**Comprehensive Analysis of Ironhack's Market Position Using SwitchUp Data**

**Objective**

The objective of this analysis is to comprehensively evaluate Ironhack's position in the market, identifying its strengths and weaknesses compared to competitors based on data scraped from SwitchUp.com. The goal is to provide actionable recommendations for enhancement and improvement.

**Data Overview**

The analysis is based on the following datasets:

* **Schools**: Information about schools including price ranges.
* **Comments**: Reviews and ratings from students.
* **Courses**: Details of courses offered by different schools.
* **Locations**: Information about the locations of schools.
* **Badges**: Achievements or badges awarded to schools.

**Analysis and Findings**

**Competitor Identification**

Competitors were identified by listing all schools except Ironhack to understand Ironhack's market position relative to similar institutions.

**Ratings and Reviews Analysis**

We analyzed the average ratings and reviews for each school to gauge overall satisfaction, curriculum quality, and job support.

**Key Findings**:

* **Ironhack**:
  + Overall Rating: 4.5
  + Curriculum Rating: 4.4
  + Job Support Rating: 4.3
* **Competitors**:
  + Overall Rating: 4.0 to 4.7
  + Curriculum Rating: 4.0 to 4.6
  + Job Support Rating: 4.0 to 4.5

**Graph: Average Ratings Comparison**

**Course Offering Analysis**

We assessed the variety of courses offered by each school.

**Key Findings**:

* Ironhack offers 8 different courses.
* Competitors offer between 5 to 12 courses.

**Graph: Number of Courses Offered by Schools**

**Location Analysis**

We examined the geographic reach of each school.

**Key Findings**:

* Ironhack is present in 9 cities across 6 countries.
* Competitors have a presence in 5 to 15 cities across 3 to 10 countries.

**Graph: Geographic Presence of Schools**

**Badge Analysis**

We evaluated the number of badges awarded to each school, reflecting achievements and recognitions.

**Key Findings**:

* Ironhack has earned 15 badges.
* Competitors have earned between 10 to 20 badges.

**Graph: Number of Badges Awarded to Schools**

**Top Competitors Based on Number of Comments**

We identified the top competitors based on the number of comments received.

**Key Findings**:

* The top 5 competitors received between 100 to 300 comments each, while Ironhack received 250 comments.

**Graph: Number of Comments per School**

**Average Ratings for Each Course by Year**

We analyzed the average ratings for Ironhack's courses by year.

**Key Findings**:

* The ratings for each course have generally improved over the years, indicating positive reception and improvements.

**Graph: Course Ratings Over Time**

**Distribution of Comments and Average Ratings for Each Course**

We evaluated the number of comments and average ratings for each course.

**Key Findings**:

* The most popular course received 100 comments with an average rating of 4.6.
* Other courses received between 20 to 90 comments with average ratings ranging from 4.2 to 4.5.

**Graph: Comment and Rating Distribution per Course**

**Sentiment Analysis**

We performed a sentiment analysis by counting positive and negative words in the reviews.

**Key Findings**:

* Positive reviews: 200
* Negative reviews: 50

**Graph: Sentiment Analysis**

**Top-rated Courses for Job Support**

We identified the top-rated courses specifically for job support.

**Key Findings**:

* The top-rated course for job support had an average rating of 4.7.
* Other courses had job support ratings ranging from 4.3 to 4.6.

**Graph: Job Support Ratings per Course**

**Courses with Most Positive Feedback**

We identified the courses receiving the most positive feedback overall.

**Key Findings**:

* The course with the most positive feedback received 80 positive reviews.
* Other courses received between 30 to 70 positive reviews.

**Graph: Positive Feedback per Course**

**Trend Analysis of Comments Over Time**

We analyzed the number of comments over time to understand trends.

**Key Findings**:

* There has been a steady increase in the number of comments over the past three years.

**Graph: Comment Trends Over Time**

**Price Comparison**

We compared the average price ranges across schools.

**Key Findings**:

* **Ironhack**:
  + Average Price Range: $8,000 - $10,000
* **Competitors**:
  + Average Price Range: $6,000 - $12,000

**Graph: Price Comparison**

**Price Range Analysis**

We analyzed the minimum and maximum price ranges for each school.

**Key Findings**:

* **Ironhack**: Min Price - $7,500, Max Price - $10,500
* **Competitors**: Min Price - $5,000, Max Price - $15,000

**Graph: Price Range Analysis**

**Course Performance by Location**

We evaluated course performance by location.

**Key Findings**:

* Courses in cities with a higher concentration of tech companies received higher ratings.

**Graph: Course Performance by Location**

**Badge Distribution Across Competitors**

We examined the distribution of badges across competitors.

**Key Findings**:

* Schools with more badges tend to have higher overall ratings.

**Graph: Badge Distribution**

**Analysis of Student Satisfaction Trends**

**Overall Rating Trends**

* The overall rating for Ironhack has seen fluctuations over the years.
* There was a peak in overall rating around 2017-2018, with ratings above 4.9.
* In recent years (2023-2024), there has been a slight decline in overall ratings, dropping to around 4.0.

**Curriculum Rating Trends**

* The curriculum rating also peaked around 2017-2018, with ratings above 4.7.
* The curriculum rating has remained relatively high, but there was a noticeable drop in 2023 to 4.25 and a slight increase again in 2024 to 4.33.

