

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

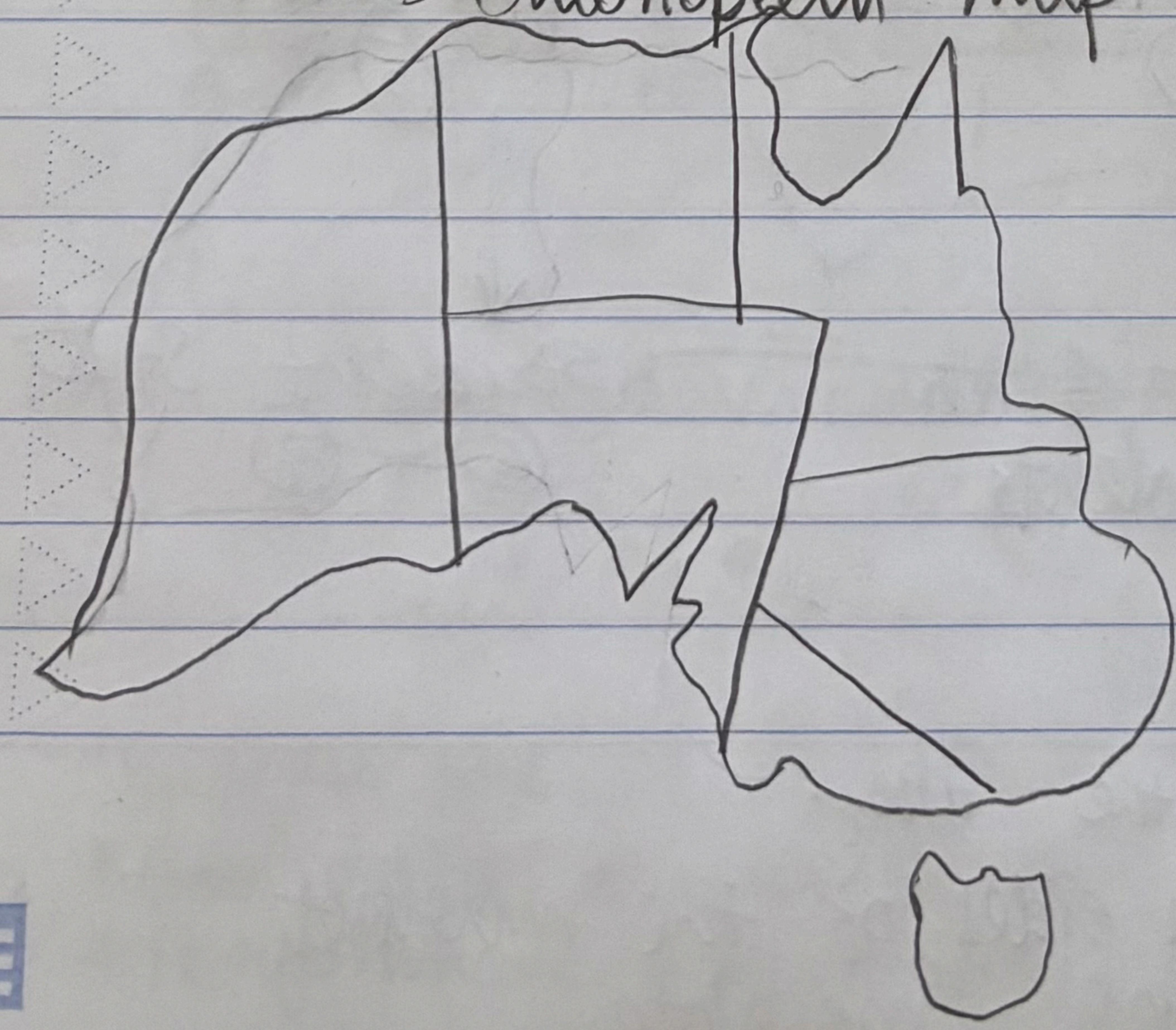
Projected population of 18 year olds

Engagement and completion rate.

#### 2) Filter & 3) Categorize.

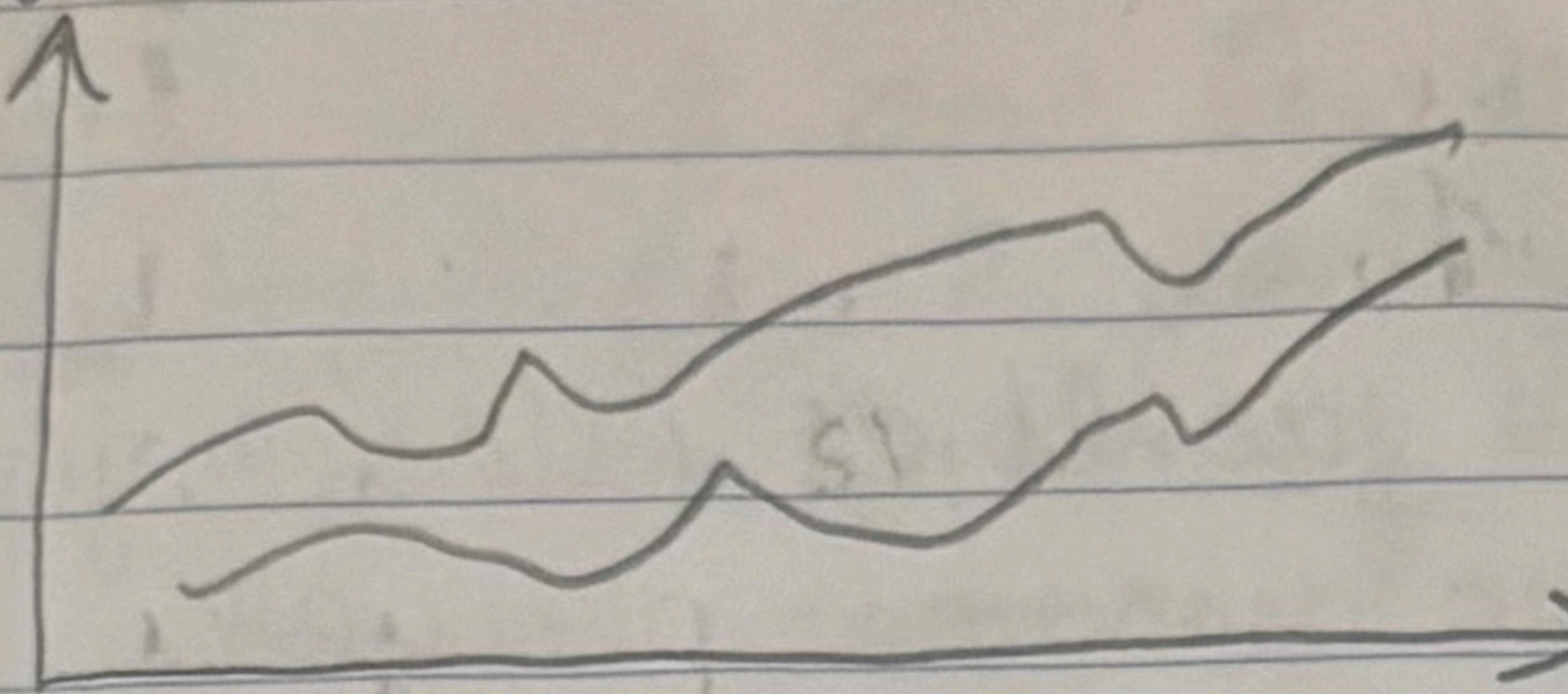
① Geographical Data: Business conc.

