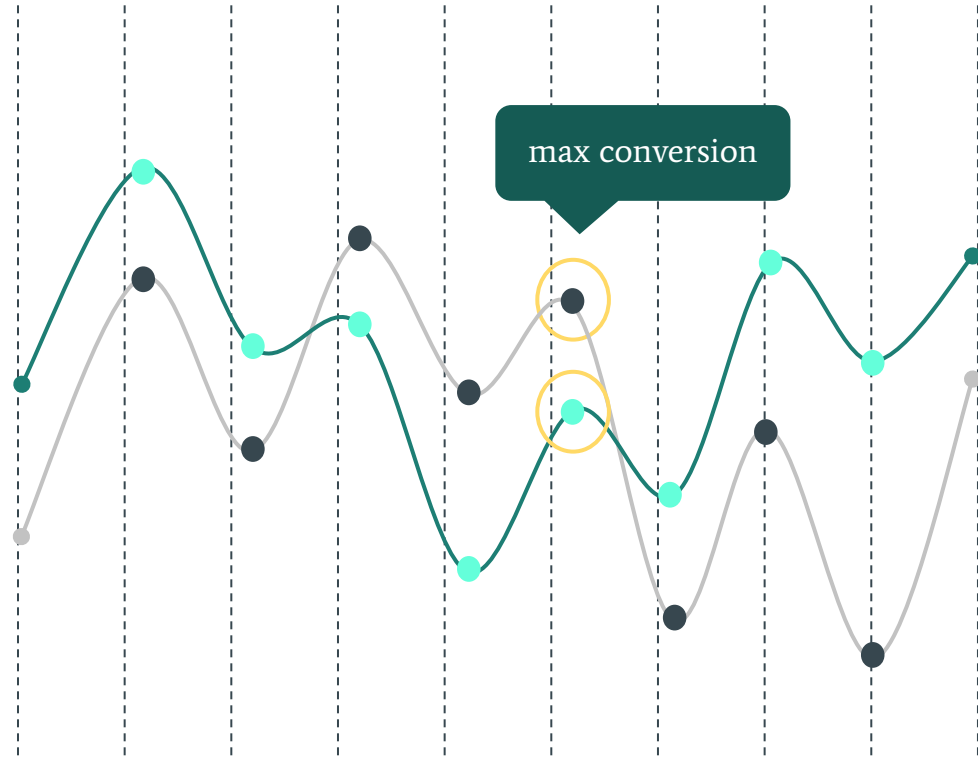


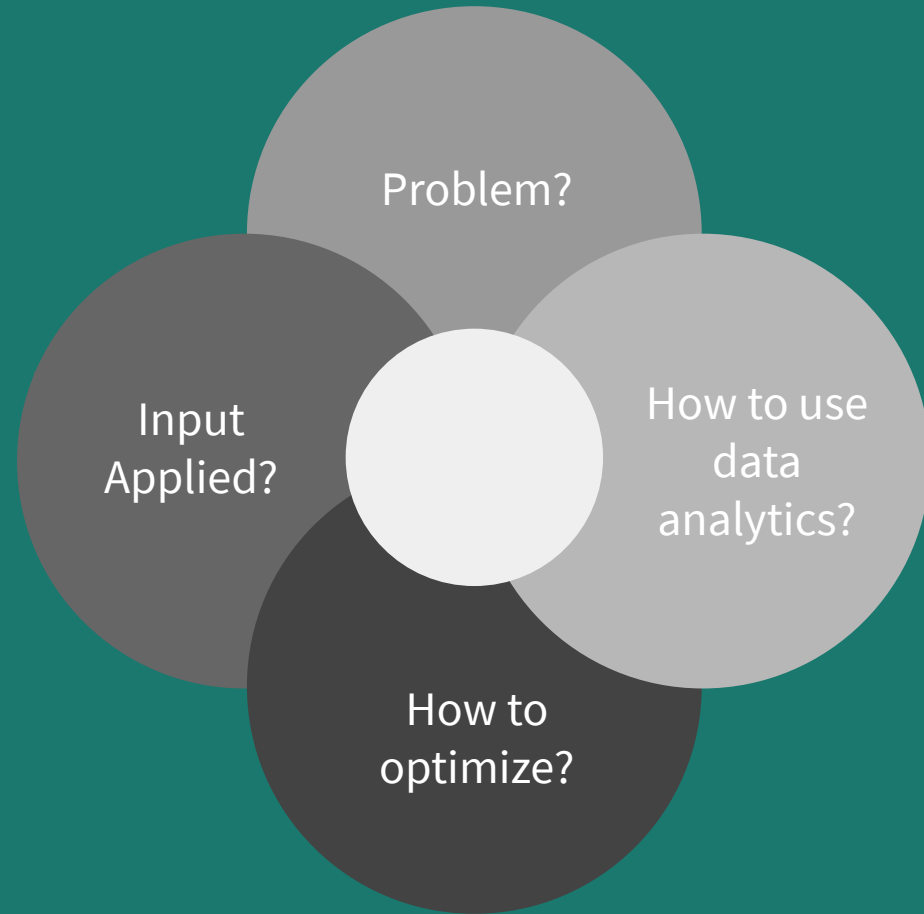
Student Conversion Rate

Descriptive Analytics Project
By

Group 2

Benoy Parekh, Boyang Liu, Raj Bafna,
Ruyan Qin, Yashika Desai, Zian Zhang





Problem Statement

Key Performance Indicators

3

275K

Email Delivered

21205

Count of Distinct Element ID

7454

Users Not opening emails
Contributing 35.15% of users

170K

Email Opened

13

Average Email Sent

3.67

To Get Students Open an Email

10K

Email Clicked

8

Email Open Rate

6

Average Emails Sent before
