STUDENT DATA ANALYSIS USING BUSINESS ANALYTICSAT SYSTECHCOMPUTEREDUCATION

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ABSTRACT

AstudyentitlesStudentsAdmission andRetention DataAnalysisSystem.Businessanalytics is a combination of disciplines and technologies that use data analysis, statisticalmodels,andotherquantitativemethodstosolvebusinesschallenges.It entailsaniterative,rigorousinvestigationofanorganization'sdata,withafocusonstatisticalanalysis,inorder to inform decision-making. This research will give the importance of education whereeducation is to increase one's knowledge. In order to gain knowledge,we must combinetheoreticalunderstandingwithpracticalapplication intherealworld.Systech Computer Education helps the understudies to get ready for the most pined for exams.We prepare our understudies to split exams that are dubious as well as hard to clear. We go forbuildingaclassroomwherethereisanexchangeandnotonlyaworkshoproomwhereamonologis directed. The instructors are effortlessly agreeable and exceptionally supportive. Thinkingabouttheessentialnessoftheseexamstheinstitutegivestheirunderstudiescommittedworkforce,best coursecontent andlegitimate investigation management.The findings of this study will provide insights into the effectiveness of systech computereducation social media marketing strategies and will inform future education on digitalplatform. Ultimately. This study will contribute to the growing body of knowledge on socialmediamarketing intheinformation andinternet technology industry.

Keywords: *- Student Data Analysis, Retention Data Analysis, Business Analytics, DataAnalysis, Statistical Models, Theoretical Understanding, Practical Application, Digitalplatform,Information and Internet TechnologyIndustry.*

INTRODUCTION

Student Data analysis can provide a snapshot of what students know, what they should know, andwhat can be done to meet their academic needs. With appropriate analysis and interpretation of data,educatorscan makeinformed decisionsthat positively affect student outcomes.

- Data on student admission and retention in an academic institution were gathered throughonline surveys wherein they are asked to answer a survey. For data analysis on studentretention, they are ask what are the factors and reasons of their continuous enrollment. Factorsgiven are : employee's dependent, scholarship grant, location's accessibility, tuition fees andother fees, up-to-date facilities, board performance, quality instruction, autonomous status,communityinvolvementactivities,linkages andpartners andemployability rate.
- Ontheotherhand,studentsadmissiondatawereanalyzeonhowtheygettoknowtheacademicinstitution with given different marketing strategies as follows: referred by friend or relatives,career talk/orientation, house to house marketing campaign, marketing ads/ tarpaulin posting/fyers,website/socialmediaplatforms,newspaperandpublications,televisionads/commercials, hosting on various invitational academic and non-academic competitions,academicand sports competition. Likewise
- softwareprototypingapplicationsandmethodsarebestuseinthesituationslikes;systemsthatrequires high level of interaction from users; online systems applications, systems that uses alot of screens, and systems and applications wherein users need to fill out forms like onlinesurveys.

HOWBUSINESSANALYTICSWORKS

BAbeginswithnumerous foundationalactivitiesbeforebeginninganydataanalysis:

• Determinetheanalysis'sbusinesspurpose.

• Decideonananalyticalmethod.

• Gather company data to aid in the analysis, which might come from a variety of systemsandsources.

• Cleanseandcombinedatainasinglerepository,suchasadata warehouseordatamart.

PredictiveAnalytics

Predictive analytics is the study of past data in order to forecast future events and trends.To increase the accuracy of forecasts, predictive analytics often employs methods such asbig data, machine learning, and regression analysis (which investigates the correlationsbetweenpastdatasets).

Predictiveanalyticsinmarketing

Despiteitsmanyadvancementsoverthedecades,marketingtechnologydoesnotalwaysdothebes tjobofassistingpurchasers.Anyonewhohasevergoneonlineinsearchofnewshoesonly to have their computer bombard them with adverts for new sneakers for the nextseveralmonths canattesttothis.

However, predictive analytics is assisting marketers in improving their ability to predictcustomerbehaviorsothattheymaycustomizeamarketingcampaignfortherightaudience atthe righttime onthe rightchannels.

Challenge:Predictingclientbehaviortrendssothatmarketingcampaignscanbeproperlyfocuse d.

