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

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

Key Figures:

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

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

**Attributes of a Lead**

* Age x CPE - Tremaine
* Education x CPE - Xiaolin
* Gender x CPE - Xiaolin
* GPA x CPE – Tremaine
* GRE x CPE - Tremaine

**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

**ROI - Victor**

**Climax (Description of findings)**

* 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)**

* Business Recommendations

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

* Introducing the Dashboard