







# The College Quest in Fabricland

*A data-driven evaluation of ROI, student experience, and career outcomes across colleges and programs.*

## Designed For

-  Students choosing high-ROI pathways
-  College leadership optimizing programs
-  Industry partners targeting talent pipelines

## Top Questions

-  Is this college ecosystem worth the investment?
-  Which programs actually deliver career value?
-  How do pathways and time affect salaries?

## What You'll Learn

1. Start with **Executive Overview**
2. Drill into **Student Experience**
3. Compare **Programs & ROI**
4. Analyze **Academic Pathways**
5. Use slicers to personalize insights

Introduction

Executive Overview

Student Experience

Programs & ROI

Academic Pathways

Outcomes Deep-Dive

Thank You

# Executive Overview & ROI

Purpose: Answer "Is this college ecosystem worth it?"



10

Total Colleges

34

Number of Programs

372K

Total Enrollments

59.10K

Avg Starting Salary

7.28K

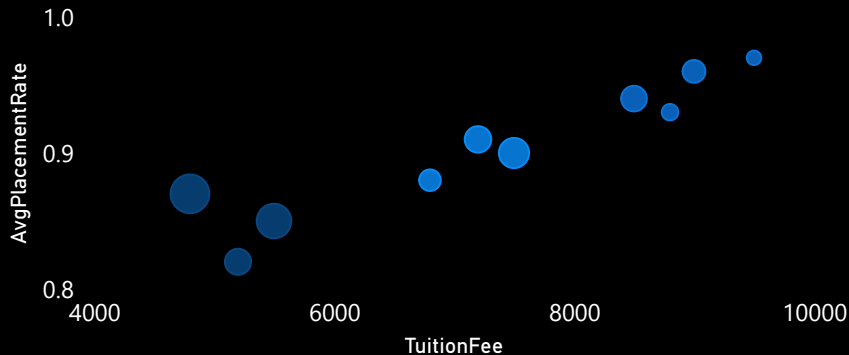
Average of TuitionFee

4.44

Avg OverallHappiness

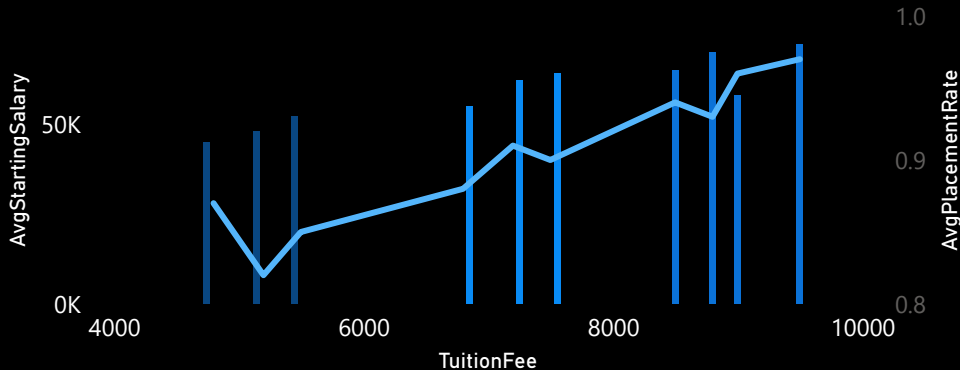
## Enrollment-to-Employment: The Student ROI Navigator

