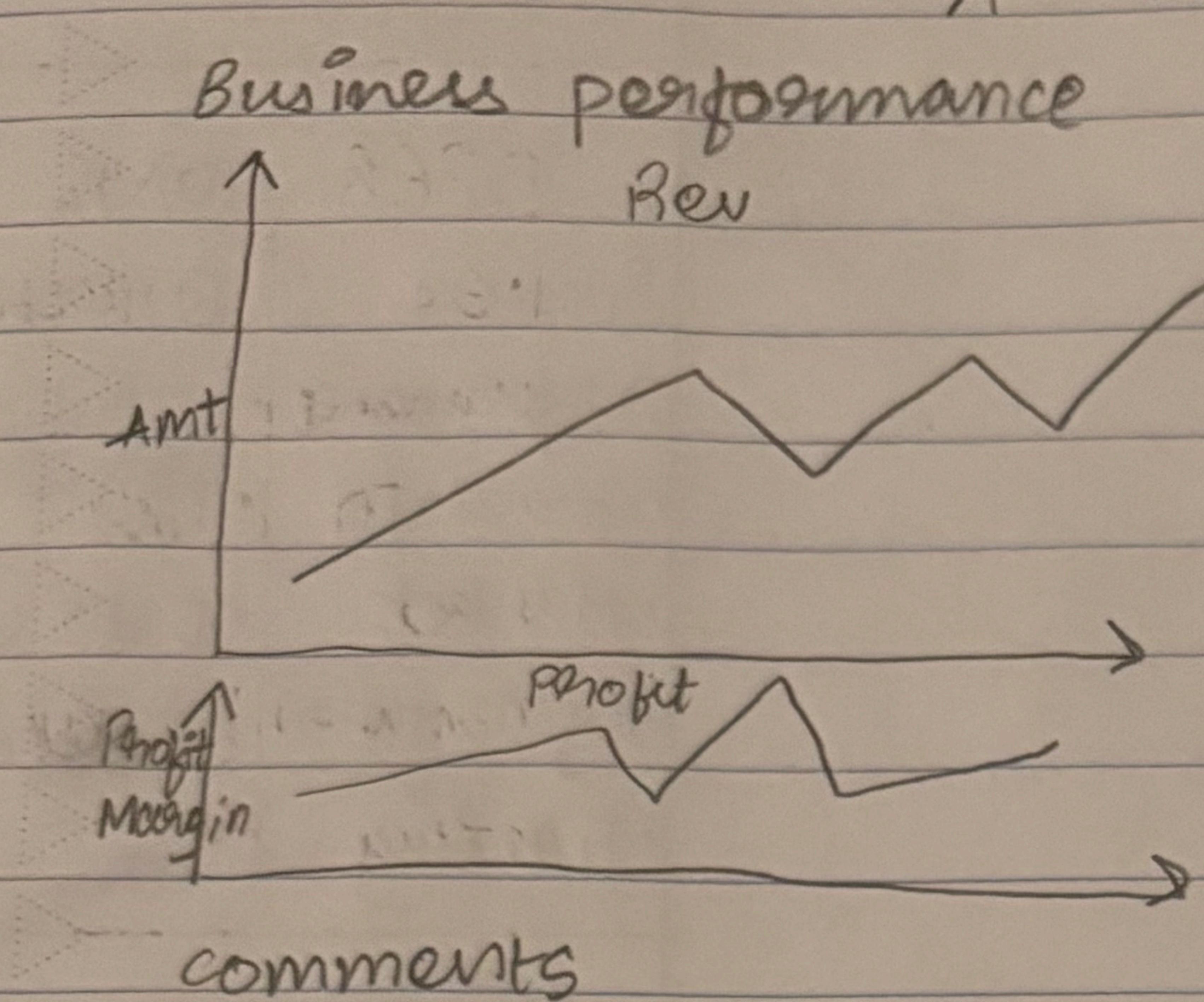


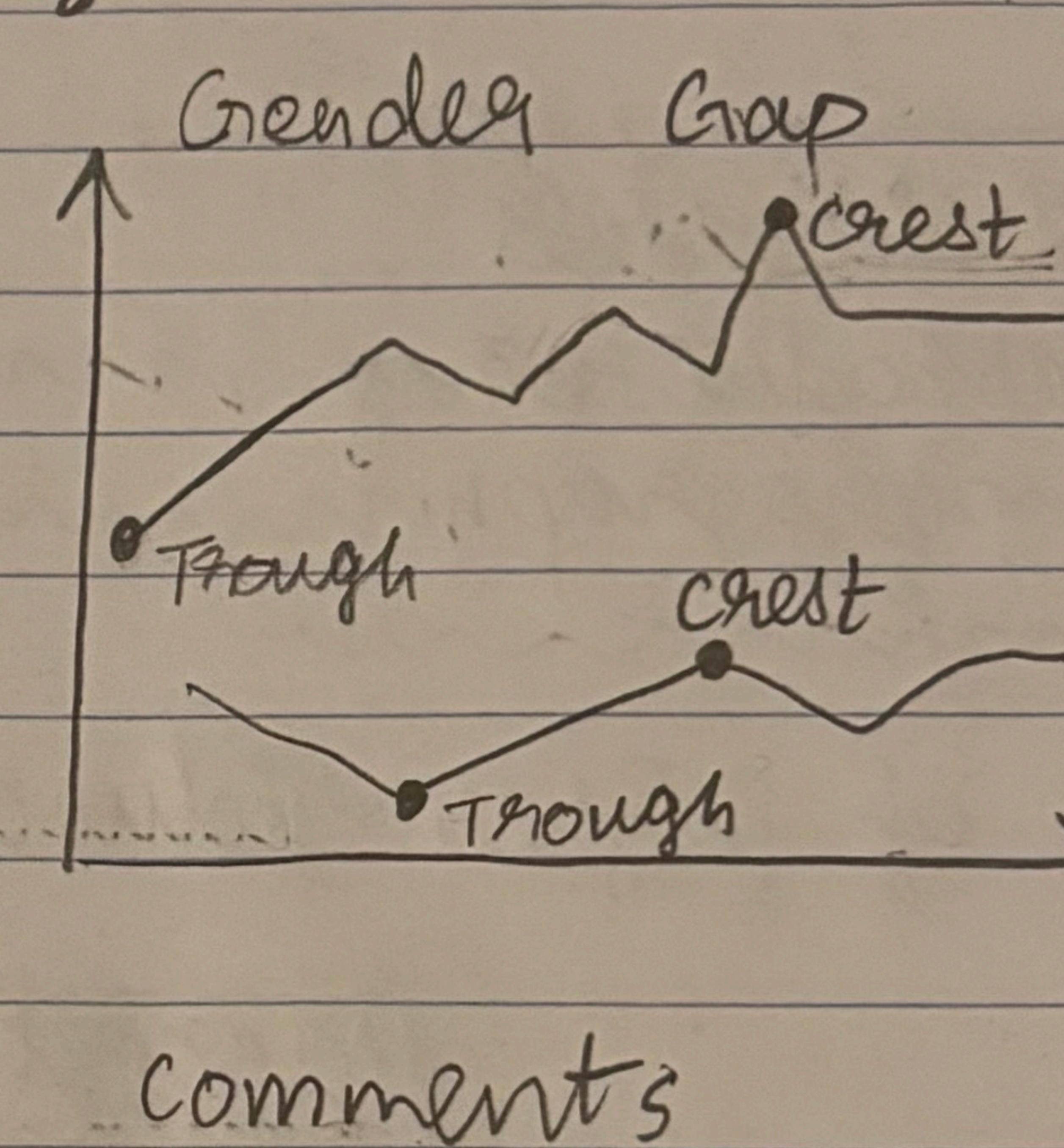
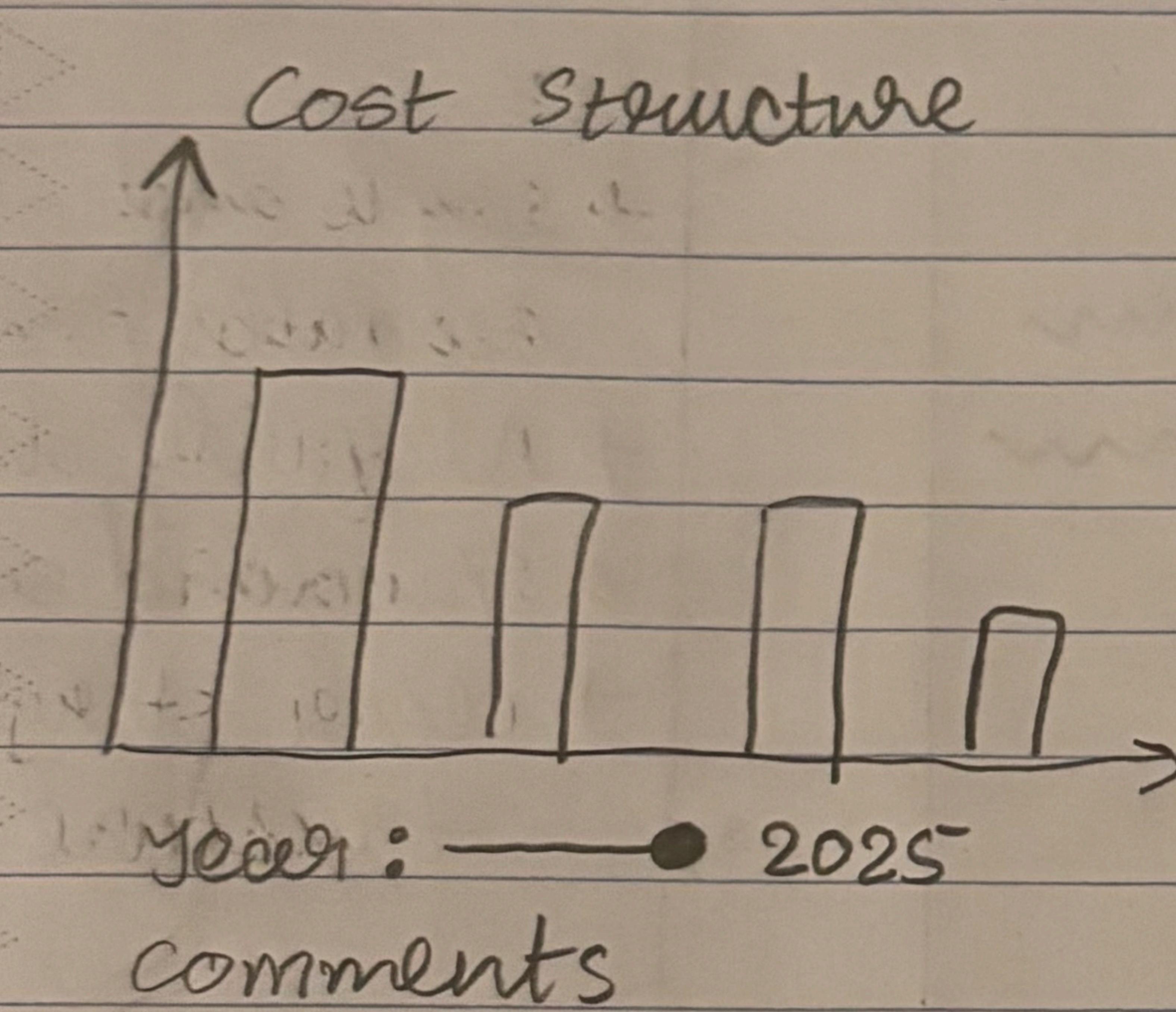
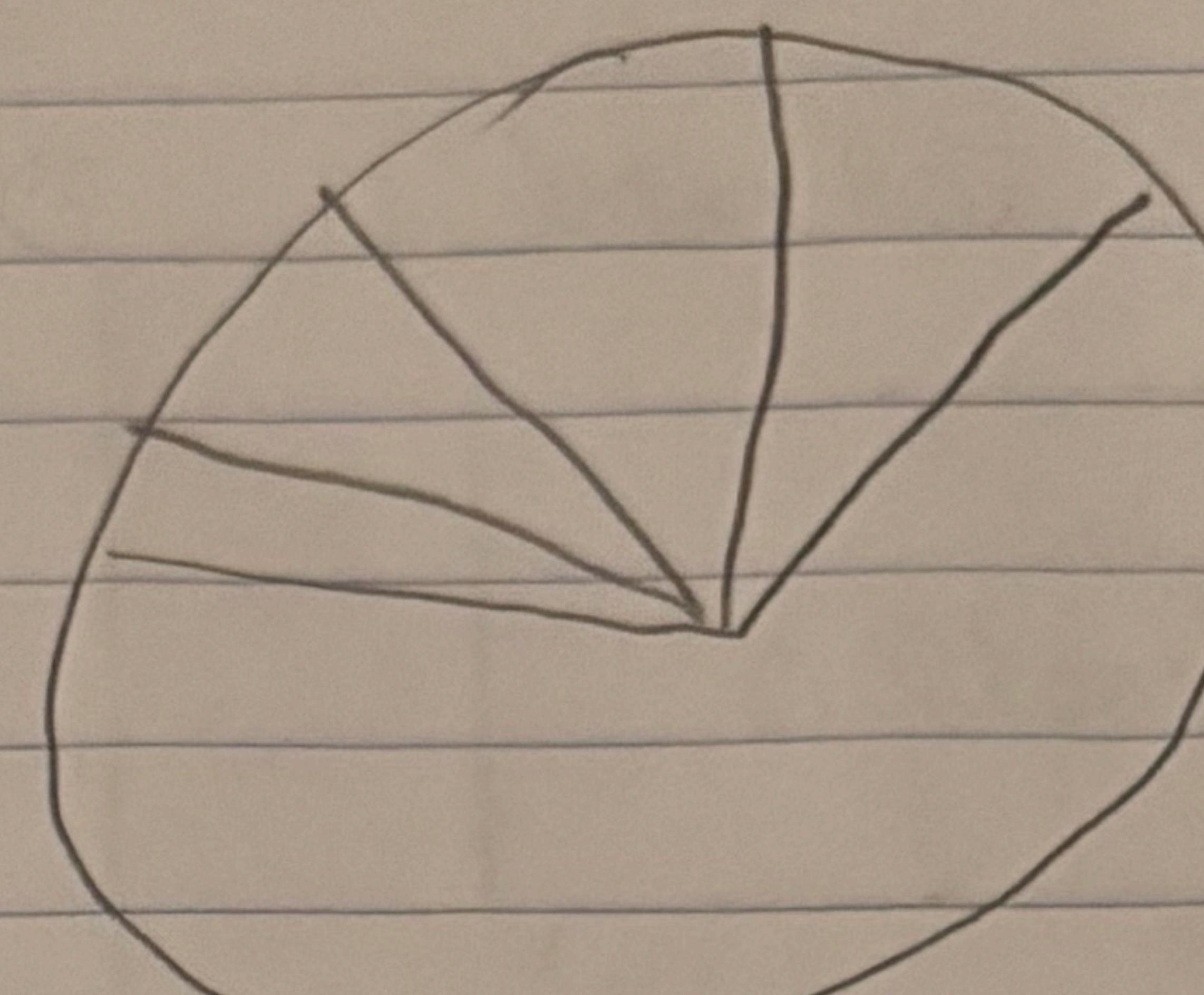
Design Sheet 4

LAYOUT Australian Higher Education: A Visual Overview

Title: Australian Higher Education
 Education: A Visual Overview
 Author: S. R. Fofaria
 Sheet: 4



Market share



Title	
Format:	Visualisation
comments	

FOCUS

Business

Performance: Revenue and Profit

Market Segmentation: Market Share distribution, Product and Service segmentation.

