



# Market Share Report

## Help Documentation

Updated: January 2021



# COMP002 – Market Share

## What's in this report?

This four-page report provides a geographical view of where applicants and enrolled students reside within Ontario and Quebec. Each report page features a map that shows market share of applications/enrolments for a selected application cycle, term, college, MTCU etc., based on the municipality or FSA in which the applicants/students live.

This report is divided into four pages/mini-reports that show market share data for:

1. Overview – Enrolment
2. College and Program Breakdown – Enrolment
3. Overview – Application
4. College and Program Breakdown – Application

## Why is this report useful?

This report provides insight as to where Ontario and Quebec college applicants and enrolled students live throughout the provinces on a municipality or postal code (FSA) level. It allows you to explore market share data for specific colleges, MTCU titles, and demographics. Furthermore, the report provides a competitive metric to measure one college versus another from a geographical (municipal or FSA) perspective. Data from all report pages can be exported.

From a marketing and/or recruitment perspective, a college can identify potential areas to focus their efforts and where they could potentially gain more of a market share due to geographical proximity to their college. This report answers other vital questions, including:

- Which programs (first choice) were the most popular last year?
- Where are college applications coming from (numbers and percentages)?
- What are my college's application/enrolment numbers compared to another college?
- What are my college's enrolment numbers for a specific MTCU title compared to another college?
- Where do students from a certain area (e.g., Ajax) want to go to college?
- What share of applications by region is my college receiving?
- Is a neighbouring college out-performing my college in a certain area in terms of applications or enrolments?



## How to use this Report

This report allows for extremely specialized data analysis. Each report page is divided into two sections:

1. A map that visually displays the market share data
2. A table that displays the data numerically

The data in the table is set by the report slicers (top right of the report). The map will display the data selected/highlighted in the table by municipality or FSA (determined by the buttons above the map).

## Maps & Tables\*

Results on the map and table interact to highlight information for a specific area.

When an area on the map is clicked, that area is highlighted in the table. For example, if you click on the municipality of *Cambridge* on the map, the table will only display results for *Cambridge*. Click on the same area (e.g., *Cambridge*) on the map to restore results for all municipalities or FSAs in the table.

When a row in the table is selected, the results in the map are filtered. The map will only show results based on the highlighted/selected rows in the table. If an area has no enrolments or applicants for the selected college or MTCU, it will not show on the map. Click on the highlighted row in the table to deselect it and restore results for all municipalities or FSAs on the map.

## Report Slicers

This report features multiple slicers that allow you to customize data results. These slicers determine the starting cohort (applicants or students enrolled at a college for a given application cycle, term, etc.) and subsequent data:

### Report Application Cycle

- The specific application cycle in which the enrolment data was reported
- Includes 9 years of data (rolling)
- Found on the *Overview-Enrolment* and *College & Program Breakdown – Enrolment* pages only

### Application Cycle

- The specific application cycle that will be used to populate the data in the report
- Includes 10 years of data (rolling)
- Found on the *Overview – Application* and *College & Program Breakdown – Application (by College and by Program views)* pages only

### Report Month

- Set to show data for a specific period of time when enrolment was counted



- Set a specific month (e.g., November or March) to see how many students were enrolled at the college/in a program
- Note: the slicer defaults to September
- Found on the *Overview-Enrolment* and *College & Program Breakdown – Enrolment* pages only

### Study Year

- Set the year of study of enrolled students: *first*, *second*, *third*, *fourth* or all
- Found on the *Overview-Enrolment* and *College & Program Breakdown – Enrolment* pages only.

### Fee Category

- Set to see applicant/enrolment data based on payment: *funded* (domestic), *international* or *other*
- *Other* includes work programs, WSIB, co-op programs, etc.
- Found on the *Overview-Enrolment* and *College & Program Breakdown – Enrolment* pages only.

