

# 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

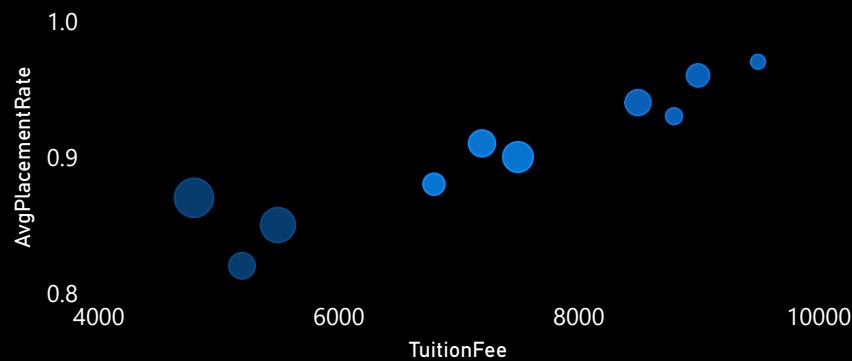
Average of TuitionFee

4.44

Avg OverallHappiness

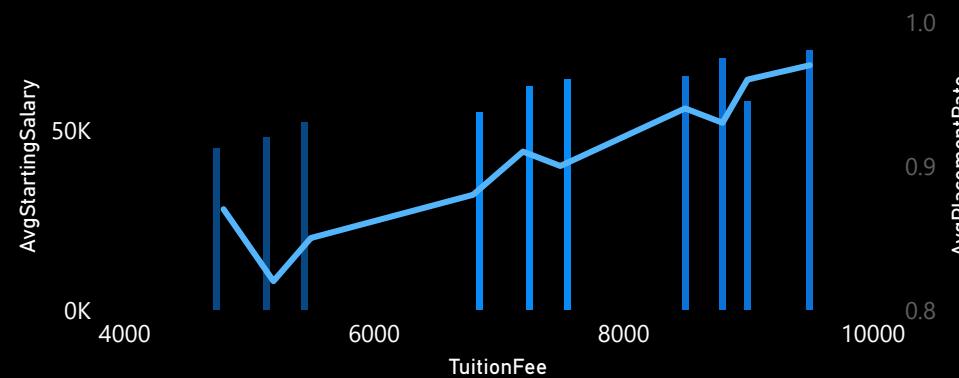
## Enrollment-to-Employment: The Student ROI Navigator

AdmissionDifficulty: ● Easy ● Hard ● Medium

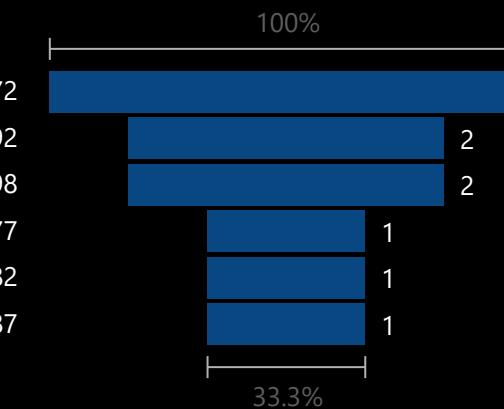


## Impact of Tuition and Admission Selectivity on Career Outcomes

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

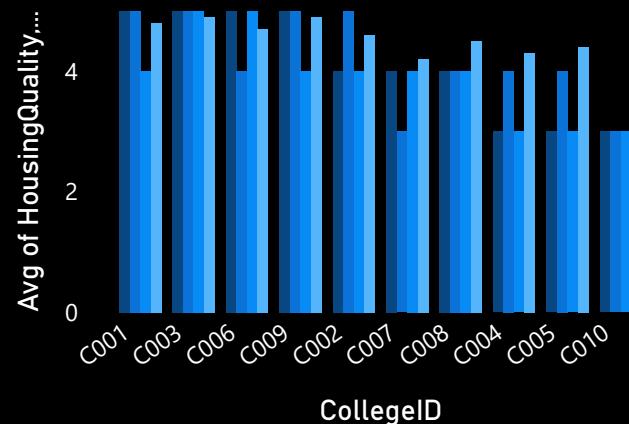
**Purpose:** Answer "What is life like on campus?"

