

Marketing Report

2020-07-16

FY21 Transfer Student Application Flow

Description

THE PURPOSE OF THIS REPORT is to revisit the flow of applications to the Transfer programs. [FB Newsfeed](#) CTR overall experienced a 24% drop from July, 2017 - July, 2018.

Findings

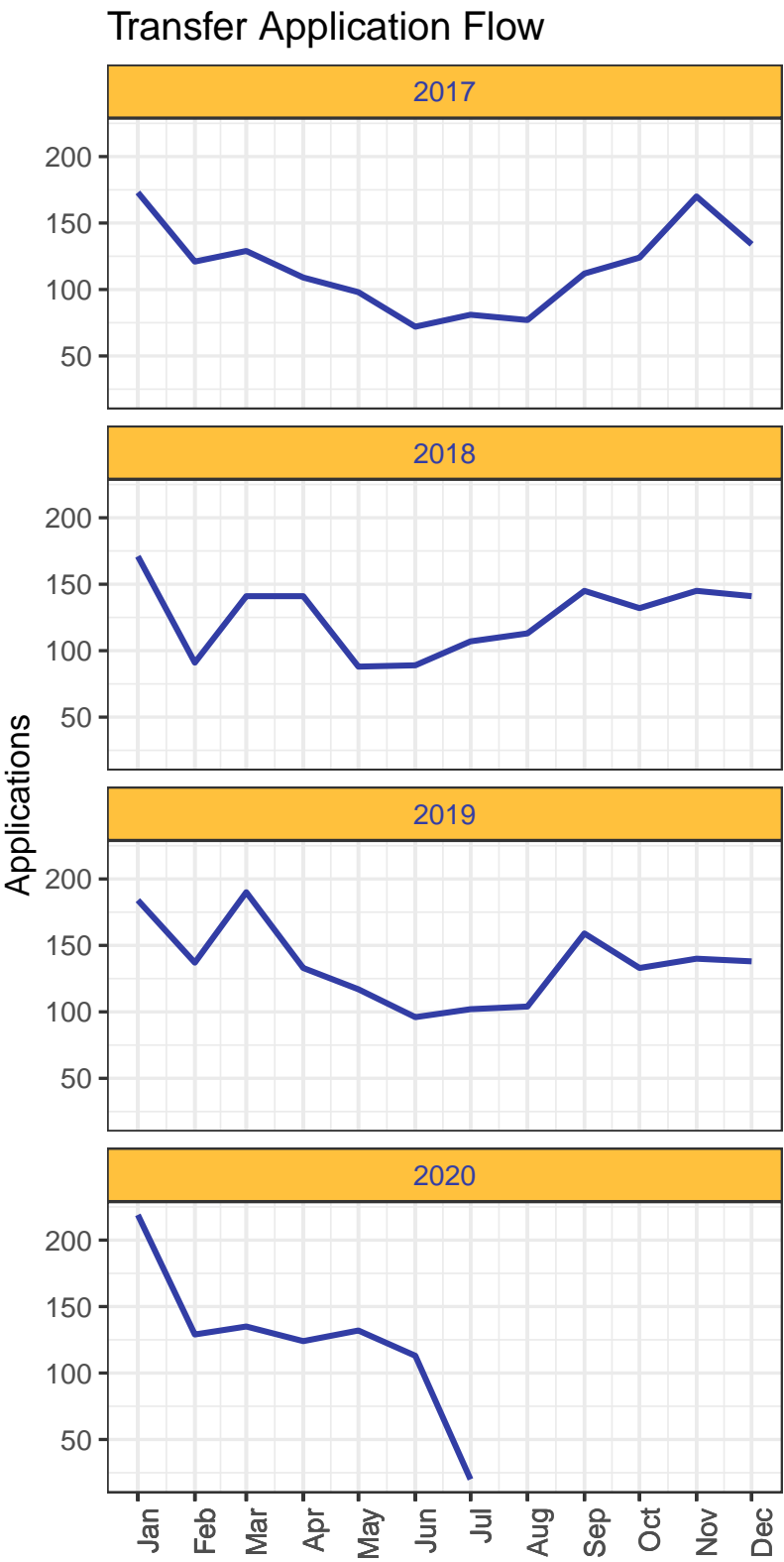
```
## [1] "Inquiry"    "Applied"    "Confirmed"  "Enrolled"   "Admitted"
```

