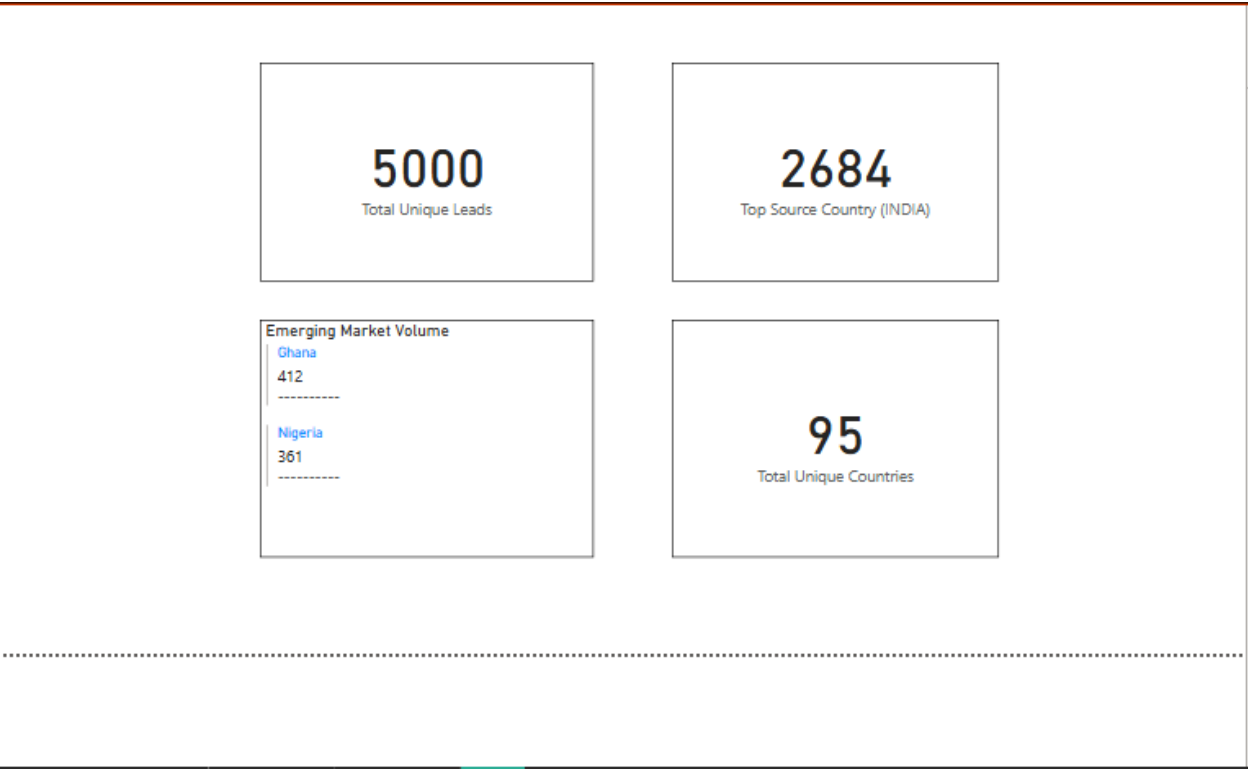


DASHBOARD DESIGN DOCUMENTATION AND INSIGHT REPORT (DEPAUL UNIVERSITY)

