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| --- |
| title: “Untitled” |
| author: “Office of Marketing and Brand Management” |
| date: “4/6/2020” |
| output: pdf\_document |

username <- "christine.iyer@maine.edu"  
password <- "1Edithandoliver"  
securityToken <- "iFhpXgaXnuP3L5PQr69Zw2yOy"  
instanceURL <- "https://login.salesforce.com/"  
apiVersion <- "44.0"  
  
#auth <- sf\_auth(username = username, password = password, security\_token = securityToken,  
 #login\_url = getOption("https://login.salesforce.com/"))  
  
  
  
session <- sf\_auth(username, password, securityToken, instanceURL, apiVersion)

#sf\_auth()

username <- "christine.iyer@maine.edu"  
password <- "1EdithandoliveriFhpXgaXnuP3L5PQr69Zw2yOy"  
#securityToken <- ""  
instanceURL <- "https://na24.salesforce.com/"  
apiVersion <- "44.0"  
  
  
  
  
  
session <- rforcecom.login(username, password, instanceURL,apiVersion )

my\_soql <- sprintf("SELECT Id,  
 CreatedDate,  
 Email,   
 FirstName,   
 LastName,  
 TargetX\_SRMb\_\_Status\_\_c, TargetX\_SRMb\_\_Student\_Type\_\_c,  
 TargetX\_SRMb\_\_Anticipated\_Start\_Term\_\_c,  
 TargetX\_SRMb\_\_Anticipated\_Start\_Term\_Year\_\_c,   
 App\_Application\_Date\_\_c,   
 TargetX\_SRMb\_\_Gender\_\_c,   
 TargetX\_SRMb\_\_Last\_Data\_Input\_Source\_\_c, Initial\_Source\_Date\_\_c,   
 Initial\_Referral\_Source\_\_c,   
 Recruiting\_Category\_\_c,  
 Ref\_\_c,   
 Primary\_State\_Code\_\_c  
   
 FROM Contact   
 WHERE DAY\_ONLY(CreatedDate) > 2019-12-01 AND DAY\_ONLY(CreatedDate) < 2019-12-06 AND TargetX\_SRMb\_\_Status\_\_c != 'Lead'   
 AND Recruiting\_Category\_\_c != ' '")  
  
queried\_records <- sf\_query(my\_soql)

LeadsUploaded <- read.csv("file:///C:/Users/christine.iyer/Desktop/Fall19Leads/Fall2019LeadsafterUploadAndDeDuped.csv", header = T, stringsAsFactors = F)

“C:.iyer/Search/FY20\_Search/FY20\_November\_Search/Conversions Fall 2020/Conversion\_01-27-20\_DeDuped.csv”

trythis <- merge(LeadsUploaded, queried\_records, by = "Email" )  
trythis <- trythis %>% mutate(DateCollected = Sys.Date())  
  
#trythis  
# Don't forget to change the data!  
  
write.csv(trythis, "file:///C:/Users/christine.iyer/Box/Search/FY20\_Search/FY20\_November\_Search/Conversions Fall 2020/Conversion\_04-06-20\_DeDuped.csv")

### Conversion Summary as of 2020-04-06

trythisGrouped <- trythis %>% mutate(  
 Vendor = ifelse(grepl('^N', Recruiting.Category), 'NRCCUA', 'College Board'),  
 Class = ifelse(grepl('SR', Recruiting.Category), 'Senior', 'Junior') ,  
 Geo = ifelse(grepl('O', Recruiting.Category), 'Out-of\_State', 'In-State'))  
  
  
trythisGroupedStatus <- trythisGrouped %>% group\_by(Vendor, Class, Geo,  
 TargetX\_SRMb\_\_Status\_\_c) %>% summarise(n = n())  
  
  
  
trythisGroupedStatus <- trythisGroupedStatus %>% spread(TargetX\_SRMb\_\_Status\_\_c, n) %>% mutate\_at(4:5, ~replace(., is.na(.), 0))  
  
trythisGroupedStatus <- trythisGroupedStatus %>%  
 group\_by(Vendor, Class, Geo) %>%   
 summarise(  
 Inquiry = (sum(Inquiry) + sum(Applicant)),   
 Applicant = sum(Applicant))

LeadsUploaded <- LeadsUploaded %>%   
 mutate(  
 Vendor = ifelse(grepl('^N', Recruiting.Category), 'NRCCUA', 'College Board'),  
 Class = ifelse(grepl('SR', Recruiting.Category), 'Senior', 'Junior'),  
 Geo = ifelse(grepl('O', Recruiting.Category), 'Out-of\_State', 'In-State')) %>%   
 group\_by(Geo,Class, Vendor  
 ) %>% summarise(Leads = n())

nwew <- left\_join(LeadsUploaded, trythisGroupedStatus)

## Joining, by = c("Geo", "Class", "Vendor")

nwew <- nwew %>%   
 mutate(Inquiry\_Yield =   
 paste0(round(Inquiry/Leads \* 100,2), "%"),  
 App\_Yield =   
 paste0(round(Applicant/Leads \* 100,2), "%"))

**In-State Senior**

#kable(nwew %>% filter(Geo == "In-State" & Class == "Senior"))

**Out-of-State Senior**

#kable(nwew %>% filter(Geo == "Out-of\_State" & Class == "Senior"))

**In-State Junior**

#kable(nwew %>% filter(Geo == "In-State" & Class == "Junior") %>%   
 #select(Geo:Inquiry\_Yield))

**Out-of\_State Junior**

#kable(nwew %>% filter(Geo == "Out-of\_State" & Class == "Junior") %>%   
 #select(Geo:Inquiry\_Yield))

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