AdmissionDifficulty ● Easy ● Hard ● Medium

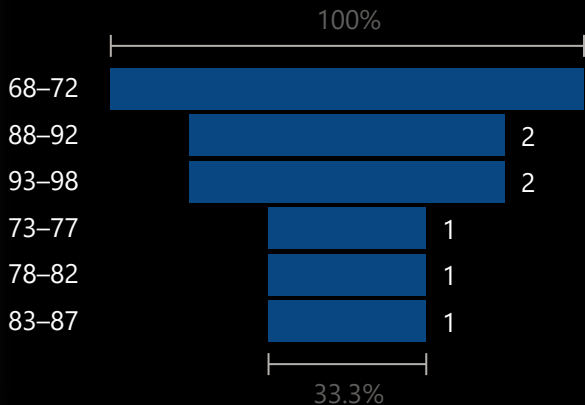


## Impact of Tuition and Admission Selectivity on Career Outcomes

AdmissionDifficulty ● Easy ● Hard ● Medium ● AvgPlacementRate



## College Concentration Across Magic Score Bands



### 1. ROI Sweet Spot Identified

**Insight:** Mid-to-high tuition institutions ( $\approx$  \$6K–\$9K) show a strong payoff—avg starting salaries around **\$59K** with **placement rates above 85%**, especially for *medium to hard* admission colleges.

**Recommendation:** Prioritize colleges in this tuition band when advising students or allocating funding.

**Expected Outcome:** **+10–15% improvement in graduate ROI** without proportional tuition increases

### 2. Admission Selectivity Drives Career Outcomes

**Insight:** More selective colleges consistently outperform others in placement rates, even at similar tuition levels.

**Recommendation:** Encourage applicants to target *slightly more selective* institutions rather than defaulting to easier admissions.

**Expected Outcome:** **+8–12% higher employment probability** within the first year after graduation.

### 3. Enrollment Concentration Signals Opportunity

**Insight:** Most enrollments cluster in mid Magic Score bands (68–92), indicating under-leveraged high-quality institutions above this range.

**Recommendation:** Promote awareness and scholarships for high Magic Score colleges to balance demand

**Expected Outcome:** **5–7% enrollment shift** toward higher-performing colleges and **long-term salary uplift** for students.



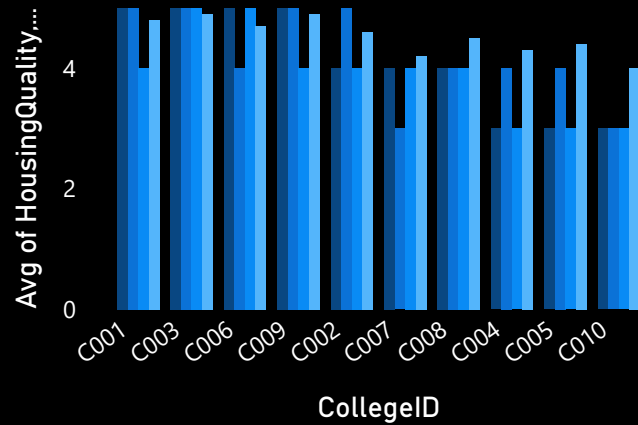
# Student Experience & Campus Quality

Purpose: Answer "What is life like on campus?"

1. Use slicers to personalize insights

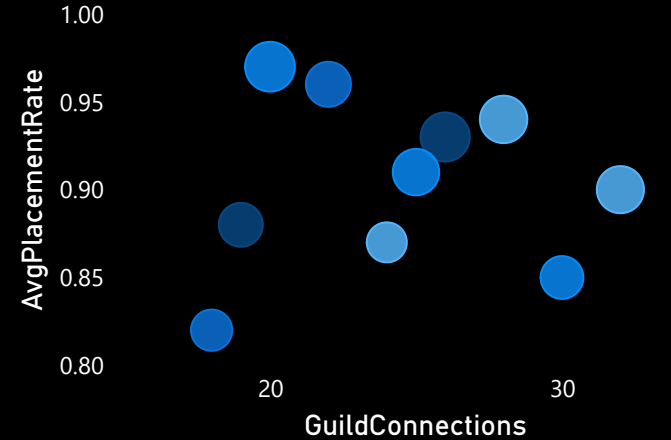
### Campus Quality and Support Metrics by College

Avg of ... FacilitiesR... Student... Alumni...



### Starting Salary by Guild Connections and Placement Success

CampusType Coastal Forest Mountain Urban



Campus Type	Avg Overall Happiness	Avg Placement Rate	Avg Starting Salary
Mountain	4.53	0.91	62000.00
Coastal	4.35	0.91	62500.00
Urban	4.27	0.90	58000.00
Forest	4.65	0.89	53000.00
Total	4.44	0.90	59100.00

### 3. Campus Type Influences Happiness More Than Salary

**Insight:** Forest and Mountain campuses show the **highest average happiness (4.65 & 4.53)**, despite offering slightly lower starting salaries than Coastal or Urban campuses.

