EDUCATIONAL ANALYSIS FOR UNDERGRADUATION COURSES

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Abstract- *The idea behind this project is to help the Indian students to select the appropriate course and college, after their secondary education based on data collected by our website. There are so many choices available to pursue undergraduate courses for the youth these days. The more the options, the more is the confusion for students while deciding their future. This is the analysis to figure out the youth choice for the undergraduates throughout India. This project will help the youth choose their undergraduate course as well as helps educational management groups to establish their institution based on this research. There has not been any research yet that shows the choice of youth for undergraduate courses in different states of the country.*

KEYWORDS: Adobe analytics, Adobe Target, Ed-tech website, Stream, and Courses

1.INTRODUCTION

We are building a website which is providing the information about the various courses available after 12th for the students, we fetch the data from our website i.e., which courses are in demand according to different locations of the country.

In this project we use Adobe analytics and targeting to implement a research, based on the youth choice for undergraduate courses in different states of the country. Adobe analytics is the technology used in doing the analysis work with different visualizations and feature, Adobe Target is used to target the audiences.

Basically, it is the analytics work done using adobe platform to find out the most demanding undergraduate courses for further education of students in different locations, and to provide the data of student preferences to the education management groups so they can grow in their business by focusing on the student preferences accordingly.

2.IMPLEMENTATION

We are doing research which is useful for the entire education industry. we have created a website then we will target the audience and fetch their preferences based on their location after that we apply Adobe analytics on the real-time data.

- **CREATION OF A WEBSITE**
  We design a website by using HTML, CSS, JS, PYTHON, and apply Transparent PIXELS and BEACONS to track the user information.
  This website is for students so that they can easily get the information of undergraduate courses.

- **DATA COLLECTION**
  Data is collected by the audience who is getting information with the help of our website.

- **TARGETING AUDIENCE**
  We work on real time audience data of website which is targeted with the help of Adobe target we apply several filters to distinguish the audience according to their region. It results the better solution.

- **ANALYSIS**
  We analyse the targeted data with the help of Adobe analytics and conclude the courses preferred by students in different locations.

3.LITERATURE SURVEY

In the recent times in India, it has been seen that a wide variety of courses are available for educating

the youth of the country. Because of the rapid growth of courses, it has been observed that the youth face difficulties in following their passion and they need a survey which can help them in choosing a right carrier option for their future. This project helps them to

observe and analyses the most preferred courses taken up by their fellow students in their localities.

There are many choices for the youth to choose from, for their Undergraduate course in different states of the country.

There has not been any analysis done on this topic using adobe.

Given below are the previously done research on this course selection: -

Experimental analysis of students' course selection

By: -Professor Elisha Babad, Arik Tayeb

https://doi.org/10.1348/000709903322275894

BACKGROUND:

Students must select courses prior to every term (i.e., academic units of instruction within a degree programme) to determine their study programme. Course selection (CS) may be a sequential decision-making (DM) process — students weigh various sorts of information available about each course. Every decision influence the weighting of considerations for the next.

This study is focused on three central dimensions of CS: Learning Value (intellectually challenging, interesting, and thought-provoking), Lecturer's Style (exciting, charismatic, and humorous versus dry, inflexible, unclear, etc.), and Course Difficulty (easy, moderate, and hard).

AIMS:

• to look at students' preferences for every dimension in five choices and in their sequential location (1st to 5th).

• To discover compromises in dilemma situations after the useful combinations that had already been selected.

• to research differential selection as a function of students' age, gender, and academic standing (average grades).

Results:

• 12 courses were found to be divided into: ideal courses, first-degree and second-degree compromises and rejected courses.

• Students avoided selecting hard courses unless that they had no choice. Learning Value was the most picked dimension, followed closely by Lecturer Style.

• Correlations showed that older and better achieving students chose harder and better Learning Value courses.

DRAWBACKS:

Difficulty in students' selection and evaluation and applied issues concerning the supply

of information about the three investigated dimensions to students in real-life course selection.

4.METHODOLOGY

Different Courses after 12th Standard:

Here, we have listed the streams and courses that are available on our website.

The courses are broadly categorized into following streams:

- Science
- Engineering science
- Medical Science
- Arts and Humanities
- Business and Commerce

4.2 PROCEDURE

- **We define the audience of different states**
- **We create a website to target the audience**