### MTCU Title

- Select a specific MTCU title to see and compare market share data
- If an MTCU title is selected, the *College* slicer will automatically select all colleges that offer that title
- Found on the *Overview – Enrolment*, *College & Program Breakdown – Enrolment (both by College and by Program views)*, and *College & Program Breakdown – Application (by Program view)* pages only

### College

- Select a specific college to view its data, or select multiple colleges to compare market share data
- If an MTCU title is selected, the *College* slicer will show all colleges that offer that title
- Found on all report pages

### Region

- Select a geographic region to populate the data in the report
- Found on all report pages

### Applicant Type

- Select the type of student—*direct*, *non-direct*, *unknown* or all—to see their market share data
  - **Direct:** Applicants who have taken at least one secondary school course in the 12-month period prior to the application cycle for which they are applying
  - **Non-Direct:** Any applicant that does not meet the definition of a direct student

- Found on the *Overview-Enrolment*, *College & Program Breakdown – Enrolment (by College and by Program views)*, *College & Program Breakdown – Application (by College and by Program views)* pages.

### Municipality

- Select a municipality for the report data
- If a specific municipality is selected, the *Region* slicer will default to the region in which the municipality falls
- Found on the *College & Program Breakdown – Enrolment (by College and by Program views)* and *College & Program Breakdown – Application (by College and by Program views)* pages when the *Municipality* view is selected on the map

### FSA

- Select an FSA for the report data
- If a specific FSA is selected, the *Region* slicer will default to the region in which the FSA falls
- Found on the *College & Program Breakdown – Enrolment (by College and by Program views)* and *College & Program Breakdown – Application (by College and by Program views)* pages when the *FSA* view is selected on the map

### Study Area

- Select the area of study—Applied Arts, Business, Health, Technology or all
- When a study area is set, the *MTCU Title* slicer will only show titles for that area of study
- Found on the *College & Program Breakdown – Application (by Program)* page only

## Report Buttons

All report pages feature two buttons that determine the map view:

### Municipality

- Visually shows the breakdown of the market share of enrolments or applications per municipality

### FSA

- Visually shows the breakdown of the market share of enrolments or applications per FSA (first three letters of a postal code)

The *College and Program Breakdown –Enrolment* and the *College and Program Breakdown – Application* pages feature two unique buttons found above the data table:

## By College

- Shows data for the college set in the *College* slicer
- If multiple colleges are selected in the slicer, data for all of the colleges will show in the table

## By Program

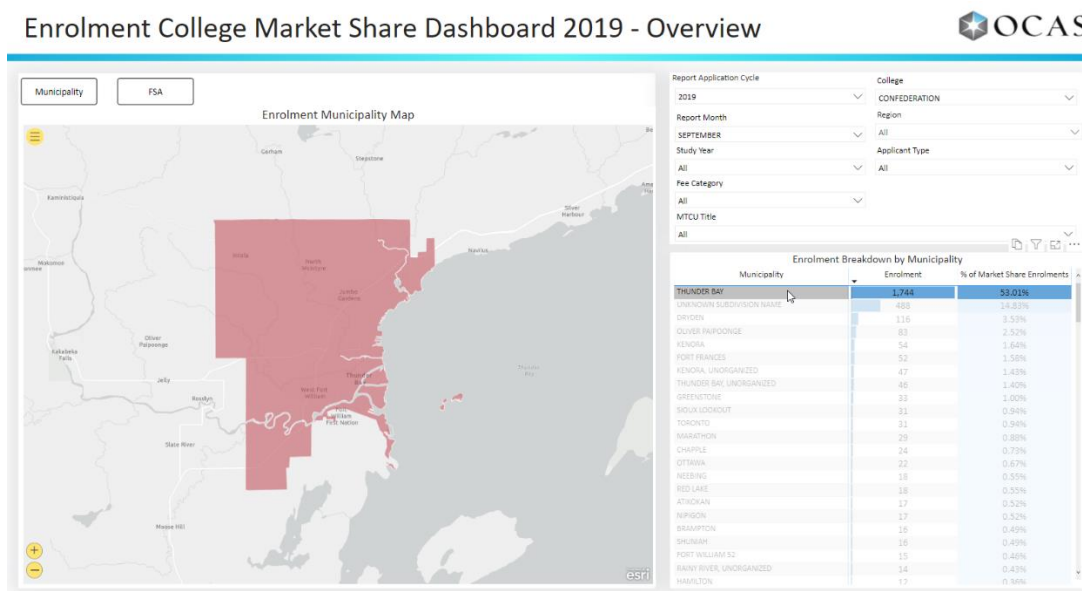
- Shows data for the MTCU title set in the *MTCU Title* slicer
- If the slicer is set to *Select All*, all MTCU data for the selected college(s) will show in the table
- If multiple MTCU Titles are set in the slicer, the selected MTCUs' data will show in the table

