# FY19 Quarterly KPIs

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##   X Code_Product Code_Audience
## 1 1          DC           WA
## 2 2          GR           WA
## 3 3         MPH          ALL
## 4 4         MPH          ALL
## 5 5         POL          ALL
## 6 6         POL          ALL
##   Code_RecruitingPeriod   Imp Clicks
## 1                  FA19     0   209
## 2                  FA19     0   229
## 3                  FA19  9018    83
## 4                  FA20 19418    92
## 5                  FA19 10751    82
## 6                  FA20 22397   128
##   ClickSponInMail LIOpens   Sends
## 1             142 4700.00 8181.00
## 2             125 5185.00 8882.00
## 3               0    0.00    0.00
## 4               0   15.04  243.04
## 5               0    0.00    0.00
## 6               1   43.30  265.48
##   Engagements    Cost
## 1         216 2526.88
## 2         233 1793.92
## 3          86  458.75
## 4         111  544.31
## 5          95  443.38
## 6         145  702.83
```

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*Brief Description:*

One of the KPIs we look at on a quarterly basis is **inquiries**, i.e., the number of forms completed on one of the five campaign landing pages created for digital advertising clicks. The purpose of this report is to look in to the recent increase in inquiries. 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. However, we have noted a surge in completed forms in the past two