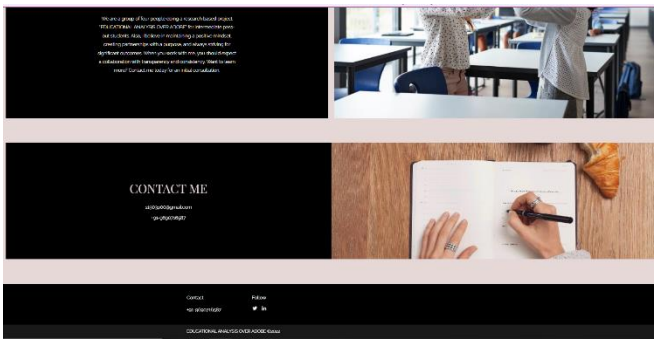
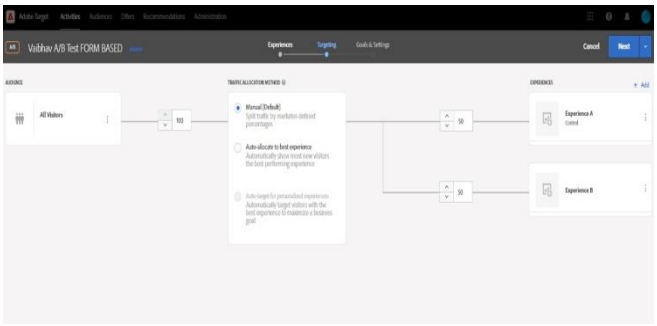


Fig.1. Website

- **Collection of data of all the audience**
- **Apply the filters to distinguish audience**

Fig.2. Audience Targeting



- **Analysis will be done to find out the preferences of the youth throughout the country**:

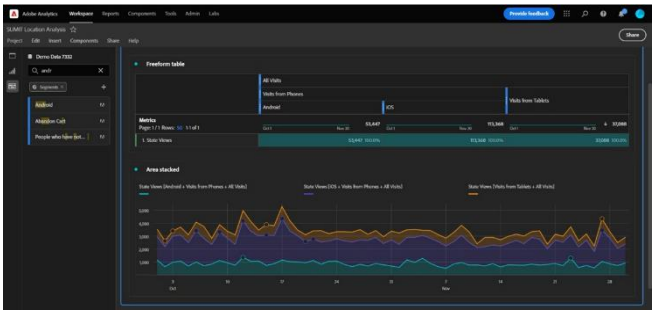


Fig.3. State wise analysis and Graphical Representation

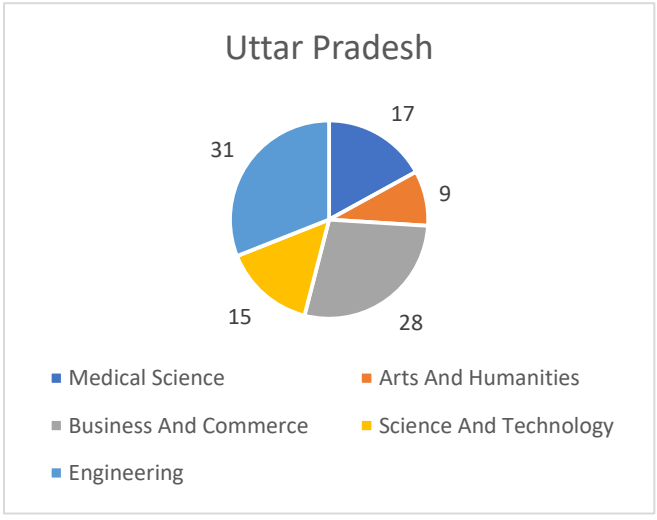
4.3 TECHNOLOGY USED

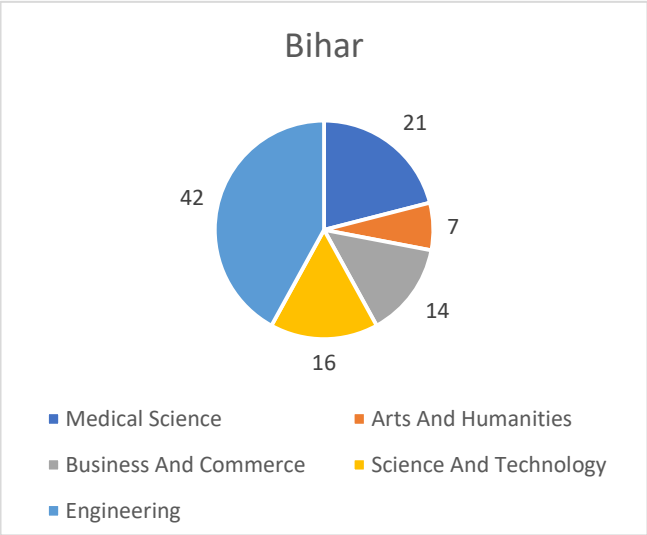
- **Adobe Data Collection Platform** provides a suite of technologies that allow you to collect customer experience data from client-side sources and send it to the Adobe Experience Platform Edge Network where it is often enriched, transformed, and distributed to Adobe or non-Adobe destinations in seconds.
- **Adobe Analytics Platform** is that the industry-leading solution for applying real-time analytics and detailed segmentation across all of your marketing channels. Use it to get high-value audiences and power customer intelligence for your business.
- **Adobe Launch Platform** may be a next-generation tag management system designed to unify data from multiple sources. it is a rule based TMS (Tag Management System), which allows more control over each a part of your tags. Launch also offers extensions, an excellent feature to assist you extend the platform supported your needs.
- **Adobe Target Platform** provides everything you need to tailor and personalize your customers' experiences. Target helps you maximize revenue on your web and mobile sites, social media, apps, and other digital channels.

