



# Coventry Cultural Challenge

*Retaining Student in Coventry and Boosting Cultural Growth*

**WBS Datarian**



# Project Agenda

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**WBS Datarian aims to provide an efficient method to retain students in Coventry, in turn boosting the cultural growth and economy.**

As we all are students and after analysing the data, we found out Coventry has one of the highest disposable incomes in the UK with a low cost of living

We also observed that Coventry is a happy city and people feel quite safe which is directly linked to more than 600 cultural events in Coventry for past one year which makes people welcoming and gives a sensation of togetherness

We don't want Brain-Drain of diverse background students from Coventry and that clearly indicates that students should rather stay up in Coventry rather than shifting to any other mega city.



# Data Evidence

## Brain- Drain

Source:  
Coventry.ac.uk

**345,300**

Latest population estimate  
**379,387**

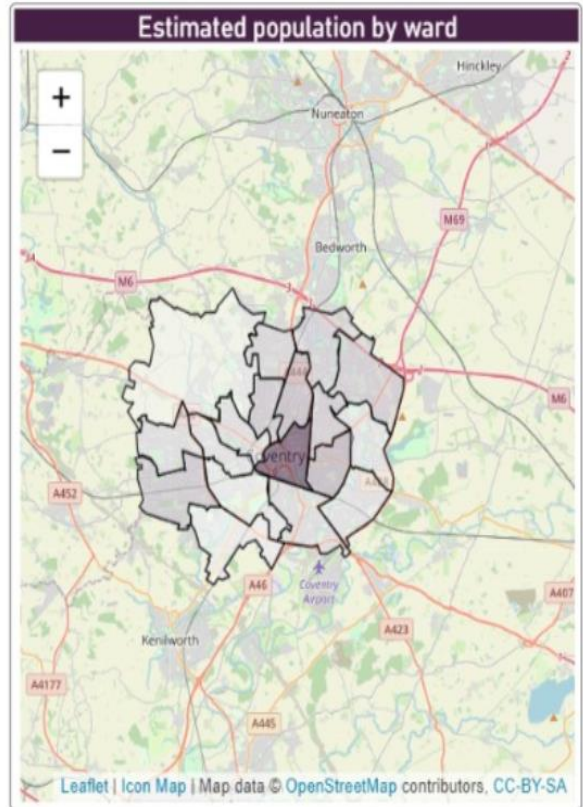
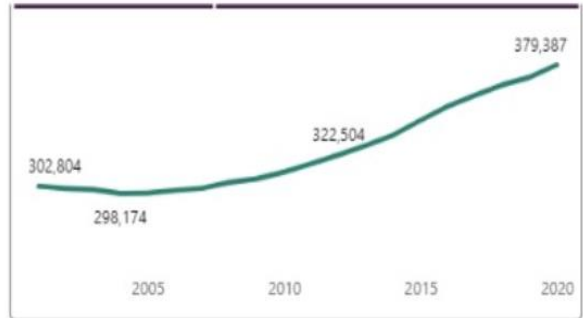
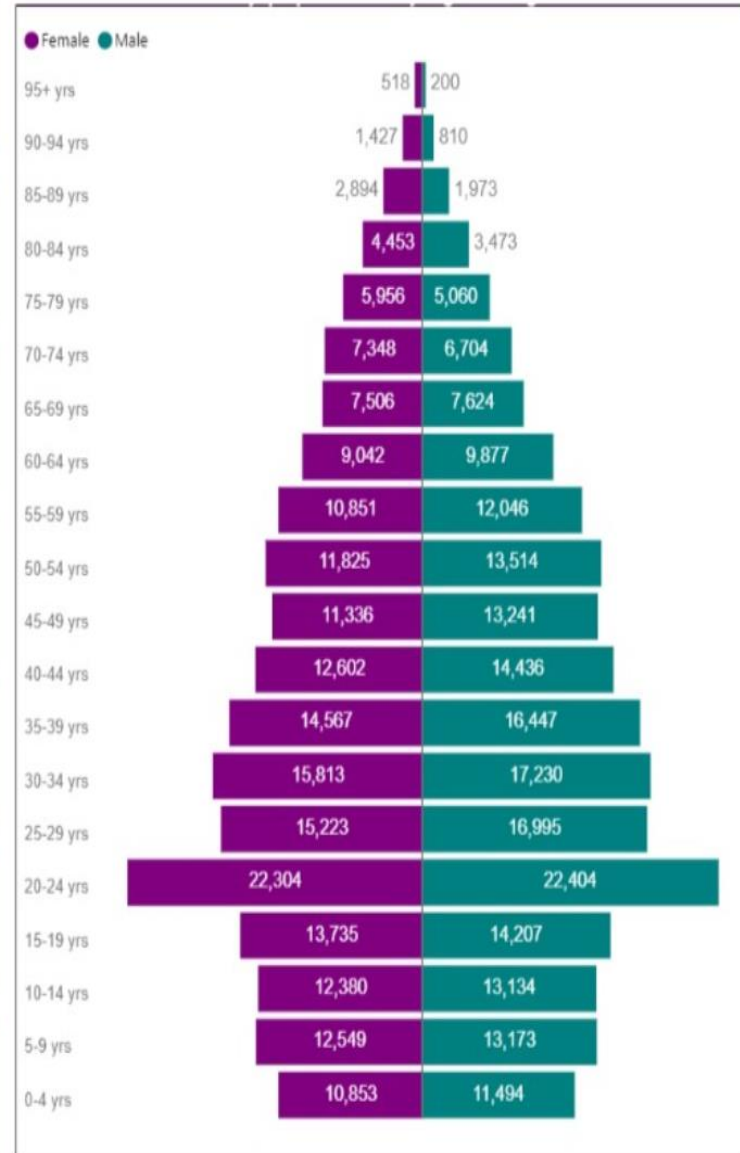
Estimated male population  
**193,290**

