

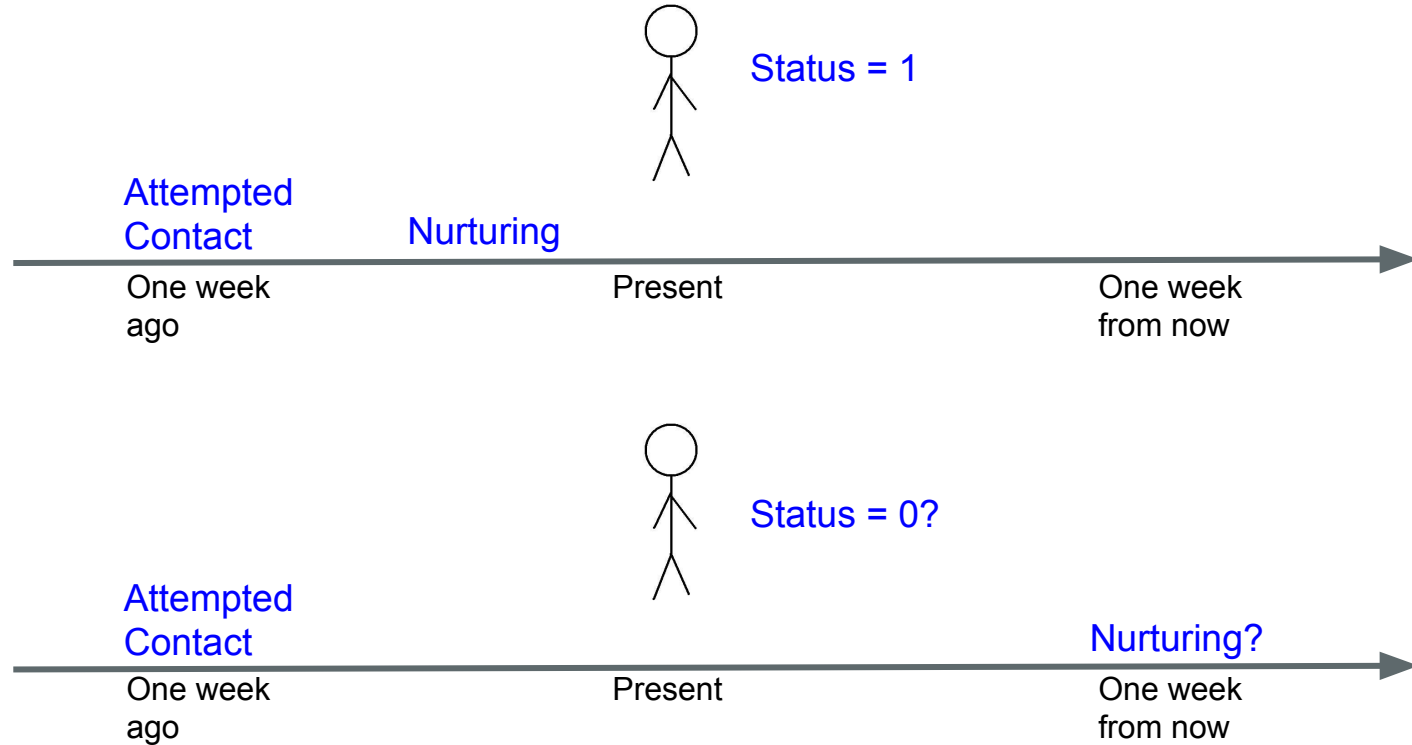
Analysis of College Reapplication Data

By Chris Seymour