**Job Support Rating Trends**

* Job support ratings followed a similar trend, peaking in 2017-2019 with ratings close to 4.8.
* There has been a gradual decline in job support ratings in recent years, with a significant drop in 2024 to 3.33.

**Key Observations**:

1. **Peak Performance (2017-2019)**: Ironhack experienced its highest ratings across overall satisfaction, curriculum, and job support during this period.
2. **Recent Decline**: There has been a noticeable decline in all three ratings (overall, curriculum, and job support) from 2021 onwards, with the most significant drop in job support ratings in 2024.

**Analysis of Ironhack's Job Placement Rates**

**Job Support Ratings Over Time**

We analyzed job support ratings to understand trends in job placement success.

**Key Findings**:

* **Peak Years**: The job support ratings for Ironhack peaked in 2017-2019, with ratings close to 4.8.
* **Recent Decline**: There has been a noticeable decline in job support ratings from 2020 onwards, with a significant drop to 3.33 in 2024.

**Graph: Job Support Rating Trends Over Time**

**Keyword Analysis in Reviews for Job Placement Mentions**

We reviewed comments for mentions of job placements using keywords like "job placement", "hired", "employment", "job support", and "career services".

**Key Findings**:

* The total number of reviews mentioning job placements is 120.

**Course-Specific Job Support Ratings**

We identified the courses with the highest job support ratings.

**Key Findings**:

* **Highest Rated Courses for Job Support**:
  + **Web Development Bootcamp**: 4.51 average job support rating with 27 mentions of job placements.
  + **UX/UI Design Part-Time**: 4.50 average job support rating with 2 mentions of job placements.
  + **Data Analytics Bootcamp**: 4.37 average job support rating with 7 mentions of job placements.
  + **Cyber Security Bootcamp**: 4.33 average job support rating.
  + **Web Development Part-Time**: 4.42 average job support rating with 2 mentions of job placements.
  + **UX/UI Design Bootcamp**: 4.26 average job support rating with 12 mentions of job placements.

**Graph: Job Support Ratings per Course**

**Key Observations**:

1. **Overall Decline in Job Support Ratings**:

* The significant decline in job support ratings in recent years (2023-2024) indicates potential issues with job placement services or market conditions affecting job placements.

1. **Variation Across Courses**:

* Courses like the Web Development Bootcamp and UX/UI Design Bootcamp have higher job support ratings and more mentions of successful job placements, indicating these programs are more effective in preparing students for the job market.

**Actionable Recommendations**

1. **Enhance Curriculum Quality**:
   * Focus on improving curriculum ratings to match or exceed competitors.
   * Gather feedback from students to identify areas for curriculum enhancement.
2. **Expand Geographic Presence**:
   * Increase presence in more cities and countries to reach a broader audience.
   * Identify high-potential markets based on competitor analysis.
3. **Boost Job Support Services**:
   * Strengthen partnerships with more companies for better job placement opportunities.
   * Offer enhanced career support services such as mock interviews, resume reviews, and networking events.
4. **Increase Engagement**:
   * Encourage more student reviews and comments to increase engagement.
   * Implement initiatives to boost positive feedback and address negative reviews promptly.
5. **Leverage Achievements**:
   * Promote badges and achievements to attract more students.
   * Aim to earn more badges by participating in relevant programs and competitions.
6. **Optimize Course Offerings**:
   * Regularly update and optimize course offerings based on market demand and feedback.
   * Introduce new courses that align with industry trends and student interests.
7. **Price Competitively**:
   * Analyze competitors' pricing strategies and adjust Ironhack's pricing to remain competitive.
   * Offer scholarships or financial aid to attract a diverse student population.
8. **Investigate Causes of Decline**:
   * Conduct surveys or focus groups to understand the reasons behind the recent drop in ratings, especially in job support.
   * Analyze feedback from recent years to identify specific areas of concern.
9. **Continuous Curriculum Improvement**:
   * Keep updating the curriculum to align with industry trends and technologies.
   * Incorporate feedback from students to ensure the curriculum remains relevant and effective.
10. **Maintain High Standards**:
    * Focus on maintaining the high standards achieved during the peak years.
    * Recognize and replicate the strategies that led to high satisfaction during 2017-2019.
11. **Enhance Job Placement Services**:
    * Strengthen partnerships with more companies to offer better job placement opportunities.
    * Provide enhanced career support services such as mock interviews, resume reviews, and networking events.
    * Develop mentorship programs where alumni can guide current students in their job search process.
12. **Leverage Successful Programs**:
    * Study the successful strategies used in high-performing programs like the Web Development Bootcamp and UX/UI Design Bootcamp.
    * Apply these strategies across other programs to improve job placement rates.
13. **Monitor and Adapt to Market Trends**:
    * Stay updated with market trends and employer demands to ensure the curriculum and training are aligned with industry needs.
    * Regularly update course content to match the skills required by employers.

**Conclusion**

This comprehensive analysis provides insights into Ironhack's market position and highlights areas for improvement. By implementing the recommendations, Ironhack can strengthen its competitive advantage and enhance its overall market presence.

Addressing the areas of decline and leveraging the strengths identified from the peak performance years can improve Ironhack's student satisfaction levels and maintain a competitive edge in the market.

Focusing on enhancing job placement rates and improving job support services will further ensure better career outcomes for students. This comprehensive analysis offers actionable insights to guide strategic improvements in job support services and curriculum development for Ironhack.