## Overview – Enrolment Page

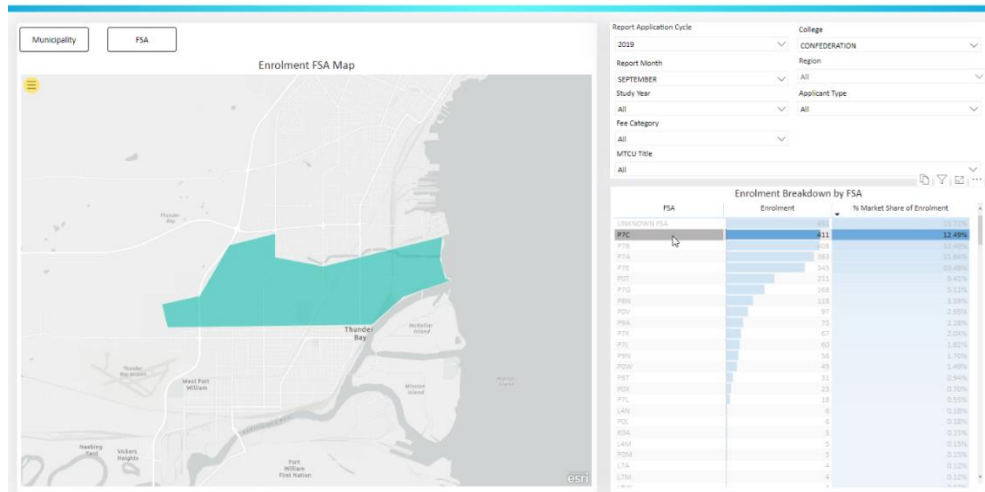
The *Overview – Enrolment* page allows you to see all students who enrolled at a college for a specific application cycle and where they reside (hometown/city). By setting the slicers, you can drill down to see a college's enrolment market share data by study year and month, applicant type, etc. The dynamic map view allows you to explore where students are located geographically.

For example, set the *College* slicer to *Confederation*, the *Application Cycle* slicer to *2019* and the *Report Month* slicer to *September*. In the table, you will see that 53.01% of Confederation's enrolment comes from the Thunder Bay municipality. Click on the other municipalities to see the corresponding market share. To view market share based on the first three letters of region's postal code, click the FSA button above the map.