Page 1 Applicant Trends by Country

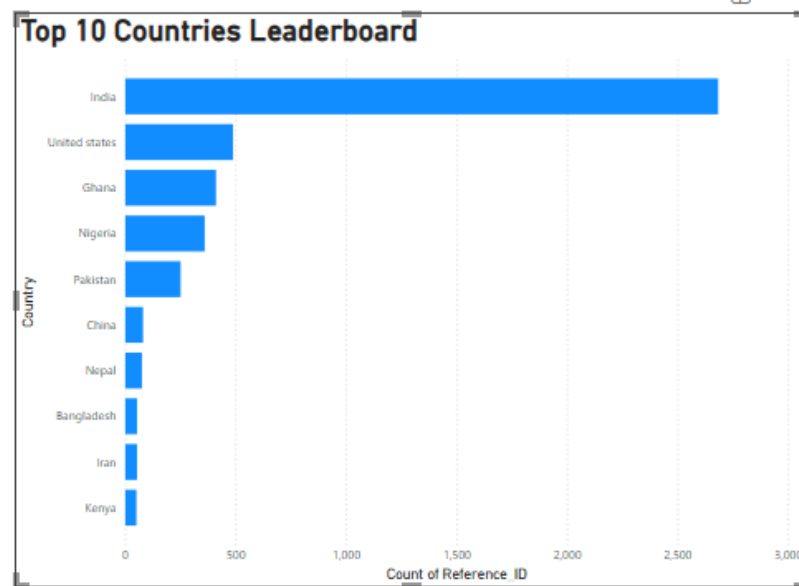
Layout: The visuals were added in a systematic way on the canvas. The KPIs were placed at the top for quick insights, followed by the detailed charts and the slicers, on one side for easy access and filtering.

KPIs: A card visual was added for each of the following KPIs: Total unique leads, Top source country, Emerging Market Volume and Total Unique Countries. They act as the executive summary.

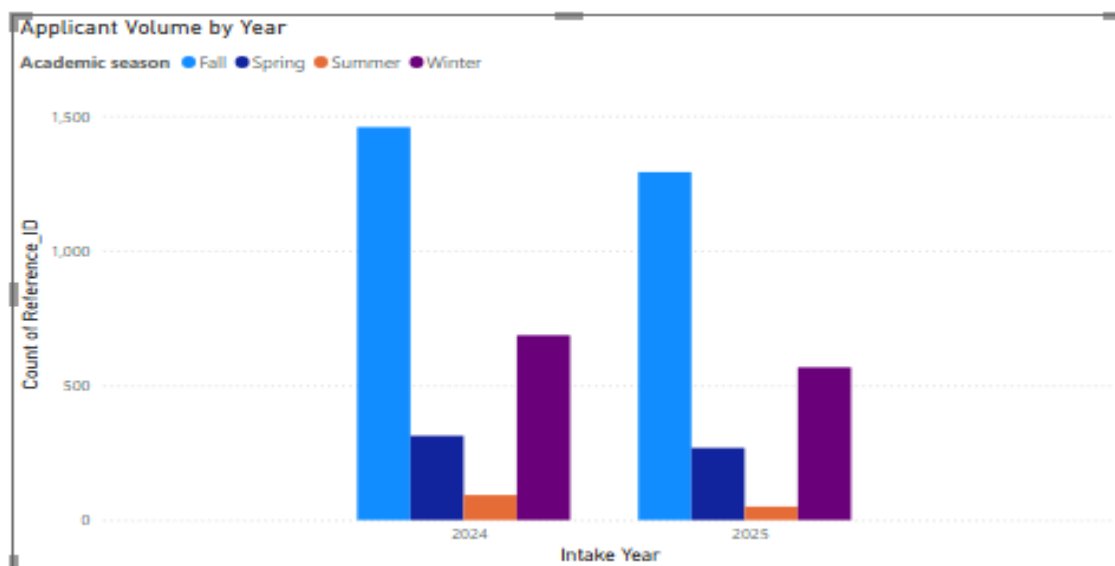


Charts: The following charts were used for visualization;