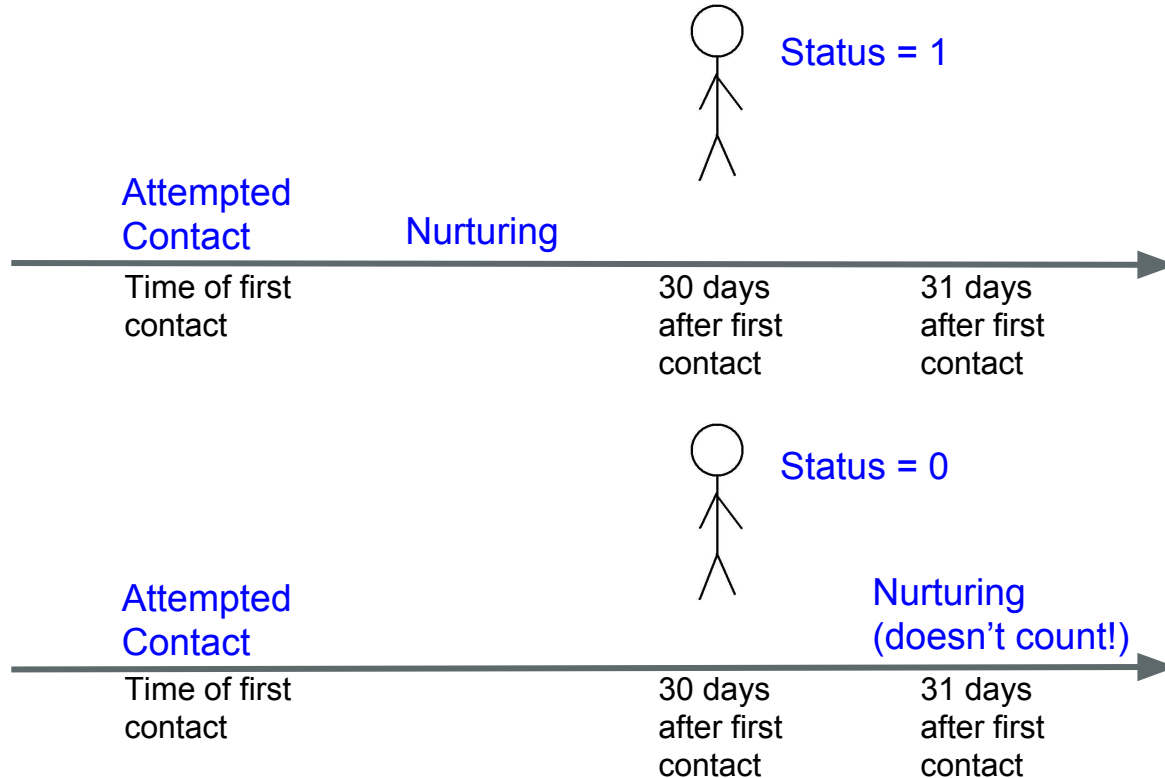
github.com/Kruncha/reapplication-analysis

linkedin.com/in/chrisnoelseymour

The Challenge:

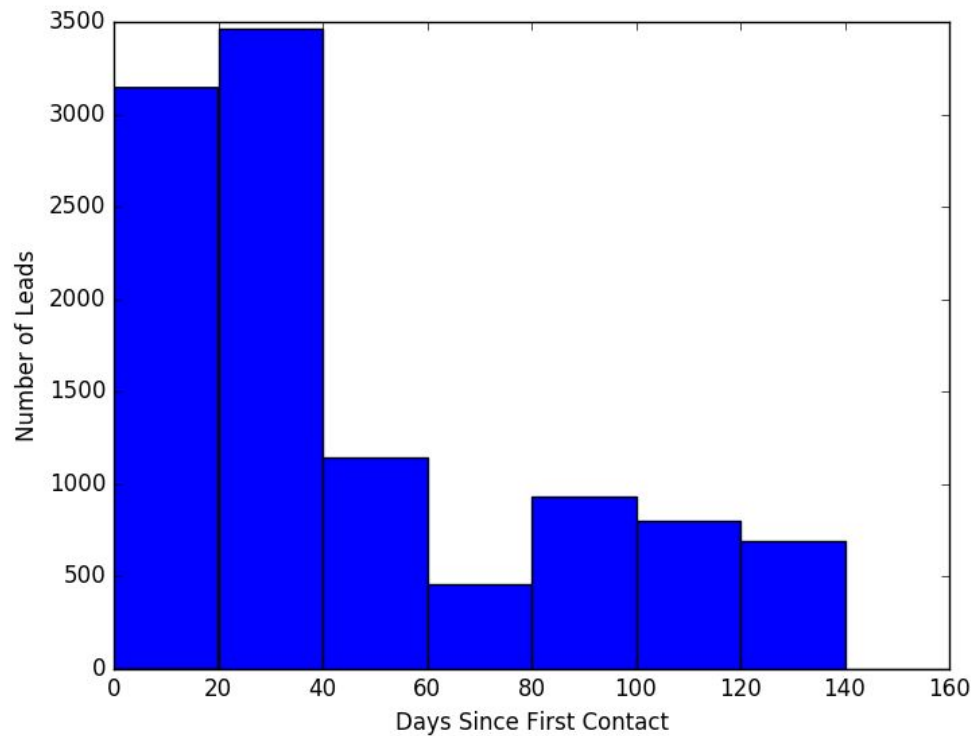


Solution: Choose a Time Window (30 days)

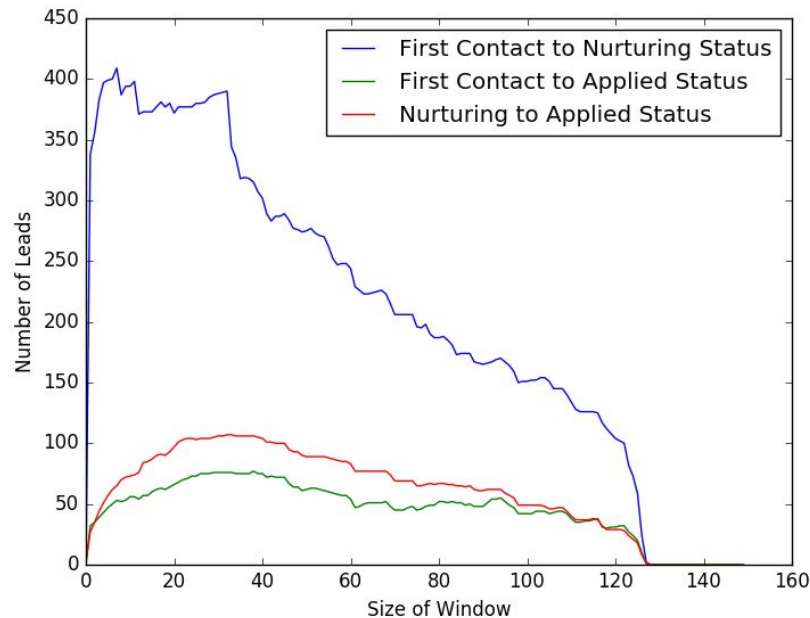
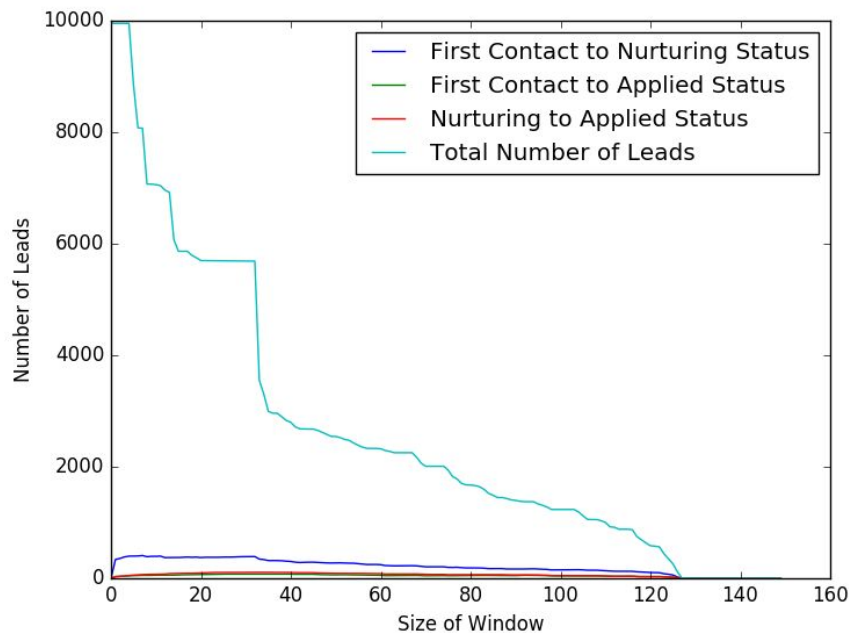


- Ideally, we want to look at a time window of about six months.
- But there's still one problem...