Solution: Use marketing automation software with comprehensive analytics features toassist your marketing teams follow buyer behavior at every stage of the customer journey,givingtheminsightintothenextstepscustomersaremostlikelytotake.

PredictiveAnalyticsMeasurementModels

Withpredictiveanalytics,therearethreemaintypesofmodelstoconsider:

• ClusterModels:Thesealgorithmsareusedtocategorizeaudiencesbasedonpreviousbrandinvolvement,previouspurchases,anddemographicinformation.

• PropensityModels:Theseassessacustomer'spotentialtoconvert,actonanoffer,ordisconnectfromabrand.

• RecommendationsFiltering:Thisapproachanalysespreviouspurchasedatatoseewhereadditionalsalespossibilitiesmayexist.

Whatroledoespredictiveanalyticsplayinmarketers'marketingstrategies?

Totakeuseofpredictiveanalytics,marketersneedadvancedmarketingtoolsandmeasurementcapabilitiesbecausethereissomuchdataaccessible.

MarketingMetricsinOnePlace

Marketers require a large amount of past data to forecast future trends. Marketers musttrackeachengagementascustomersconnectwithcampaigns,progressthrough thesales funnel,andeventually convert. To properly constructcustomer identities, all ofthisdatamustbeconnectedandsynced.Bycentralisingdataonmarkettrends,consumerbehaviour,andonlineandofflineengagements,unifiedmarketingmeasurementprovidespredictiveanalytics.

SoftwareforMarketingAnalysis

Multiplemeasurementmodelsandalargeamountofdataarerequiredforpredictiveanalytics.

Marketersneedpowerfulmarketinganalyticssoftware thatcan condense all of thisdatainto digestible information from which actionable insights may bederivedin order to fullybenefitfrompredictiveanalytics.

ArtificialIntelligenceandMachineLearning

AI and machine learning are expected to play a big part in marketing optimization,andthey're already being talked about as must-have elements when it comes to omnichannelmarketingsolutions.

These solutions are necessary because they allowmarketers torespond on datain realtime,automaticallypresentingdynamiccontent.Dynamicpricing,automatedsalespredictions, automated content generation, and real-time personalization are all possiblewithpredictiveanalytics,machinelearning,andAImarketingcapabilities.

Today's customers have more options than ever before. They are nolonger limited towhat is in stock at their local store; they may order whatever they want, whenever theywant. As a result, vendors, merchants, and service providers are all competing fiercely.The only way to stay competitive is to stay ahead of consumertrends and desires. This ispossiblebecause topredictive analytics,whichhelpsmarketers evaluate customerbehaviorandpatterns,forecastfutureshifts, anddesigncampaignsappropriately.

ObjectivesoftheStudy

OverarchingGoals

The primary goal of education is to increase one's knowledge. In order to gain knowledge,wemustcombinetheoreticalunderstandingwithpracticalapplicationintherealworld.

Thefollowing isalistofthestudy'sobjectives.

SpecificObjectives

- Tounderstandaboutthecurrentstateofdifficultlearningsolutions.
- ToinvestigatehowWicultylearningsolutionsareperceivedbycustomers.
- Tomakerecommendationsbasedonresearchandobservation.
- toresearchitscompetitors'brands
- Tounderstand howemployeescontributetothebrand'spositions.
- Leadscollectedthroughvariousmarketingmeans areconverted.
- Creatingashort-andlong-termsalesstrategytoachievethetarget
- Consistentlymeetrevenuetargetsinaccordancewithteam/organizationalgoals.
- Identifyingcross-selling/up-sellingprospectswithcustomersona proactivebasisIdentifyingreferencesfromtheexisting clientbasetoboostsalesfunnel
- CustomerRelationshipManagement(CRM)isatermthatreferstothemanageme ntofcustomerrelationships.
- Understandthecustomer'sneedsandcommunicatethemtotheproductteamthroughKeyAcc ountManagement,NewAccountDevelopment,Operations, andReporting.
- Managingtheassigned'spre-salesandpost-salessupportactivities.