### Enrolments Page – Municipality View:



### Enrolments Page – FSA View:

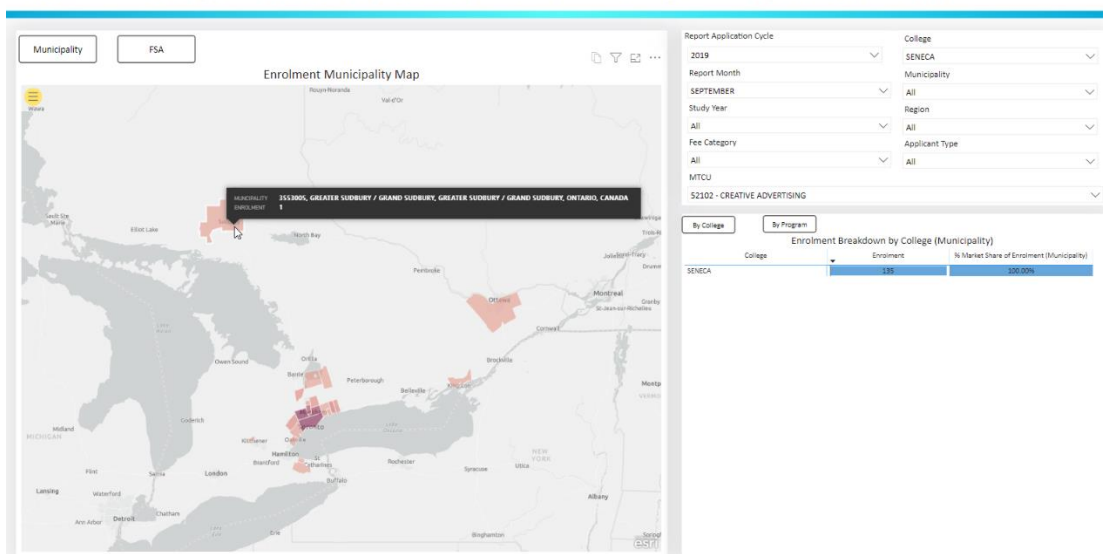


## College and Program Breakdown Page – Enrolment

The *College and Program Breakdown – Enrolment* page provides extremely specific data on a college's market share of students in a program under a specific MTCU. By setting the slicers to the desired report application cycle, college, etc., you will be able to see how many students enrolled in a program under the selected MTCU title and the percentage of the population they represent.

For example, set the *College* slicer to *Seneca*, the *Report Application Cycle* slicer to *2019*, the report month to *September*, and the MTCU title to *52102 Creative Advertising*. The table shows the enrolment numbers for all programs in the selected MTCU in September 2019 (135). The map will display the enrolment numbers by municipality or FSA (depending on which button/view is selected). Hover over a highlighted area on the map to see the market share data for that municipality/FSA.

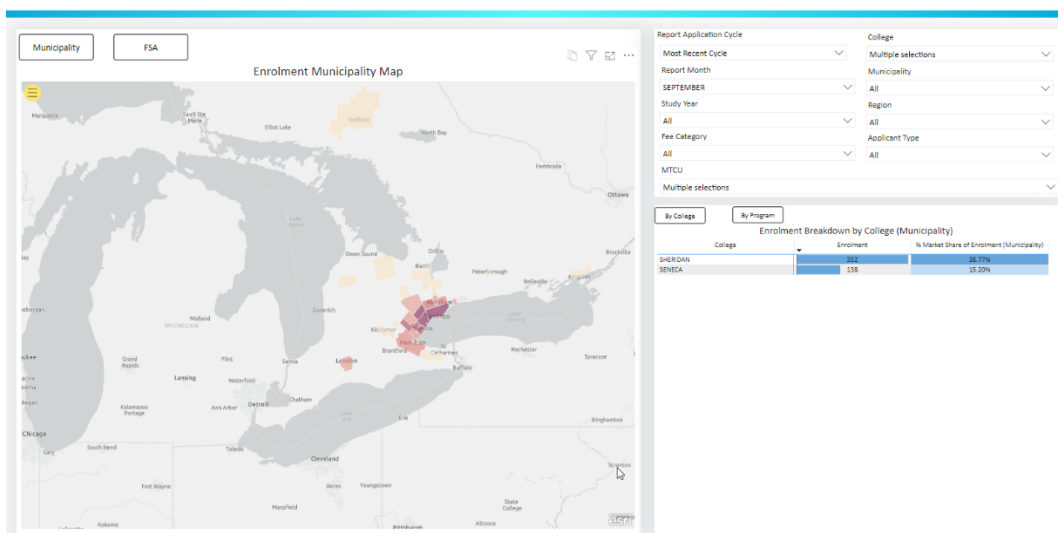
## Enrolment College Market Share Dashboard 2019 - College & Program Breakdown



The *College and Program Breakdown – Enrolment* page is designed for a deep-dive analysis of market share data. Its multi-select slicers allow for college-to-college and MTCU-to-MTCU market share comparisons.