Geographical data: Enterprises (Units)
 Enterprises (%) vs Population (%)

Funding pattern: cost structure

Enrolments

Population: student distribution
 gender gap

High school to Uni transition:
 Uni participation, Year 12 to Uni
 Uni pool by educational field

OPERATIONS

Business	Enrolments
• Performance	• Population
• Market segmentation	• High school to Uni
• Geographical data	• Uni pool
• Funding pattern	by educational field

DISCUSSION

Pros

- Simple and clear structure
- Adequate data
- Standard sizing

Cons

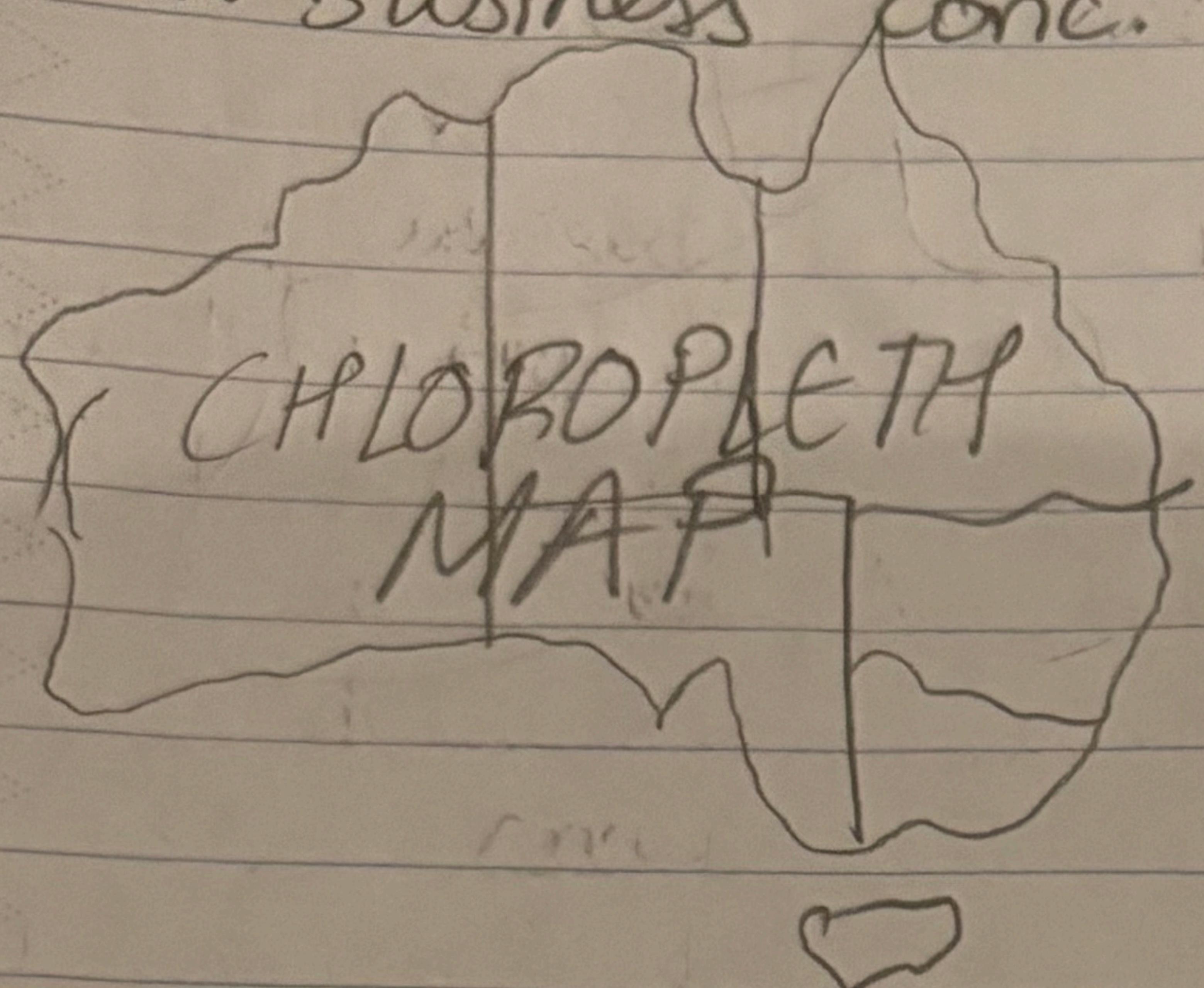
- Still missing structured storytelling

Design Sheet 3

Title: Australian Higher Education - A Visual Overview
Author: S. R. Fofaria
Sheet: 3

