**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 22-35 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**

1. Target the ideal demographic (22-35 years old, female, has a bachelor’s degree)
   1. CPE for leads under 21 and over 35 is $569 compared to $307 for leads between 22 and 35 years old
      1. At the current lead acquire rate (0.0032556), re-direct spending on leads outside of this age range would result in an additional 376 enrollments. An improvement over the 205 enrollments from leads outside of this age range.
   2. At a CPE of $2,648 and 343 enrollments, domestic leads with a Bachelor’s degree are showing the best performance. Followed by leads with a Master’s degree at $3,562 CPE and 101 Enrollments
      1. Leads with a high school degree and Associates degree have CPE’s well above the margin at $69,970 and $29,063 respectively and a combined cost of $128,096
      2. At the current lead acquire rate (0.00035), re-directing spending from high school and associate degree holders towards leads with a masters or bachelor’s degree would result in an additional 44 leads compared to 3 leads from the former. A 1,466% improvement in enrollment!
2. Refocus spending on sources based on the effectiveness by state (VA example)
   1. $70k was spent on channels with 0 enrollments or CPE > $10k
   2. Re-directing the 70K to LinkedIn yields 14 additional enrollments. A 555% improvement compared to the combined 3 enrollments.
3. Redirect spending from states with no enrollment other states
   1. Total spending on states with no enrollment = $141k
   2. Re-purposing funds to other states would yield an estimated 15 new enrollments

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

* Introducing the Dashboard