1. Use slicers to personalize insights



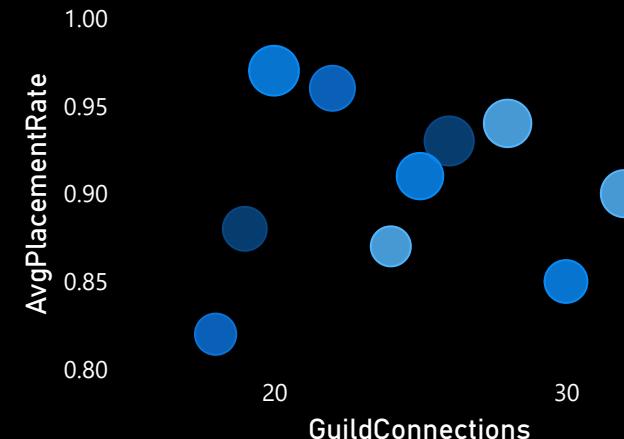
## Campus Quality and Support Metrics by College

● 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            |
| <b>Total</b> | <b>4.44</b>           | <b>0.90</b>        | <b>59100.00</b>     |

### 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.

### 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.

Kingdom

All

AdmissionDifficulty

All

MajorCategory

All

CampusType

All

Level

All

ScholarshipAvailability

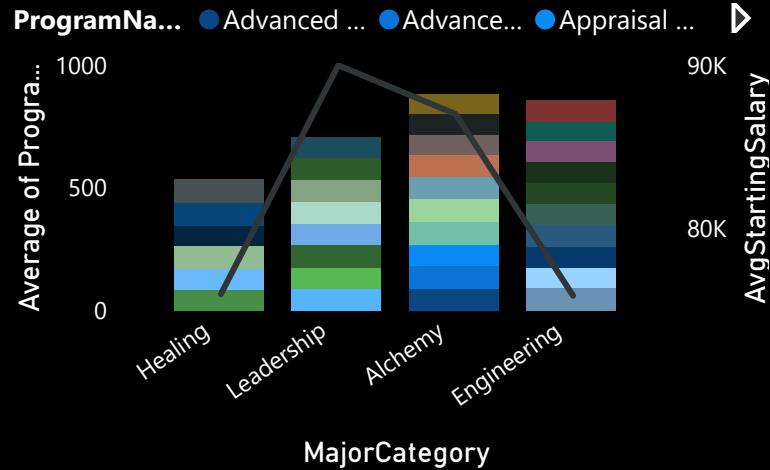
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# Programs, Demand & Career Outcomes

Purpose: Answer "Which programs actually pay off?"

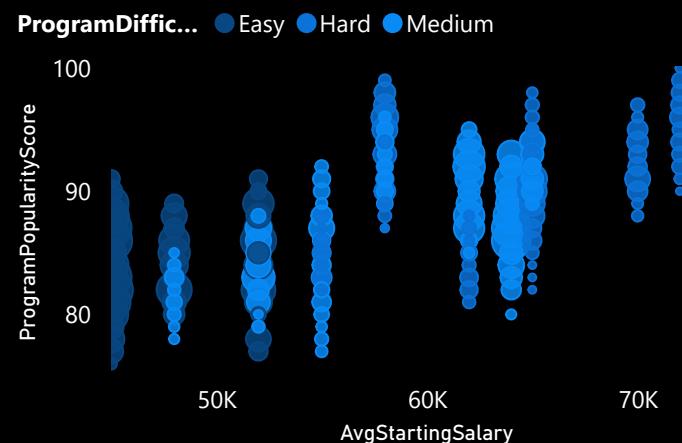


## Program Demand vs. Starting Salary Across Majors



| 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          |
| <b>Total</b>             | <b>87.49</b>                   | <b>59100.00</b>   |

## Enrollment Distribution by Program Difficulty, Salary, and Popularity



| College Name                            | Avg Placement Rate | AvgStartingSalary |
|---|--------------------|-------------------|
| 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             |
| <b>Total</b>                            |                    |                   |

## 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.

## Expected Outcomes

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

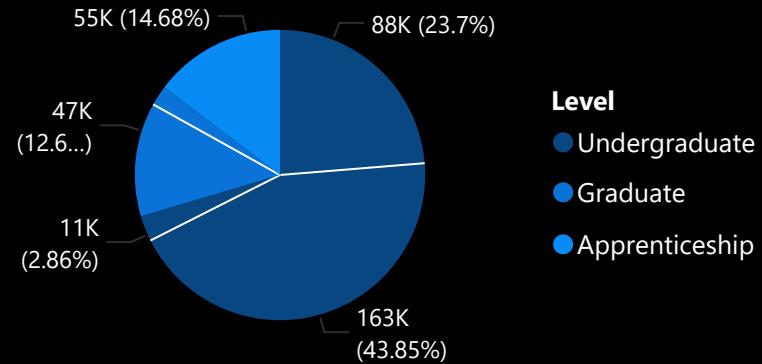
**8% improvement in placement rates** through curriculum alignment with market demand.

