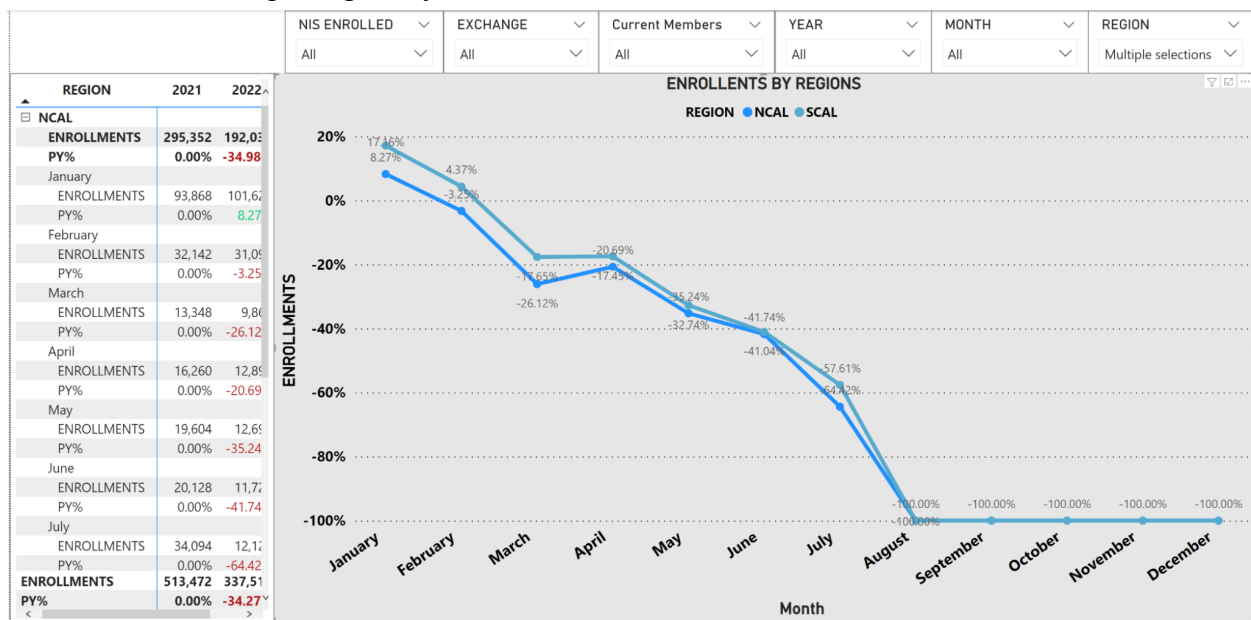All data and visuals have been censored for exporting purposes. All data and visualizations have been approved for exporting by previous managers.
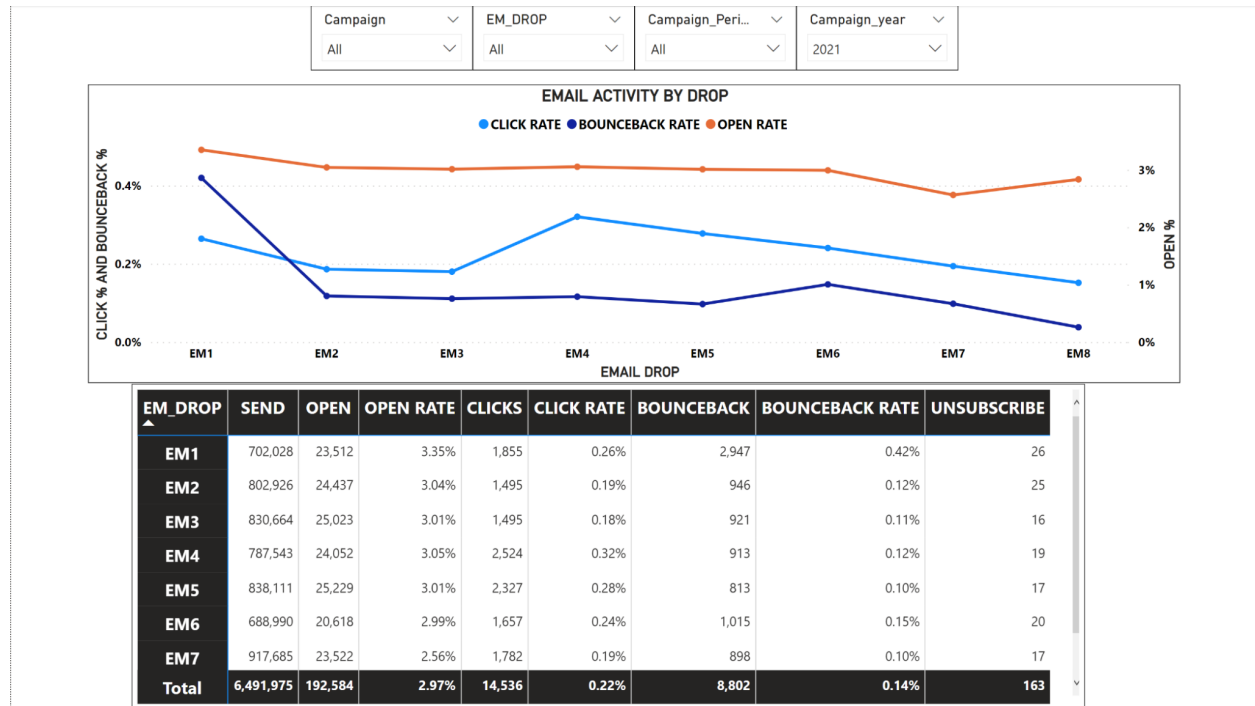
Dashboarding in Power BI:

