College Choice

# Business Strategy

In this case study I am given a task from the high school Counselor’s to prepare a graphic for a high school student and their parents to give them insight for college choices depending on the average cost of attending a public college among six states: California (**CA**), Texas (**TX**), New York (**NY**), Michigan (**MI**), Georgia (**GA**), and Illinois (**IL**) regarding to cost of **out-of-state tuition**, **room**, and **board.**

# Ask

* How much average cost do attending students pay for a public college among six states ?
* What patterns am I trying to show ?
* Who is the audience ?
* Overview or in depth ?

# Chart

Chart, bar chart

Description automatically generated

# About the data

The data set used in this case study is available here : [https](file:///C:\Users\tarek\OneDrive\american-colleges.xlsx)