Analytics Data

**Student’s Metrics**

1. Applications

* Applications made (Old and new applications)
* Students under school application
* Number of student applications per school
* Region of application

2. Acceptance and Rejection

* Students rejected by school
* Students accepted by school

3. Financial Contributions

* Students paid application fee
* Students that paid partial program contributions
* Students that paid full program contributions
* Scholarships/Financial Aid received

4. Students requested for co-signers

5. Onboarding and Program Progress

* Students onboarded
* Student program completion (Completion rate and drop-out rate)

6. Exam Preparation

* Students under GRE training
* Students under GMAT training
* Students under entrance exam training

7. Visa Application Status

* Students under visa application
* Students with approved visa
* Students with denied visa
* Students with pending visa applications
* Students under visa administrative processing

8. Students withdrawn from program

**Website Analytics**

1. Number of website visits
2. Handbook downloads

* Number of downloads
* Downloads per region and country
* Handbook downloads per information source

1. Active users/students. (daily, weekly, monthly interactions)