For enrolled leads, where are we spending our marketing dollars?

Goal: re-direct our marketing dollars to the lead source that provides the highest enrollment?

Additional Questions:

1. What characteristics do the highest enrolled leads have? What are the characteristics of admitted leads?
   1. Logistic regression – Tremaine
   2. How does enrollment change based on gender? - Xiaolin
2. Which channel cost the most marketing dollars? Does this channel lead to enrollment?
   1. How does spending trend over time? - Badr
3. How does geography affect enrollment and spending?
   1. How does lead source change based on geography? - Shijin
   2. Which state has the highest ROI/enrollment? - Victor

These are the questions we brainstormed for our team assignment: - Cost per lead by location?  
- Prospect.Score by location?  
- Cost per lead education level  
- Time to submit by education level?  
- Cost per enrollment?  
- Percentage of enrollment by Gender?  
- Cost per enrollment by Gender?  
- Cost per enrollment by Lead?  
- Cost per enrollment by State?  
- Cost per enrollment by Domestic/International?  
- Time to submit by Age