↳ Choropleth map

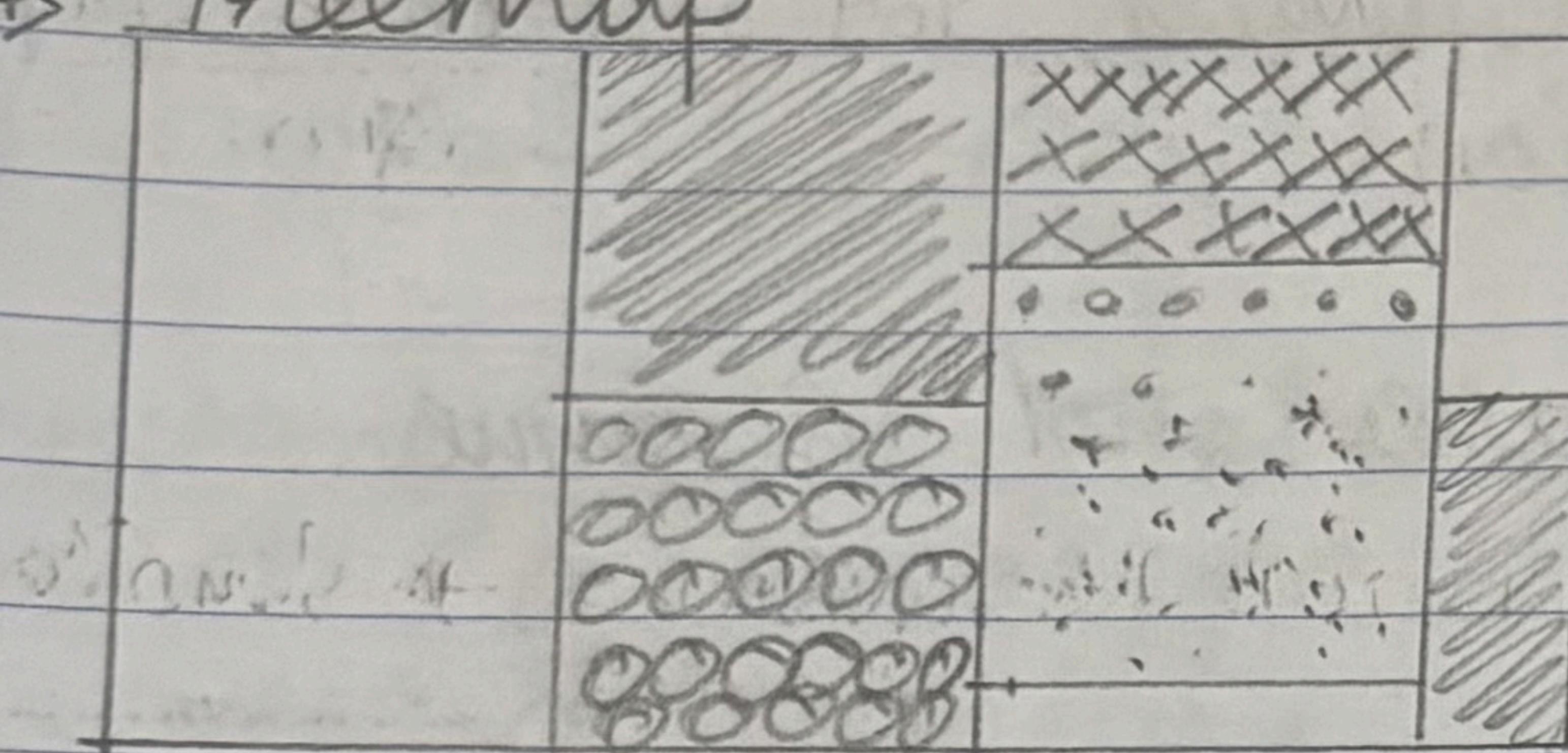


Business side of things:

- ✓ ② Revenue and Profit across time  
↳ Line graphs



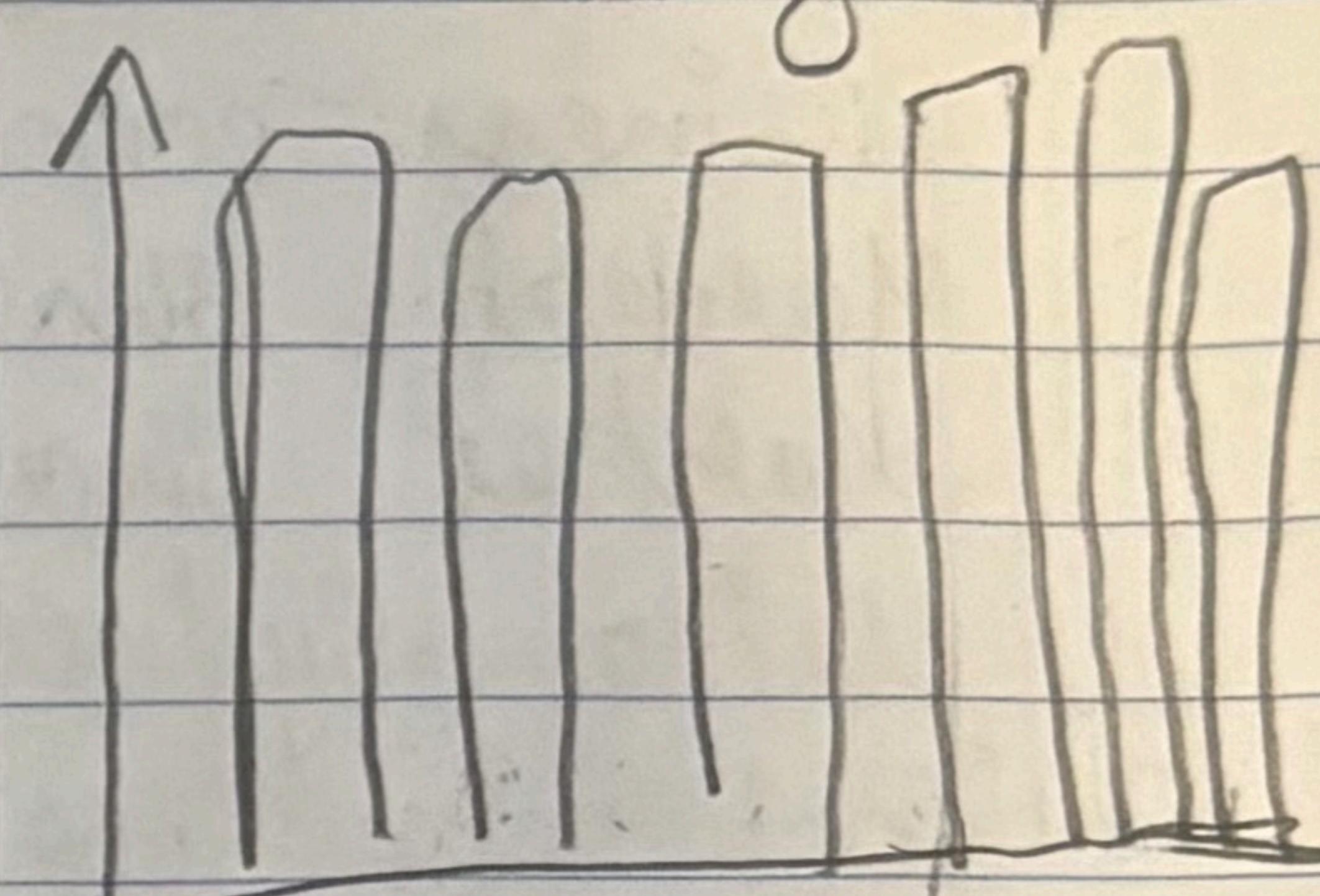
- ✓ ③ Rev by Unis  
✓ ④ Prod & Service Segmentation  
↳ Treemap



