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

Business Problem: American University is eager to improve its cost per enroll metric

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)**

How does cost per enroll vary based on lead characteristics?

* How does cost per enroll change based on gender?
* How does cost per enroll change based on education level? Test Scores? GPA?

What sources are most effective towards cost per enrollment?

* How does cost per enrollment trend over time?
  + How does cost per enrollment trend change based on lead/source?
* What sources represent a good cost per enrollment?
  + What is the general distribution of cost per enrollment by source?
    - \*Overlay by lead characteristics

What is the geographic impact of cost per enrollment?

* What is the cost per enrollment for international students?
* What is the cost per enrollment by state?
  + \*Overlay with count of enrollment
* How does lead sources and geography impact cost per enrollment?
* What is the impact on cost per enrollment by geography and lead characteristics?

**Climax (Description of findings)**

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

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