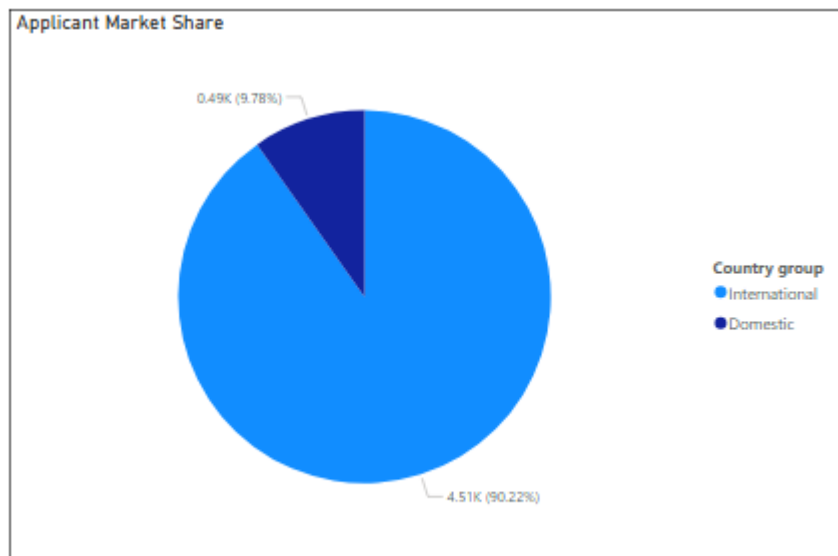
- i. Clustered bar chart (Top 10 countries leaderboard): This chart clearly identifies that India with a total of 2684 unique applicants is leading among the rest and the position of each country. This chart is best for ranking.



- ii. Clustered column chart (Application volume by year): This specific chart is the growth engine of this dashboard; it shows when the applicants are coming and how the university is scaling year-over-year. This chart is best appropriate in that it allows for a direct side by side height comparison of the seasons of year 2024 and 2025.



- iii. Pie Chart (Applicant Market Share): This chart provides an instant visual of the ratio between USA, the home country to DePaul University and other countries. No other chart could do it better.



Slicers: Slicers allow users to filter the data. A slicer was added for academic season and country for interactivity.

Country		
Bangladesh	China	Ghana
India	Iran	Kenya
Nepal	Nigeria	Pakistan

Academic season	
Fall	Spring
Summer	Winter

INSIGHTS AND RECOMMENDATIONS

1. Insight: India is leading with a high margin and currently accounts for over 50% of the total leads.

Recommendation: DePaul University, increase marketing spend on campaigns across all marketing channels in emerging countries like Nigeria, Ghana.

Also, in U.S.A, your home country and in other countries shown in the top 10 list to reduce dependency on India.

2. Insight: For the year 2024 and 2025, Fall periods are the primary drivers of revenue followed by winter, then spring, summer comes last.

Recommendation: DePaul University, allocate more admission officers for this season to ensure smooth onboarding of the intakes.

3. Insight: The international slice of the pie chart is significantly large (90.22%), it shows that DePaul University is successfully positioned as a global brand, the domestic slide is small (9.78%), it shows the marketing team has more work to do in terms of creating more local brand awareness.

Recommendation: DePaul University, having less than 10% domestic interest in your home country is quite low, it is recommended that you conduct a competitive analysis of local universities to know if you are losing domestic students to cheaper local universities or marketing campaign is focused on international leads.

Page 2 Dashboard Design Documentation.

This dashboard analyzes application distribution across academic programs and admission intakes to identify patterns and trends.

Key Visuals and Rationale

- **Total Applications by Academic Program (Bar Chart):** Enables clear comparison and ranking of programs by application volume.
- **Total Applications by Intake Year and Outcome (Stacked Column Chart):** Shows application volume per intake and the distribution of application stages.
- **Total Applications by Country and Academic Program (Stacked Bar Chart):** Highlights country-level program preferences.
- **Total Applications by Application Source (Pie Chart):** Displays proportional contribution of Study Group vs Non-Study Group applications.
- **Total Applications by Month (Line Chart):** Identifies seasonal application trends.

Page Layout and Design Logic

High-level program and intake visuals are prioritized.

Data Flow

Data was imported into Power BI, cleaned using Power Query to remove blank records, and transformed to support aggregation. DAX measures were used to calculate total applications.

Challenges

The outcome field contained multiple application status values rather than final admission decisions. Analysis focused on distribution and pipeline stages instead of binary admission outcomes.

Page 2 Insight Report.

Key Insights

- Application demand is concentrated in a few academic programs, particularly technology and data-related fields.
- Intake volumes vary significantly, indicating seasonal application behavior.
- Certain countries show stronger preference for specific programs.
- Study Group applications account for the majority of total submissions.
- Monthly trends reveal peak application periods aligned with intake cycles.