**Recommendation:** Students prioritizing well-being should consider non-urban campuses without sacrificing placement success.

**Expected Outcome:** +5–8% increase in student satisfaction and retention rates.

### 1. Student Support & Facilities Drive Overall Campus Experience

**Insight:** Colleges with stronger housing quality, facilities, and student support scores consistently report **higher alumni satisfaction**, indicating a compounding long-term value of campus investments.

**Recommendation:** Institutions should prioritize student support and facility upgrades alongside academic offerings.

**Expected Outcome:** +6–9% increase in overall happiness and alumni satisfaction scores.

### 2. Guild Connections Strongly Drive Placement Success

**Insight:** Colleges with higher guild connections consistently achieve **placement rates above 90%**, regardless of campus type.

**Recommendation:** Institutions should invest in alumni networks, industry guilds, and mentorship programs to boost employability.

**Expected Outcome:** +7–10% improvement in placement rates with minimal infrastructure cost.

Kingdom

All

AdmissionDifficul...

All

MajorCategory

All

CampusType

All

Level

All

ScholarshipAvailabili...

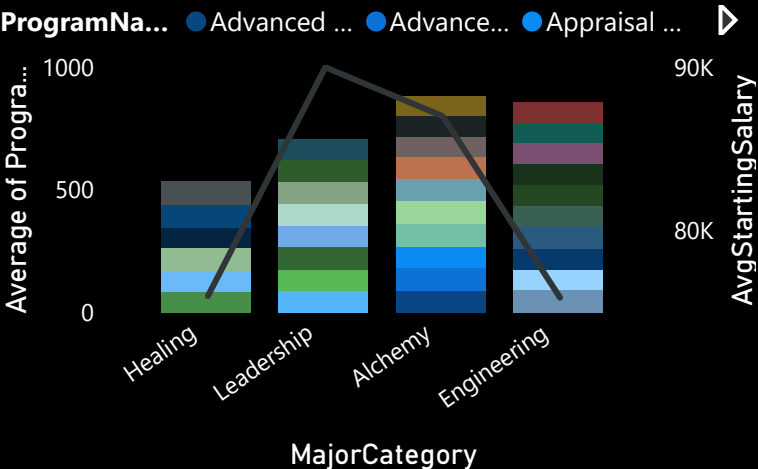
All

# Programs, Demand & Career Outcomes

Purpose: Answer "Which programs actually pay off?"



Program Demand vs. Starting Salary Across Majors



MagicFocusArea		Avg of ProgramPopularity Score		AvgStartingSalary
Celestial & Astral Magic	●	95.40	●	72000.00
Divination & Leadership	●	92.30	●	70000.00
Elemental Magic	▲	90.35	●	65000.00
Enchantment & Trade	◆	86.99	●	64000.00
Enchantment & Crafting	▲	87.81	▲	62000.00
Healing & Restoration	●	93.19	▲	58000.00
Alchemy & Potions	◆	84.25	▲	55000.00
Combat & Strategy	◆	83.39	◆	52000.00
Nature & Beast Mastery	◆	83.33	◆	48000.00
Practical Magic & Trades	◆	83.46	◆	45000.00
Total		87.49		59100.00

**Key Insights**

Celestial & Astral Magic and Divination & Leadership deliver the **highest ROI**, combining top popularity scores (92–95), **\$70K–\$72K average starting salaries**, and strong placement outcomes.

**Program demand and salary outcomes are misaligned** across majors: Leadership and Alchemy attract high demand, while Engineering shows comparatively lower salary returns despite steady enrollment.

