

TRACER STUDY ON AIMST UNIVERSITY STUDENTS USING DATA MINING

A project submitted to the Faculty of Information Technology in partial

fulfillment of the requirement for the degree Master of Science

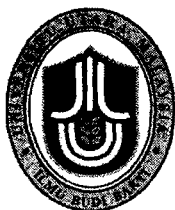
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Universiti Utara Malaysia

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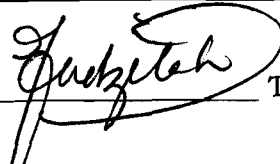
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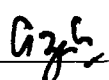
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ABSTRAK (BAHASA MALAYSIA)

Kajian pengesanan graduan merupakan salah satu pendekatan yang digunakan secara meluas di pelbagai bidang pengurusan terutamanya dalam bidang pengajian tinggi. Sedemikian, kajian seumpama adalah yang terkini serta amat efektif dalam kalangan para penyelidik untuk mendapatkan satu reka model yang menyimpulkan keberkesanan institusi pengajian tinggi dalam usaha melahirkan graduan-graduan yang berkualiti tinggi dan diterima masyarakat. Selain itu, kajian ini turut meramal bilangan graduan yang akan dilahirkan oleh sesebuah institusi pengajian tinggi berdasarkan data-data statistik yang sedia ada. Maka dengan cara yang sama, kajian pengesanan graduan untuk Universiti AIMST turut dijalankan dengan menganalisis data-data yang telah yang diperolehi dari bahagian kemasukan pelajar, Universiti AIMST untuk meramal bilangan siswazah yang akan menamatkan pengajian pada tahun-tahun akan datang berdasarkan bilangan para siswazah dari tahun-tahun sebelumnya. Set data yang diperolehi dari bahagian kemasukan pelajar Universiti AIMST merupakan set data mentah iaitu ianya mengandungi data – data yang hilang yang harus diperbaiki dahulu. Maka set data tersebut harus melalui pelbagai fasa dalam kaedah CRISP untuk memperbaiki data yang hilang dan seterusnya membolehkan ianya dapat digunakan dalam pelombongan data. Walaubagaimanapun, data tersebut harus melalui pra pemprosesan dalam fasa persediaan data dalam kaedah CRISP untuk menjadikan set data yang berkualiti serta boleh digunakan dalam pelombongan data.

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Table of Content

Permission to Use	i
Abstract (English)	ii
Abstract (Bahasa Malaysia)	iii
Acknowledgement	iv
List of Tables	viii
List of Figures	xi
CHAPTER 1: INTRODUCTION	1
1.1 Problem Statement	3
1.2 Research Questions	4
1.3 Objectives	4
1.4 Scope	4
1.5 Significance	5
1.6 Summary	5
CHAPTER 2: LITERATURE REVIEW	6
2.1 Tracer Study	6
2.2 Data Mining	8
2.3 Data Mining in Education	11
2.4 Tracer Study in Education	13
2.5 Summary	18

CHAPTER 3: METHODOLOGY	19
3.1 Introduction	19
3.2 Phase 1: Business Understanding	21
3.3 Phase 2: Data Understanding	22
3.4 Phase 3: Data Preparation	23
3.4.1 Mean Calculation Process	27
3.5 Phase 4: Modeling	28
3.6 Phase 5: Evaluation	29
3.7 Phase 6: Deployment	30
3.8 Summary	31
CHAPTER 4: RESULTS	32
4.1 DATA SUMMARY	32
4.2 FREQUENCY ANALYSIS	35
4.2.1 Gender	36
4.2.2 Race	37
4.2.3 State	38
4.2.4 Program Level	39
4.2.5 Entry Requirement	41
4.2.6 Financial Resources	42
4.3 CROSS TABULATION WITH RESPECT TO PROGRAM	43
4.3.1 Gender	43
4.3.2 Race	50
4.3.3 Financial Resources	58

4.3.4	Entry Requirements	65
4.4	Summary	70
CHAPTER 5: CONCLUSIONS		71
6	REFERENCES	73
APPENDIXES		80

List of Tables

Table 2.1	Cluster Characteristics between Variables	13
Table 3.1	Data sets with missing values	24
Table 3.2	Data sets without missing values	24
Table 3.3	Mean Value to replace the Missing Values	25
Table 3.4	Mean calculation for Bumiputera status	27
Table 4.1	Students Profile	34
Table 4.2	Datasets with missing values	35
Table 4.3	Cross Tabulation between Degree Courses with Gender	43
Table 4.4	Cross Tabulation between Diploma Courses with Gender	47
Table 4.5	Cross Tabulation between Degree Courses with Race	50
Table 4.6	Cross Tabulation between Diploma Courses with Race	55
Table 4.7	Cross Tabulation between Degree Courses with Financial Resources	59
Table 4.8	Cross Tabulation between Diploma Courses with Financial Resources	62
Table 4.9	Cross Tabulation between Degree Courses Entry Requirement	65
Table 4.10	Cross Tabulation between Diploma Courses Entry Requirement	69
Table 4.11	Correlation Coefficient	71
Table 1	Cross Tabulation between Courses and Gender	80
Table 2	Cross Tabulation between Diploma and Gender	80
Table 3	Cross Tabulation between Degree and Gender	81
Table 4	Cross Tabulation between Courses and Race	81
Table 5	Cross Tabulation between Diploma and Race	82
Table 6	Cross Tabulation between Degree and Race	82

