**Exposition (Context and background on business problem)/Introduction - Tremaine**

Business Problem: American University is eager to improve the cost per enrollment by minimizing spending and maximizing enrollment.

Key Figures:

* What is the current cost per enroll?
* What is the current spending by sources?
* What is the enrollment based on sources?

Team Introductions:

* Include headshots

**Rising Action (Description and walk-through of analysis)**

**Attributes of a Lead - Xiaolin**

* Age x CPE
  + Leads between 22-34 have better CPE and higher enrollments
* Education x CPE
* Gender x CPE
* GPA x CPE
* GRE x CPE

**Cost per Enrollment by Sources - Shijin**

* Trending CPE over time
* CPE x Lead Sources Nrw
* CPE x Lead Sources x Domestic.Intl
* CPE x Lead Sources x Lead Attributes

**Cost per Enrollment by Geography - Badr**

* CPE x Domestic.Intl
* CPE x State
* CPE x State x Sources
* CPE x State x Lead Attributes

**Climax (Description of findings) - Victor**

* Summary of Attributes of Lead
* Summary of Cost per Enrollment by Sources
* Cost per Enrollment by Geography

**Falling Action (Summary of impacts to the business from findings) - Tremaine**

* Business Recommendations

**Denouement (Tee up of next set of analysis/monitoring) – Tremaine/Victor**

* Introducing the Dashboard