



# Overview (GRADSG Dataset)

## Enhancing Survey Insight and Effectiveness

The objective is to develop an internal analytics tool that helps surveyors and research teams extract meaningful insights from survey responses and improve survey quality. Potential approaches include data visualisation, machine learning, unsupervised learning, and large language models (LLMs), though other methods may also be applied.

The tool will support surveyors in understanding respondent behaviour, identifying weaknesses in survey design, and synthesising insights from both structured and unstructured responses. Ultimately, the solution aims to transform raw survey data into **actionable, interpretable intelligence** that can be used in day-to-day survey operations.

## Problem Statement

Creating a prototype that assists companies in analysing survey responses, improving survey design, and generating actionable insights for internal uses.

The solution should allow users to:

- Identify patterns, correlations, or redundancies in survey questions that suggest opportunities for improvement
- Understand factors associated with partial or incomplete survey responses
- Discover meaningful demographic or behavioural segments among respondents

- Extract insights from the applicant's perspective on what drives employer attractiveness
- Automatically synthesise and present insights in a clear and interpretable format, potentially using LLMs

## Data Dictionary:

- Response ID
- Time Started
- Date Submitted
- Status: whether the survey is completed
- Language
- SessionID
- User Agent
- Tags
- IP Address
- Longitude
- Latitude
- Country
- City State/Region Postal

Survey questions:

- Which higher education institution do you or did you study at?
- What is your current year of study as of 2025?
- What will be your highest qualification when you graduate?
- Which of the following best describes the main subject that you are studying?
- Please indicate your nationality.
- What is your gender?
- Which of these statements best describes your current perception of (Employer) as an employer?
- Types of roles available:What do you wish to learn more about regarding (Employer) as an employer? (Pick 3)
- Career progression and development:What do you wish to learn more about regarding (Employer) as an employer? (Pick 3)
- Compensation and benefits:What do you wish to learn more about regarding (Employer) as an employer? (Pick 3)
- Work-life balance and culture:What do you wish to learn more about regarding (Employer) as an employer? (Pick 3)
- Application and interview process:What do you wish to learn more about regarding (Employer) as an employer? (Pick 3)
- Other - Write In (Required):What do you wish to learn more about regarding (Employer) as an employer? (Pick 3)
- Other - Write In (Required):What do you wish to learn more about regarding (Employer) as an employer? (Pick 3)

- On a scale from 1 to 10 (1 – Low, 10 – High), how would you rate the attractiveness of (Employer) as an employer?
- Which of these factors would most motivate you to apply for a position at (Employer)?
- Other - Write In (Required):Which of these factors would most motivate you to apply for a position at (Employer)?