

Graduate
Management
Admission
Council™

GMAT™ Geographic Trend Report (excel): Instructions



How to use GMAT™ Geographic Trend Report Excel Version

The Excel version of the GMAT Geographic Trend Report is organized into several sheets, each providing detailed insights into GMAT test takers, score-sending patterns, and the programs that accept GMAT scores. This dataset is split into groups based on either citizenship or residence and covers a variety of regions and program types. Below is a breakdown of the key sheet types.

1. Citizenship-Based Data
2. Residence-Based Data
3. School Score-Receiving Data
4. GMAT Accepting Programs

Using the Data

- **Compare Citizenship vs. Residence:** The citizenship-based and residence-based sheets provide similar types of data, allowing for analysis of trends from both perspectives.
- **Analyze Program Types:** The School Regions and GMAT Accepting Programs sheets allow you to understand trends in GMAT-accepting programs and score-sending behavior at a regional level.
- **Regional Focus:** Drill down into specific regions to see how trends differ across various geographies.

Type 1: Citizenship-Based Data Sheets

These sheets provide GMAT exam and score-sending information based on the country of citizenship of test takers. Use these sheets to analyze trends based on the test takers' nationality.

Citizens - GMAT Exams:

- **Purpose:** Displays the total number of GMAT exams taken by candidates classified by their country of citizenship.
- **Key Metrics:** Includes the number of total exams taken and a breakdown by region and countries. This helps understand test-taking volumes by nationality.
- **How to Use:** Filter by country or region to identify which citizenship groups are most actively taking the GMAT over time. Useful for identifying growth trends among certain nationalities.

Citizens - Demographic Detail:

- **Purpose:** Provides a detailed demographic breakdown of test takers based on their country of citizenship.
- **Key Metrics:** Includes age groups, gender, work experience, etc segmented by nationality. This offers deeper insights into the composition of GMAT candidates.
- **How to Use:** Use this sheet to understand the profile of test takers by age and gender. This can be valuable for identifying target demographics for recruitment in different regions or countries.

Citizens - GMAT Scores Sent:

- **Purpose:** Tracks GMAT score-sending behavior based on candidates' citizenship.
- **Key Metrics:** Shows where candidates sent their GMAT scores (e.g., by country or region), broken down by program type (MBA, Business Master's, etc.).
- **How to Use:** Analyze where specific citizenship groups are sending their scores and which regions or schools are popular among different nationalities. This is useful for understanding candidate preferences.

Type 2: Residence-Based Data Sheets

These sheets provide insights similar to the citizenship-based data but focus on the candidates' country of residence rather than nationality. This is useful for comparing trends in citizenship versus residence.

Residents - GMAT Exams:

- **Purpose:** Displays the number of GMAT exams taken by test takers, classified by their country of residence.
- **Key Metrics:** Includes total exams taken, broken down by region of residence. This helps understand test-taking volumes by location.
- **How to Use:** Filter by residence country or region to identify where the highest GMAT participation is occurring. Compare this with the citizenship data to see where people are taking the GMAT compared to where they are from.

Residents - Demographic Detail:

- **Purpose:** Provides a demographic breakdown of test takers based on their residence country.
- **Key Metrics:** Includes age, gender, work experience, etc breakdowns based on candidates' country of residence.
- **How to Use:** Understand the local candidate profile based on residence. For example, you can examine how the age and gender composition of test takers in a specific country has changed over the years.

Residents - GMAT Scores Sent:

- **Purpose:** Tracks GMAT score-sending behavior based on candidates' country of residence.
- **Key Metrics:** Shows where candidates sent their GMAT scores from, broken down by region and program type.
- **How to Use:** Analyze how test takers' score-sending preferences vary based on where they live. This can highlight regions that send scores to specific destinations or programs, offering insights into global candidate mobility.

Type 3: School Regions as Destinations

This section focuses on data related to where GMAT scores are being received by schools around the world.

School Regions as Destinations:

- **Purpose:** Provides data on how many GMAT score reports schools in different regions receive, categorized by program type.
- **Key Metrics:** Number of scores sent to regions such as the United States, Europe, Asia, etc., along with a breakdown by program type (MBA, Business Master's, etc.).
- **How to Use:** Use this sheet to determine the most popular regions for GMAT score reports. This helps schools understand their regional appeal and where they stand in terms of attracting candidates from various geographies.

GMAT-Accepting Programs

This section provides information on the number of programs that accept GMAT scores.

GMAT Accepting Programs:

- **Purpose:** Shows the number of programs accepting GMAT scores, segmented by region and program type.
- **Key Metrics:** Number of MBA programs, Business Master's programs, and other types of programs that accept GMAT scores, by region.
- **How to Use:** Identify how many programs accept GMAT scores in specific regions, offering insights into the competitive landscape for GMAT-accepting programs. This can be helpful for determining the availability of GMAT-accepting programs in certain regions.