ScopeoftheStudy

ThisreportwascreatedafterlengthydiscussionswithSystechemployeesandtheirsupervisor. I met with an analytics manager to compile this report. He gave me an updateonhisactivities.Ihadagreatopportunitytolearnaboutdatacleansing,sorting,findingnewc lients through data visualization, and other related topics while producing this report.Conference publications have a substantial market. This book made it simple for me tocompileinformationfromasmallnumberofconferencepublications.

LimitationsoftheStudy

1.2.1 Afundamentallimitationintheorganizationisthelackofrelevantdocumentsandin formation.

1.2.2 For me, an important constraint of the study was the unintended failureofthetargetaudience/respondertogivetheessentialinformationdueto theirbusyschedules.

1.2.3 There is a lot of information that can't be shared because of securityconcernsorothercorporatecommitments.

1.2.4 There may be deliberate inaccuracies due to a lack of experience in writingsuchextensive reports.

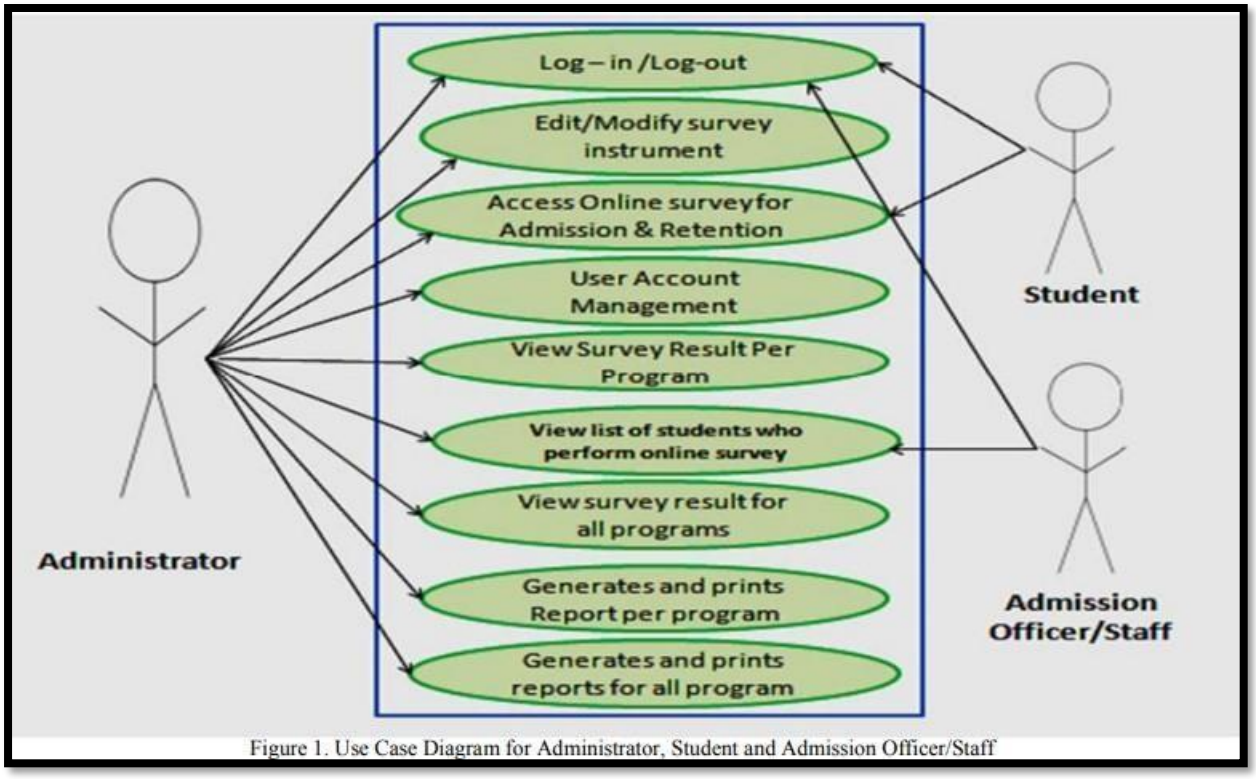


Figure 1. Use Case Diagram for Administrator, Student and Admission Officer/Staff