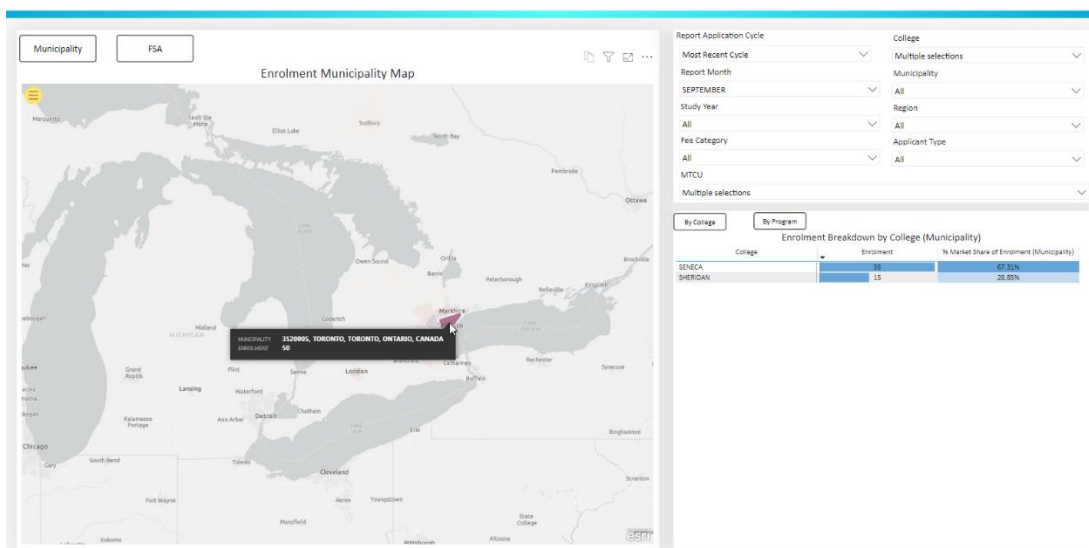
For example, set the *College* slicer to *Seneca* and *Sheridan*, the *Report Application Cycle* slicer to *2019*, the report month to *September*, and the *MTCU Title* slicer to *52102 Creative Advertising* and *62100 Advertising*. The table will show the enrolment data for both MTCU titles. The map will also display enrolment numbers for both MTCUs by municipality or FSA (depending on which button/view is selected):

#### Enrolment College Market Share Dashboard 2020 - College & Program Breakdown



To see specific municipality/FSA market share data for the selected colleges/MTCU, click on a highlighted region on the map (the enrolment breakdown will also appear in the table):

#### Enrolment College Market Share Dashboard 2020 - College & Program Breakdown





## Overview – Application Page

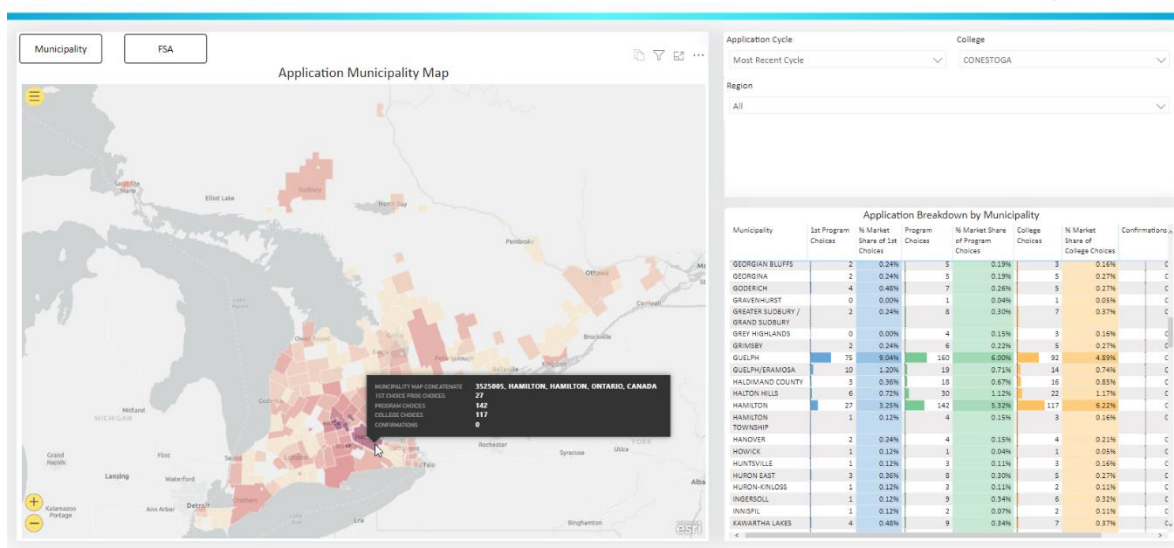
The *Overview – Application* page allows you to see all students who applied to a college for a specific application cycle, etc., and where they reside (hometown/city). By setting the slicers, you can drill down to see a college's application market share data by year, college and region. College applicant data (in the table) is broken down by:

1st Program Choices	% Market Share of 1st Choices	Program Choices	% Market Share of Program Choices	College Choices	% Market Share of College Choices	Confirmations	% Market Share of Confirmations
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The dynamic map view allows you to explore where a college's applicants reside—by municipality or FSA.

For example, select *Conestoga* in the *College* slicer and set the year to *Most Recent Cycle*. In the table, you will see a breakdown of *Conestoga College's* market share for applicants by municipality or FSA (depending on which button/view is selected). Click on a municipality or FSA on the map to focus in on its data in the table, or hover over a highlighted municipality or FSA to see an overview.

Application College Market Share Dashboard - Overview



## College and Program Breakdown Page – Application

The *College and Program Breakdown – Application* page provides extremely specific data on a college's market share of applications by MTCU title in a specific area.

When the *By College* button (above the table) is selected, college applicant data in the table is broken down by:

1st Program Choices	% Market Share of 1st Choices	Program Choices	% Market Share of Program Choices	College Choices	% Market Share of College Choices	Confirmations	% Market Share of Confirmations
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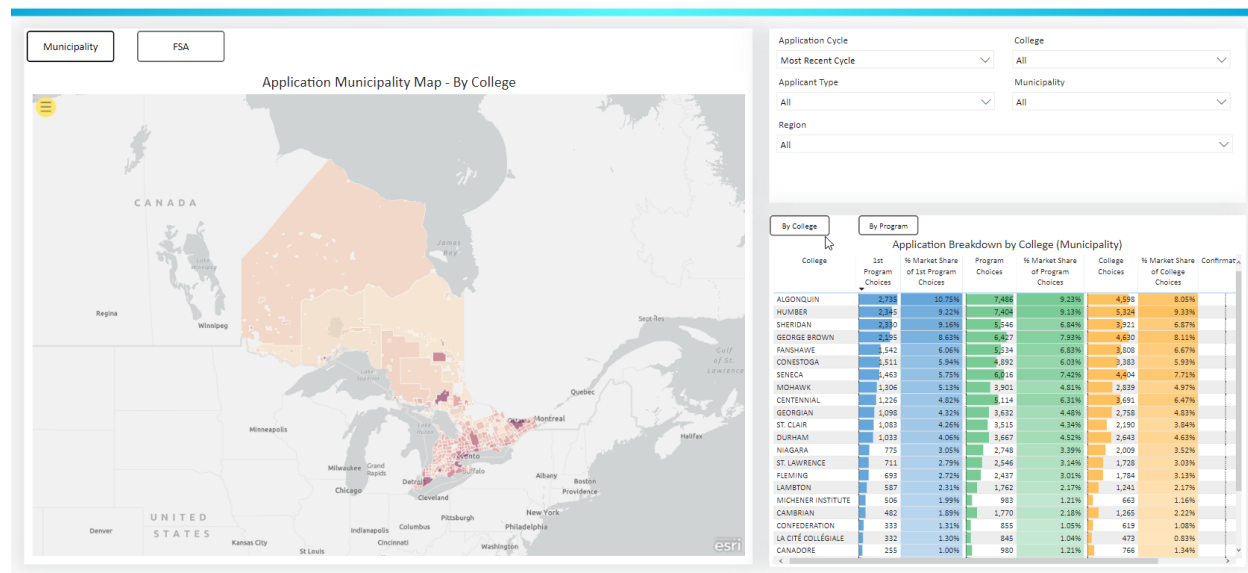
When the *By Program* button (above the table) is selected, college applicant data in the table is broken down by:

1st Program Choices	% Market Share of 1st Program Choices	Program Choices	% Market Share of Program Choices	Confirmations	% Market Share of Confirmations
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By setting the slicers to the desired application cycle, college, etc., you will be able to see how many students applied to a MTCU and the percentage of the population they represent.

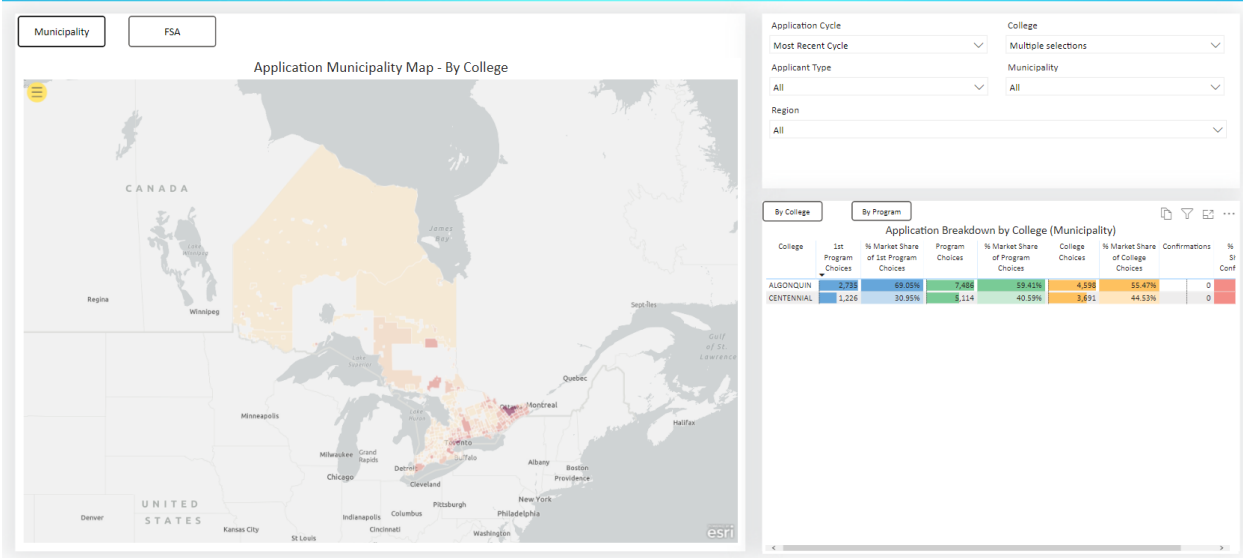
For example, set the *College* slicer to *All* and set the year to *Most Recent Cycle*. In the table, you will see the application market share for all Ontario colleges by municipality or FSA (depending on which button/view is selected). To see the application market share for all Ontario colleges by MTCU grouping, click the *By Program* button above the table.