Unsubscribing

Other Actions Performed by Users

4

Prospects

- User Created
- Form Saved
- Page View

Applicants

- User Created
- Form Saved
- Page View
- User Login
- Application Registration Successful

Admits

- User Created
- Form Saved
- Page View
- Link Click
- Application Registration Successful
- Application Submitted
- Recommendation Requested

Users Action Summary

5



Email Opened
Link Clicked
Email Clicked

85%

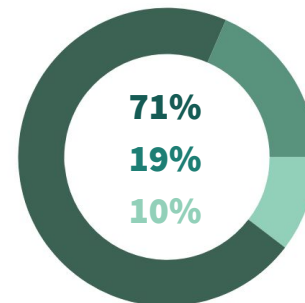
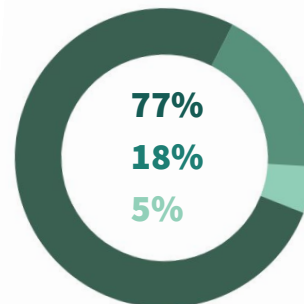
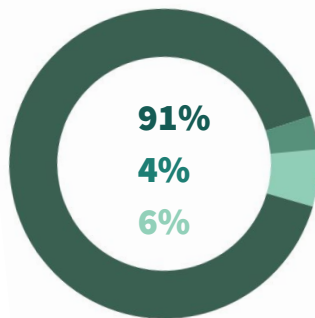
10%