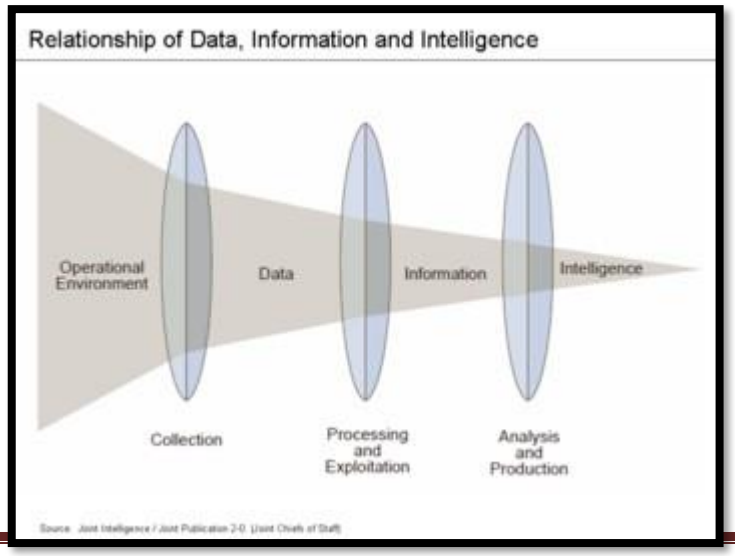
Figure1showstheuse-casesforAdministrator,StudentsandAdmissionOfficer/Staff.Itwaspresented that the administrator, student and admission officer/staff logs-in and logs-out of thesystem. Both the administrator and the student can access the online survey for admission andretention. Also, both Administrator and Admission Officer/ Staff can view the list of students whofinishedtheonlinesurveyinordertoissueclearancewiththestudents.Moreover,theadministratorsw ill be the one to manage the account of the users, edit/ modify survey instrument, can view surveyresults for individual programs and all programs. Lastly, the Administrator could generate and printsurveyresultsperprogramandallprograms.

STUDENTDATAANALYSIS

StudentDataanalysis isaprocessofinspecting, cleansing, transforming,and modeling Studentdatawiththegoalofdiscoveringusefulinformation,informingconclusions,andsupportingdecisio n-making. Data analysis has multiple facts and approaches, encompassing diverse techniques under avariety of names, and is used in different business, science, and social science domains. In today'sbusiness world, data analysis plays a role in making decisions more scientific and helping businessesoperate moreeffectively.

THEPROCESSOFDATAANALYSIS

Analysis,referstodividingawholeintoitsseparatecomponentsforindividualexamination.