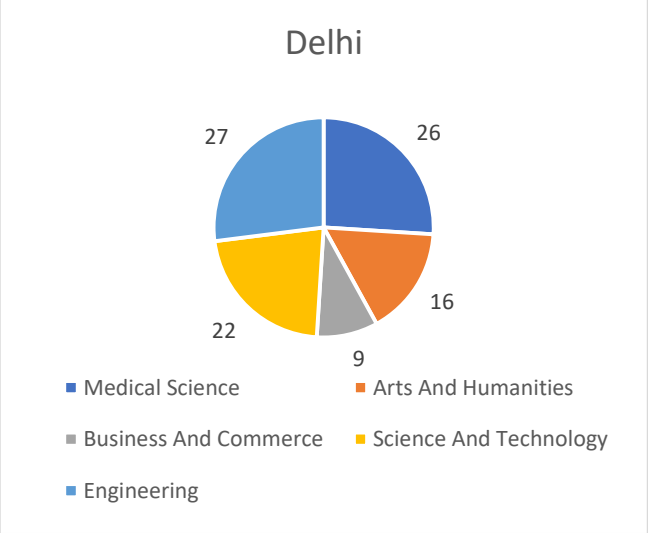
5. RESULT

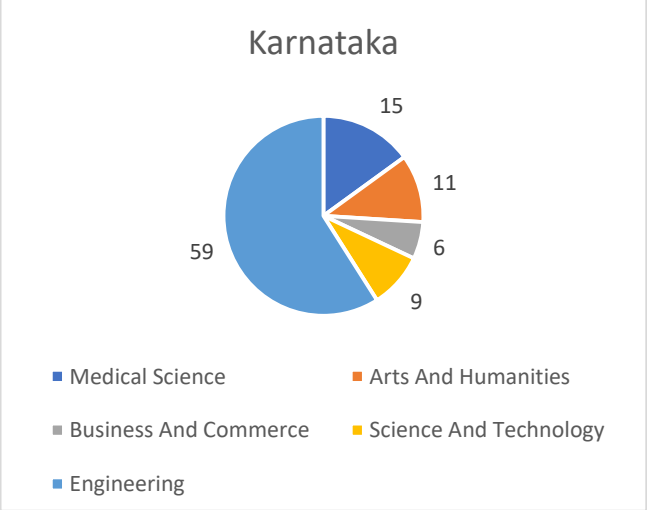
Here, we are attaching the analysis chart of the preferences of student and define most preferred choice:

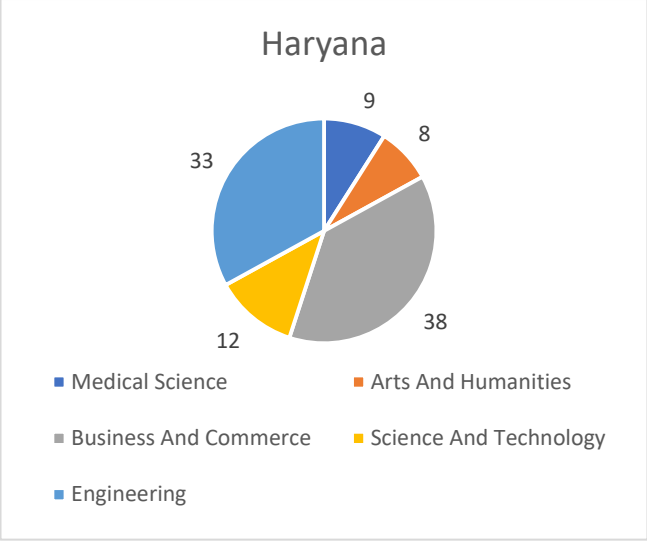
	Medical Science	Arts And Humanities	Business And Commerce	Science And Technology	Engineering
UP	17%	9%	28%	15%	31%
Delhi	26%	16%	9%	22%	27%
Haryana	9%	8%	38%	12%	33%
Bihar	21%	7%	14%	16%	42%
Karnataka	15%	11%	6%	9%	59%











6.CONCLUSION

This article was specially written for those that are keenly checking out career options and therefore the courses after 12th standard. According to the research-based project we conclude that in given states the most preferred course is Engineering.

7.FUTURE SCOPE

We can take this to another level by adding more and different courses in different streams in the research. The scope can be expanded by taking a large area like even outside India, in other countries this research can be conducted only with some minor changes. This would help the education sector to find out where is the most need to which course or in which area the institute to be settled so that there will be maximum profit to the students as well as institutions.

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9. BIOGRAPHIES

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