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A Comparative Review of Global University Ranking Methodologies and Data Analytics Techniques

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Abstract: *This review paper provides a comprehensive comparative analysis of global university ranking systems, including Times Higher Education (THE), Academic Ranking of World Universities (ARWU), and the Center for World University Rankings (CWUR). The paper evaluates how these ranking agencies use different indicators such as teaching quality, research performance, international outlook, and industry income. It also highlights the limitations of these metrics and suggests how modern data analytics tools like Python and Power BI can improve the reliability of ranking outcomes. This study serves as a bridge between traditional ranking methodologies and advanced analytical approaches, offering insights for educational policymakers and researchers.*

Keywords*:* University Rankings, Data Analytics, Performance Metrics, THE, ARWU, CWUR, Power BI

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