Estimated female population  
**186,097**

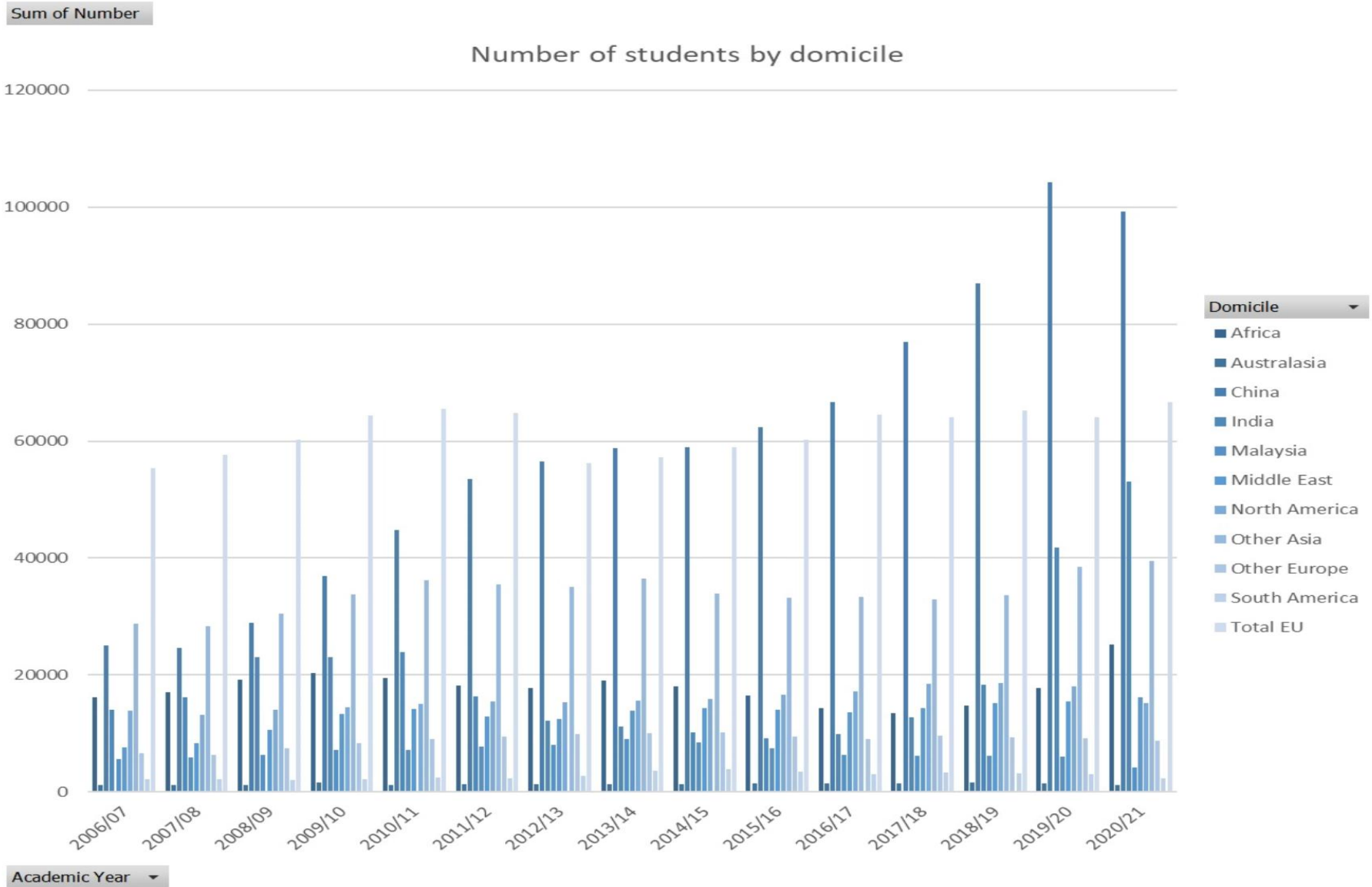
Under 16s estimate  
**72,983**

Aged 16 to 24 estimate  
**62,108**

Aged 25 to 64 estimate  
**193,833**



# Data Evidence



## Diversity

Source Data:  
HESA

## The underlying dataset used for the analysis

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- Household Data