Table 7	Frequency Analysis for Gender	83
Table 8	Frequency Analysis for Race	83
Table 9	Frequency Analysis for State	83
Table 10	Frequency Analysis for Bumiputera Status	84
Table 11	Frequency Analysis for Number of Semesters	84
Table 12	Frequency Analysis for Intake Month/Year	85
Table 13	Frequency Analysis for Estimated Finishing	85
Table 14	Frequency Analysis for Course Name	86
Table 15	Frequency Analysis for Course Type	87
Table 16	Frequency Analysis for Course Code	87
Table 17	Frequency Analysis for Study Scheme	88
Table 18	Frequency Analysis for Offering Method	88
Table 19	Frequency Analysis for Program Level	88
Table 20	Frequency Analysis for Requirement	88
Table 21	Frequency Analysis for OKU_Status	89
Table 22	Frequency Analysis for Handicapped Type	89
Table 23	Frequency Analysis for Financial Resources	89
Table 24	Frequency Analysis for Student Status	89
Table 25	Frequency Analysis for Gender	90
Table 26	Frequency Analysis for Race	90
Table 27	Frequency Analysis for State	90
Table 28	Frequency Analysis for Bumiputera Status	91
Table 29	Frequency Analysis for Number of Semesters	91

Table 30	Frequency Analysis for Intake Month/Year	92
Table 31	Frequency Analysis for Estimated Finishing	92
Table 32	Frequency Analysis for Course Name	93
Table 33	Frequency Analysis for Course Type	94
Table 34	Frequency Analysis for Course Code	94
Table 35	Frequency Analysis for Study Scheme	94
Table 36	Frequency Analysis for Offering Method	95
Table 37	Frequency Analysis for Program Level	95
Table 38	Frequency Analysis for Requirement	95
Table 39	Frequency Analysis for OKU Status	96
Table 40	Frequency Analysis for Handicapped Type	96
Table 41	Frequency Analysis for Financial Resources	96
Table 42	Frequency Analysis for Student Status	96

List of Figures

Figure 3.1	Phases of the CRISP-DM Process Model	20
Figure 3.2	Value label for Bumiputera status variable	27
Figure 4.1	Population based on Gender	36
Figure 4.2	Population based on Race	37
Figure 4.3	Students breakdown based on States	38
Figure 4.4	Students breakdown based on Degree Programs	39
Figure 4.5	Students breakdown based on Diploma Programs	40
Figure 4.6	Population based on Entry Requirement	41
Figure 4.7	Population based on Financial Resources	42
Figure 4.8	Cross tabulation Course_Name (Degree) with Gender	44
Figure 4.9	Male students with respect to the Degree courses	45
Figure 4.10	Female students with respect to the Degree courses	46
Figure 4.11	Cross tabulation Course_Name (Diploma) with Gender	48
Figure 4.12	Female students with respect to the Diploma courses	48
Figure 4.13	Male students with respect to the Diploma courses	49
Figure 4.14	Cross tabulation Course_Name (Degree) with Race	51
Figure 4.15	Distribution of Indian students undertaking Degree program	52
Figure 4.16	Distribution of Chinese students undertaking Degree program	52
Figure 4.17	Distribution of Malay students undertaking Degree program	54
Figure 4.18	Cross tabulation Course_Name (Diploma) with Race	55
Figure 4.19	Distribution of Indian students undertaking Diploma program	57
Figure 4.20	Distribution of Chinese students undertaking Diploma program	57

Figure 4.21	Distribution of Malay students undertaking Diploma program	57
Figure 4.22	Cross tabulation Course_Name (Degree) with Financial_Resources	60
Figure 4.23	PTPTN support with respect to Degree courses	61
Figure 4.24	Personal support with respect to Degree courses	62
Figure 4.25	Cross tabulation Course_Name (Diploma) with Financial_Resources	63
Figure 4.26	PTPTN support with respect to Diploma	64
Figure 4.27	Personal support with respect to Diploma	64
Figure 4.28	Cross tabulation Course_Name (Degree) with Entry_Requirement	67
Figure 4.29	Cross tabulation Course_Name (Diploma) with Entry_Requirement	69

CHAPTER ONE

INTRODUCTION

Education has become an essential part of everyone's life in which it gives added values to each individual, in particular, those who excel in their studies. There are several reputable education providers namely that are playing a vital role in producing high performance graduates. Regardless of whether the institution is a public or a private institution, students' performance always is the major concern.

A small number of students are performing well in their institutions despite numerous efforts given by the education provider and the government. Only handfuls of students are able to obtain excellent results and awarded with Deans' List as well as other recognitions. According to Emmanuel (2007), students' performance can be influenced by factors such as gender, family background, attitudes, previous academic background, location as well as the type of the course they enrolled. This study investigates the relationship between these factors (attributes) against students' performance in tertiary education.

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