Know Your Customer:

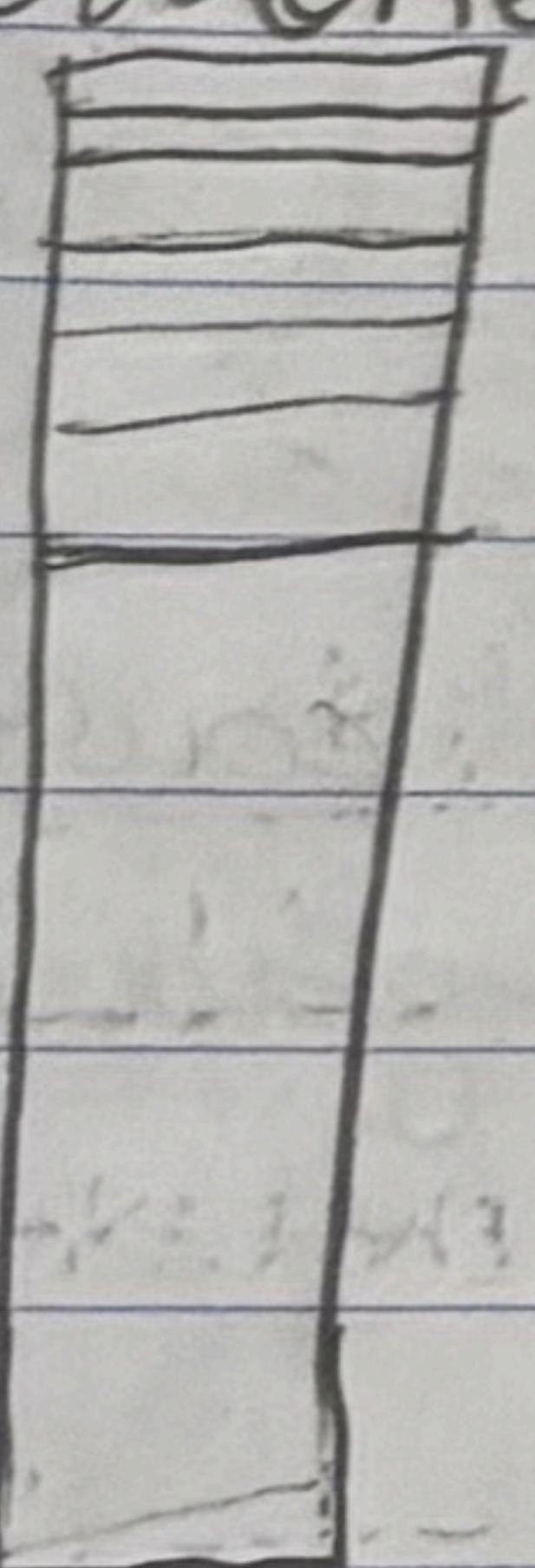
- ✓ ⑤ Dom v/s Int'l enrolment

- ⑥ Commencing undergraduate domestic students  
↳ Bar graph



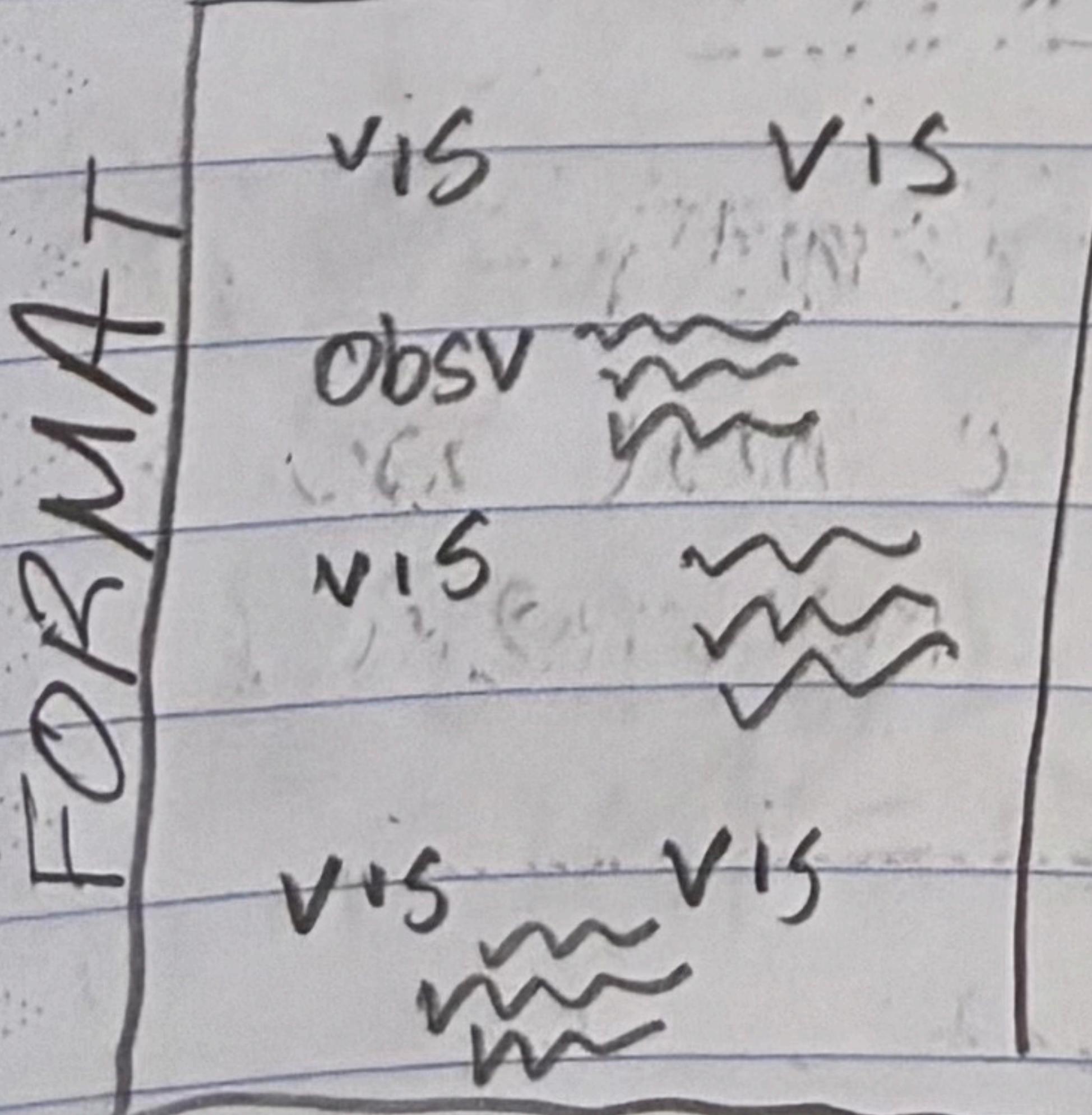
- ⑦ Proportion of domestic students entering undergrad from year 12 within 3 years  
⑧ Uni participation among 18-19 year olds  
⑨