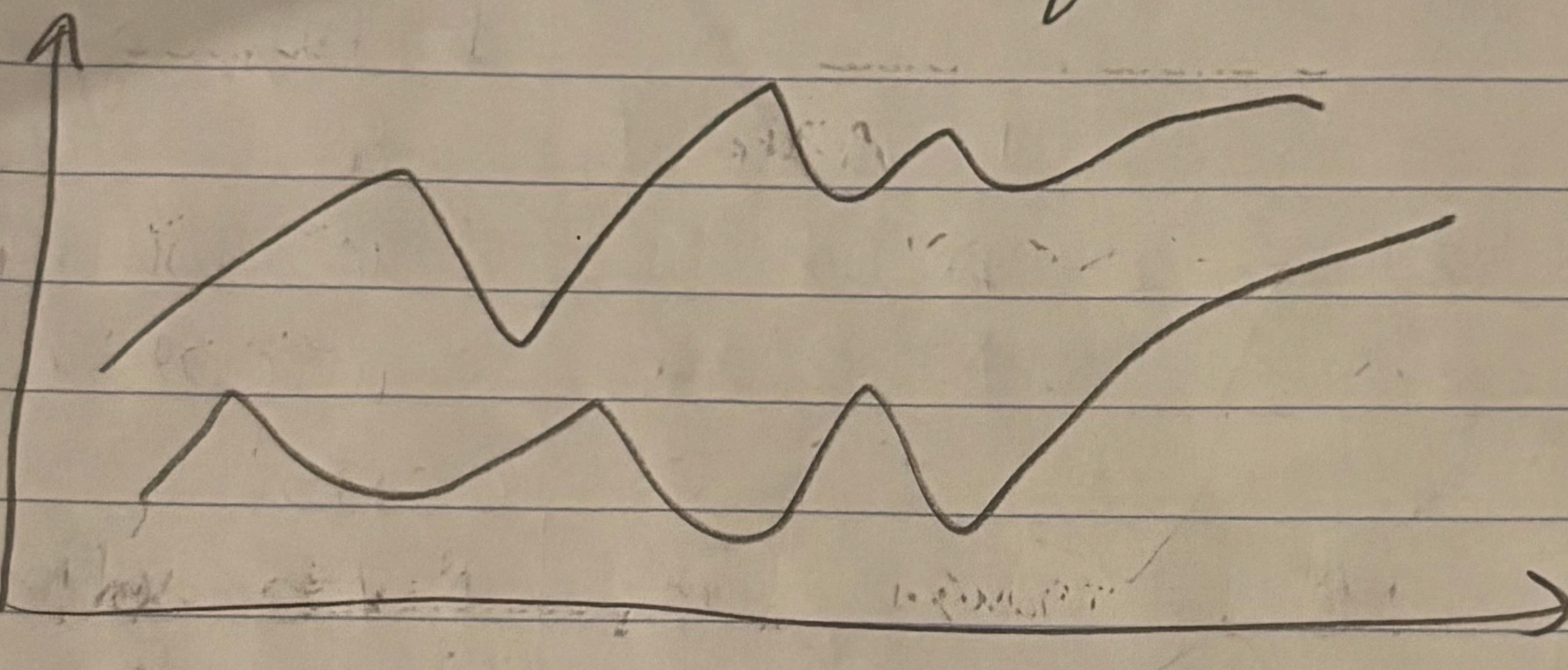
LAYOUT

1. Business conc.

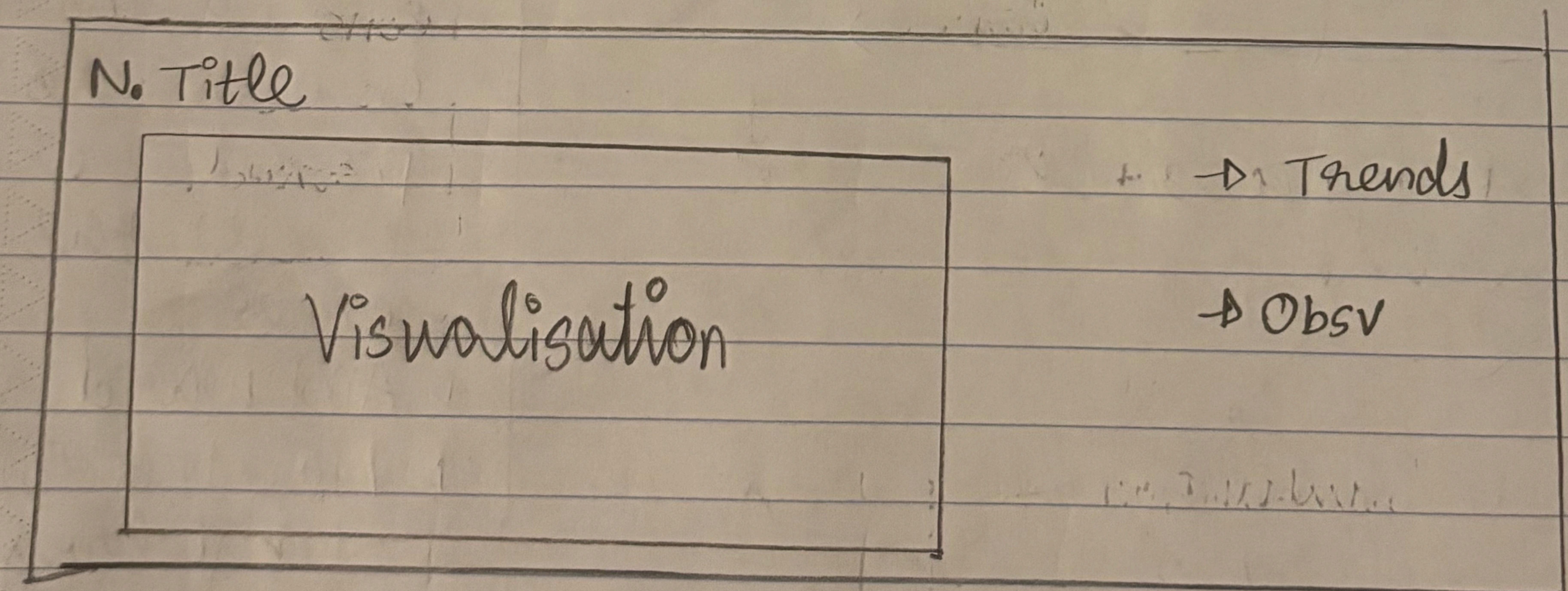


- Trends
- Obsv

2. Indicative Trends for Uni. Participation



- Trends
- Obsv



- ## FOCUS
- ### BUSINESS
- Geo data: Business conc.
 - Performance: Revenue & Profits
 - Market segmentation: Product and Service

- ### STUDENT ENROLMENT
- Comparing interest levels: Uni participation
 - Investigating high school to uni transition: undergraduate commencement within 3 years of high school.

Operations	Enrolments
Business	Participation
Business conc.	undergrad within 3 yrs
Revenue & Profit	within year 12
Products & Service	

DISCUSSION

Pros

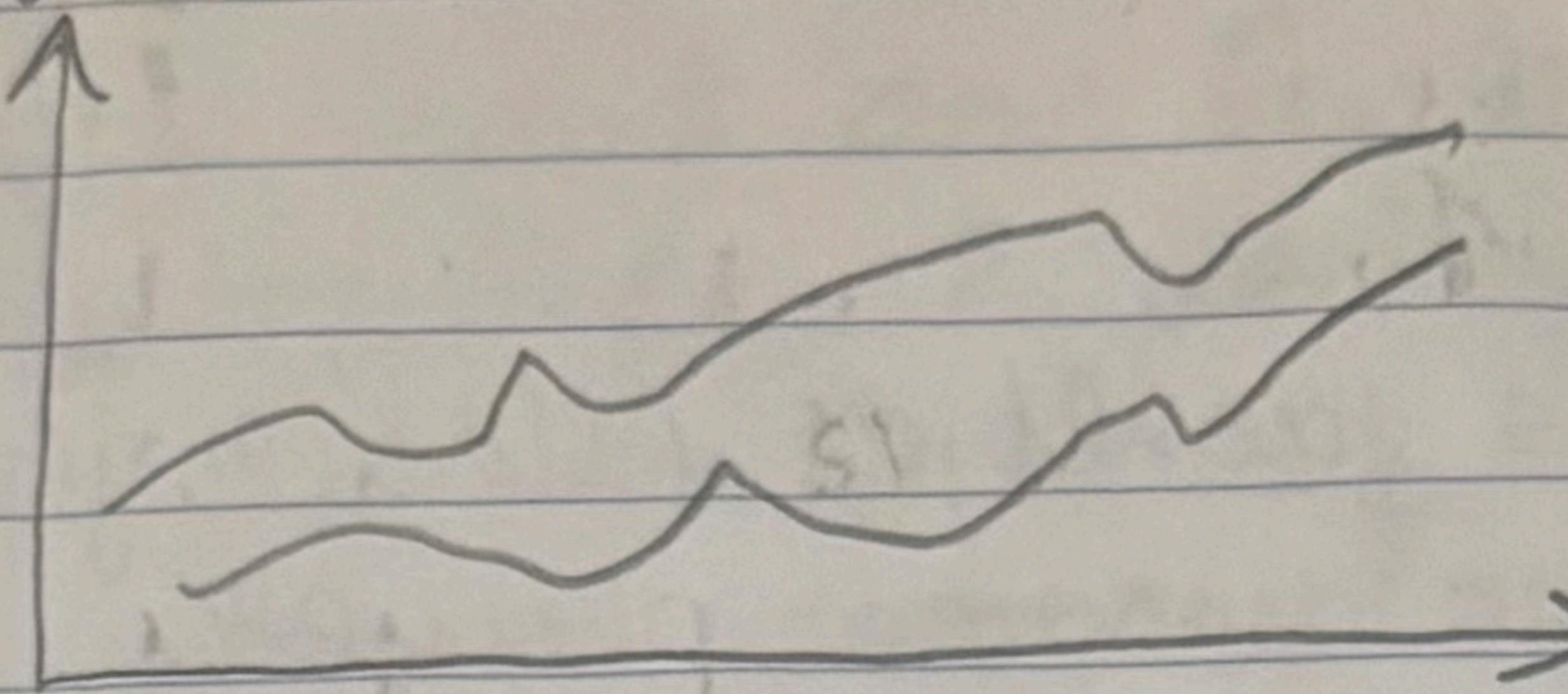
- More data
- Clean and readable
- Simple structure
- Standard size