- Survey Data
- HSEA(External Dataset)
- Ticketing Data

# What Coventry is doing well ?

- Aware about Environment
- Low Cost of Living
- High Happiness Rate
- Good Cultural Infrastructure
- Diverse Background of students

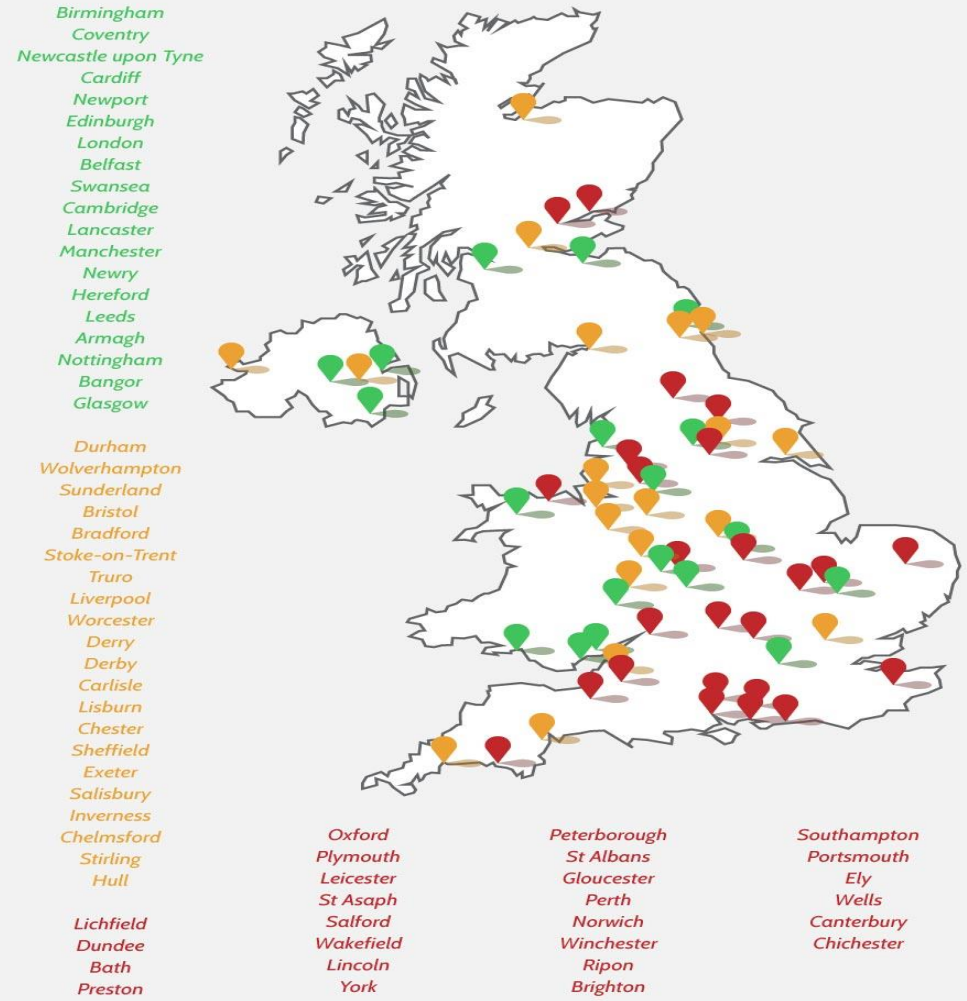
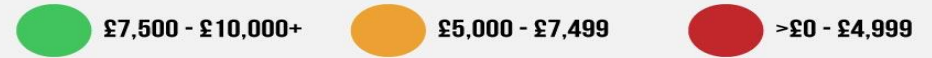
## MOST EXPENSIVE