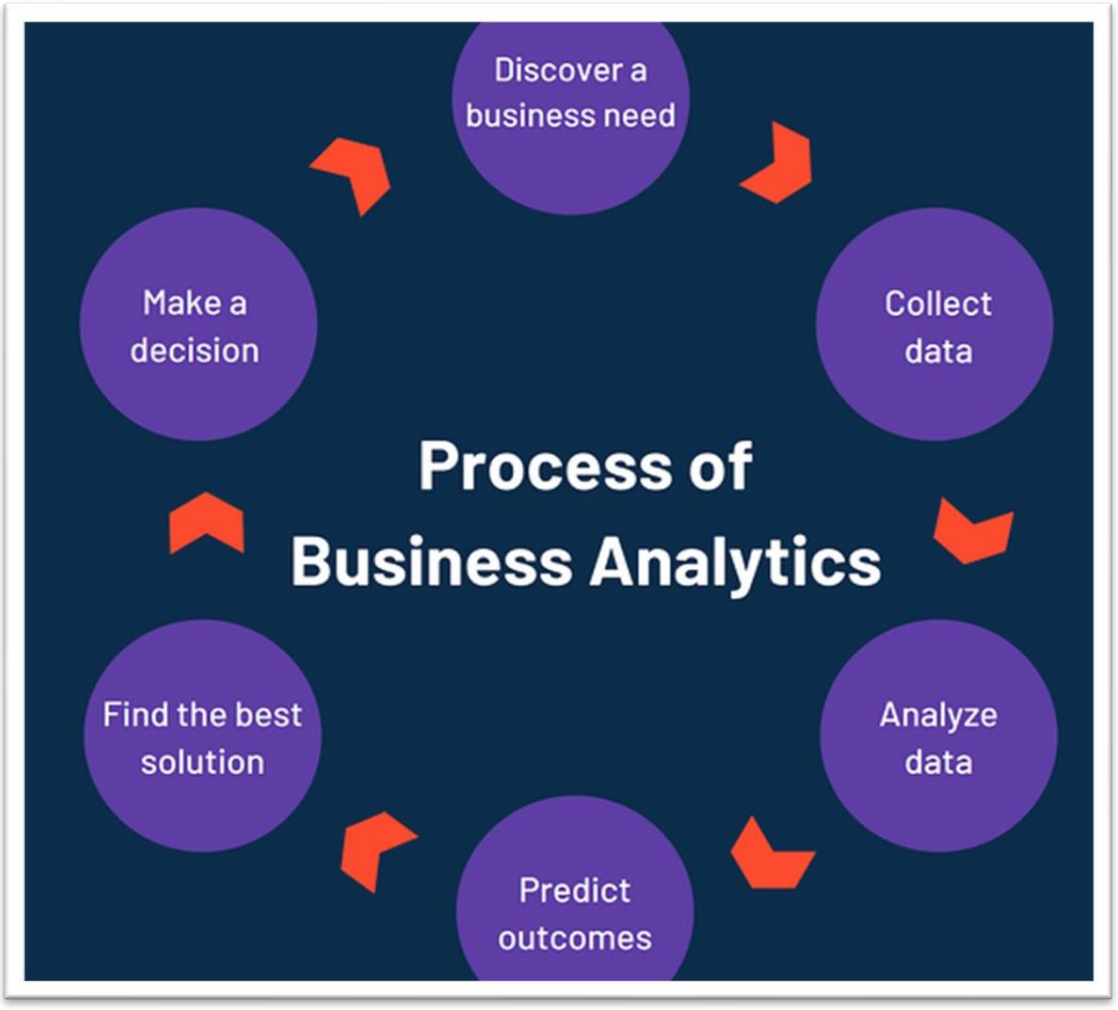


The phases of the intelligence cycle used to convert raw information into actionable intelligence orknowledge are conceptually similar tothe phasesindataanalysis

BUSINESSANALYTICS

Business analytics (BA) is a set of disciplines and technologies for solving business problems usingdata analysis, statistical models and other quantitative methods. It involves an iterative, methodicalexploration of an organization's data, with an emphasis on statistical analysis, to drive decision-making.

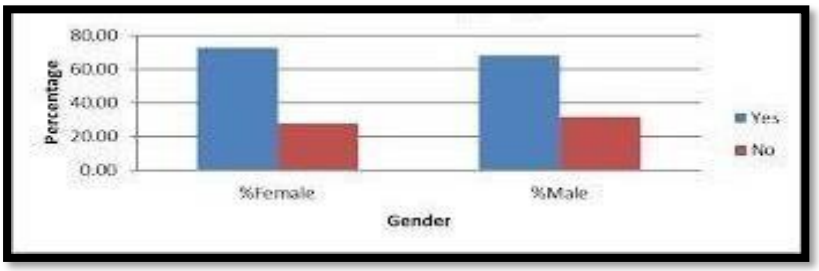
HOW BUSINESSANALYTICSWORKS:



ANALYSIS&INTERPRETATIONOFFINANCIALSTATEMENTS

Systech tracks each Student 'journey' by analyzing every click and touch they make duringeach session. Users' journeys help us learn how they use the app and anticipate their nextpurchase. Company should expect 2.5 to 6 times business growth during the SummerHolidays.