Cons

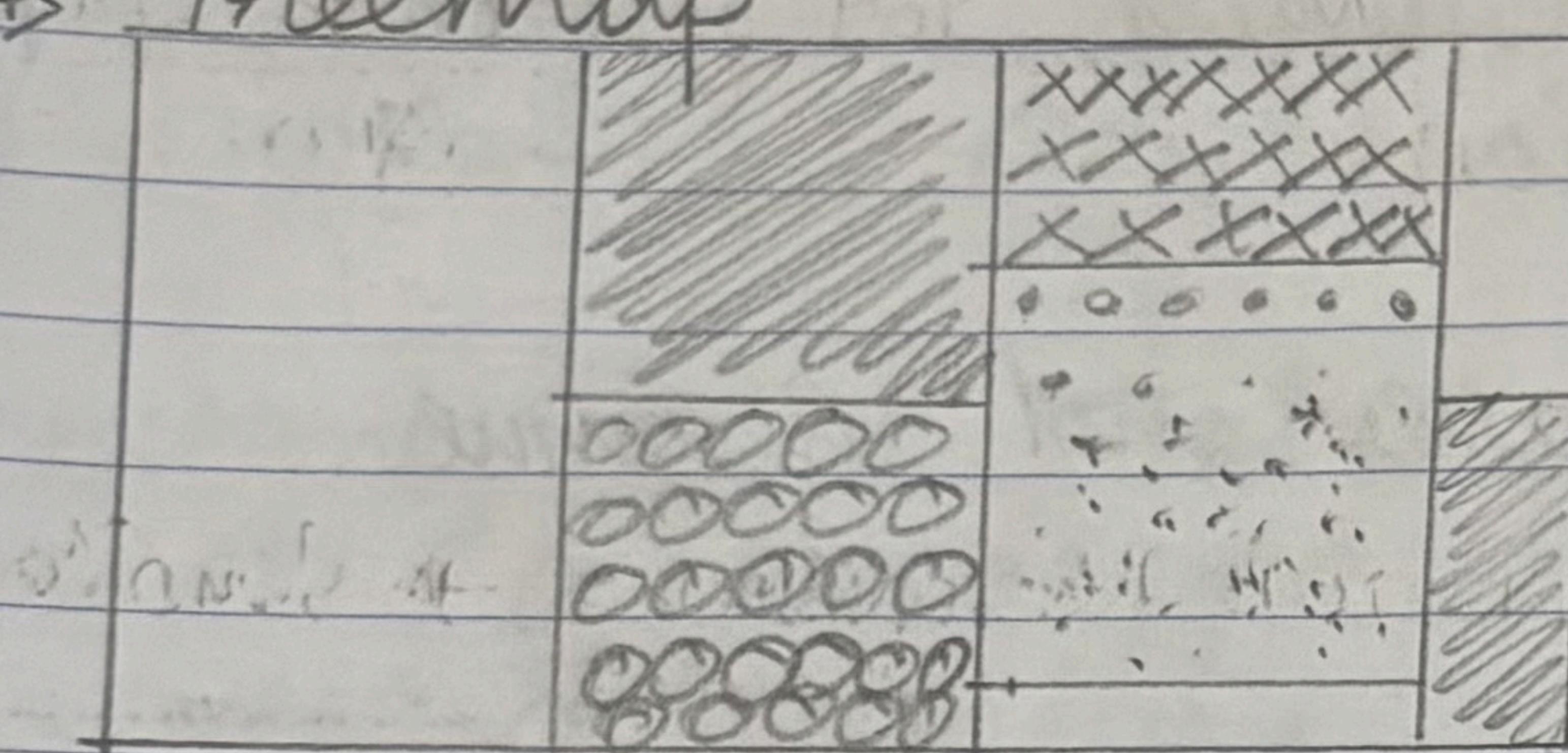
- Whitespace
- Layout may get awkward whenever the width difference between subsequent vis is huge.
- No structured storytelling
- Not yet adequate

Business side of things:

- ✓ ② Revenue and Profit across time
↳ Line graphs



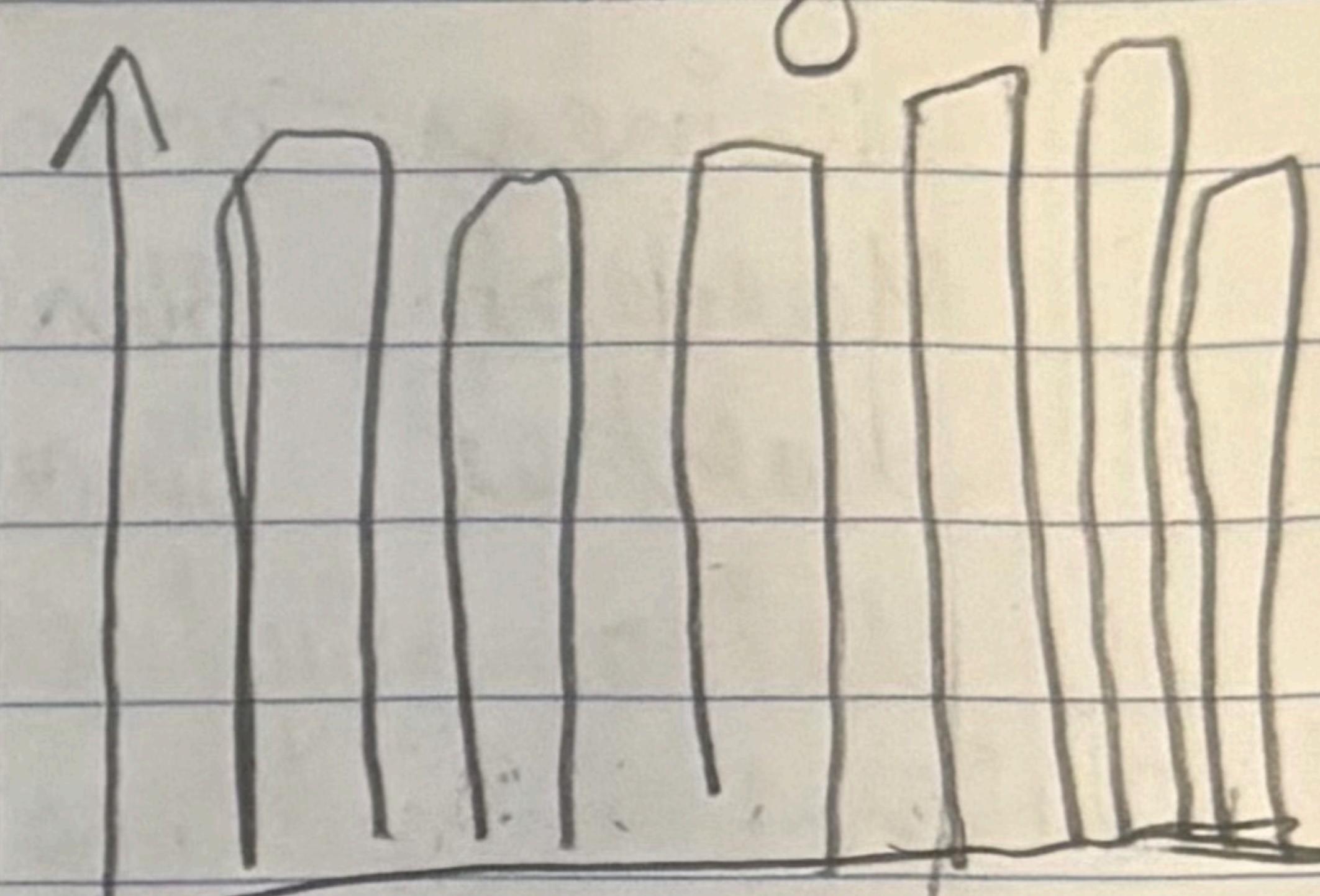
- ✓ ③ Rev by Unis
✓ ④ Prod & Service Segmentation
↳ Treemap



Know Your Customer:

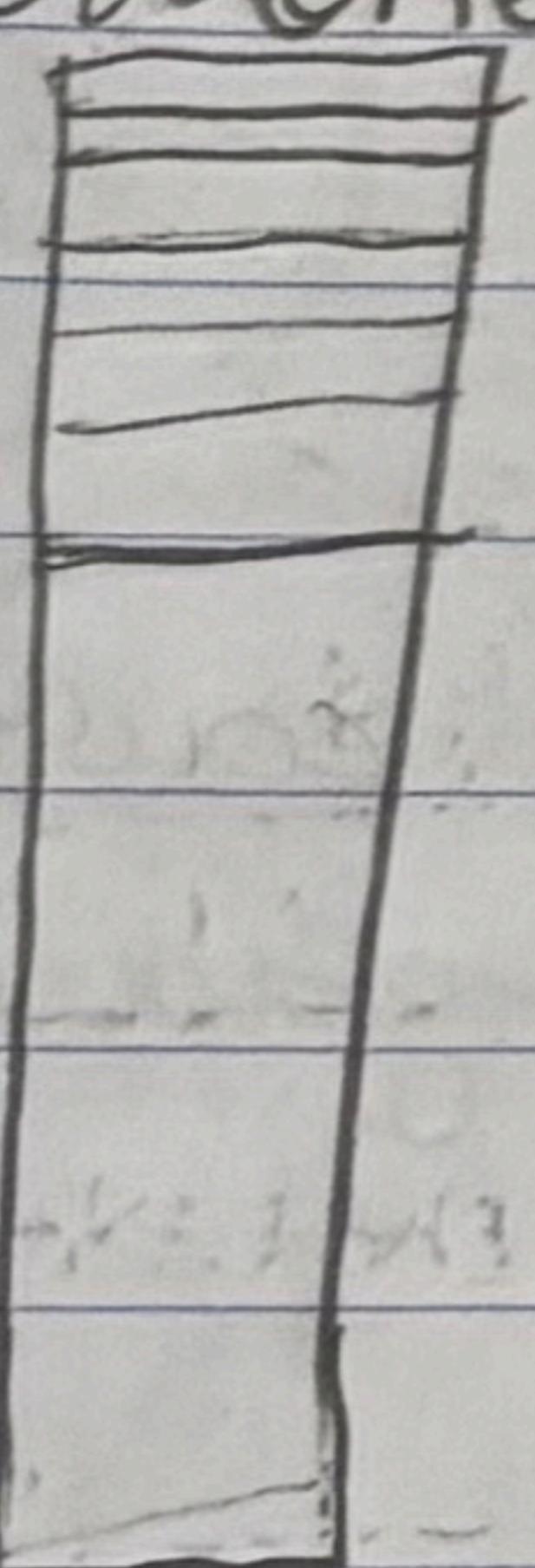
- ✓ ⑤ Dom v/s Int'l enrolment

- ⑥ Commencing undergraduate domestic students
↳ Bar graph



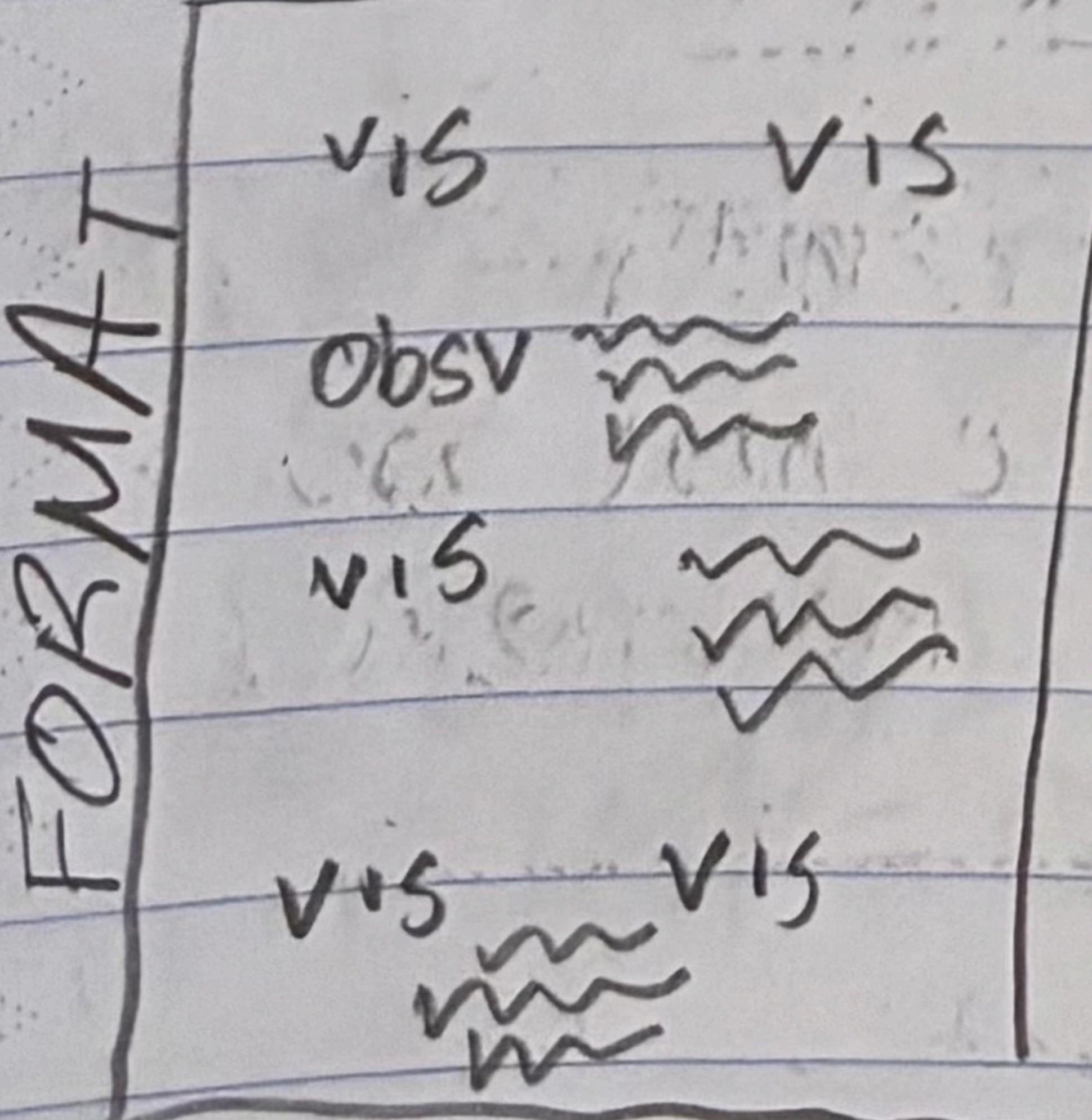
- ⑦ Proportion of domestic students entering undergrad from year 12 within 3 years
⑧ Uni participation among 18-19 year olds
⑨

- ✓ ⑤ Cost structure
↳ Stacked column chart



4) Combine and Refine Storyline.

How big is this industry → Prod & Service breakdown + function
② + ③ → ① + ④ → ⑤



Interesting → Student Stats
OBSV abt students → ⑥ + ⑦

⑧ + ⑨

5) Does it satisfy the 'why'

Yes, gives both sides of the market and interesting insights.

13 October 2025

FIT3179: Assignment 2 – Five Design Sheets

Sheet 1

1) Ideas:

Available Data:

Revenue: Over time,

Across faculties (Under grad, Post grad, etc),

Across major players

Employees, Business, Profit

Dom vs Int'l students vs research and consulting markets

Business conc. across states (No., %, YoY growth %, population %)

Market Share Concentration

Market Share by Uni

Uni of Sydney: Market Share and Revenue

Cost structure

Key ratios, statistics

Domestic vs Overseas enrolment

Commencing domestic students by course type,

by gender,

undergraduate courses

Proportion of domestic students entering undergraduate courses from year 12 within 3 years.

