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COMPETITOR  
ANALYSIS  
ON  
BOOTCAMPS  
BY KPMG

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Most physical presence (9 locations).

Several courses to choose, in person or on-line

## Job Support

Highest average score for job support

## Overall

Highest overall rating

# WHY IRONHACK ?

## Award

Best bootcamp in 2021

# SCHOOLS REVIEW COMPARATION

## Average Score per Year

Average score per year per bootcamp

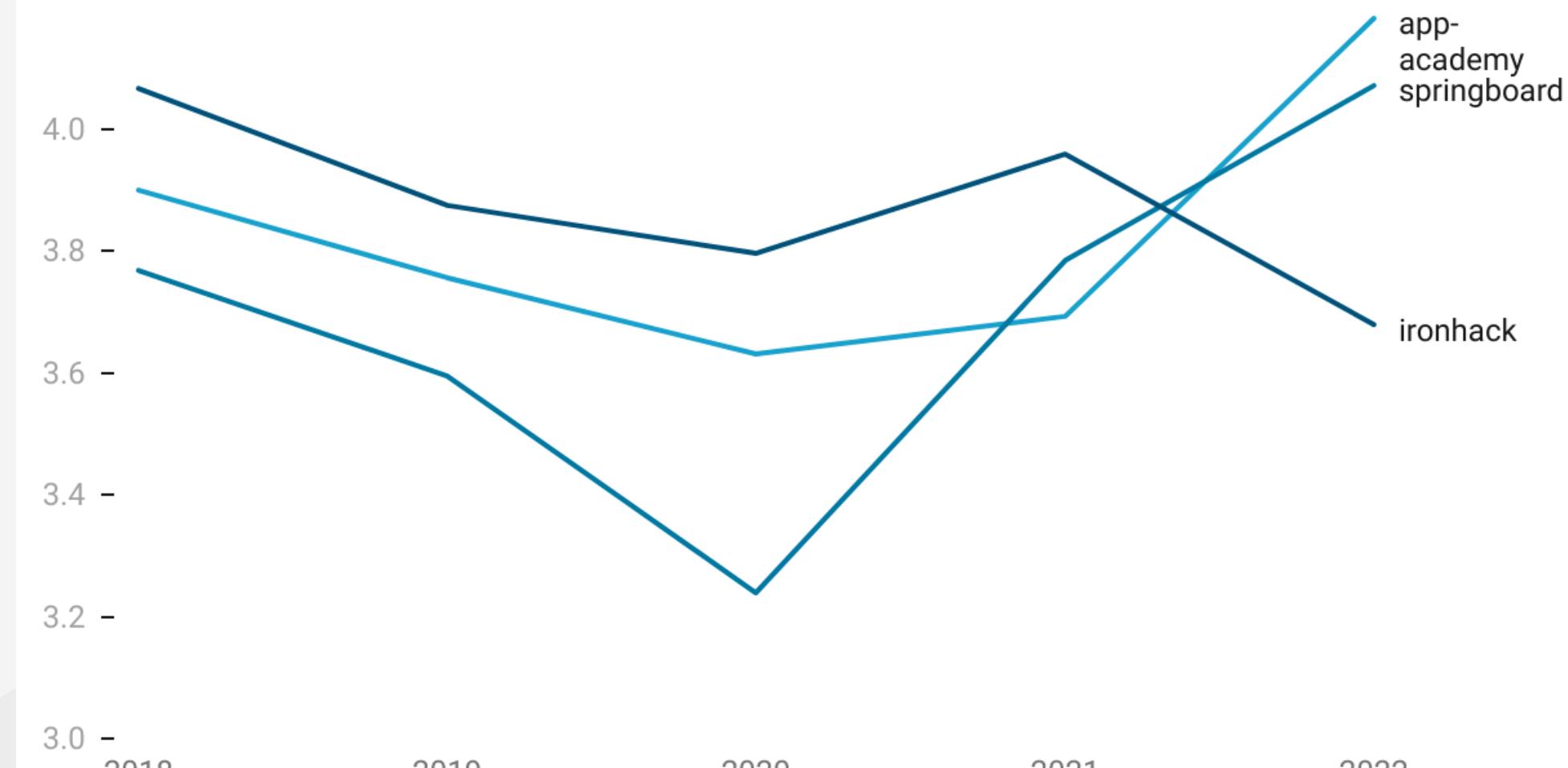
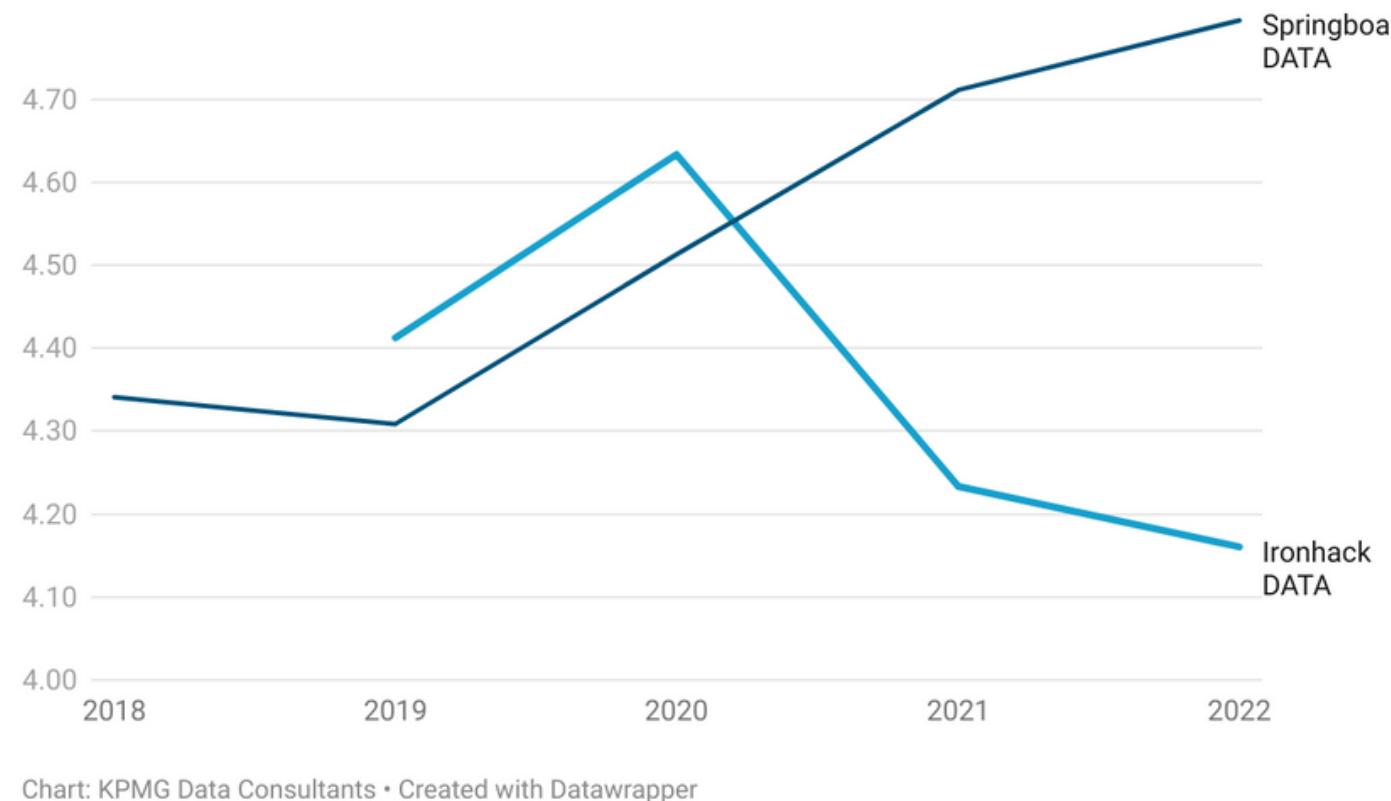