Days Since First Contact



Larger Time Windows Mean Less Data



Indicators of Likelihood to Reach Nurturing

- Students in the 35-50 age range are more likely to reach Nurturing
- Students who last attended college more than a year ago are more likely to reach Nurturing
- Students with an undergrad GPA under 3.0 are more likely to reach Nurturing
- Students with mobile phones listed in the database are more likely to reach Nurturing status
- All of these findings are for a window of 30 days. How much is due to the smaller time window?

Questions

What appears to be the preferred mode of communication? What is the best way to engage students on the first contact?

Only 68 entries for “Preferred Method of Contact” column

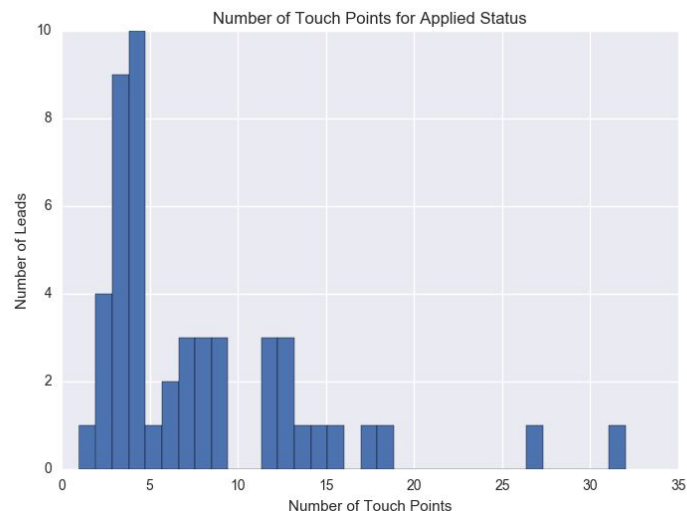
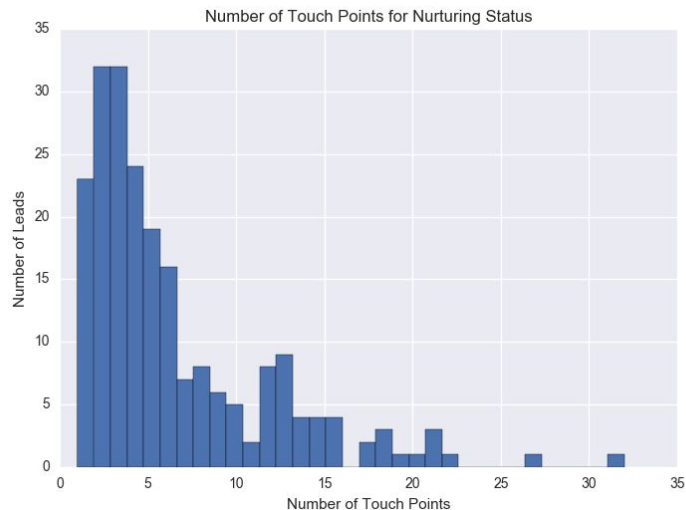
Can get info from success rates of different contact methods instead.

- First contact = Phone: 9.4% reached Nurturing
- First contact = Email: 4.3% reached Nurturing
- First contact = Phone + Email: 9.9% reached Nurturing

What about texts?

Questions

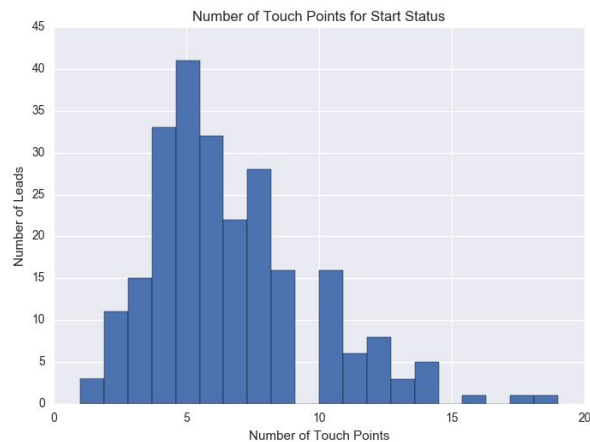
How many touch points does it take to engage a student?