Recommendations

- Prioritize resources for high-demand programs.
- Align admissions capacity with peak intake periods.
- Maintain strong engagement with Study Group while exploring growth opportunities for Non-Study Group channels.
- Use country-level insights to support targeted outreach strategies

Page 3 Dashboard Design and Insight Documentation

ADMISSION OUTCOMES

The objective of this page is to analyze end-to-end admission outcomes, from applicant engagement and document completion to final admission decisions.

Admission outcome is not limited to call results, but instead reflects the full admissions pipeline, including:

- Engagement success
- Application readiness
- Document completion
- Final admission confirmation

Key Metrics Overview

Metric	Value
Total Applications	5,000
Total Admissions	3,256
Overall Admission Conversion Rate	65.1%

Visual-by-Visual Design & Insights

1. First Contact Outcome Distribution

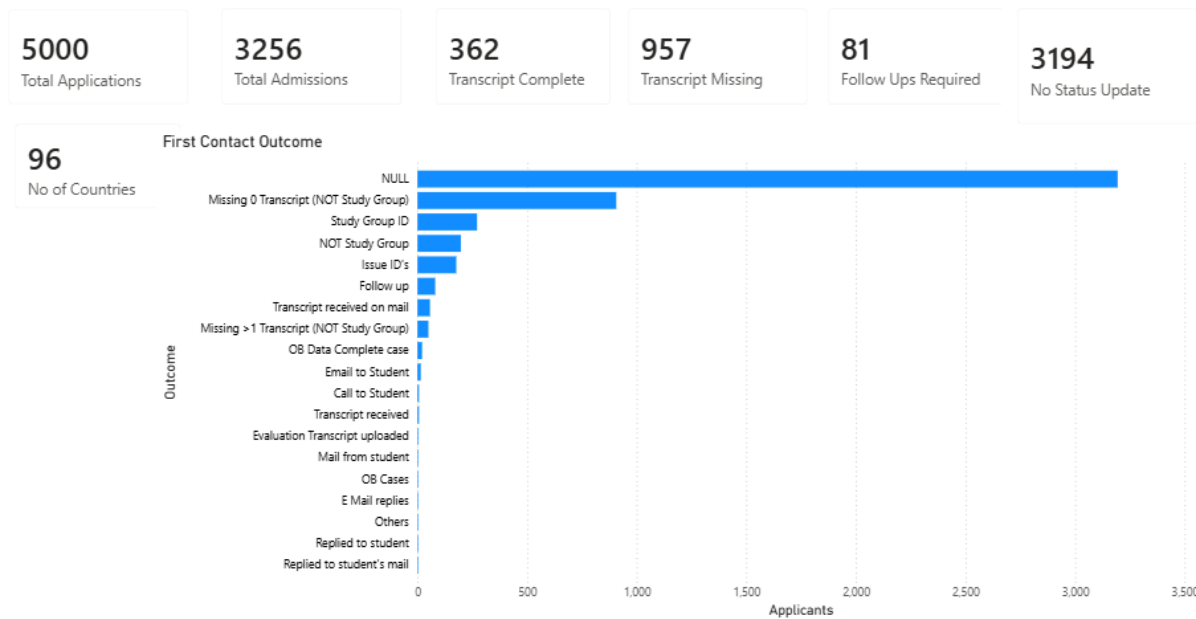
The question answered by this visual is how effective the first contact with applicants is. This visual shows the distribution of outcomes recorded after the first call or contact attempt.

It helps identify:

- Successful engagements (Study Group ID assigned)
- Follow-up requirements
- Missing documentation issues
- Email-based interactions

The chart highlights early-stage friction points that may delay application progress.