Uni participation among 18 and 19 year olds

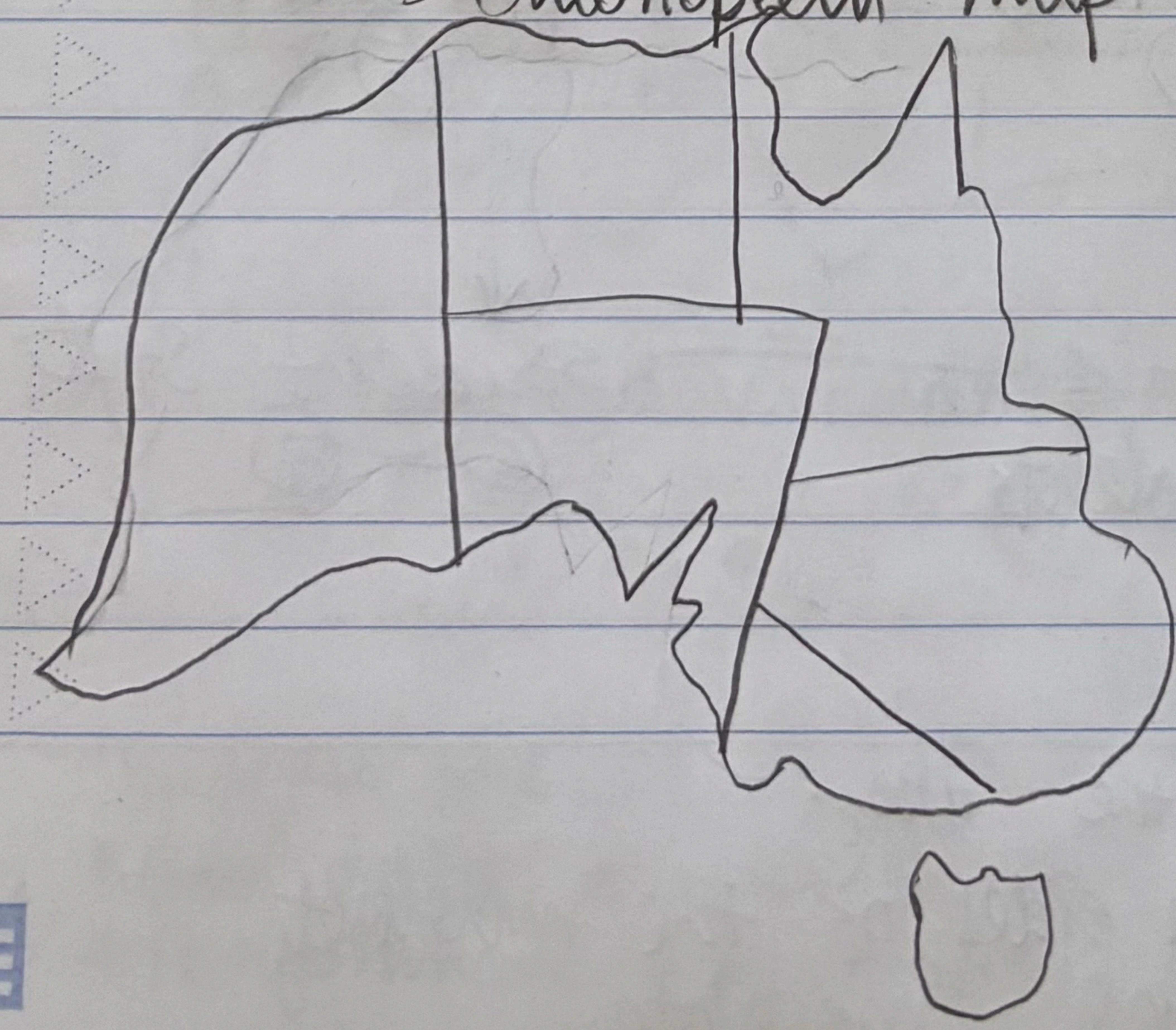
Projected population of 18 year olds

Engagement and completion rate.

2) Filter & 3) Categorize.

① Geographical Data: Business conc.