Chart: KPMG data consultants • Created with Datawrapper

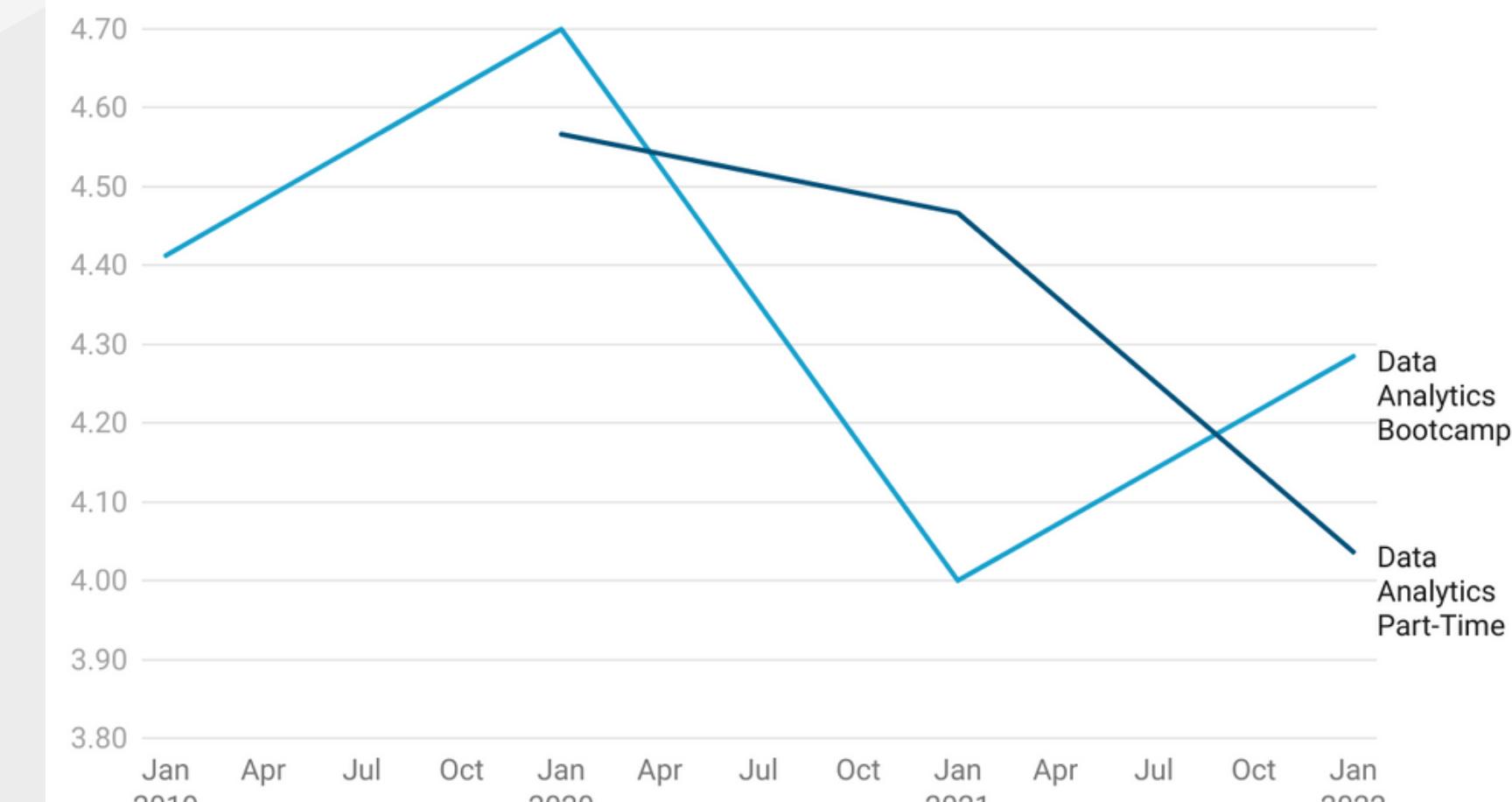
# ooo SPRINGBOARD VS IRONHACK

## Ironhack Vs