Dashboard is still a work in progress, this was a rough draft after a few weeks of work. Data was wrangled, streamlined, cleaned, and managed in SQL before being exported to Power BI. Dax was utilized in Power BI to help achieve presented visuals.
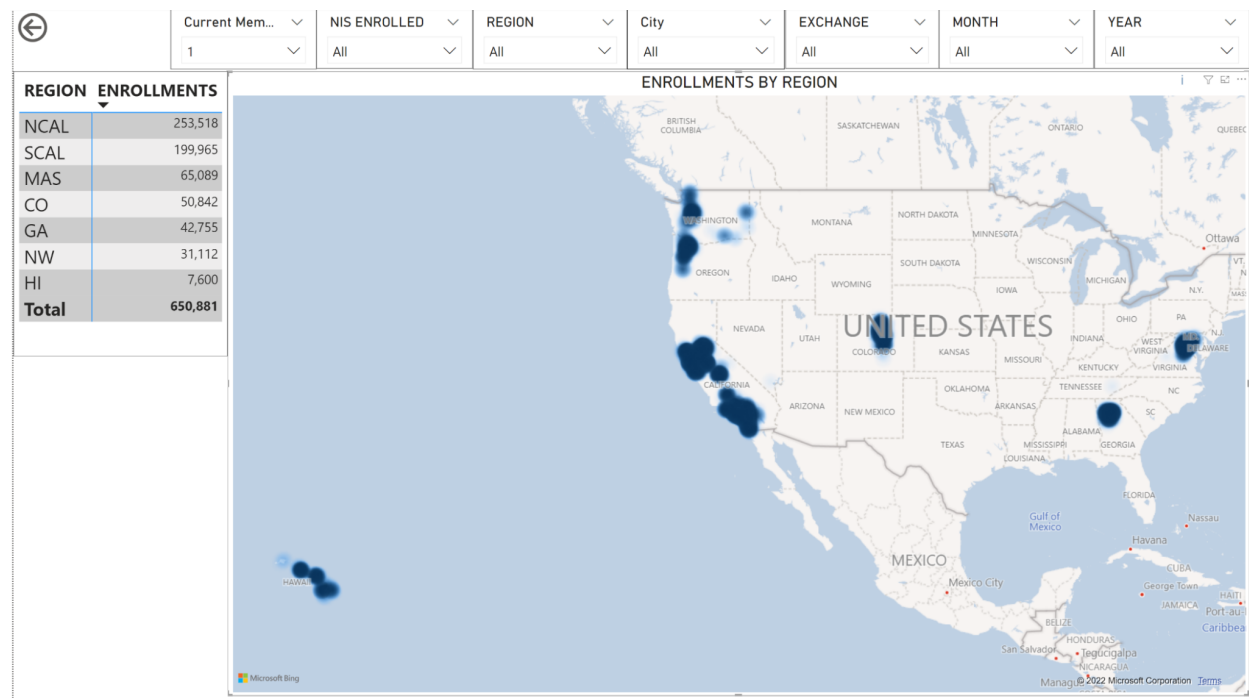
Annual Enrollments per region by month:

Email Activity by drop:

EM_DROP	SEND	OPEN	OPEN RATE	CLICKS	CLICK RATE	BOUNCEBACK	BOUNCEBACK RATE	UNSUBSCRIBE
EM1	702,028	23,512	3.35%	1,855	0.26%	2,947	0.42%	26
EM2	802,926	24,437	3.04%	1,495	0.19%	946	0.12%	25
EM3	830,664	25,023	3.01%	1,495	0.18%	921	0.11%	16
EM4	787,543	24,052	3.05%	2,524	0.32%	913	0.12%	19
EM5	838,111	25,229	3.01%	2,327	0.28%	813	0.10%	17
EM6	688,990	20,618	2.99%	1,657	0.24%	1,015	0.15%	20
EM7	917,685	23,522	2.56%	1,782	0.19%	898	0.10%	17
Total	6,491,975	192,584	2.97%	14,536	0.22%	8,802	0.14%	163

