Marketing Report

2020-07-08

FY21 Transfer Student Application Flow

Description

INTRO TEXT HERE Intro text here Intro text here Intro text here Intro text here Intro text here Intro text here Intro text here Intro text here. In general, [FB Newsfeed](#) CTR overall experienced a 24% drop from July, 2017 - July, 2018.

Findings

```
##    PeopleSoft.ID      Contact.ID First.Name Last.Name Active PeopleSoftID
## 1       1113410 0033k00003K604P  Tholumuzi  Nkambule     NA       997248
## 2        960497 003F000002BvXlq    Gardner      Reed     NA       136392
## 3               0032A00002jpXlN      Anase   Frazier     NA       138616
## 4        986263 003F000002FbL0b     Hannah    Butler     NA       136392
## 5               0032A00002jpXwk       Dana Pelletier     NA       138616
## 6        727174 003F000002Fa67V    Kaitlyn      Dunn     NA       136392
##                          Email Recruiting.Category Gender  Birthdate Age
## 1 parismzilankatha@outlook.com                       Male 07/06/1994  26
## 2         greedfilms@gmail.com                 NO2   Male 05/02/1998  22
## 3      anasefrazier@yahoo.com                      Female 09/17/1993  26
## 4      hebutler1014@gmail.com                      Female 10/14/1995  24
## 5        dpellet4578@gmail.com                             02/06/1998  22
## 6    kaitlyn123dunn@gmail.com                      Female 09/07/1993  26
##   Initial.Referral.Source Initial.Source.Date Anticipated.Plan Created.Date
## 1                    APPL          06/25/2020     Criminology   06/27/2020
## 2                    UNKN          03/11/2016    Media Studies   10/24/2014
## 3                    CPPX          03/29/2018                   03/29/2018
## 4                    APPL          04/05/2016          Nursing   04/07/2016
## 5                    CANS          03/29/2018                   03/29/2018
## 6                    HSVS          11/01/2010          Nursing   04/05/2016
##   Last.Modified.Date      App.Application.Status App.Application.Date
## 1         07/08/2020                  Incomplete           06/25/2020
## 2         07/08/2020  Withdrawn (After Admitted)           10/31/2017
## 3         04/14/2019
## 4         07/08/2020 Withdrawn (Before Decision)           10/01/2019
## 5         02/12/2019
## 6         08/16/2019                    Enrolled           09/29/2018
##   App.Admit.Date High.School.GPA_App College.GPA_App App.Deposit.Date
```

```
## 1                                         0        0.00
## 2     12/04/2017                          0        3.32
## 3                                        NA          NA
## 4     08/09/2016                          0        0.00        08/23/2016
## 5                                        NA          NA
## 6     11/30/2018                          0        3.81        01/23/2019
##      Primary.City Primary.State.Province Primary.Zip.Postal.Code Primary.County
## 1         Manzini
## 2         Windham                  Maine             04062-5233     Cumberland
## 3         Bothell             Washington                  98012      Snohomish
## 4 Hollis Center                  Maine             04042-3534           York
## 5        Portland                  Maine                   4101     Cumberland
## 6         Gorham                  Maine             04038-1312     Cumberland
##   Primary.Country Student.Stage Student.Type        Career
## 1       Swaziland     Applicant     Transfer Undergraduate
## 2   United States     Applicant     Transfer Undergraduate
## 3   United States       Inquiry     Transfer Undergraduate
## 4   United States     Applicant     Transfer Undergraduate
## 5   United States       Inquiry     Transfer Undergraduate
## 6   United States     Applicant     Transfer Undergraduate
##   Anticipated.Start.Year Anticipated.Start.Term.Year Concentration
## 1                   2021                   Fall 2021            NA
## 2                   2018                 Spring 2018            NA
## 3                   2018                   Fall 2018            NA
## 4                   2020                 Summer 2020            NA
## 5                   2018                   Fall 2018            NA
## 6                   2019                 Summer 2019            NA
##   App.Possible.Concentration App.Possible.Acad.Major App.Possible.Acad.Major2
## 1                                          Criminology
## 2                                          Media Studies
## 3
## 4       Accelerated Nursing                    Nursing
## 5
## 6       Accelerated Nursing                    Nursing
```

Margin Figures

Images and graphics play an integral role in Tufte's work. To place figures in the margin you can use the

Save an Image to Email & Compose and Send an Email
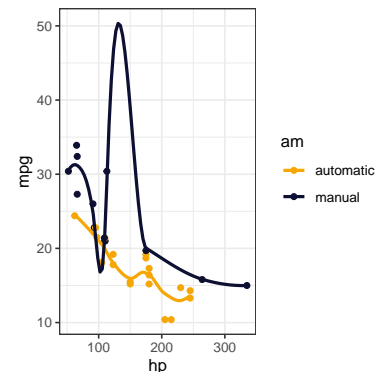
The plot to the side will be included in an email.

Figure 1: MPG vs horsepower, colored by transmission.

Table 1: A subset of mtcars.

	mpg	cyl	disp	hp	drat	wt
Mazda RX4	21.0	6	160	110	3.90	2.620
Mazda RX4 Wag	21.0	6	160	110	3.90	2.875
Datsun 710	22.8	4	108	93	3.85	2.320
Hornet 4 Drive	21.4	6	258	110	3.08	3.215
Hornet Sportabout	18.7	8	360	175	3.15	3.440
Valiant	18.1	6	225	105	2.76	3.460

Conclusions

- Facebook has not published benchmarks for this platform. View and completion rates are slightly down from this same quarter FY19, but the website has far more unique pageviews.

- In general, FB Newsfeed CTR overall experienced a 24% drop from July, 2017 - July, 2018.

- Two

  Wrike Project Details
  Github Repository

Notice that there is no number preceding the note. $x \in [a, b]$

$$\frac{d}{dx}\left(\int_a^x f(u)\,du \right) = f(x).$$