CITY	MONTHLY COST OF GROCERIES
1. Milton Keynes	£272
2. Bath	£235
3. Reading	£211
4. Edinburgh	£203
5. London	£197

Figures based on average grocery shopping per person per month (Numbcal)

Source:- <https://abcfinance.co.uk/blog/the-true-cost-of-living-in-uk-cities/>

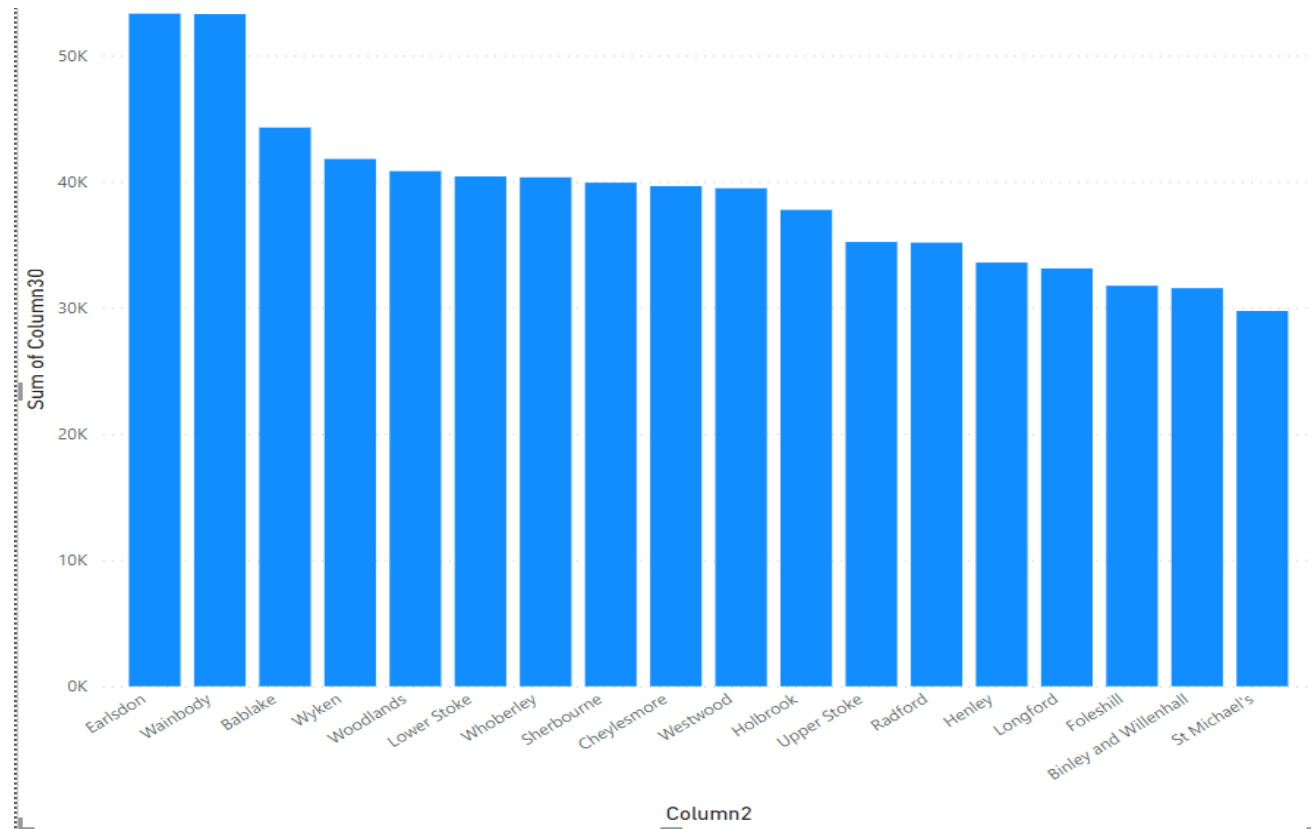
## MEASURING THE UK'S DISPOSABLE INCOME



# What Coventry can do better ?

- Increase the Retention rate.
- Boost the student friendly activities(Example:- group cycling, Marathon)
- Attract industries to Coventry.
- Implement the startup friendly environment
- Increase the average Income
- Disposable income

