



ONLINE PROGRAMS

APPLICATION FLOW 2018-2019

Exploration

Office of Marketing and Brand Management

University of Southern Maine

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List of Tables

List of Figures

1	Picture	3
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Contents

List of Tables	I
List of Figures	II
1 Basic Description	1
1.1 Wrike Link	1
1.2 Github Link	1
2 Findings	1
3 Conclusions	2

1 Basic Description

The purpose of this report is to look at the application flow for online degree programs. These programs are evolving but in order to understand them, it's important to look at how students are applying and where they are from.

Question that needs to be answered:

1. Are the students in the original data (51 records) all enrolled?
2. In order to get application dates, this dataset has to be merged with the SF database.

1.1 Wrike Link

See the documentation of [Wrike Project Description](#)

1.2 Github Link

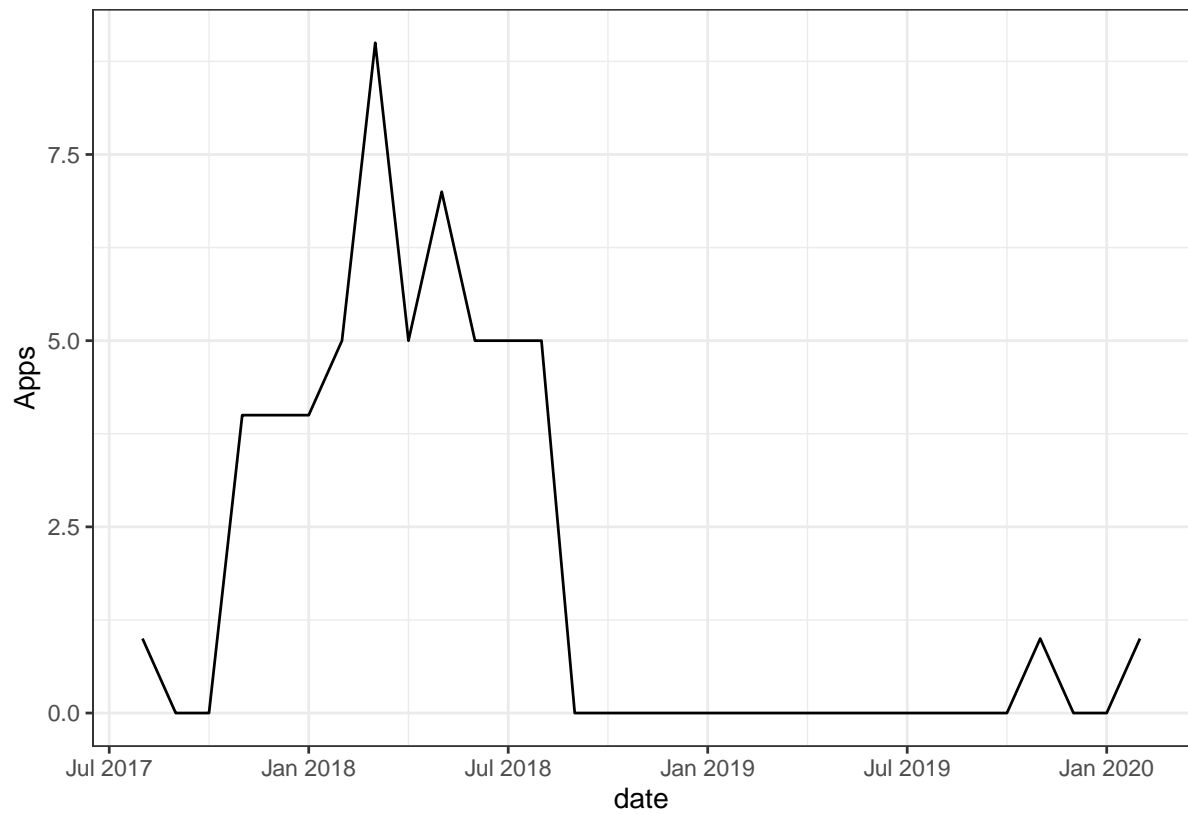
See the documentation of [Github Repository](#)

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2 Findings

Month	Mo	Yr	Apps
Aug 2017	8	2017	1
Nov 2017	11	2017	4
Dec 2017	12	2017	4
Jan 2018	1	2018	4
Feb 2018	2	2018	5
Mar 2018	3	2018	9
Apr 2018	4	2018	5
May 2018	5	2018	7
Jun 2018	6	2018	5
Jul 2018	7	2018	5

Month	Mo	Yr	Apps
Aug 2018	8	2018	5
Nov 2019	11	2019	1
Feb 2020	2	2020	1



3 Conclusions

Application Flow for Online Programs Among Matriculated Students



Figure 1: Picture