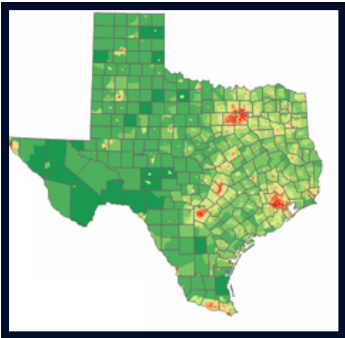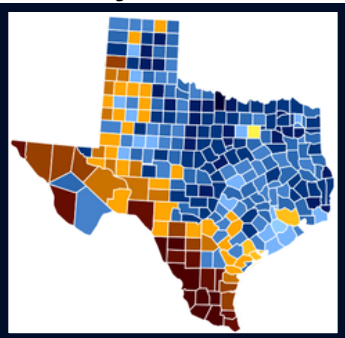"Geographically analyzing demographic data and social trends to drive campaigns effectively"

Record number of men dropping out from Universities in rural Texas, especially among Hispanic communities
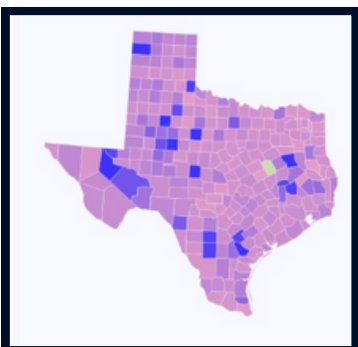
Population density

+

Ethnicity distribution

+

Gender distribution

Highest dropout rate