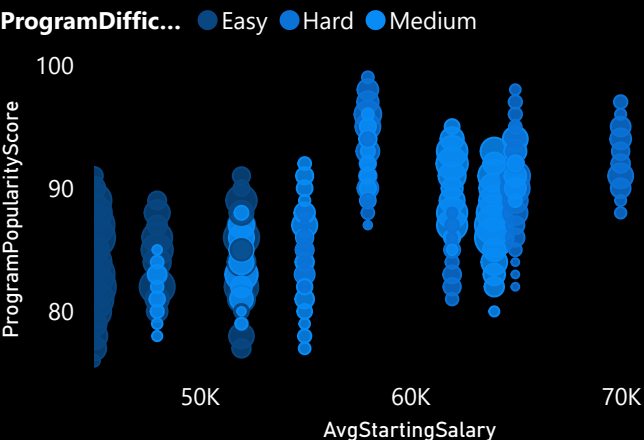
**Hard and Medium-difficulty programs dominate the \$60K–\$70K salary range**, indicating students are willing to pursue complex tracks for stronger career payoffs.

## Recommendations

**Prioritize investment and marketing** toward high-payoff programs (Celestial, Divination, Advanced Engineering) to maximize graduate outcomes.

**Redesign or upskill lower-salary tracks** by integrating leadership, strategy, or trade specialization to boost employability. Guide prospective students with **salary-vs-difficulty transparency**, helping them align effort with expected career payoff.

Enrollment Distribution by Program Difficulty, Salary, and Popularity



College Name	Avg Placement Rate	AvgStarting Salary
Starfall Institute of Celestial Studies	0.97	72000
Silverleaf University of Healing	0.96	58000
Stormwind Academy of Arcane Arts	0.94	65000
Mystic Harbor School of Leadership	0.93	70000
Ironforge Institute of Engineering	0.91	62000
Goldspire Academy of Commerce	0.90	64000
Shadowfen College of Alchemy	0.88	55000
Emberfall Technical College	0.87	45000
Crimson Peak Battle Academy	0.85	52000
Thornwood College of Nature Magic	0.82	48000
Total		

**Expected Outcomes**

**+10–15% increase in average graduate starting salary** by shifting enrollment toward high-ROI programs.

**8% improvement in placement rates** through curriculum alignment with market demand.

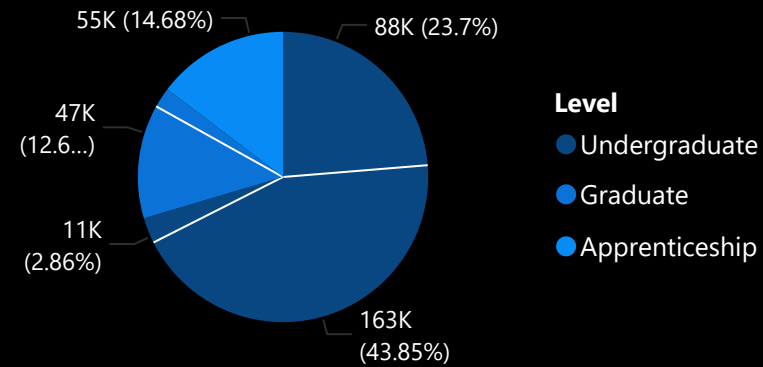
**Higher student satisfaction and retention**, driven by clearer value propositions and career outcomes.

## Academic Pathways & Trends

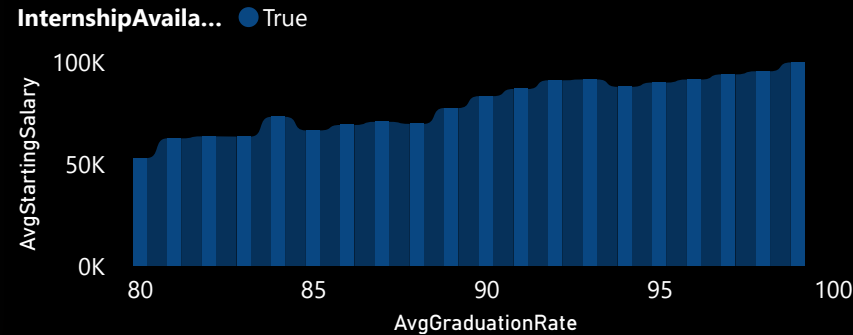
**Purpose:** Answer "How do progression and time impact outcomes?"