- Average number to reach Nurturing: 6.45
- Average number to reach Applied: 7.94

Questions

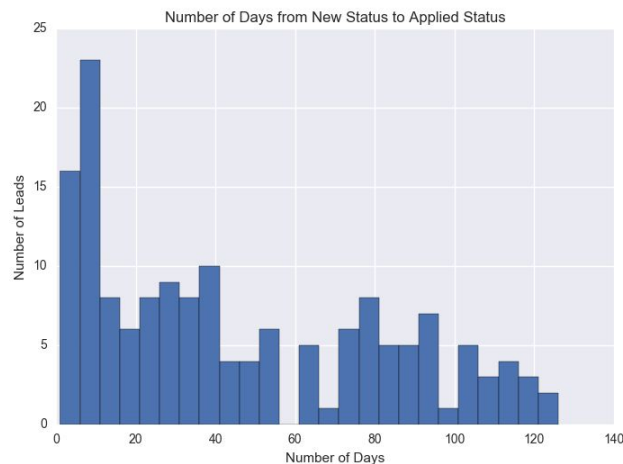
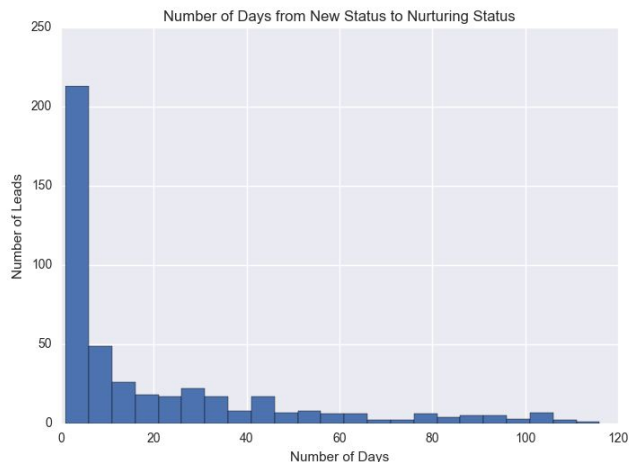
How many touch points to get a student to start (for inbound students)?



- Average number to reach Start from Applied: 6.63

Questions

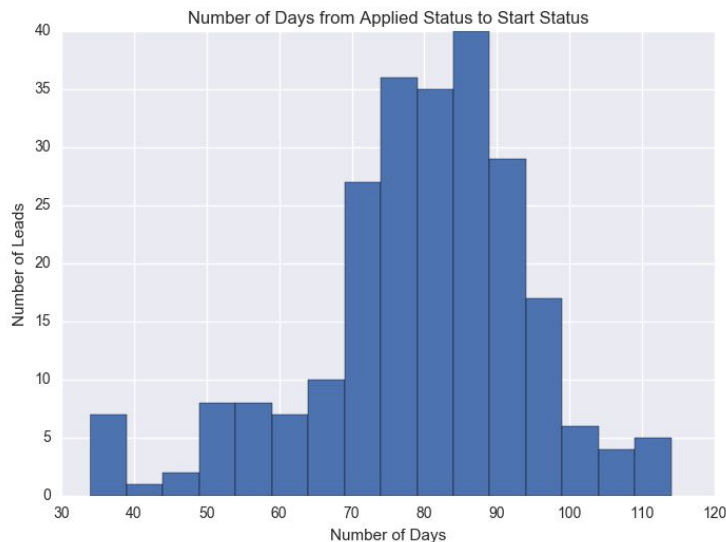
How long does it take for a student to reach Nurturing or Applied Status from first contact?



- Average number of days to reach Nurturing: 15
- Average number of days to reach Applied: 44

Questions

How long does it take for a student to reach Start Status from first contact (inbound)?



- Average number of days to reach Start from Applied: 79

Questions

How many students is a coach managing?

- 00541000000lh7GAAQ: 14798
- 005410000001jqtOAAQ: 2884
- 005410000001jIWHAA2: 2204
- 00541000000lh7LAAQ: 1985
- 00541000000lh71AAA: 1662
- 00541000000IFijAAE: 158

Future Work

- Natural Language Processing on student information
- Proximity to campus
- Time to respond

Questions?

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