FY19 KPI Quarterly Inquiries

FA19_KPI

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```
## # A tibble: 4 x 3
## # Groups:   CampaignYR [1]
##    CampaignYR Quarter Inquiries
##    <chr>      <chr>       <int>
## 1 FY19       Q1             53
## 2 FY19       Q2            137
## 3 FY19       Q3            309
## 4 FY19       Q4            395
```

Brief Description:

The purpose of this report is to look in to the recent increase in inquiries generated from the forms completed on campaign landing pages. Perhaps there is a particular age demographic that is more likely to do so. Earlier in the year we hypothesized that "Gen Z" was moving away from filling out forms; this prompted us to consider alternative ways to engage the demographic.
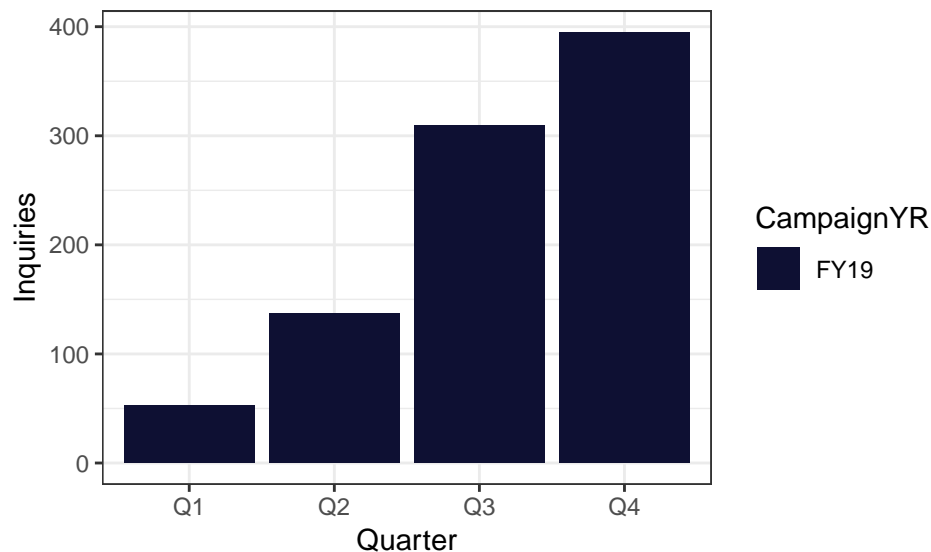

Findings

Historical Inquiry Forms

The table summarises the performance of the campaign as a whole. Inquiries from Salesforce

CampaignYR	Q1	Q2	Q3	Q4
FY19	53	137	309	395

### Visualization at FY Level

The following plot compares the last 4 FY by quarter. .


Fiscal Year Summary

- After no growth in quarterly inquiries from FY17 to FY18 and an even more significant year over year drop in FY19 Q1, it appeared that we needed to rethink form completion as a primary message on our campaign landing pages.

- Quarters 2 and 3 of this year have shown impressive growth.

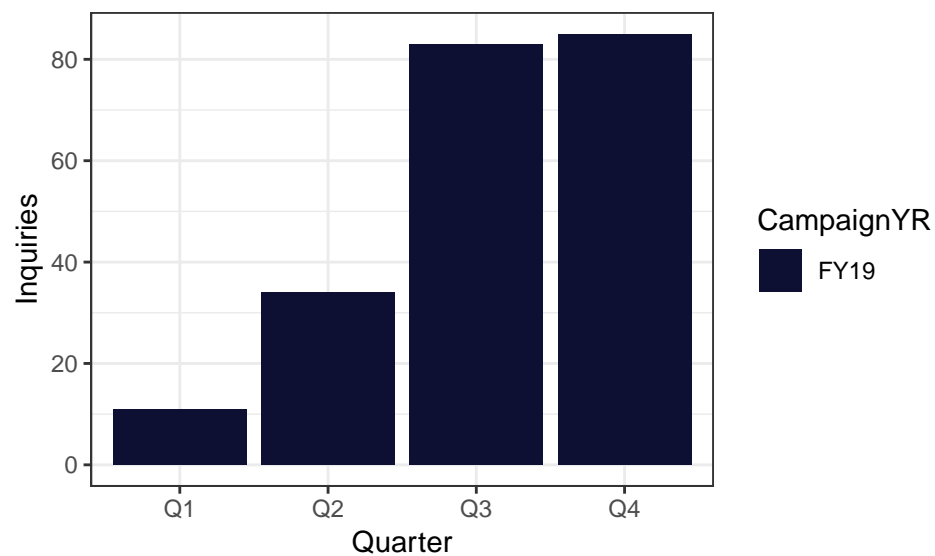- FY19 Q4 is tracking up as well and will likely surpass FY17 Q4.