- ✓ 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



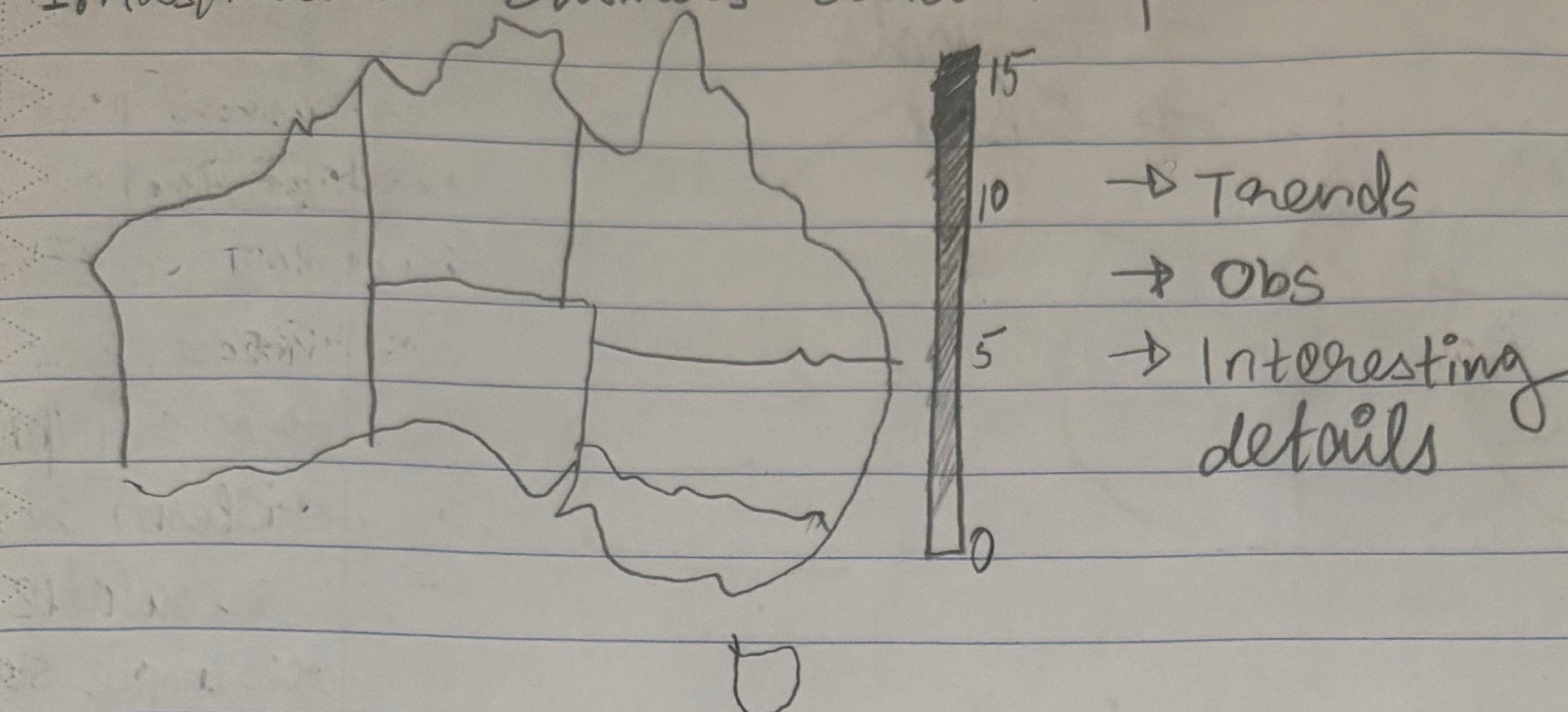
Interesting → Student Stats  
obsv abt students  
⑧ + ⑨ → ⑥ + ⑦

5) Does it satisfy the 'why'?  
Yes, gives both sides of the market and interesting insights.