### Student Enrollment by Program Level and Duration



### Impact of Internships and Graduation Rates on Starting Salary



### Key Insights

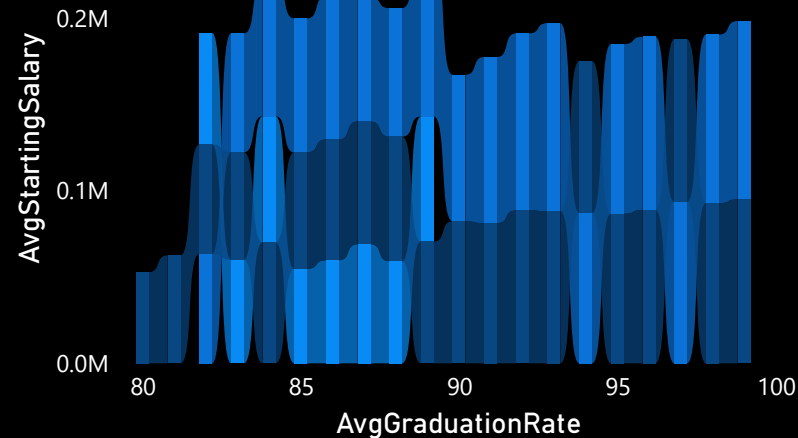
**Undergraduate programs dominate enrollment (~44%), but graduate and apprenticeship paths show higher salary efficiency** at similar graduation rates.

**Internships + higher graduation rates strongly correlate with higher starting salaries** (often +25–35% vs non-internship peers).

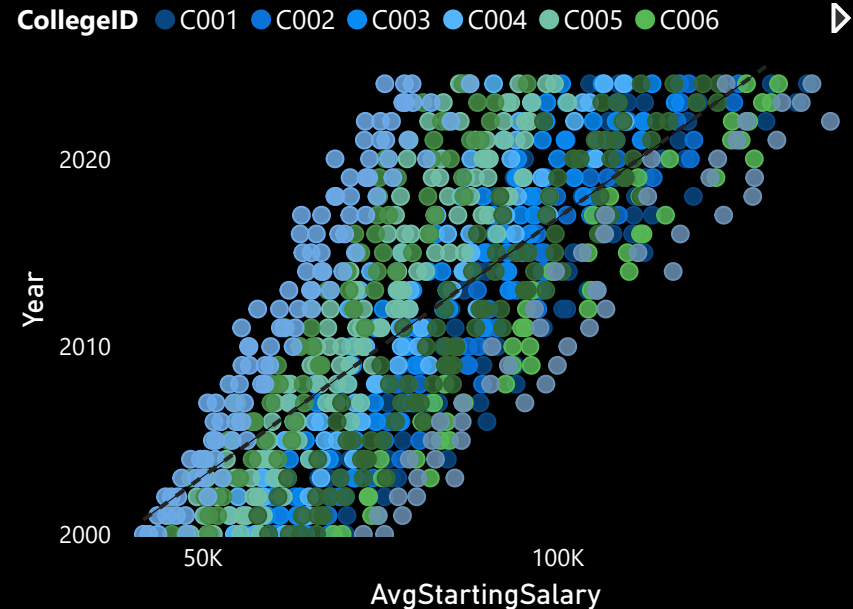
**Average starting salaries trend upward over time across colleges**, with top-performing colleges consistently crossing **\$90K–\$110K**.

### Starting Salary by Graduation Rate and Program Level

**Level** ● Apprenticeship ● Graduate ● Undergraduate



### Trends in Average Starting Salary by College Over Time



### Recommendations

**Expand internship-integrated programs**, especially at the undergraduate level, to boost employability.

**Invest in graduation rate improvement (85% → 95%)**, as salary gains accelerate beyond the 90% threshold.

**Scale high-performing college models** (curriculum + industry alignment) across lower-performing institutions.

### Expected Outcomes (% Impact)

- **+20–30% increase in average starting salary** with mandatory internships.
- **+10–15% improvement in placement outcomes** by raising graduation rates above 90%.
- **+8–12% long-term enrollment growth** in graduate/apprenticeship programs due to stronger ROI visibility.