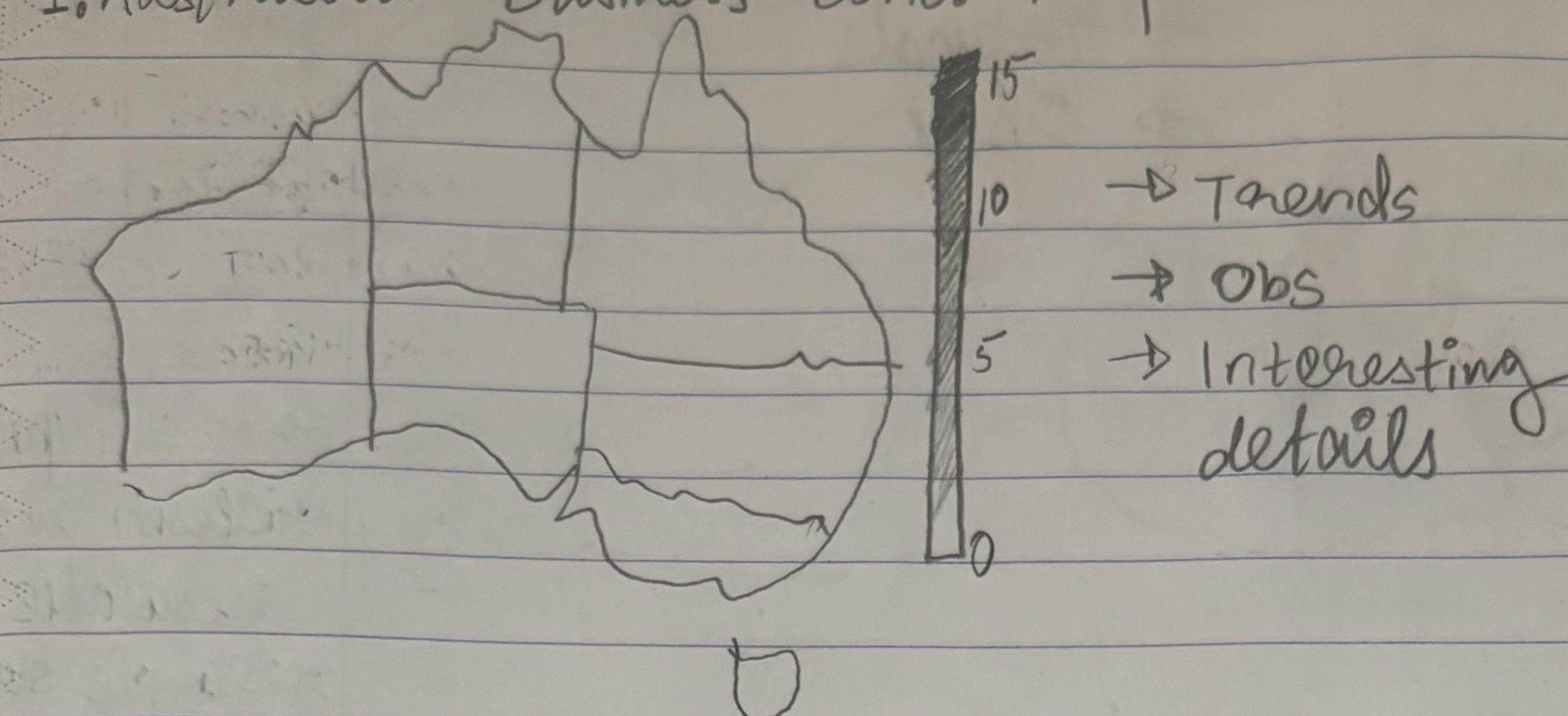
↳ Choropleth map



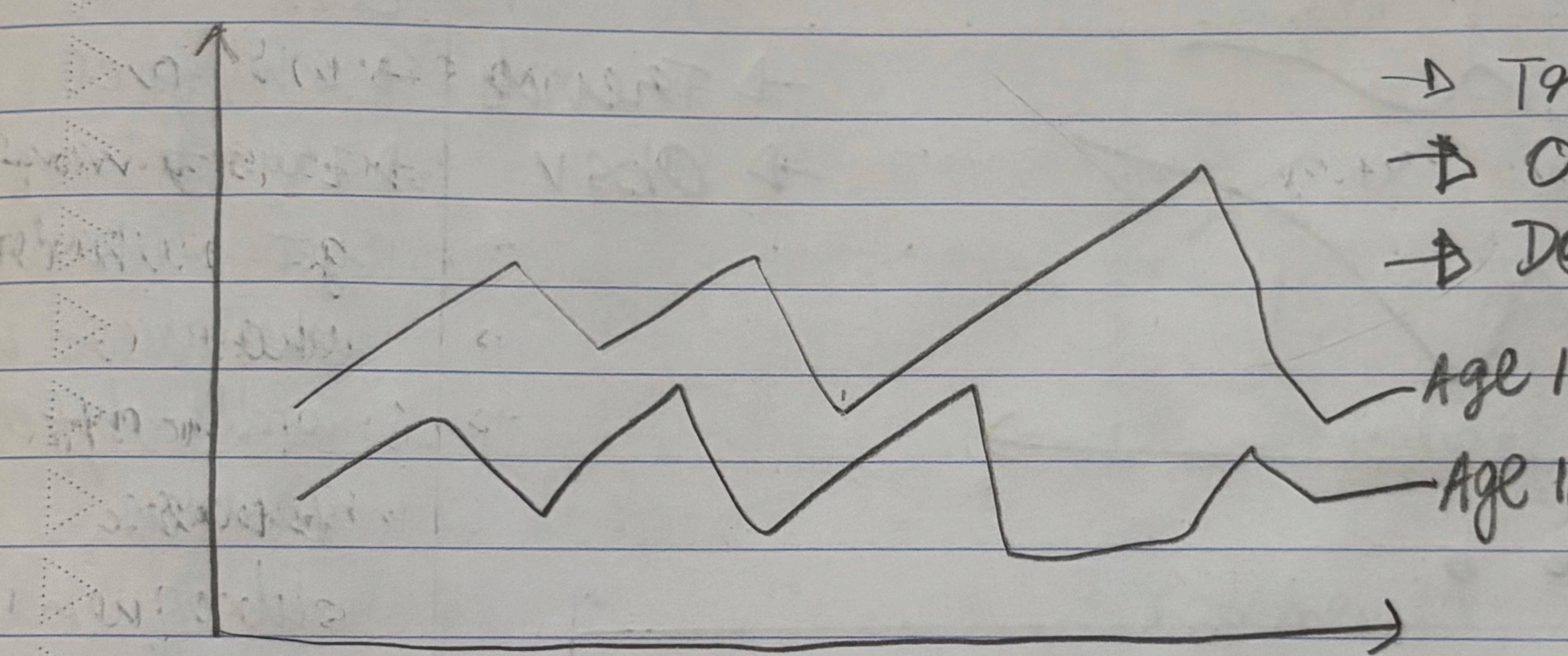
Design Sheet 2

LAYOUT

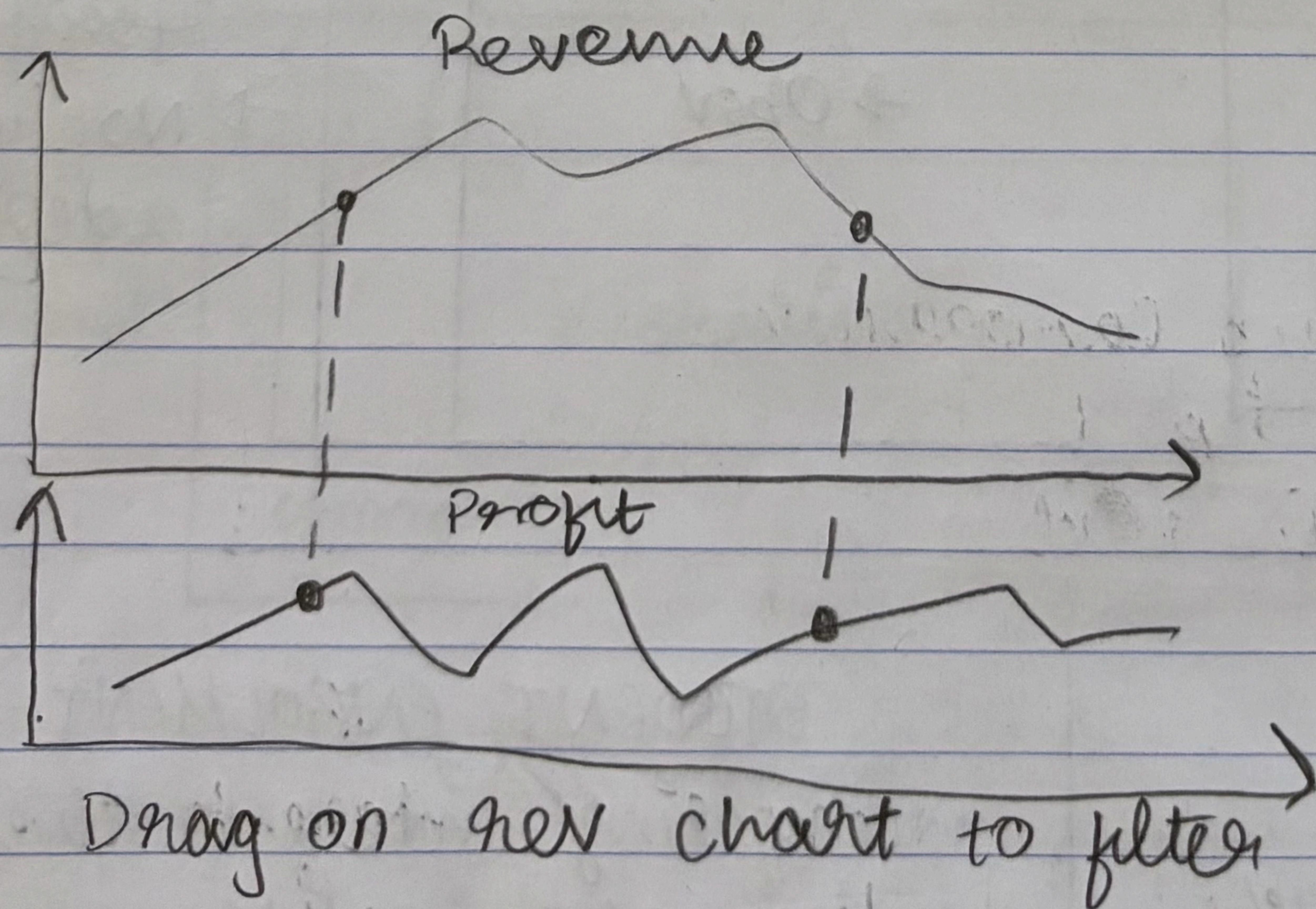
1. Australian Business conc. map



2. Indicative Trends for Uni Participation



3. Business Performance



FOCUS

Business side of things

- Geo data: Business conc.
- Performance: Rev & Profit

Student enrolment

- comparing participation between 18 & 19 year olds
- How likely are students to enrol right after school?

Australian Higher
Title: Education: A
Visual Overview
Author: Shreya Fotagria
Sheet: 2

OPERATIONS

BUSINESS

- business conc.
- business performance

STUDENTS

- uni participation
- enrolment
- within 3 yrs of year 12

Discussion

Pros

- Clean, readable layout
- Simple structure
- Nothing needs to be resized according to importance

Cons

- Too much white space because the charts are placed one below the other
- Awkward spacing
- No structured storytelling

- Not adequate overview should cover more bases)

Design Sheet 5

LAYOUT

Australian Higher Education: A visual overview

Visualisation Format:

Title	Visualisation	Comments
-------	---------------	----------

Dashboard Format:

Header introductory paragraph	Pros
The business of higher education	<ul style="list-style-type: none"> → simple and readable format
<u>Business Performance</u>	<ul style="list-style-type: none"> → Adequate data
<u>Geographical breakdown</u>	<ul style="list-style-type: none"> → Standard sizing
<u>cost structure</u>	<ul style="list-style-type: none"> → clear storytelling structure
<u>Student Enrollment and Demographics</u>	Cons
<u>Student dist</u>	<ul style="list-style-type: none"> → odd n° of vis per section causes emptiness in the last row
<u>uni participation</u>	
<u>undergrads by field</u>	

FOCUS

Business:

- Performance: Revenue & Profit
- Geographical breakdown
- Market segmentation: Market share, products and service
- Funding pattern: cost structure

Enrolment:

- Population distribution: Student distribution and gender gap
- High school to Uni transition: Uni participation, Year 12 → Undergraduate
- Undergraduate distribution by field.