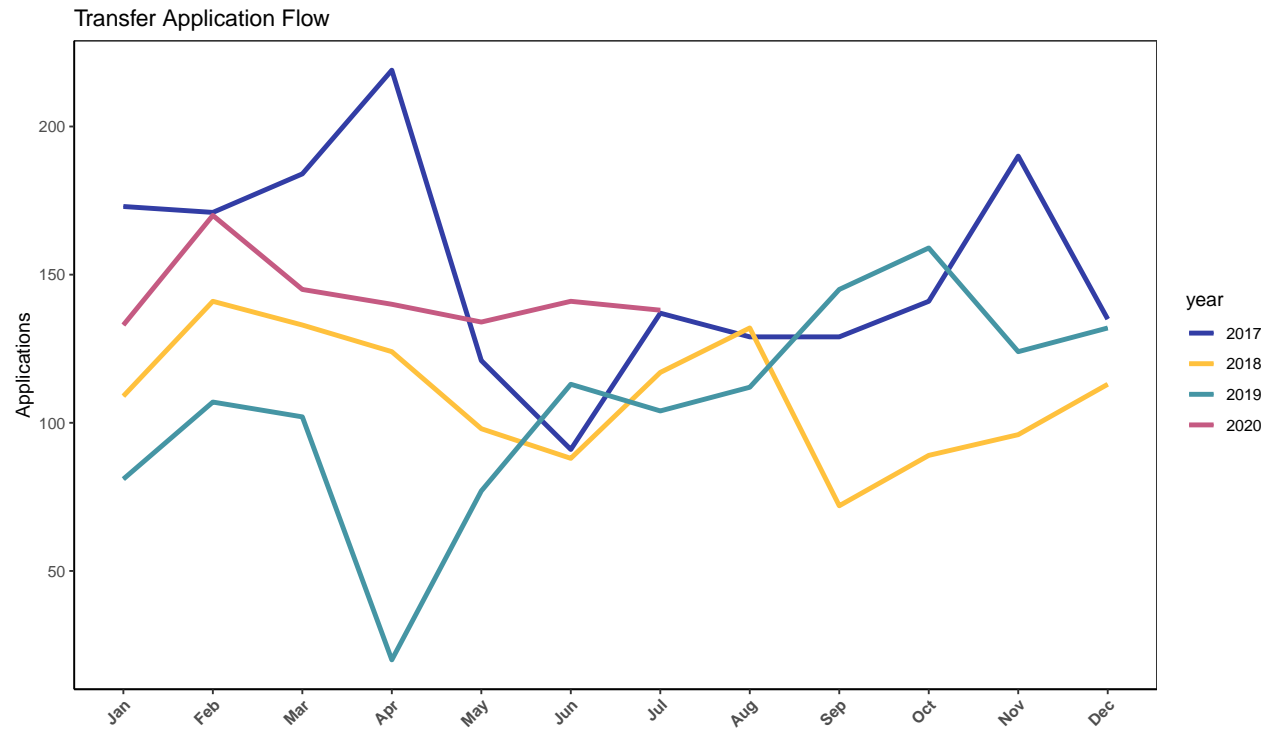
Conclusions

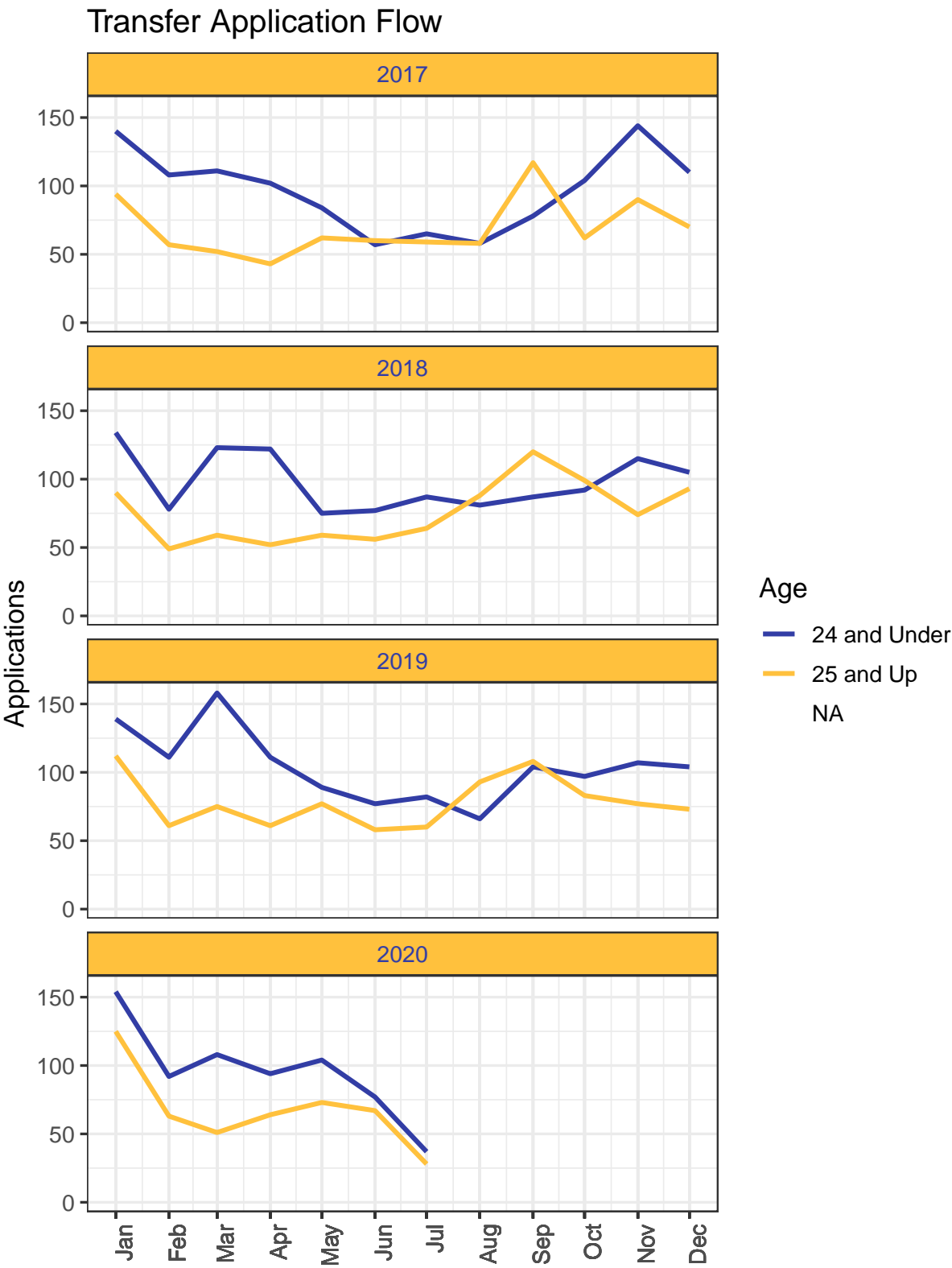
- Facebook has not published benchmarks for this platform. View and completion rates are **slightly down** from this same quarter FY19, but the website has far more unique pageviews.
- In general, [FB Newsfeed](#) CTR overall experienced a 24% drop from July, 2017 - July, 2018.
- Two