Visual: Bar Chart



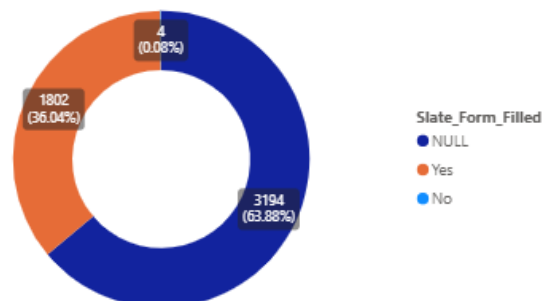
2. Slate Form Completion Status

This visual shows what proportion of applicants completed the required Slate application form. This measures applicant readiness for admission review.

- Applicants with Slate form completed are eligible for evaluation.
- Applicants without completion remain stalled in the pipeline. This directly reflects the quality of applicant follow-through after engagement.

Visual: Donut Chart

Slate Form Filled For Review



3. Application Completion Blockers

What issues prevent applicants from progressing to admission review?

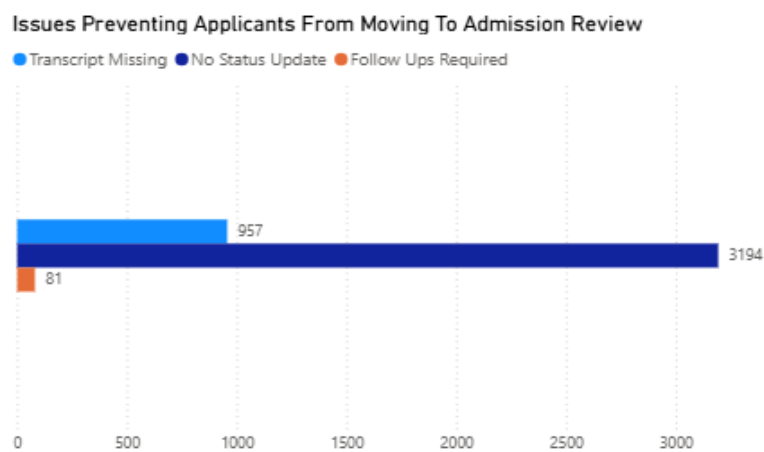
The chart clearly identifies the primary causes of application delay.

Key blockers include:

- Missing academic transcripts
- Repeated follow-ups
- System or documentation issues leading to no follow-up status.

These bottlenecks significantly affect admission processing timelines.

Visual: Bar Chart



4. Engagement Outcomes vs Application Completion

The matrix table shows whether successful engagement leads to completed applications. This reveals the relationship between:

- Quality of initial contact
- Applicant follow-through behavior

Applicants with outcomes such as Study Group ID assigned show higher Slate form completion rates compared to applicants requiring repeated follow-ups.

This confirms that effective engagement directly influences application readiness.

Visual: Matrix Table

Outcome_1	No	NULL	Yes	Total
Call to Student			7	7
E Mail replies	1			1
Email to Student			15	15
Evaluation Transcript uploaded			5	5
Follow up			81	81
Issue ID's	1		176	177
Mail from student			3	3
Missing >1 Transcript (NOT Study Group)			50	50
Missing 0 Transcript (NOT Study Group)	1		906	907
NOT Study Group			198	198
NULL		3194		3194
OB Cases			2	2
OB Data Complete case			21	21
Others	1			1
Replied to student			1	1
Replied to student's mail			1	1
Study Group ID			272	272
Transcript received			7	7
Total	4	3194	1802	5000

5. Transcript Completion Funnel

How many students are blocked from admission review due to missing transcripts?

This funnel isolates one of the most critical admission requirements.

The visualization clearly shows:

- The volume of applicants with completed transcripts: 362
- The number blocked from evaluation due to missing documents: 957

Transcript submission emerges as one of the largest operational bottlenecks in the admissions process.

Visual: Funnel Chart

Students Blocked From Admission Review Due to Missing Transcripts



6. Applications vs Admissions by Application Source

How many admissions came from each application source?

