

FY21 Search 1 Planning Historical Analysis

Office of Marketing and Brand Management

sys.Date()

Brief Description

As per a request by the VP of Enrollment at the University of Southern Maine (USM), I pulled a historical and updated report of all of the leads and their conversions through the application funnel.

Findings

You can also embed plots, for example:

EPS.Code	PeopleSoft.ID	Contact.ID	First.Name	Last.Name	Email	Recruiting.Cate
CT03	NA	0032A00002jF6fP	James	Fiscella	jamesfiscella@yahoo.com	PJROG
CT05	NA	0032A00002jF9tF	Melissa	Massicott	melissamassicott@gmail.com	PJROG
	NA	0033k00003EigF1	Shriya	Mareedu	shriyamareedu@gmail.com	NJROH
	NA	0033k00003EigUi	Austin	Brewer	austinbrewer666@gmail.com	NJRIG
MA03	NA	0033k00003EipIO	Aiyanalee	Lopz	aiyanalee0502@icloud.com	PJROH
CT05	NA	0033k00003EirEs	Armando	Ruiz	ruizaj@icloud.com	PJROG

```
## [1] "EPS.Code"           "PeopleSoft.ID"
## [3] "Contact.ID"         "First.Name"
## [5] "Last.Name"          "Email"
## [7] "Recruiting.Category" "Gender"
## [9] "Birthdate"          "Age"
## [11] "Initial.Referral.Source" "Initial.Source.Date"
## [13] "Created.Date"        "Last.Modified.Date"
## [15] "App.Application.Status" "App.Application.Date"
## [17] "App.Admit.Date"      "High.School.GPA_App"
## [19] "College.GPA_App"     "App.Deposit.Date"
## [21] "Primary.City"        "Primary.State.Province"
## [23] "Primary.Zip.Postal.Code" "Primary.County"
## [25] "Primary.Country"     "Student.Stage"
## [27] "Student.Type"        "Career"
## [29] "Anticipated.Start.Year" "Anticipated.Start.Term.Year"
## [31] "Concentration"       "App.Possible.Concentration"
## [33] "App.Possible.Acad.Major" "Lead.Segment.NRCCUA"
## [35] "Lead.Segment.Cappex"  "Lead.Segment.College.Board"
## [37] "App.Possible.Acad.Major2"
```

Created.Date	Anticipated.Start.Year	Recruiting.Category	State	Student.Stage	App.Application.Status	Lea
2014-10-24	2021	N06	Out-State	Lead		
2015-11-10	2015		Out-State	Inquiry		
2015-11-10	2016		In-State	Applicant	Confirmed	

Created.Date	Anticipated.Start.Year	Recruiting.Category	State	Student.Stage	App.Application.Status	Lea
2015-11-10	2016		In-State	Applicant	Denied	
2015-11-10	2016		In-State	Applicant	Enrolled	
2015-11-10	2016		In-State	Applicant	USM Graduate Enrolled	

Findings

Conclusions

- In FY20, traffic to the University's main landing page saw a drop in unique pageviews, down 6.75% from out-of state visitors and down 6% from in-state visitors from FY19.
- In FY20, traffic from out-of-state visitors to the Office of Admissions' main landing page saw a slight increase in unique pageviews, up by nearly 1%, while in-state visitors dropped by 18% in the same time period.

[Wrike Project Details](#)

[Github Repository](#)