Springboard

Review of the AVG score for the data programs



## Data Analytics Review Evolution





# MARKET ANALYSIS

## Growth Rate

number of graduated students in last 5 years

2018 2019 2020 2021 2022

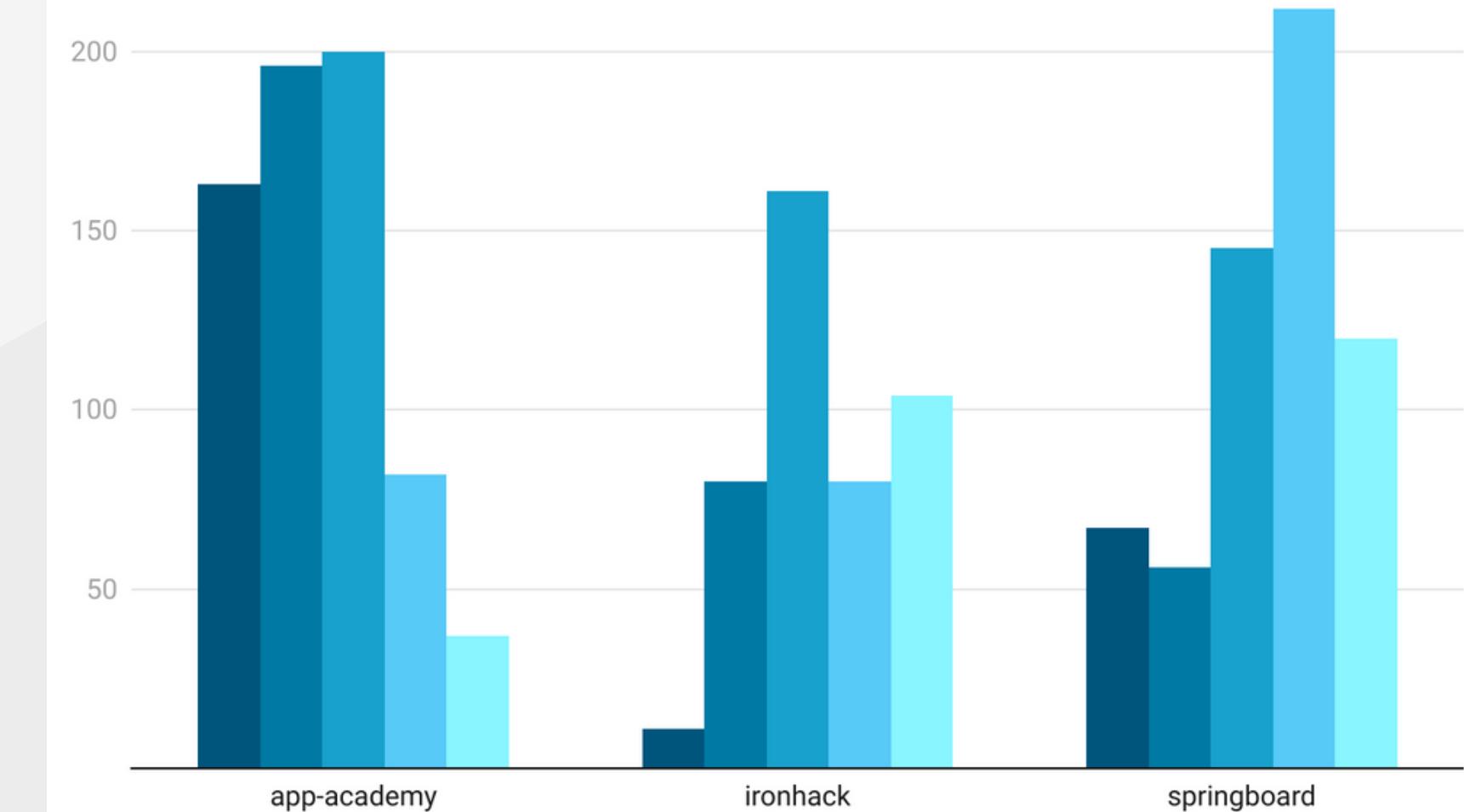
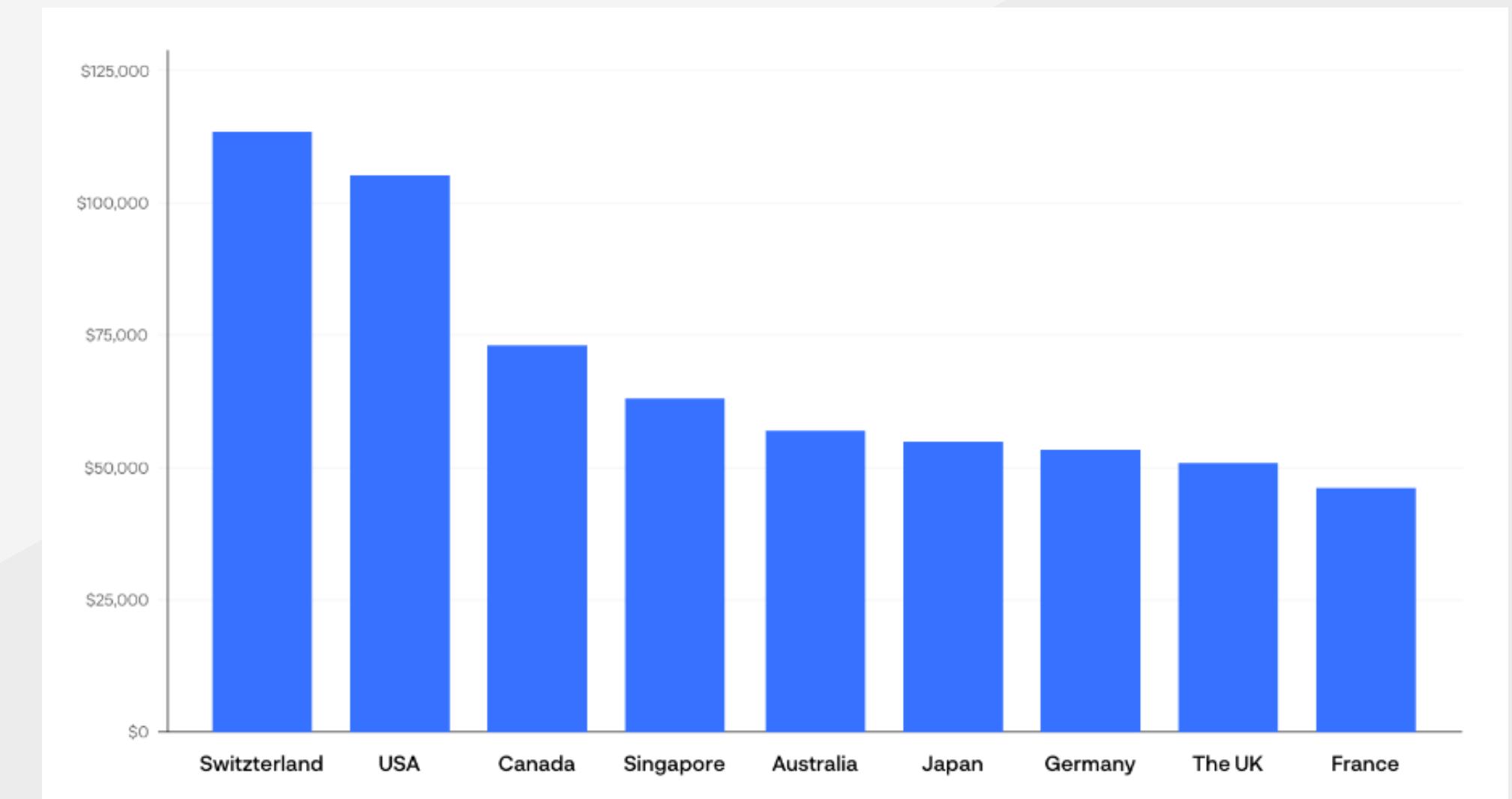