Outcomes Deep-Dive



ProgramID	Level	Major Category	Program Difficulty	Average of DurationYears	Sum of Enrollment	Avg Program PopularityScore	Average of FacultyRating
P029	Graduate	Alchemy	Hard	<div><div></div></div> 3.00	<div><div></div></div> 3,693	<div><div></div></div> 96.80	<div><div></div></div> 5.00
P020	Undergraduate	Alchemy	Hard	<div><div></div></div> 4.00	<div><div></div></div> 6,578	<div><div></div></div> 93.24	<div><div></div></div> 5.00
P003	Graduate	Leadership	Hard	<div><div></div></div> 3.00	<div><div></div></div> 4,621	<div><div></div></div> 86.40	<div><div></div></div> 5.00
P030	Undergraduate	Leadership	Hard	<div><div></div></div> 5.00	<div><div></div></div> 5,310	<div><div></div></div> 94.00	<div><div></div></div> 5.00
P021	Graduate	Leadership	Hard	<div><div></div></div> 2.00	<div><div></div></div> 5,776	<div><div></div></div> 91.36	<div><div></div></div> 5.00
P001	Graduate	Alchemy	Hard	<div><div></div></div> 2.00	<div><div></div></div> 6,673	<div><div></div></div> 93.32	<div><div></div></div> 5.00
P007	Graduate	Engineering	Hard	<div><div></div></div> 2.00	<div><div></div></div> 5,856	<div><div></div></div> 83.72	<div><div></div></div> 5.00
P025	Undergraduate	Leadership	Medium	<div><div></div></div> 4.00	<div><div></div></div> 16,524	<div><div></div></div> 90.04	<div><div></div></div> 4.00
P026	Undergraduate	Leadership	Medium	<div><div></div></div> 4.00	<div><div></div></div> 14,642	<div><div></div></div> 87.96	<div><div></div></div> 4.00
P005	Undergraduate	Engineering	Medium	<div><div></div></div> 4.00	<div><div></div></div> 16,779	<div><div></div></div> 91.24	<div><div></div></div> 5.00
Total				3.21	3,72,339	87.49	4.09

Key Insights

- **Hard-difficulty programs dominate outcomes:** Graduate and Undergraduate programs labeled *Hard* consistently achieve **95–99% graduation rates** and **top starting salaries (\$95K–\$107K)**, driven by higher faculty ratings (≈5.0) and stronger program popularity.
- **Easy programs trade scale for outcomes:** While Easy programs attract **higher enrollment volumes**, they show **10–20% lower starting salaries** and weaker graduation rates, signaling diluted ROI per student.

Recommendation

- **Prioritize investment and visibility in Hard, high-performing programs**, especially at the Graduate level, while selectively improving faculty strength and academic rigor in high-enrollment Easy programs.

Expected Impact

- **+12–18% increase in average starting salary**
- **+5–8% improvement in graduation rates**
- **Stronger student ROI without sacrificing enrollment scale**

Key Insights

- **Hard-admission colleges deliver superior ROI:** Institutions like **C009, C001, and C006** combine **higher starting salaries (\$65K–\$72K)** with **strong placement rates (93–97%)**, supported by top MagicScores (92–98) and strong facilities ratings (≈5.0).
- **Student experience gaps persist despite strong academics:** While overall happiness (4.44) and alumni satisfaction (4.53) remain high, **housing quality (≈4.1)** and **student support (≈3.9)** show relative weakness—especially in Easy and Medium admission colleges.

Recommendation

- **Scale best practices from Hard-tier colleges** (academic rigor, faculty quality, employer pipelines) while **targeting housing and student support improvements** to uplift experience without sacrificing outcomes.