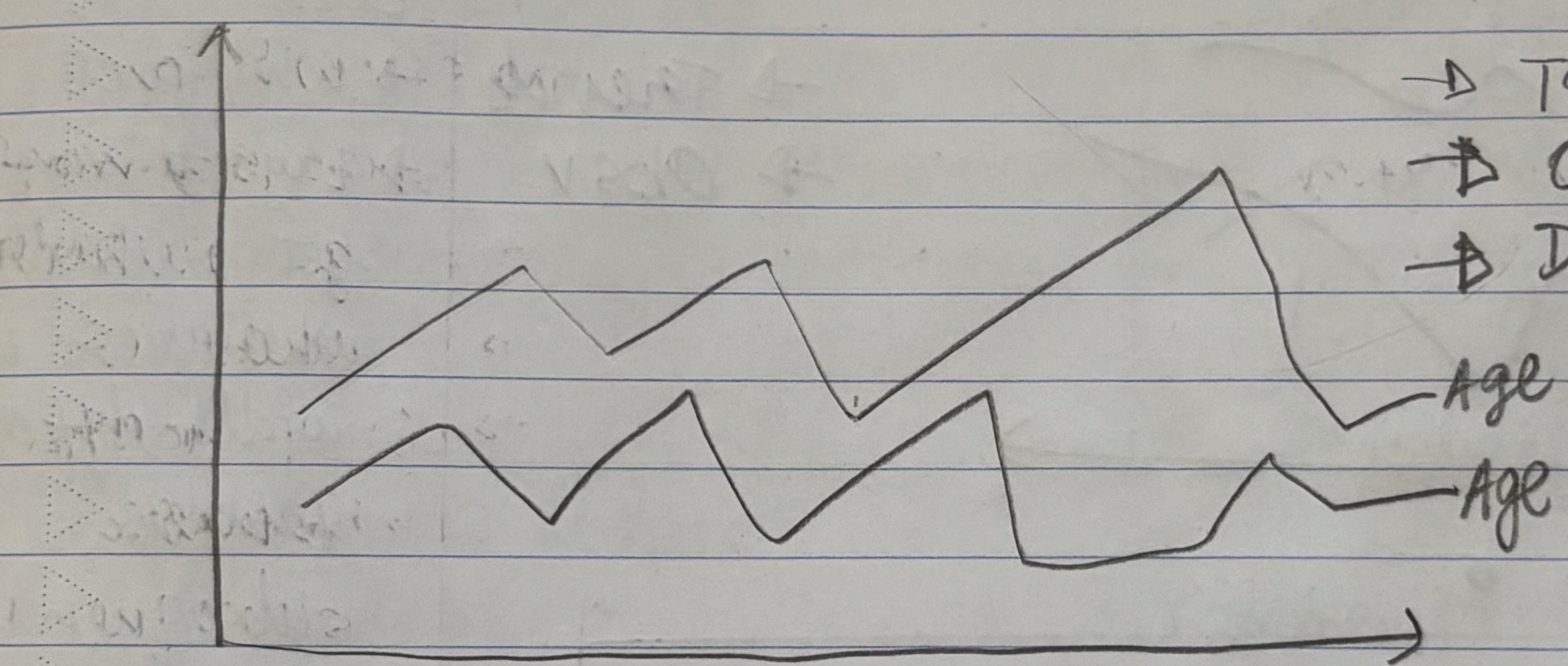
## Design Sheet 2

### LAYOUT

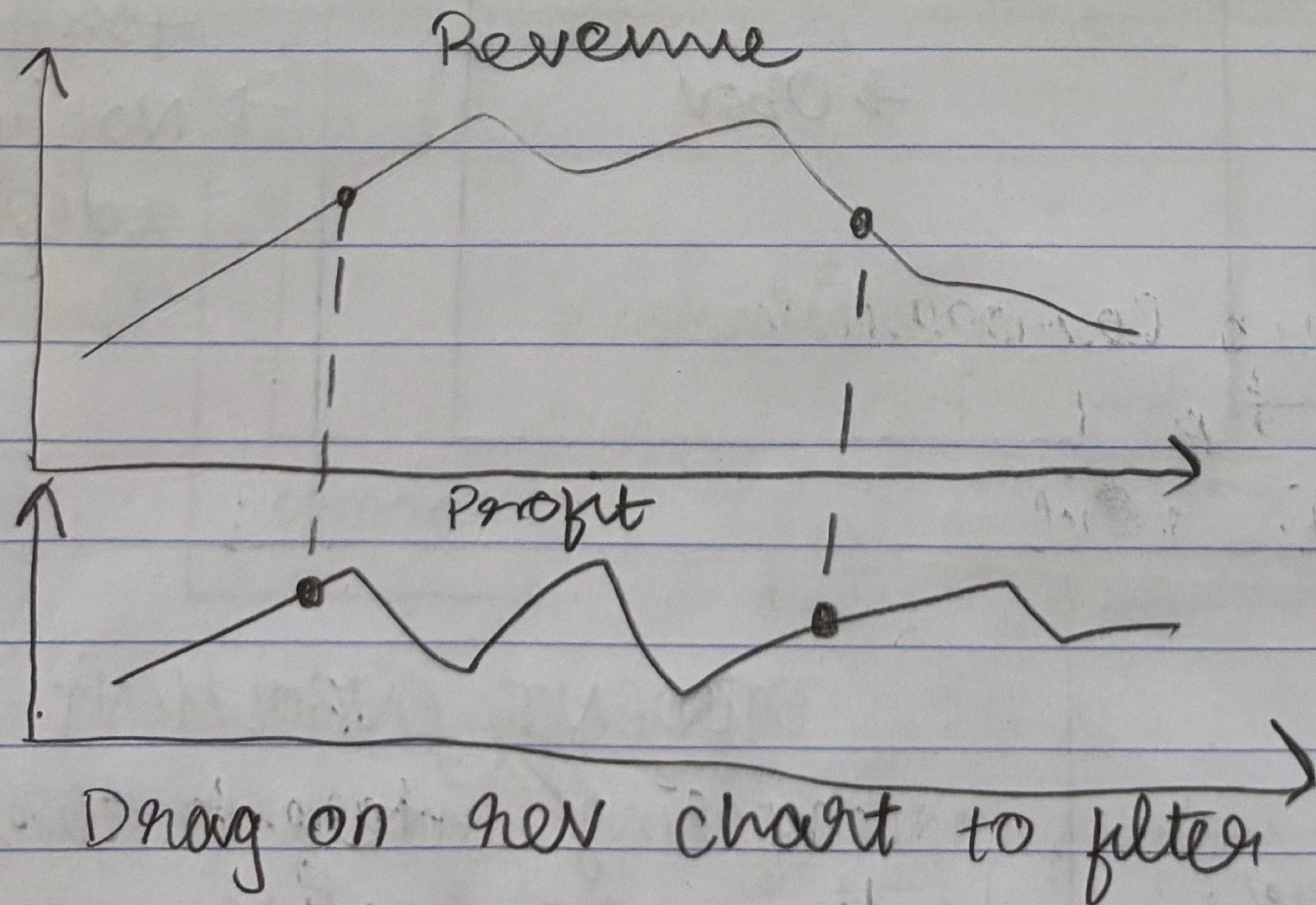
#### 1. Australian Business conc. map



#### 2. Indicative Trends for Uni Participation



#### 3. Business Performance



### FOCUS

#### Business side of things

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

#### Student enrollment

- 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	STUDENTS
<ul style="list-style-type: none"> <li>• business conc.</li> <li>• business performance</li> </ul>	<ul style="list-style-type: none"> <li>• uni participation</li> <li>• enrolment</li> <li>• within 3 yrs of year 12</li> </ul>

### Discussion

#### Pnos

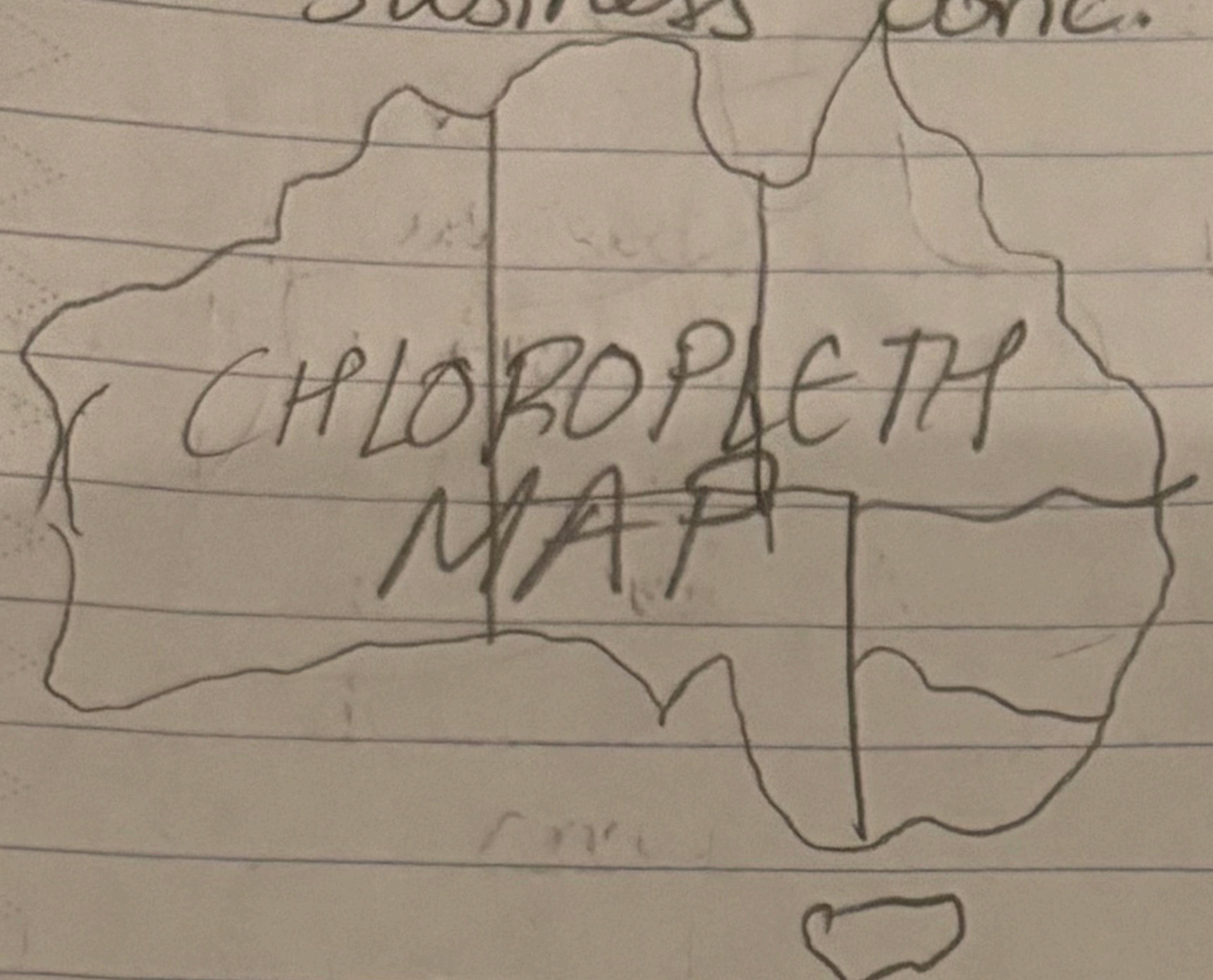
- Clean, readable layout
- Simple structure
- Nothing needs to be resized according to importance
- Too much white space because the charts are placed one below the other
- Awkward spacing
- No structured storytelling
- Not adequate overview (should cover more bases)