**Average Income of Coventry come around 33k.**



Source: PayCheck Data

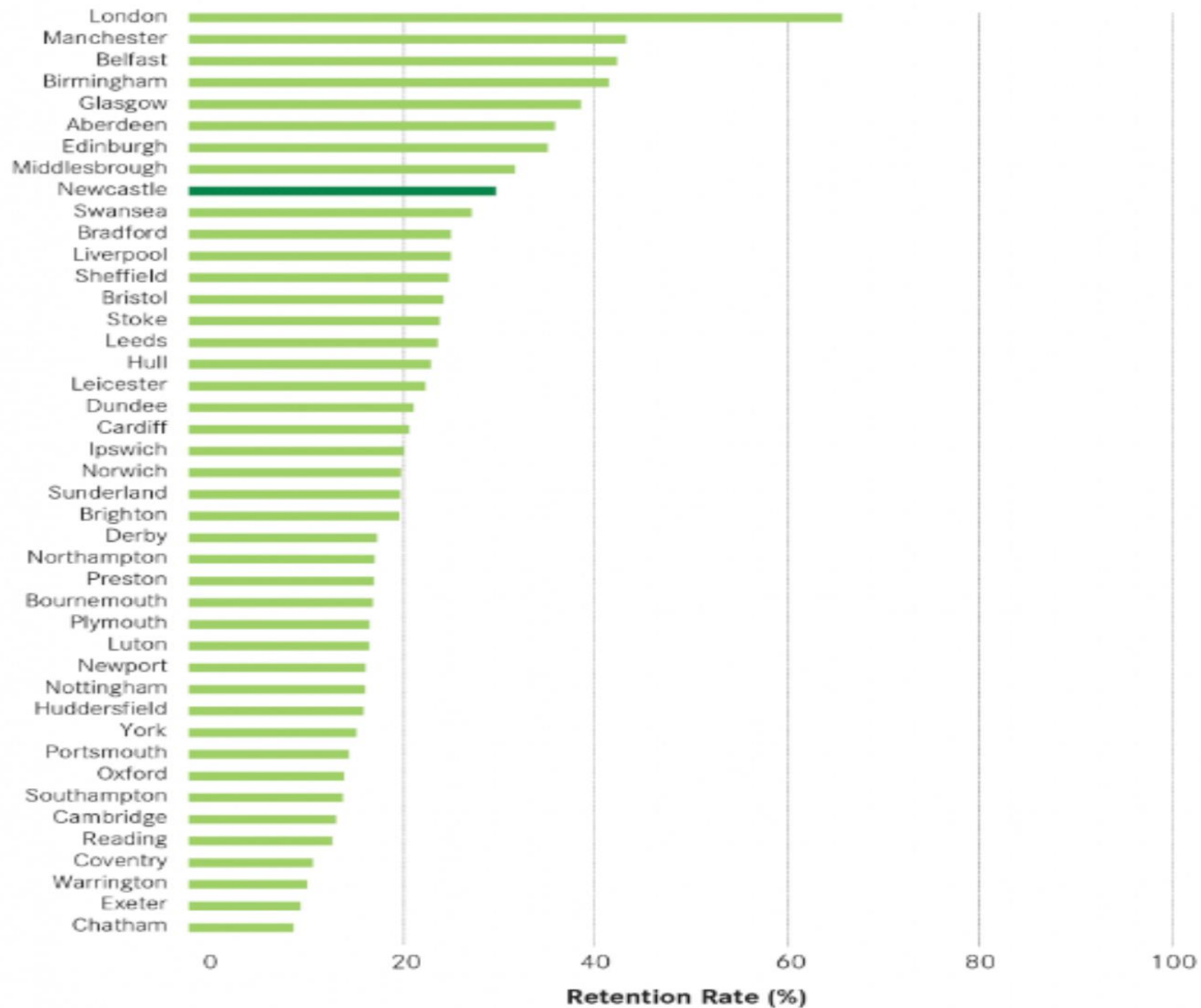
# What Coventry can do better ?

Increase the Retention rate-

Coventry is at last 4<sup>th</sup> place

Diversity

Source Data:  
HESA





## Data Evidence

### Cultural Participation of Full Time Education and FT Paid Workers

Museums/Galleries	In full-time education	In full time paid work	LiveEvents	In full-time education	In full time paid work
No Response	0	2.08	No Response	0	2.36
Both	8.7	4.44	Both	8.7	4.44
In person	30.43	25.52	In person	56.52	44.11
Not attended/done at least once	60.87	66.3	Not attended/done at least once	34.78	47.85
Virtual	0	1.66	Virtual	0	1.25

Pubs/Clubs	In full-time education	In full time paid work
No Response	4.35	1.8
Both	4.35	3.74
In person	52.17	65.19
Not attended/done at least once	39.13	28.99
Virtual	0	0.28

# Suggestions



THANKYOU