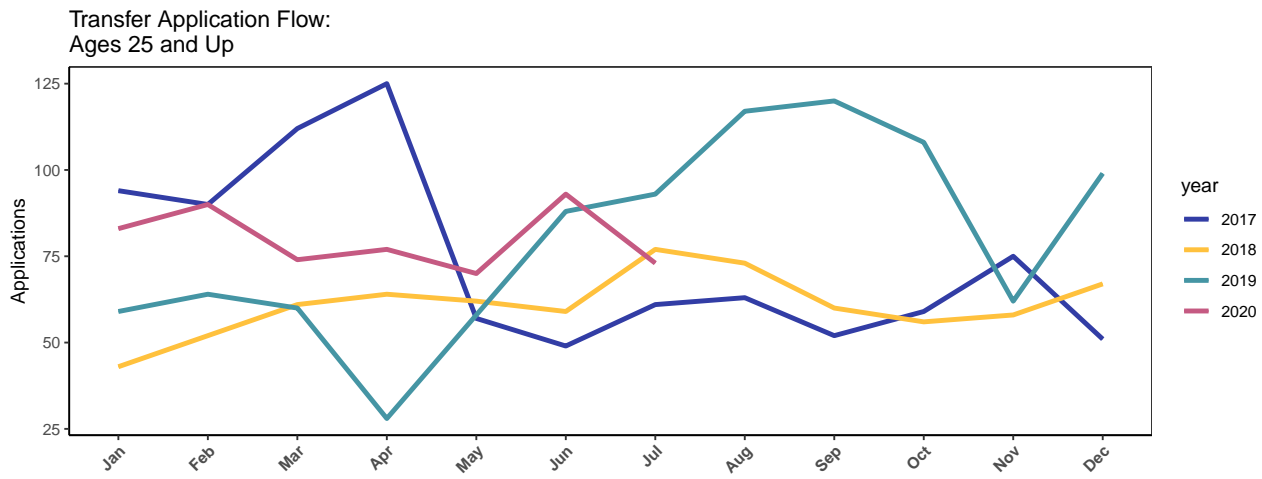
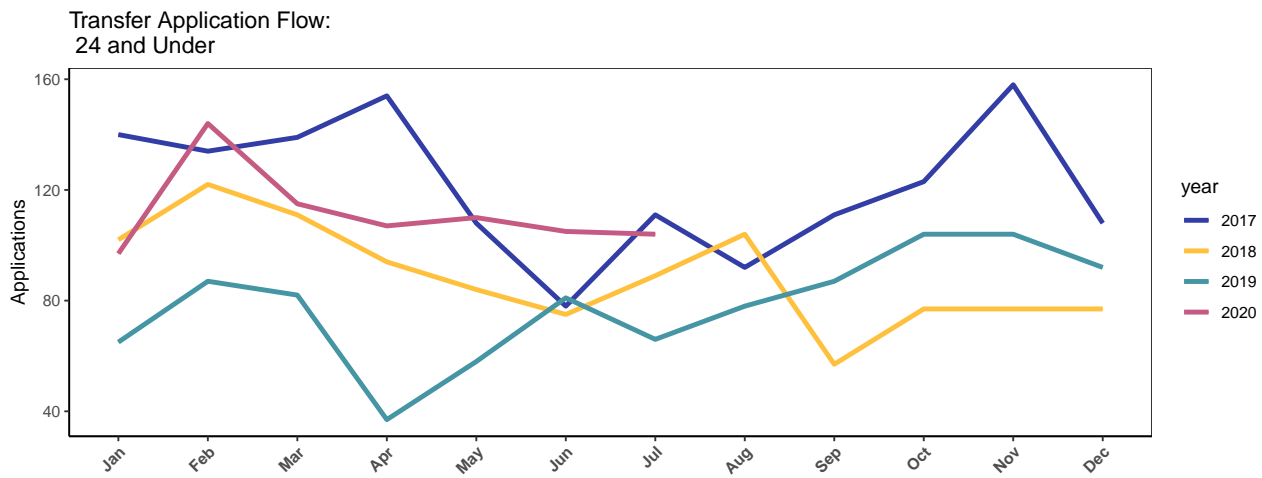
[Wrike Project Details](#)

[Github Repository](#)









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

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