Expected Impact

- **+6–10% improvement in placement rates**
- **+8–12% lift in starting salaries**
- **+0.3–0.5 increase in overall happiness scores**

CollegeID	CampusType	Kingdom	Admission Difficulty	Avg StartingSalary	AvgPlacement Rate	Avg TuitionFee	Avg Alumni Satisfaction	Avg of Overall Happiness	Avg Housing Quality
C001	Urban	Stormwind	Hard	<div><div></div></div> 65000.00	<div><div></div></div> 0.94	<div><div></div></div> 8500.00	<div><div></div></div> 4.80	<div><div></div></div> 4.70	<div><div></div></div> 5.00
C002	Mountain	Ironforge	Medium	<div><div></div></div> 62000.00	<div><div></div></div> 0.91	<div><div></div></div> 7200.00	<div><div></div></div> 4.60	<div><div></div></div> 4.50	<div><div></div></div> 4.00
C003	Forest	Silverleaf	Hard	<div><div></div></div> 58000.00	<div><div></div></div> 0.96	<div><div></div></div> 9000.00	<div><div></div></div> 4.90	<div><div></div></div> 4.90	<div><div></div></div> 5.00
C004	Coastal	Shadowfen	Medium	<div><div></div></div> 55000.00	<div><div></div></div> 0.88	<div><div></div></div> 6800.00	<div><div></div></div> 4.30	<div><div></div></div> 4.10	<div><div></div></div> 3.00
C005	Mountain	Crimson Peak	Easy	<div><div></div></div> 52000.00	<div><div></div></div> 0.85	<div><div></div></div> 5500.00	<div><div></div></div> 4.40	<div><div></div></div> 4.30	<div><div></div></div> 3.00
C006	Coastal	Stormwind	Hard	<div><div></div></div> 70000.00	<div><div></div></div> 0.93	<div><div></div></div> 8800.00	<div><div></div></div> 4.70	<div><div></div></div> 4.60	<div><div></div></div> 5.00
C007	Forest	Thornwood	Easy	<div><div></div></div> 48000.00	<div><div></div></div> 0.82	<div><div></div></div> 5200.00	<div><div></div></div> 4.20	<div><div></div></div> 4.40	<div><div></div></div> 4.00
C008	Urban	Ironforge	Medium	<div><div></div></div> 64000.00	<div><div></div></div> 0.90	<div><div></div></div> 7500.00	<div><div></div></div> 4.50	<div><div></div></div> 4.20	<div><div></div></div> 4.00
C009	Mountain	Ironforge	Hard	<div><div></div></div> 72000.00	<div><div></div></div> 0.97	<div><div></div></div> 9500.00	<div><div></div></div> 4.90	<div><div></div></div> 4.80	<div><div></div></div> 5.00
C010	Urban	Emberfall	Easy	<div><div></div></div> 45000.00	<div><div></div></div> 0.87	<div><div></div></div> 4800.00	<div><div></div></div> 4.00	<div><div></div></div> 3.90	<div><div></div></div> 3.00
Total				59100.00	0.90	7280.00	4.53	4.44	4.00



# Thank You for Exploring *The College Quest in Fabricland*

An interactive Power BI analysis connecting admissions, student experience, and career outcomes

## Key Takeaways

- **Admissions & ROI:** Colleges with higher admission selectivity consistently deliver stronger placement rates and starting salaries.
- **Student Experience Impact:** Campus quality, housing, and engagement meaningfully influence satisfaction and long-term outcomes.
- **Programs That Pay Off:** High-demand programs with internships and strong guild connections produce the best career returns.

## Project Overview

- Tool: **Power BI**
- Data Scope: **College-level & Program-level analytics**
- Techniques: **EDA, KPI design, DAX measures, storytelling dashboards**
- Focus: **Student ROI, experience, and career outcomes**

## Skills Demonstrated

- Data modeling & relationships
- Business-focused KPI design
- Insight-driven storytelling
- Executive dashboard design

## Call to Action

### Let's Connect

- Email: [reenamaritapinto@email.com](mailto:reenamaritapinto@email.com)
- Portfolio: [reenapinto.com](https://reenapinto.com)
- GitHub: [github.com](https://github.com)

*Open to Data Analyst / BI / Analytics opportunities*

