

COMPETITOR ANALYSIS

KNOWING YOUR COMPETITION

Education is a competitive market, and you need to know how you measure up against the alternatives. Researching your competitors helps your institution to perform at its best.

Customised competitor analysis can play a significant role in this process. It helps you to identify and understand why your firm or insurance applicants also apply to your main competitor institutions. UCAS can tailor your competitor report to analyse offers and decisions by subject and course, which allows you to gain an insight into your competitors' conversion rates.

You select your own competitor 'baskets' to suit the needs of your faculties and departments.

- Find who your main competitors are, by HEI and subject line.
- Establish your competitor regions.
- Observe your competitors' offers, decisions and conversion rates.
- Understand the market share that you and your competitors have by school.
- Examine the firm and insurance choices of applicants who decline you.

Data is grouped three institutions at a time. If you are unsure which competitor group to choose, UCAS Media can analyse which other institutions are most often applied to by your applicants overall, by subject or by course level, for a thorough understanding of your position in the market.

For more information contact the
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