5%

169,510

19,409

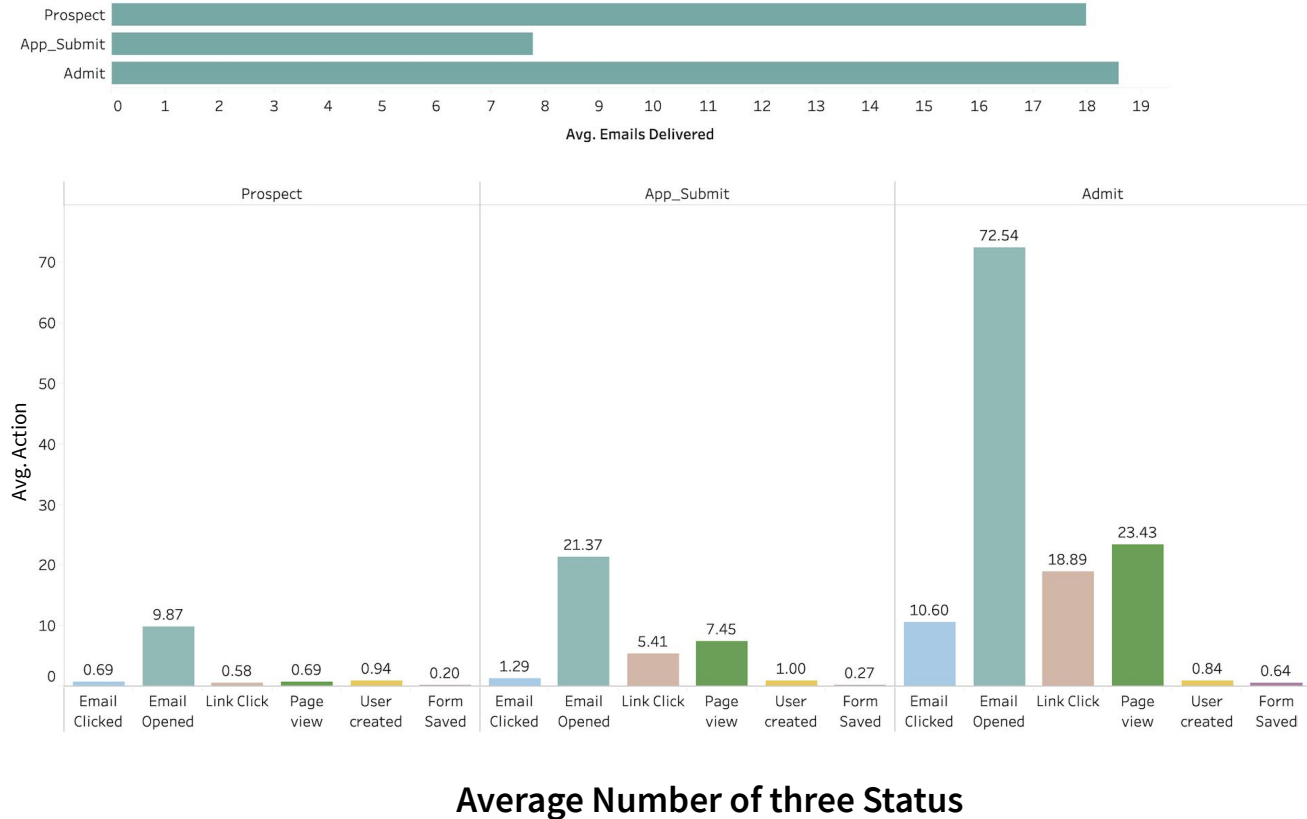
10,383



Student Engagement

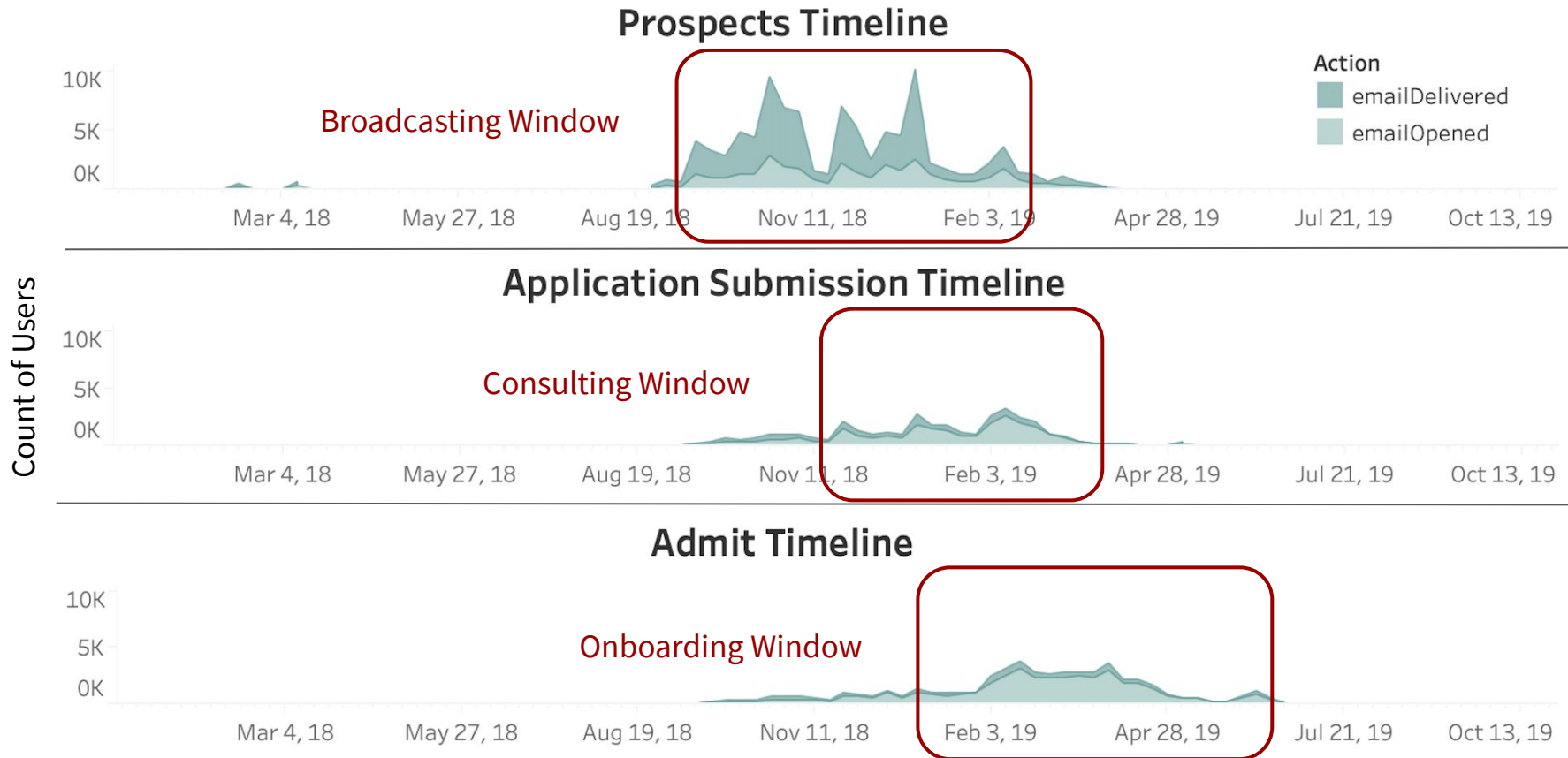
6

- The graph shows that the college engagement is an inverted bell curve while the student engagement is somewhat exponential.
- The graph also shows that the other actions performed tends to increase as students move further.
- The admitted students tend to open each emails multiple times.



When to Engage?