Campaign Level
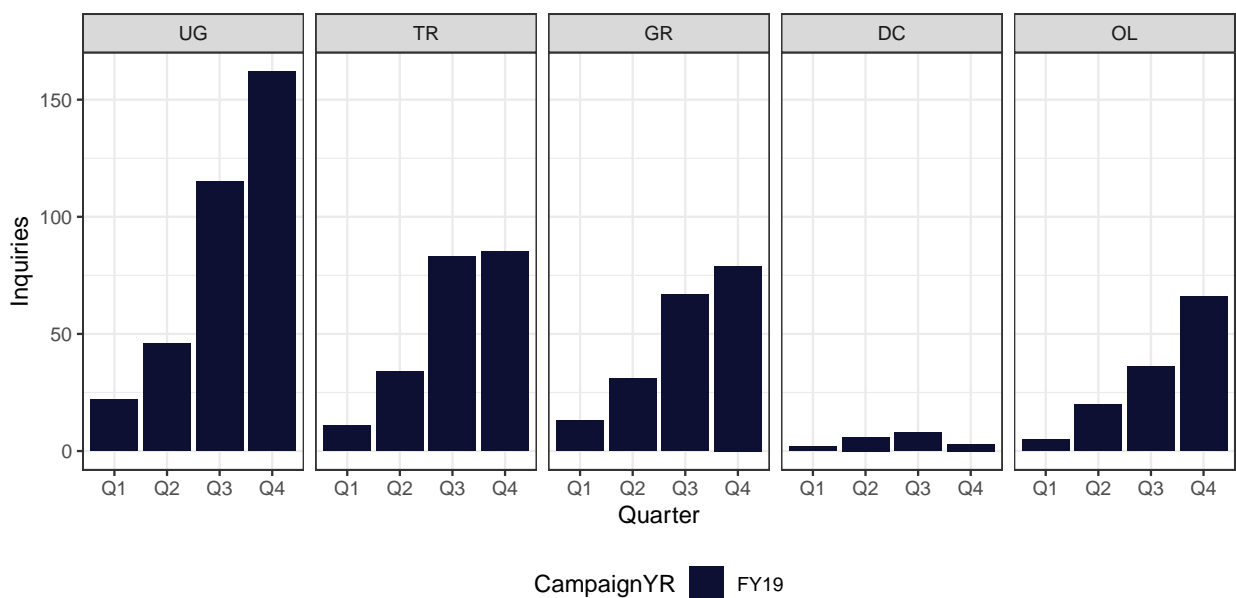
Undergraduate Inquiries

Campaign	FY	Q1	Q2	Q3	Q4
UG	FY19	22	46	115	162
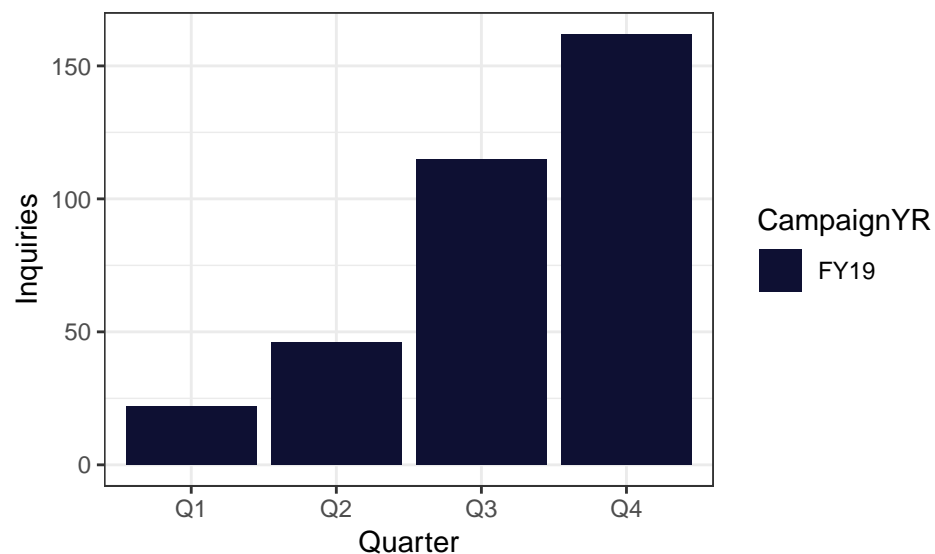
Transfer Inquiries

Campaign	FY	Q1	Q2	Q3	Q4
TR	FY19	11	34	83	85

Graduate Inquiries

Campaign	FY	Q1	Q2	Q3	Q4
GR	FY19	13	31	67	79
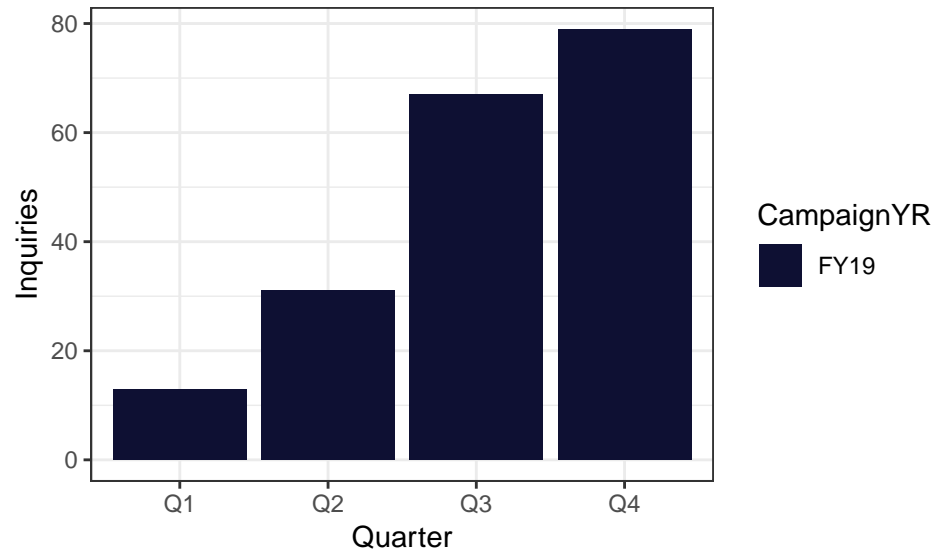
Degree Completion Inquiries

Campaign	FY	Q1	Q2	Q3	Q4