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

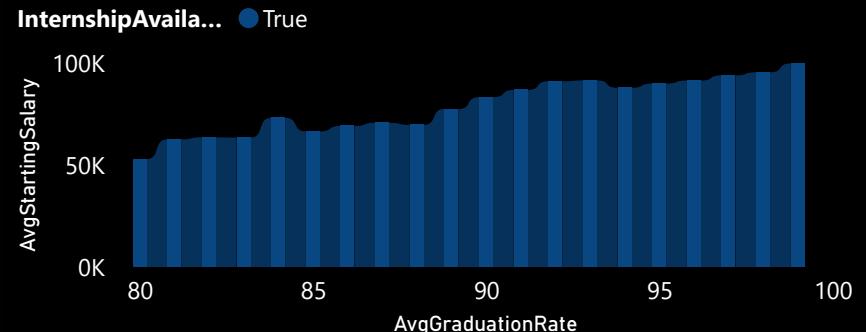
## Academic Pathways & Trends

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

### Student Enrollment by Program Level and Duration



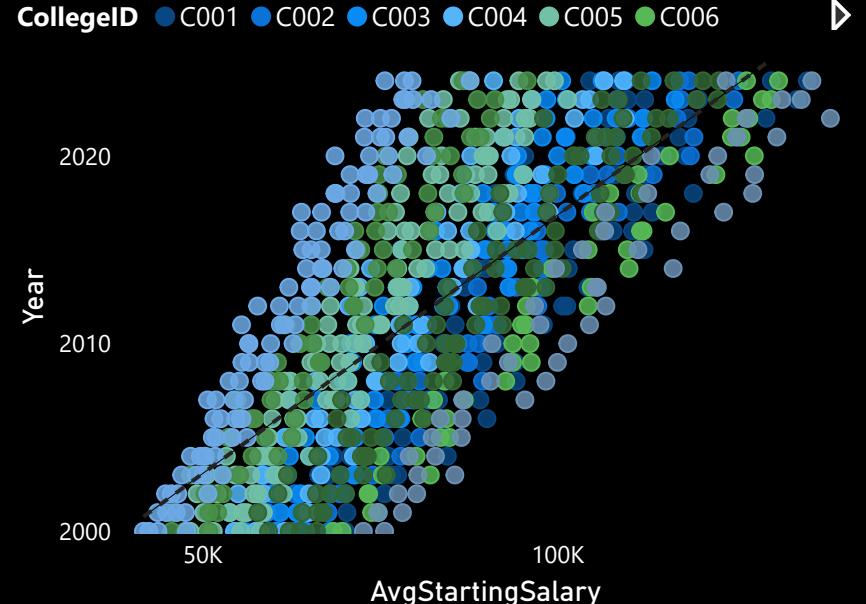
### Impact of Internships and Graduation Rates on Starting Salary



### Starting Salary by Graduation Rate and Program Level



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



### 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.

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

## 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**

## 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**

| CollegeID    | CampusType | Kingdom      | Admission Difficulty | Avg StartingSalary | Avg Placement Rate | Avg TuitionFee | Avg Alumni Satisfaction | Avg of Overall Happiness | Avg Housing Quality |
|--------------|------------|--------------|----------------------|--------------------|--------------------|----------------|-------------------------|--------------------------|---------------------|
| C001         | Urban      | Stormwind    | Hard                 | 65000.00           | 0.94               | 8500.00        | 4.80                    | 4.70                     | 5                   |
| C002         | Mountain   | Ironforge    | Medium               | 62000.00           | 0.91               | 7200.00        | 4.60                    | 4.50                     | 4                   |
| C003         | Forest     | Silverleaf   | Hard                 | 58000.00           | 0.96               | 9000.00        | 4.90                    | 4.90                     | 5                   |
| C004         | Coastal    | Shadowfen    | Medium               | 55000.00           | 0.88               | 6800.00        | 4.30                    | 4.10                     | 3                   |
| C005         | Mountain   | Crimson Peak | Easy                 | 52000.00           | 0.85               | 5500.00        | 4.40                    | 4.30                     | 3                   |
| C006         | Coastal    | Stormwind    | Hard                 | 70000.00           | 0.93               | 8800.00        | 4.70                    | 4.60                     | 5                   |
| C007         | Forest     | Thornwood    | Easy                 | 48000.00           | 0.82               | 5200.00        | 4.20                    | 4.40                     | 4                   |
| C008         | Urban      | Ironforge    | Medium               | 64000.00           | 0.90               | 7500.00        | 4.50                    | 4.20                     | 4                   |
| C009         | Mountain   | Ironforge    | Hard                 | 72000.00           | 0.97               | 9500.00        | 4.90                    | 4.80                     | 5                   |
| C010         | Urban      | Emberfall    | Easy                 | 45000.00           | 0.87               | 4800.00        | 4.00                    | 3.90                     | 3                   |
| <b>Total</b> |            |              |                      | <b>59100.00</b>    | <b>0.90</b>        | <b>7280.00</b> | <b>4.53</b>             | <b>4.44</b>              | <b>4</b>            |

# 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.

1.

## 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](http://reenapinto.com)
-  **GitHub:** [github.com/reenapinto](https://github.com/reenapinto)

*Open to Data Analyst / BI / Analytics opportunities*