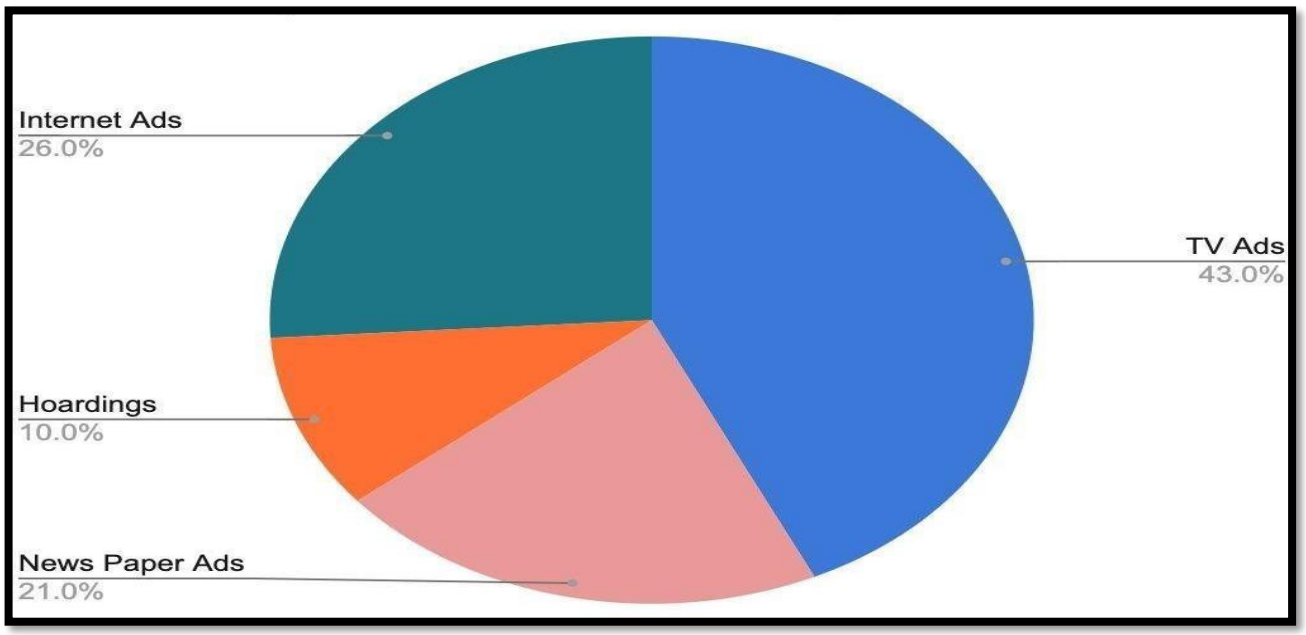
GenderwiseAdmissionforvariouscourses



INTERPETATION:Amongall100respondents,there60.00%malesand40.00%females

HowtherespondentscametoknowaboutSystech?

	Frequency	percent	Validpercent	Cumulative percent
TVads	43	43	43	43.0
Newspaperads	21	21	21	64.0
Hoardings	10	10	10	74.0
Internetads	26	26	26	100.0
Total	100	100	100	



INTERPRETATION: there were 43.00% respondents knew through TV Ads,10.00%knewthroughhoardings,26.00%knewthroughInternetAdsand21.00 %respondents knewthroughNewspaper Ads.

CONCLUSION:

- Systech Computer Education helps the understudies to get ready for the most pinedfor exams. systech go for building a classroom where there is an exchange and notonly a workshop room where a monolog is directed. The instructors are effortlesslyagreeable and exceptionally supportive. Thinking about the essentialness of theseexamstheinstitutegivestheirunderstudiescommittedworkforce,bestcoursecontent andlegitimateinvestigation management.
- systech staff gives careful consideration towards every single student and gets readybest course material to influence them to comprehend those inquiries that are toendeavor and those not to be, which is the trickiest piece of such examinations. Thefoundationlikewiseleadsdifferentinstructiveworkshops,courses,andvisitoraddresse s on a consistent premise to hold the focal point of the understudies. Themodernframework givessound showingconditions in the classes.
- The understudiesare energizedfor introducingthemselves and talk sessions arelikewise held.The pointof thisinstitute is to buildupanaggressive mentalityalongside a scholarly base that is driven by quality education as well as individualconsideration. Overall, it's an amazing institute to invest your trust, time, and moneyin.
- Systechoffersadiverserangeofcourses,someofwhichareessentialandotherswhichareextr aordinary.
- Systechprovidecustomizedsolutionswithqualityandcosteffectiveproductrange.Astrong customer focus approach and constant quest for top class quality and serviceshaveenabled us to attainand sustain leadership position.
- Following a customer's engagement with systech, we should ensure that they becomebrandloyal and track their activity on the platform.

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