#### Application College Market Share Dashboard - College and Program Breakdown



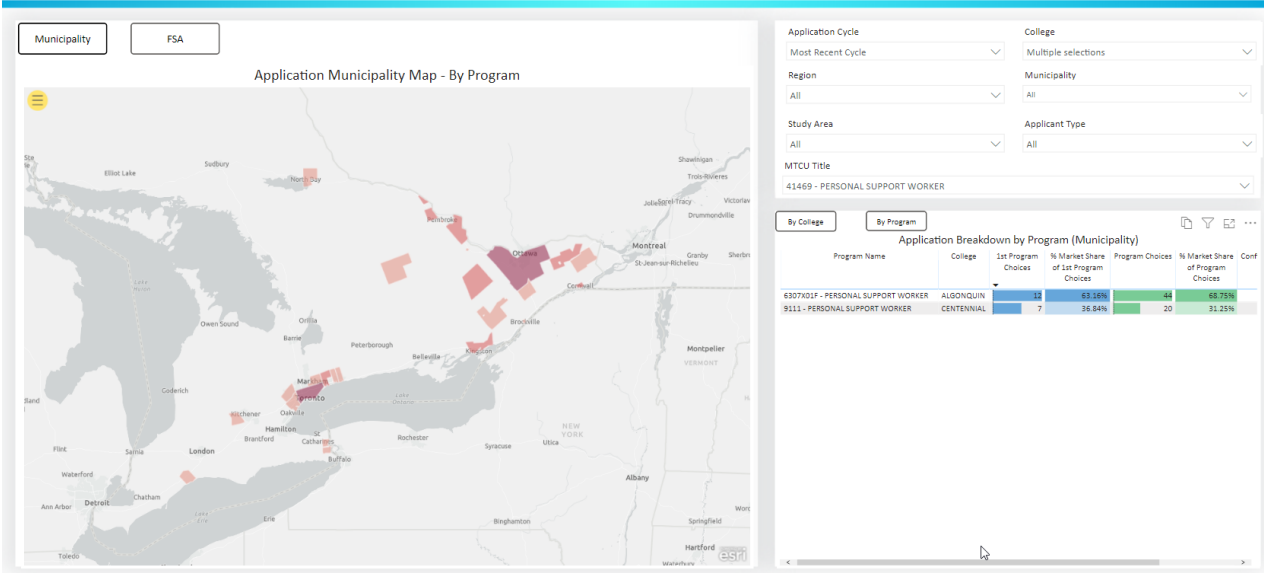
The *College and Program Breakdown – Application* page is designed for a deep-dive analysis of market share data. Its multi-select slicers allow for college-to-college and MTCU-to-MTCU market share comparisons.

For example, set the *College* slicer to *Algonquin* and *Centennial*, and the *Application Cycle* slicer to *Most Recent Cycle*. The table will show the application data for both colleges. The map will also display application numbers for both colleges by municipality or FSA (depending on which button/view is selected):



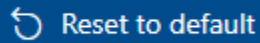
If you click on the *By Program* button above the table, it will show data for all programs under a MTCU offered by the selected college(s). Note: Slicer selections from the *By College* view do not carry over to the *By Program* view; you must re-set the slicers. Set the *MTCU Title* slicer in the *By Program* view to see specific programs (as defined by the selected the MTUC) for comparison in the table.

The report below has *Algonquin* and *Centennial* set in the *College* slicer and *41469- Personal Support Worker* set in the *MTCU Title* slicer. The table shows the application market share for that MTCU title for both colleges:



## Suggestions & Tips

- Various slicers feature a “search” option at the top of their dropdown list. Use them to find specific MTCUs, colleges, etc. quickly
- To reset all slicers, click the *Reset to default* button at the top of the report:



- Municipalities can overlap FSAs. By using the FSA view on the map, you will be able to subdivide municipalities, which is beneficial for data analysis in larger cities.
- You can export data for all reports. Use the slicers to make the exported data more manageable and meaningful.
- This report is best viewed and used on a computer as opposed to a tablet or mobile phone.

## \*Notes

- If an application or student appears to be from an *Unknown* subdivision, region or FSA, it is due to one of the following:
  - Students from other provinces and territories in Canada
  - International students
  - Students from new or moved postal codes
  - Students with addresses that could not be verified
- Some communities in Ontario may not appear on the map due to one of the following:
  - There are no applicants or enrolments for the selected slicers
  - Mapping information may not be available from our provider
  - Residents in the community use a postal code from another community for their address
- Applications and students from Quebec municipalities appear to be from an *Unknown* subdivision, region or FSA. The issue is being resolved, but currently:
  - All data from Quebec will be included in the *Unknown* category
  - All records from Quebec will have *Unknown* names