7

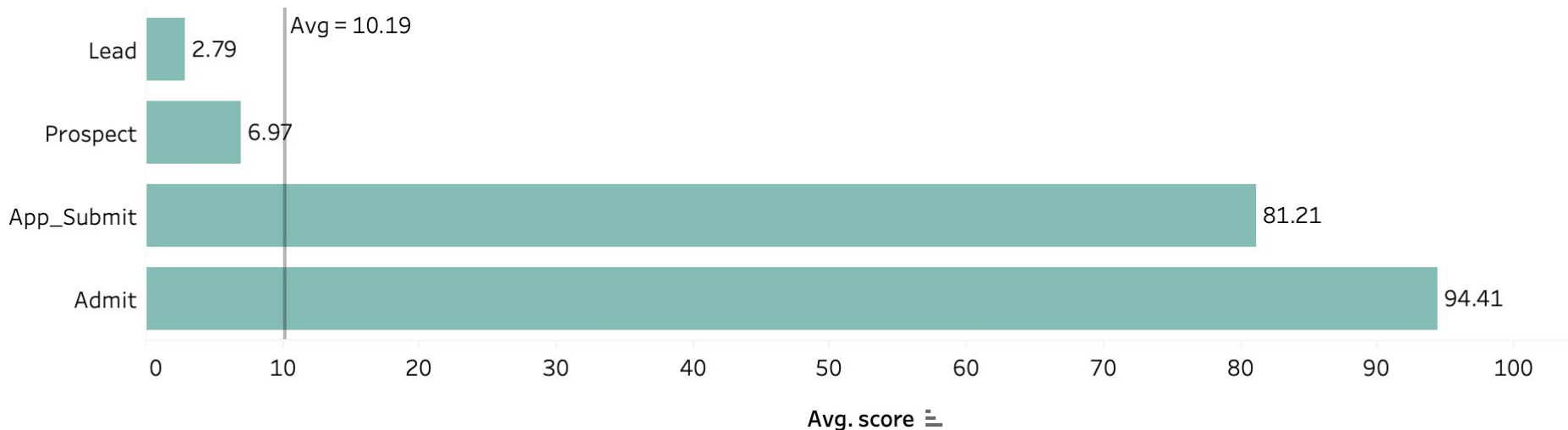


Engagement Score Model

8

- Entropy Weight Method

$$\text{Engagement Score} = (\mathbf{0.28} * [\text{Link Click}\%] + \mathbf{0.18} * [\text{Email Click}\%] + \mathbf{0.07} * [\text{Email Open}\%] + \mathbf{0.26} * [\text{Page View}\%] + \mathbf{0.21} * [\text{Form Saved}\%] + \mathbf{0.002} * [\text{User Created}\%]) * \mathbf{100}$$