# Design Sheet 3

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

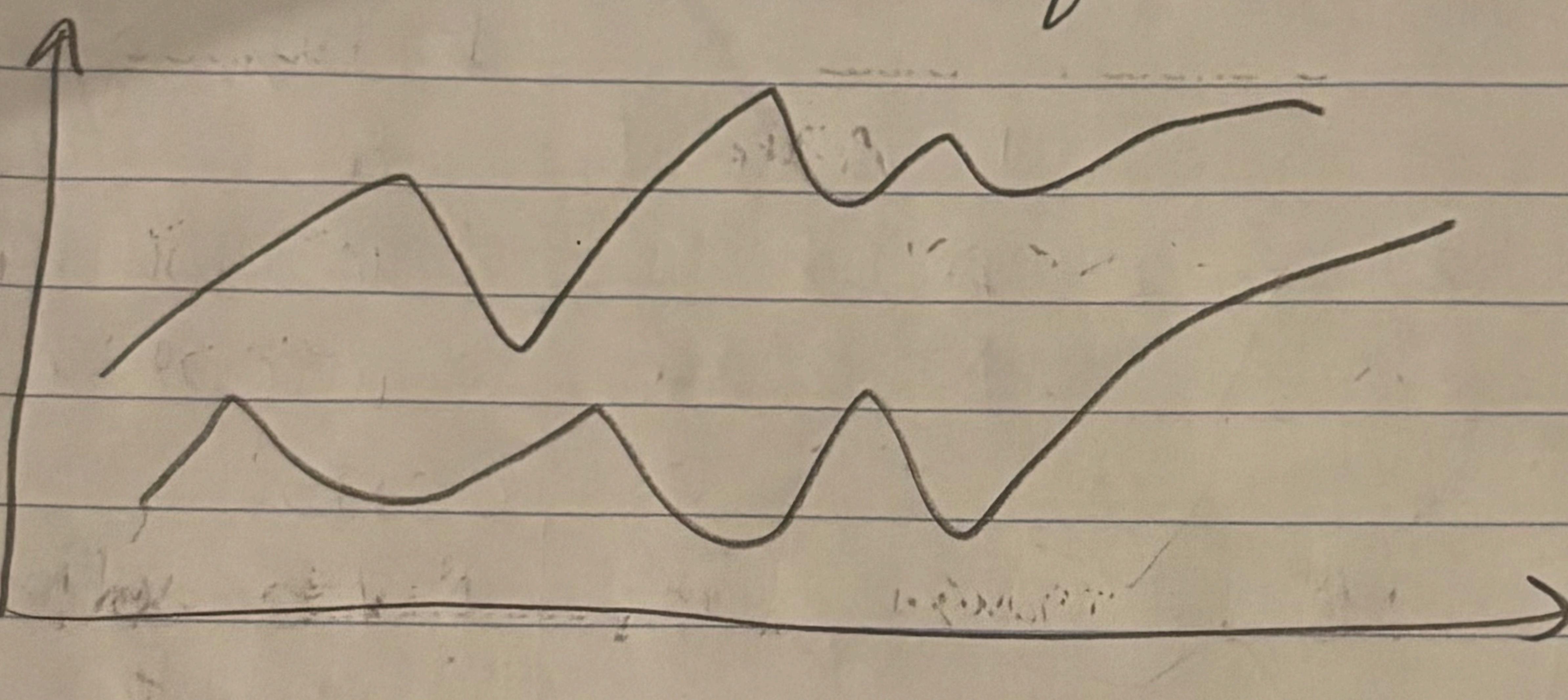
## LAYOUT

### 1. Business conc.

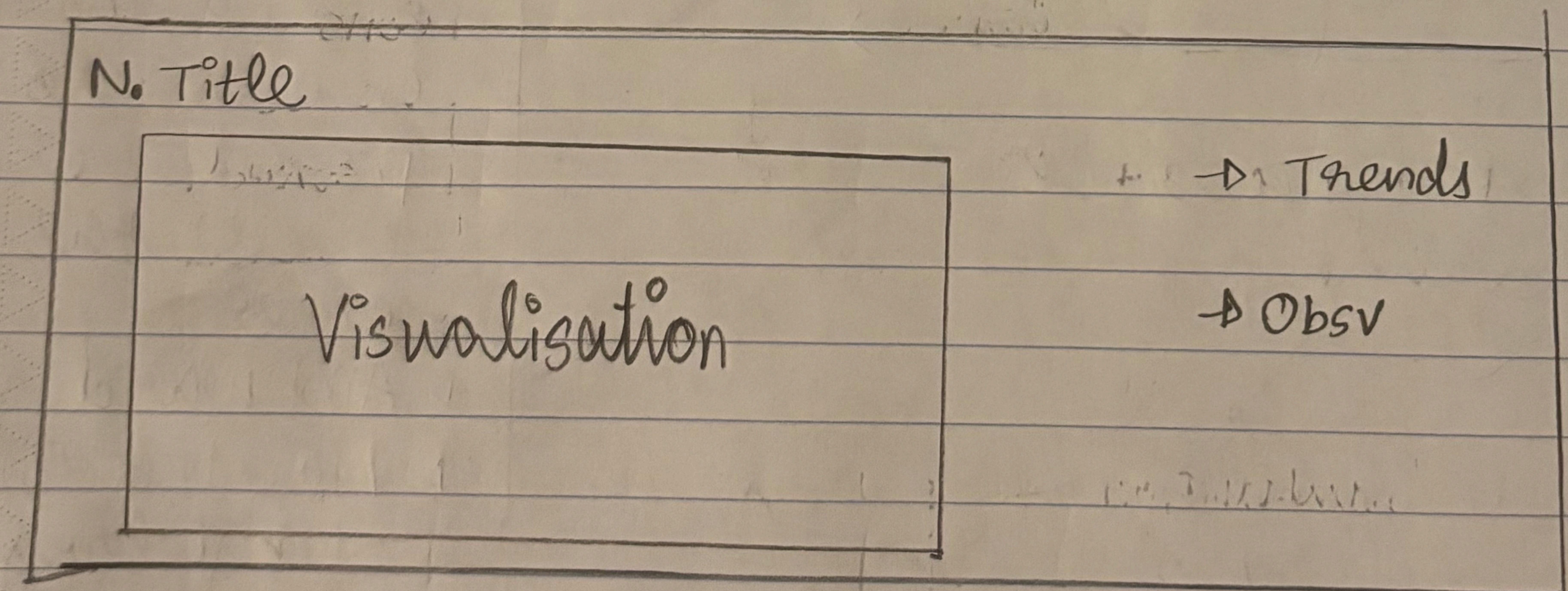


- Trends
- Obsv

### 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

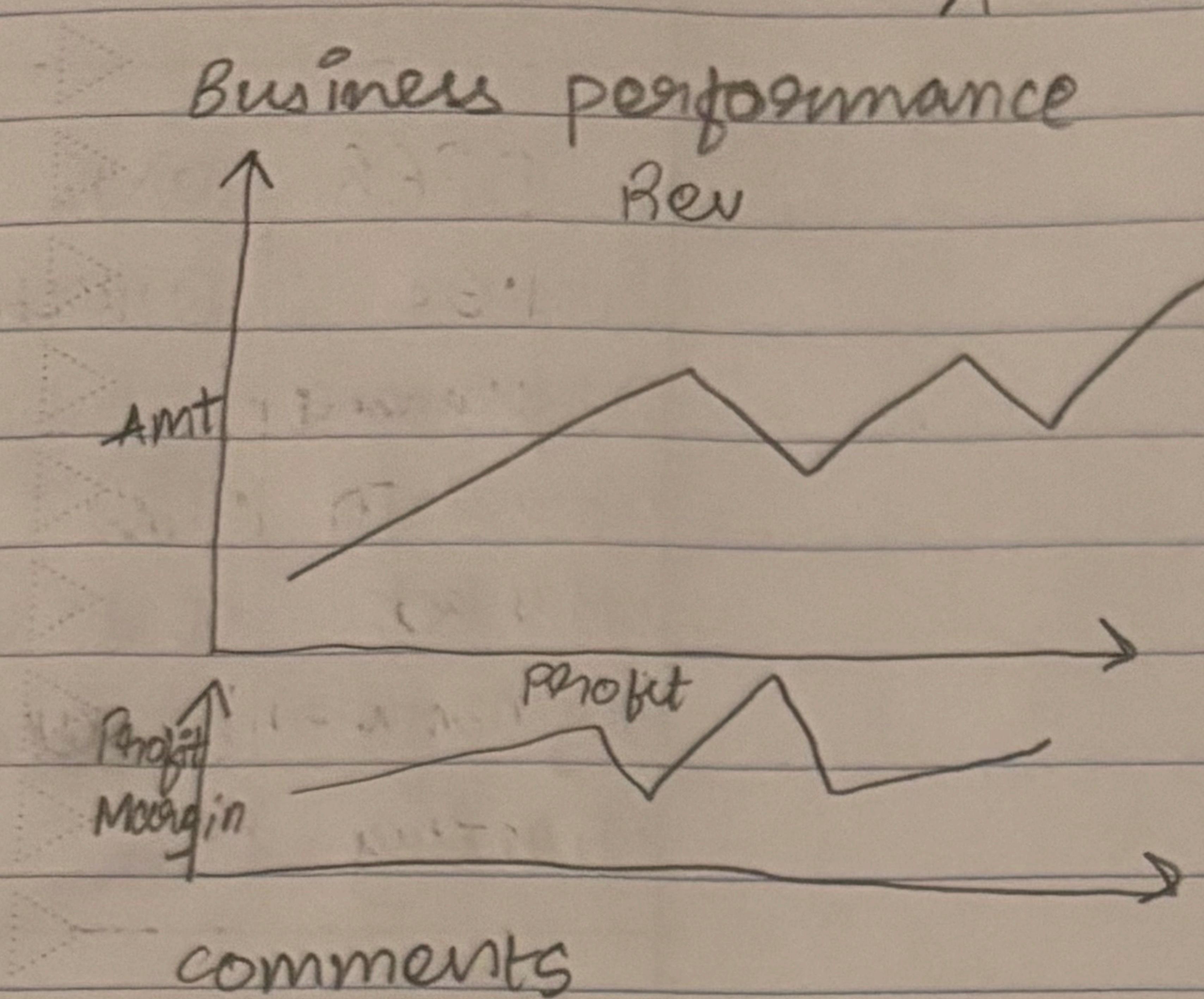
### Cons

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

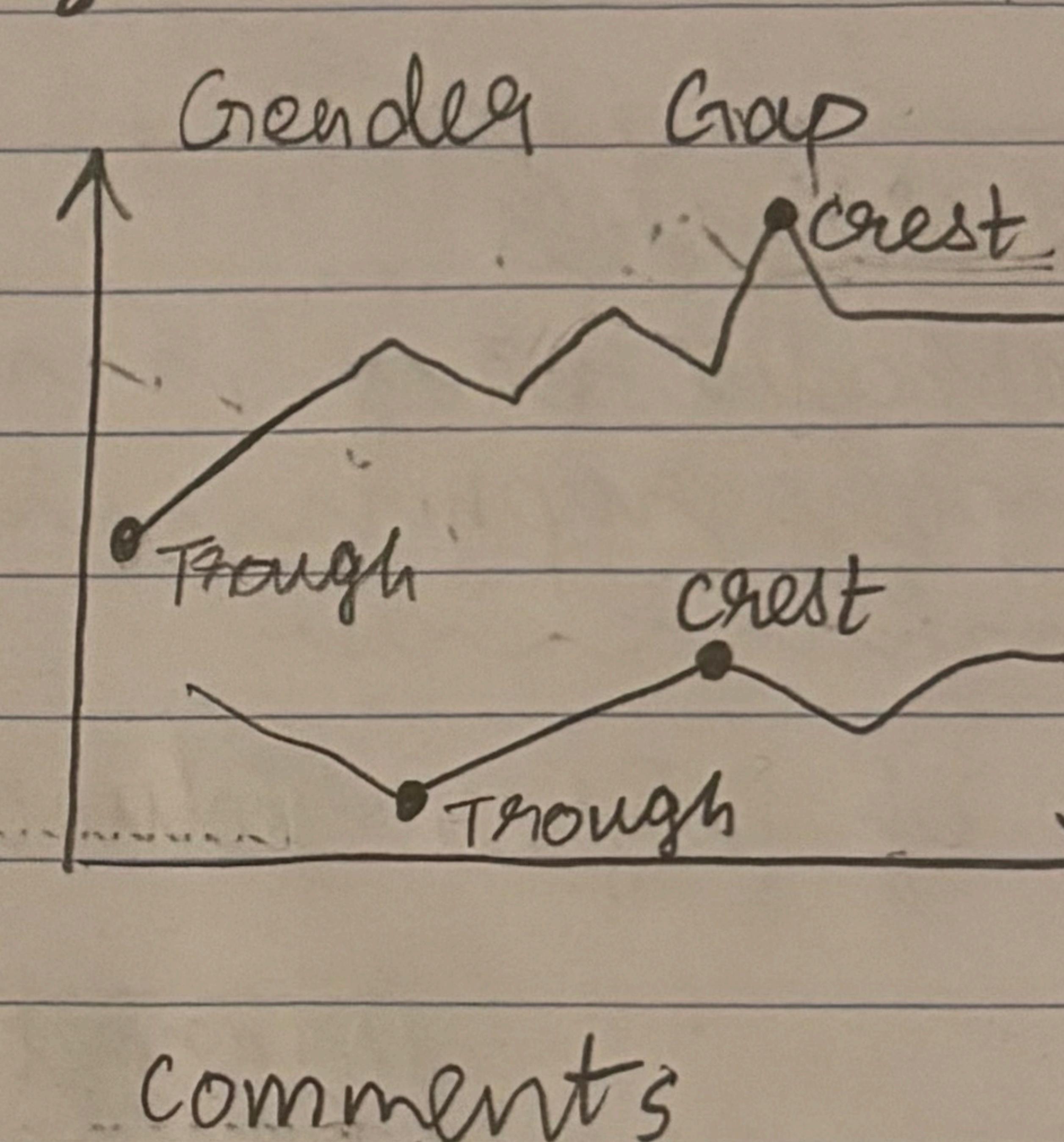
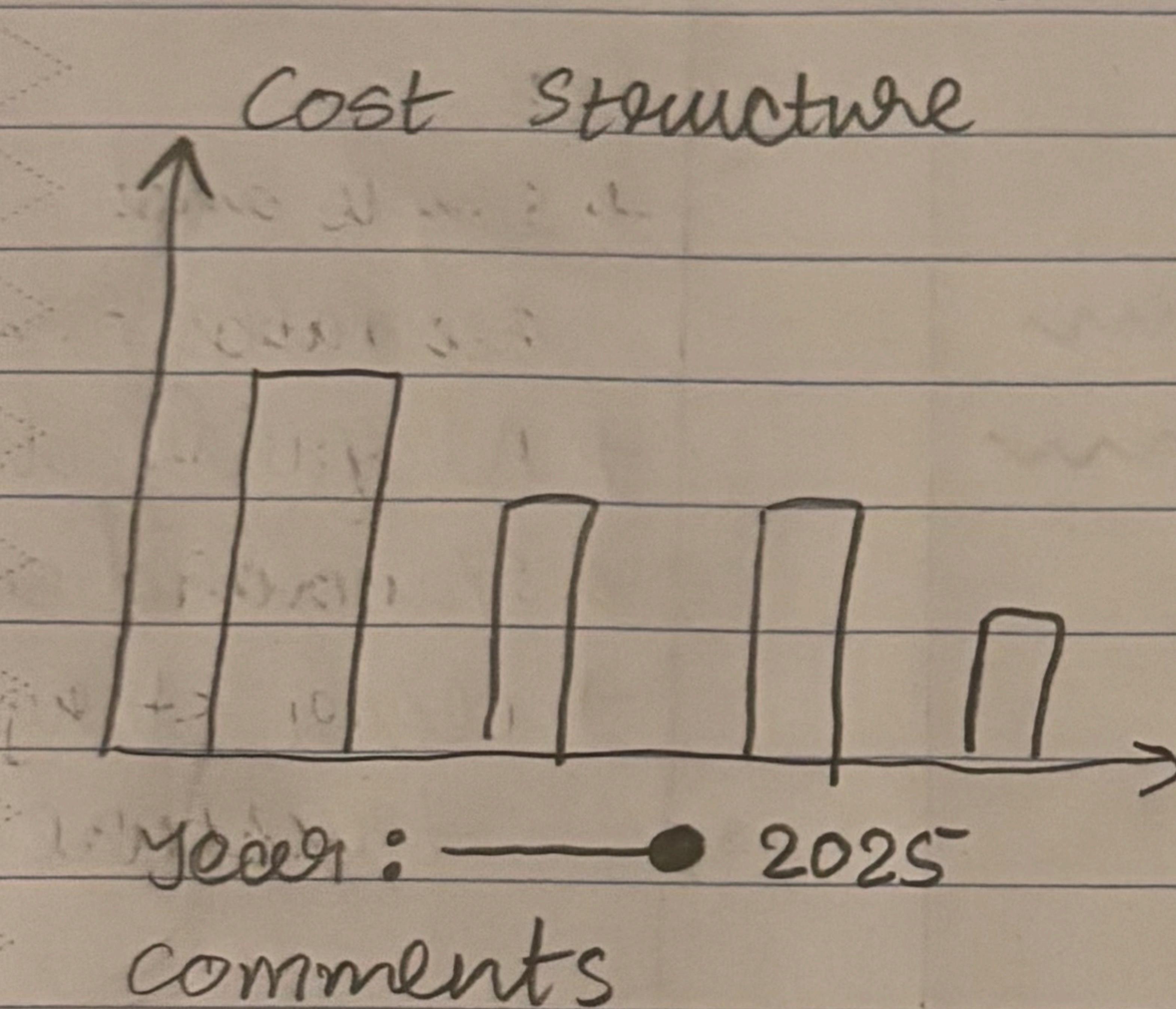
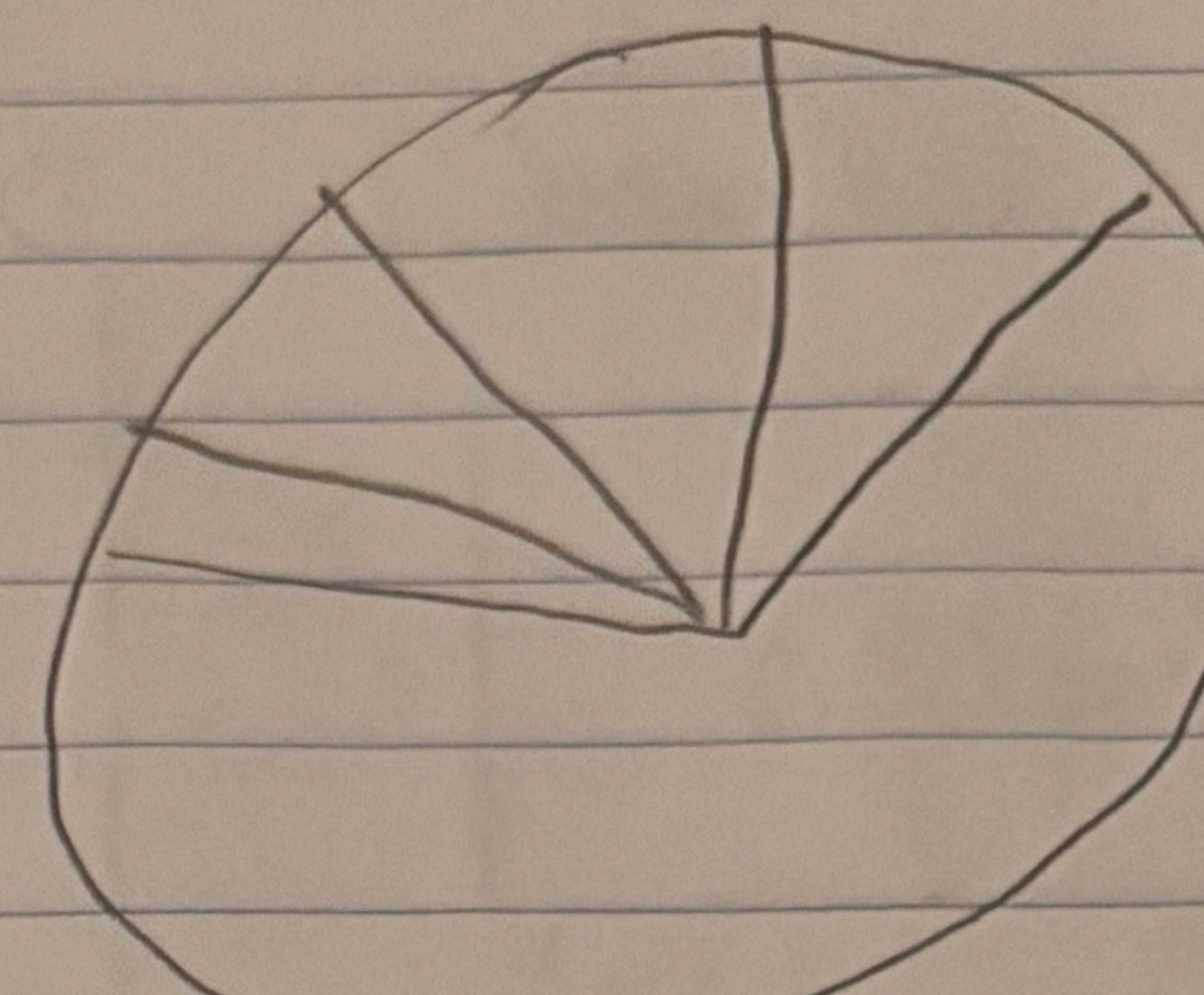
# Design Sheet 4

## LAYOUT Australian Higher Education: A Visual Overview

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



Market share



<b>Title</b>	
<b>Format:</b>	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	• transition
• Funding pattern	• Uni pool by educational field

## DISCUSSION

### Pros

- Simple and clear structure
- Adequate data
- Standard sizing

### Cons

- Still missing structured storytelling

## Design Sheet 5

### LAYOUT

#### Australian Higher Education: A visual overview

##### Visualisation Format:

Title	Visualisation	Comments
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##### Dashboard Format:

Header	Introductory paragraph
The business of higher education	
<u>Business Performance</u>	<u>Market Share</u>
<u>Geographical breakdown</u>	<u>Product &amp; service segmentation</u>
<u>Cost structure</u>	
<u>Student Enrollment and Demographics</u>	
<u>Student dist</u>	<u>Gender gap</u>
<u>Uni participation</u>	<u>High school → Uni</u>
<u>Undergraduates 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.