

Bath Insights Internship – International Recruitment Agent Performance Analysis

Department: International Student Recruitment Team, Student Recruitment & Admissions

Theme: Data (Dashboards, analysis, data cleaning)

About the role:

The University of Bath works with recruitment agents worldwide to attract international students. Understanding which agents are most effective, which markets they serve best, and how student performance varies by agent is critical to our recruitment strategy. Currently, this data is fragmented and difficult to analyse systematically.

This internship will focus on creating a comprehensive agent performance analysis system that consolidates data, identifies trends, and provides actionable insights to inform strategic decisions. You will work closely with the International Recruitment and Admissions teams to design tools and reporting templates that support evidence-based planning.

What you'll do:

By the end of the internship, you will deliver:

1. Agent performance database/system
 - a. Data on agents and students they recruited over the past 3–5 years
 - b. Key metrics: applications, offers, enrolments per agent
 - c. Geographic breakdown by country and region
 - d. Programme/faculty breakdown showing which agents recruit for which subject areas
 - e. Clear data structure that can be updated annually
2. Analytical report
 - a. Benchmark agent performance by market, subject/faculty, and overall
 - b. Identify trends in agent recruitment over time (growth/decline patterns)
 - c. Analyse student performance by agent to identify quality indicators
 - d. Highlight underperforming agents and emerging strong performers
 - e. Provide recommendations for prioritising agent relationships
3. Reporting templates

- a. Individual agent performance profiles (one-page summaries)
 - b. Regional comparisons and faculty-specific reports
 - c. Year-on-year trend reports for strategic planning
4. Final presentation
 - a. Showcase key findings and demonstrate how to use the new system to the International Recruitment team

Why this matters:

Your work will:

- enable evidence-based decisions about which agent relationships to invest in
- support the University's goal of growing international student numbers from diverse markets while maintaining quality standards
- help allocate resources effectively by identifying high-performing agents
- align with the UK Agent Quality Framework and University Strategy 2026

Skills you'll develop:

- Data management and database design
- Quantitative analysis and statistical thinking
- Report writing and data visualisation
- Strategic thinking and business intelligence
- Understanding of international higher education recruitment

Ideal for students who:

- are interested in data analysis, strategy, and global education
- have strong attention to detail and organisational skills
- want to gain experience in real-world data projects with strategic impact

Useful (but not essential) background:

- Mathematics, Statistics, Economics, Computer Science, or related fields
- interest in international education or cross-cultural contexts

Support and Training:

- Daily check-ins and regular 1:1 meetings with your supervisor
- Collaboration with Admissions for data access and validation
- Training on GDPR compliance and data handling

- Guidance on analytical approach, report writing, and presentation skills