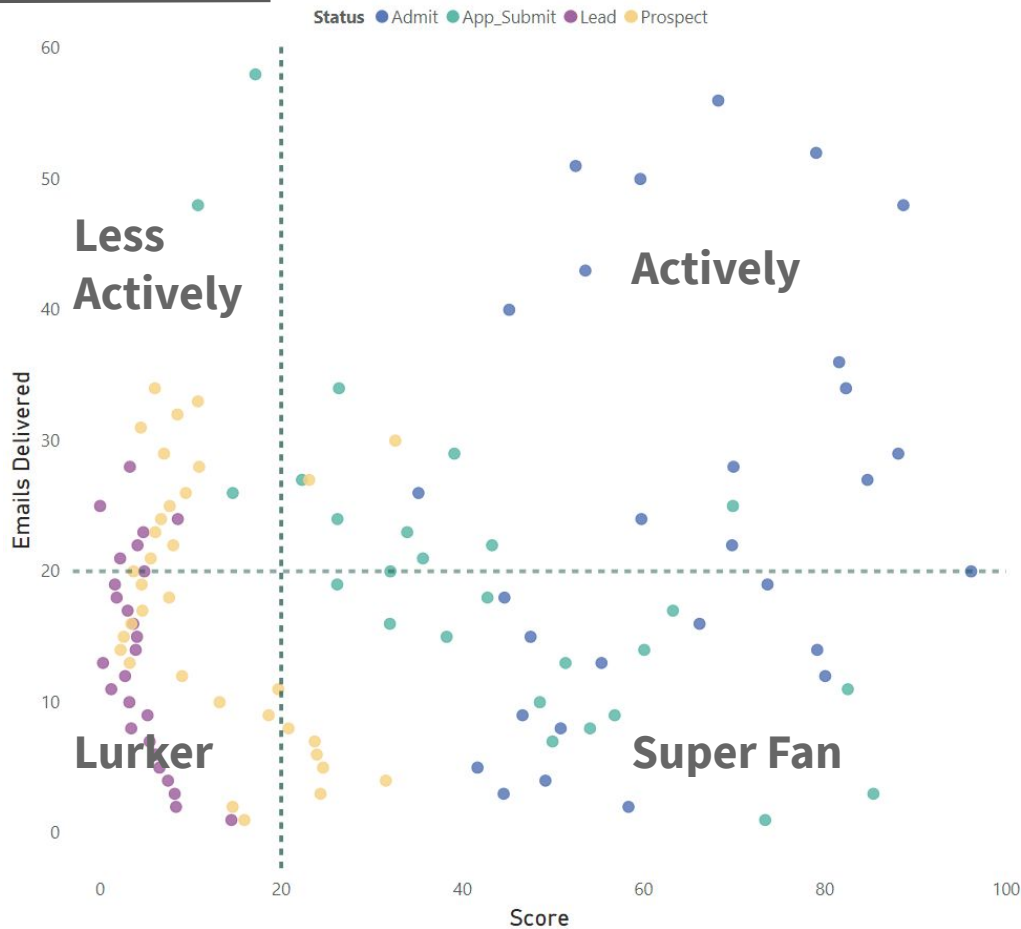


Engagement Score Insight

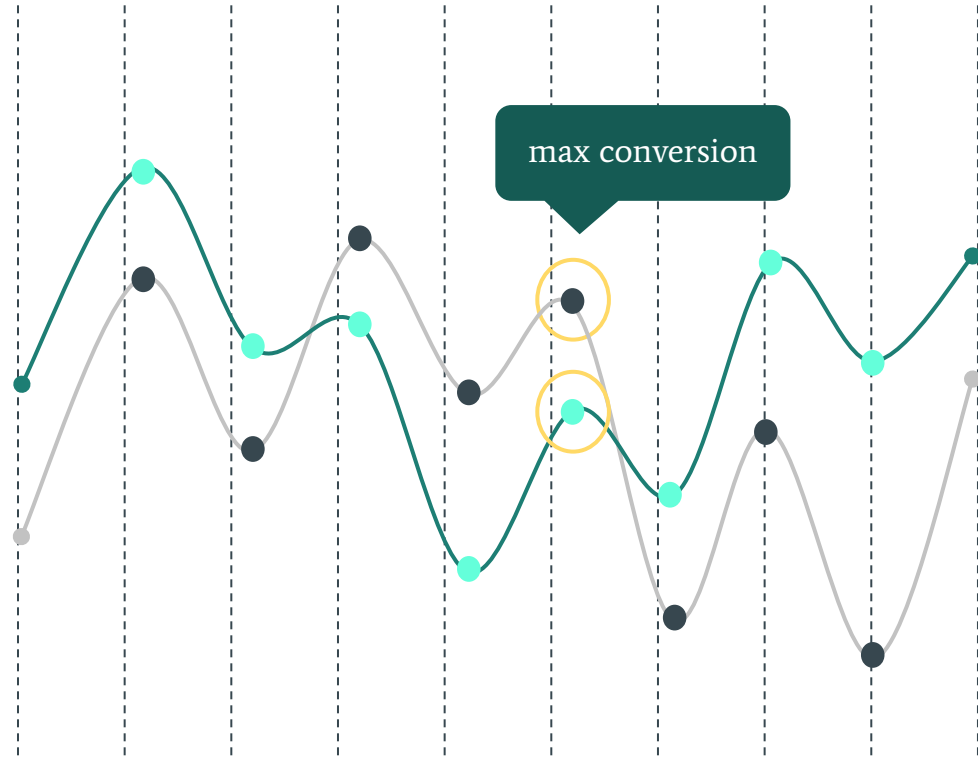
9

250 sample selected randomly

- Super Fan
- Actively
- Less Actively
- Lurker



Thank You



Appendix Dashboard

Email Engagement Analysis (Group 2)

Total Users	Emails Deliv.	Emails Opened	Emails Click
21,205	274,647	169,510	10,383