Chart: KMPG Data Consultant • Source: Switchup • Created with Datawrapper



# BUSINESS ANALYSIS

we would like to propose  
potential bootcamp campus  
locations.



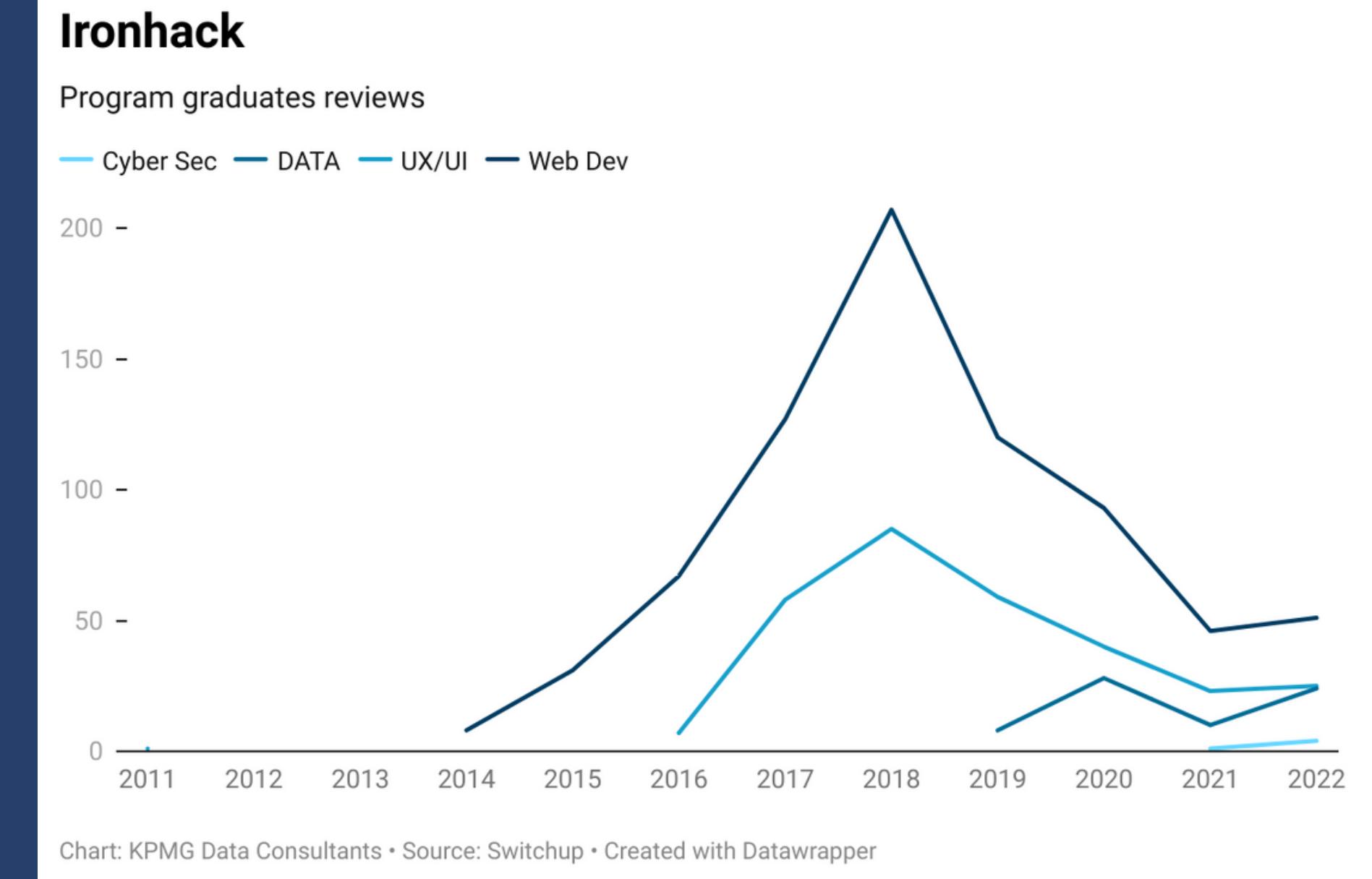
# Cybersecurity

Ironhack is not in the top 8 schools for Cybersecurity courses

Ironhack has 4.14 average score in the Cybersecurity course

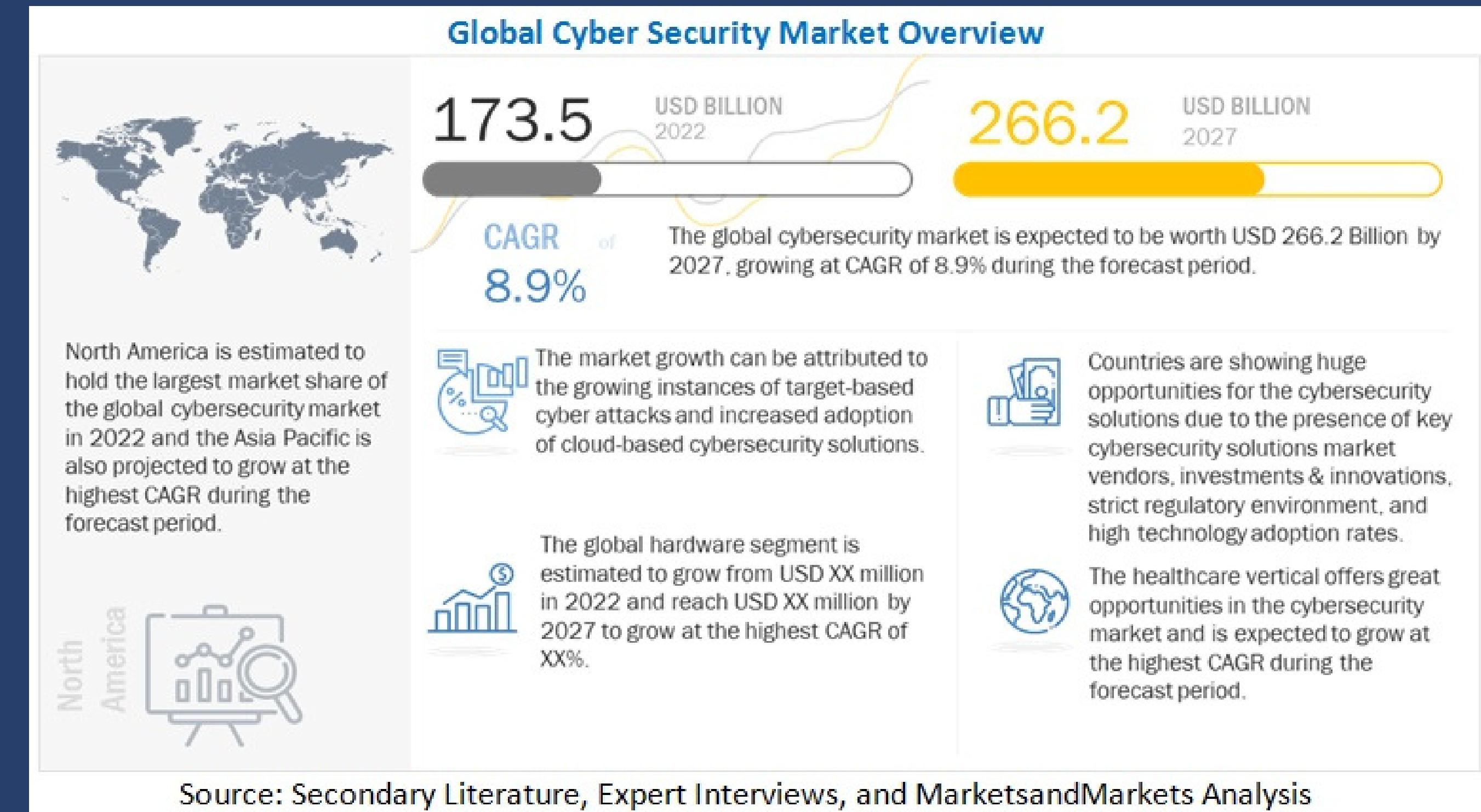
Springboard shows at 4th position

Springboard has 4.56 average score in the Cybersecurity course



\*Cybersecurity has the lowest comments

- According to Hays, the rising need for security skills has surpassed Australia's existing pool of experienced experts; with AustCyber reporting that roles have grown by 57% in the last year alone.
- In comparison, Indeed statistics show that we have a mere 7% of the cybersecurity skills required by the market – with less than 5,000 Information and Communication Technology (ICT) graduates per year.
- As such, there is less fear of unemployment in the cybersecurity field – with skills transferable across a vast range of industries. Professionals can leave their current role and find quick re-employment in a new field of interest that demands their expertise.
- With society becoming increasingly reliant on technology, and hackers finding new, advanced ways of breaching digital systems and devices; the need for security skills isn't waning anytime soon.

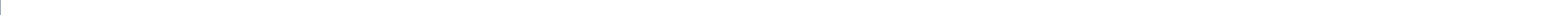




# RECOMMENDATIONS

- Enhance Cybersecurity courses
- Job guarantee badge
- Presence in emerging markets like India, China etc.
- create survey for both full-time and part-time alumnis to gain insights why part-time decreased in score





# THANK YOU

FOR YOUR  
ATTENTION!

If you need help with any Analysis, feel free to reach  
out to us