DC	FY19	2	6	8	3
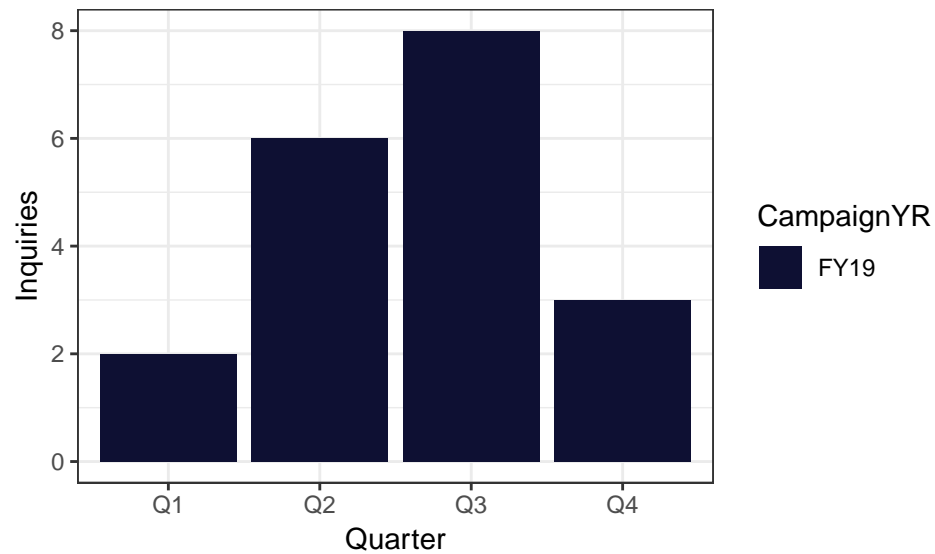
Online Program Inquiries

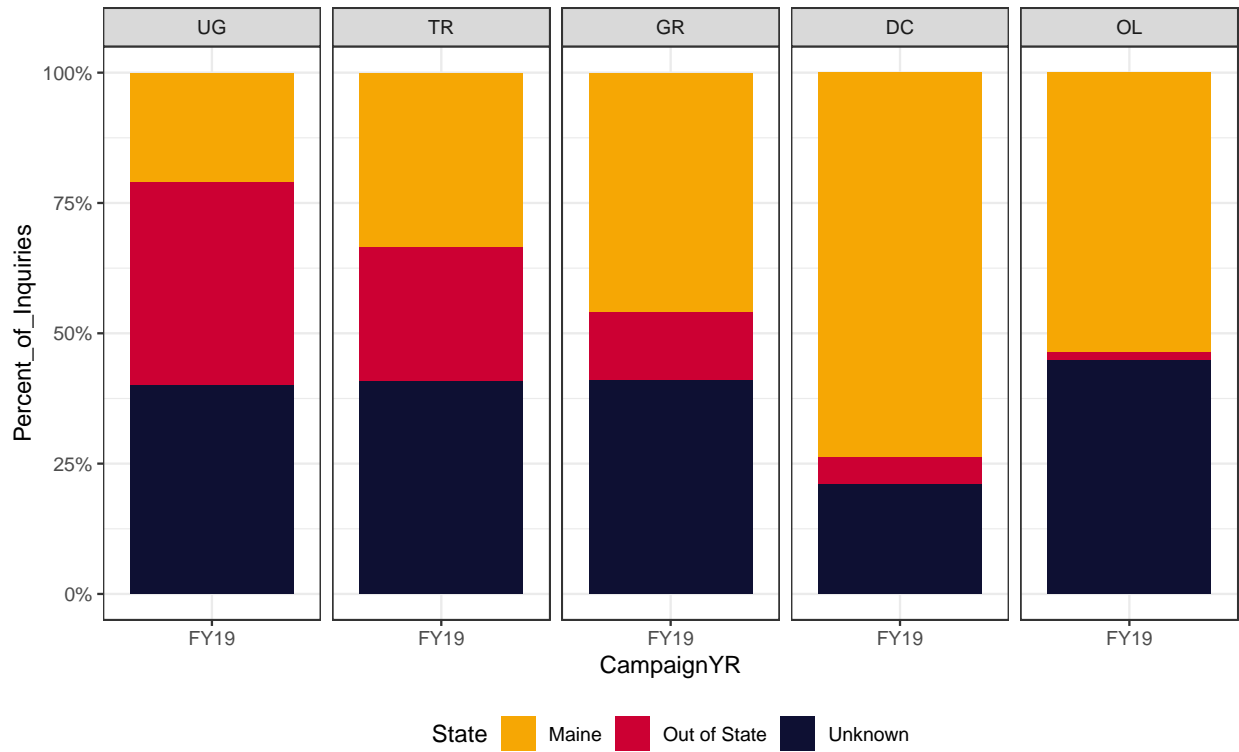| Campaign	FY	Q1	Q2	Q3	Q4
OL	FY19	5	20	36	66
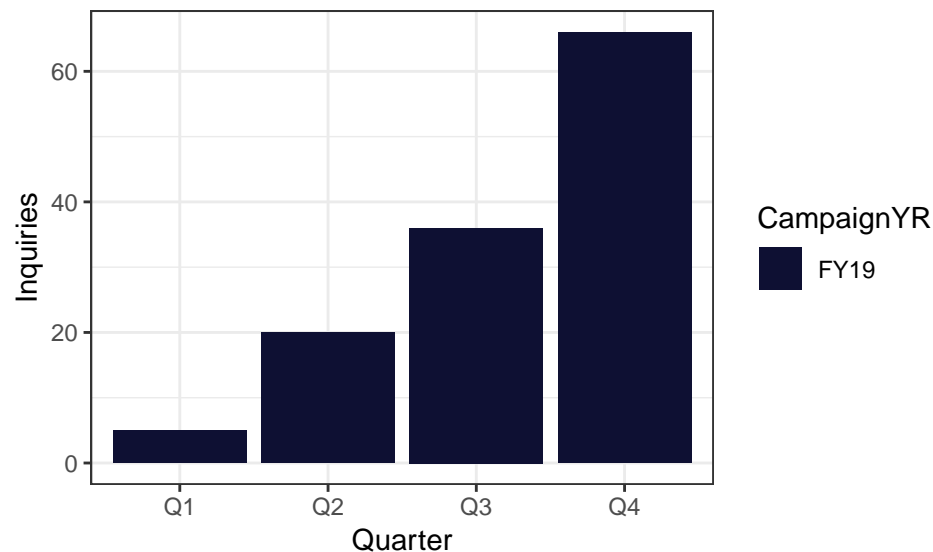
Campaign Results Summary

- Because we do not require date of birth in the form completion, we can only infer age from the program type.

- Younger students are still filling out inquiries judging from the last several months.

- However, it is probably still wise to consider alternative ways to reach all demographics.

Location

The cluster of plots below represents the breakdown of where inquiries are coming from by percent and program. We see in FY19 that a much larger percentage of inquiries to the Undergraduate program the out-of-state HS students, shown in red.

Conclusion

Notes