Enrollments heat map:

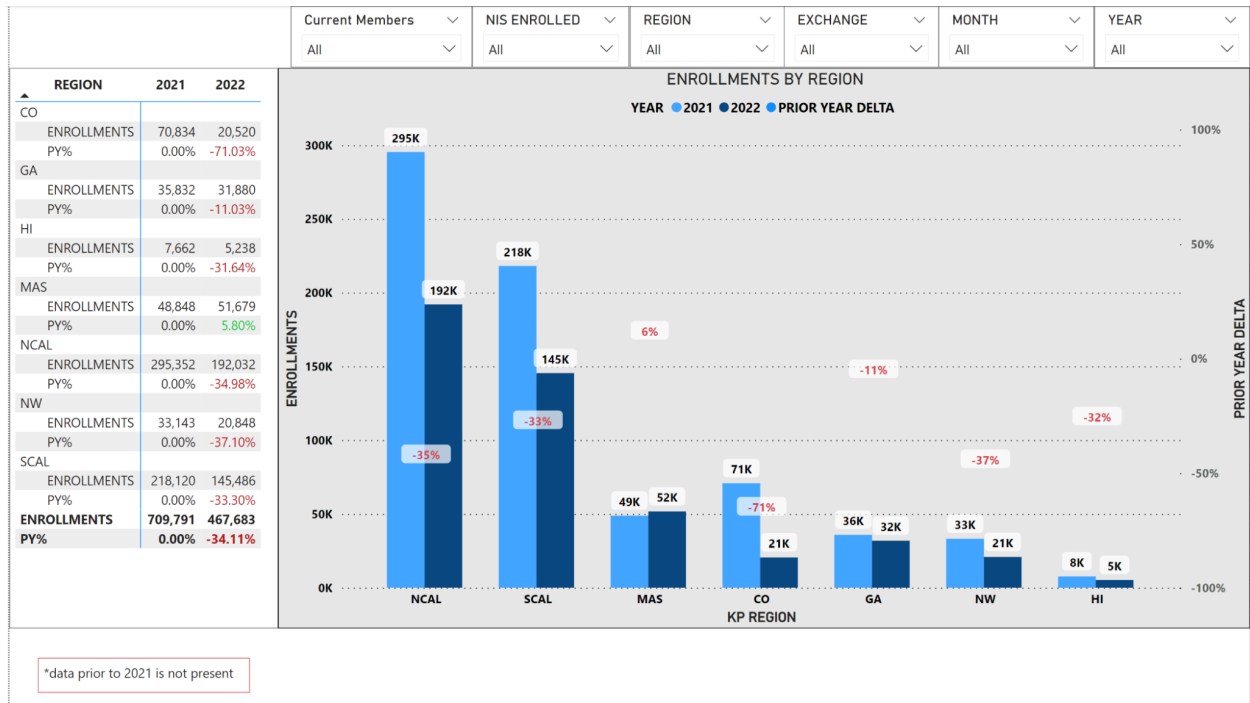| REGION	ENROLLMENTS
NCAL	253,518
SCAL	199,965
MAS	65,089
CO	50,842
GA	42,755
NW	31,112
HI	7,600
Total	650,881

PY% Heat Map:

Enrollments by Region YOY

YOY enrollment trends by month:

Month	2021	2022
January		
ENROLLMENTS	62,500	124,702
PY%	0.00%	99.52%
February		
ENROLLMENTS	23,368	44,813
PY%	0.00%	91.77%
March		
ENROLLMENTS	8,359	13,108
PY%	0.00%	56.81%
April		
ENROLLMENTS	10,969	18,295
PY%	0.00%	66.79%
May		
ENROLLMENTS	12,651	19,304
PY%	0.00%	52.59%
June		
ENROLLMENTS	14,402	18,510
PY%	0.00%	28.52%
July		
ENROLLMENTS	12,940	20,308
PY%	0.00%	56.94%
August		
ENROLLMENTS	10,660	
PY%	0.00%	
September		
ENROLLMENTS	194,443	259,040
PY%	0.00%	33.22%

Filters:
- Current Mem... : 1
- NIS ENROLLED : All
- REGION : Multiple selections
- EXCHANGE : All
- YEAR : All
- MONTH : All

MONTHLY ENROLLMENTS

YEAR ● 2021 ● 2022