This visual compares application volume against actual admissions for:

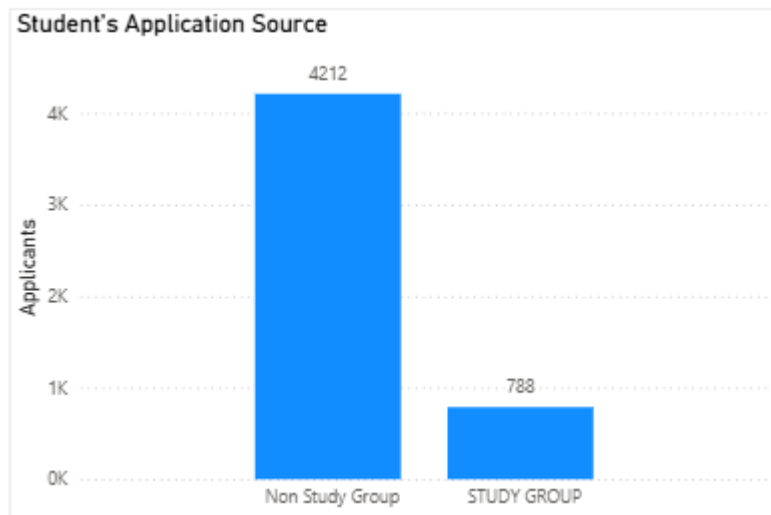
- Study Group applicants
- Non–Study Group applicants

It clearly illustrates:

- Conversion differences between application channels
- The effectiveness of Study Group partnerships

Despite similar application volumes, Study Group applicants show a stronger admission conversion trend.

Visual: Column Chart



7. Overall Admission Outcome Distribution

What proportion of applicants convert into admissions?

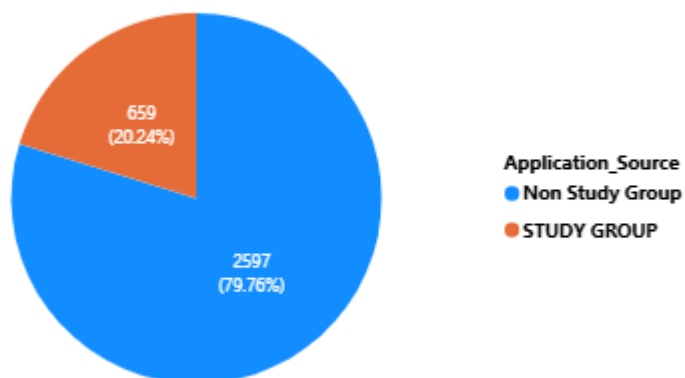
Out of 5,000 total applications:

- 3,256 applicants were admitted
- 1,744 applicants did not reach admission

This confirms an overall admission conversion rate of approximately **65%**.

Visual: Pie Chart

Total Admissions by Application_Source



Key Insights Summary

- Only 65% of applications convert into admissions, indicating significant pipeline attrition.
- Missing transcripts remain one of the largest admission blockers.
- Applicants who successfully engage during first contact are more likely to complete applications.
- Slate form completion strongly correlates with admission readiness.
- Study Group applicants demonstrate higher conversion efficiency compared to non-Study Group applicants.
- Early-stage engagement quality has a direct impact on final admission outcomes.

Key Recommendations

Based on the analysis, the dashboard highlights opportunities to improve applicant conversion, operational efficiency, and admissions performance.

1. Improve Early Applicant Engagement

Early contact outcomes strongly influence application completion. Applicants who engage successfully during the first interaction are more likely to submit required documents and complete the application process.

Recommendation:

Prioritize outreach within the first 24–48 hours of application receipt and standardize first-contact communication to reduce early-stage drop-offs.

2. Reduce Document-Related Delays

Missing transcripts and incomplete documentation are the largest bottlenecks preventing applicants from progressing to evaluation.

Recommendation:

Implement automated reminders, clearer document checklists, and real-time document status tracking to accelerate application readiness.

3. Increase Slate Form Completion

A significant number of applicants remain stalled due to incomplete Slate forms, limiting their eligibility for admission review.

Recommendation:

Introduce scheduled reminders, simplified guidance materials, and visibility of Slate completion status within counselor dashboards.

4. Strengthen High-Performing Application Sources

Study Group applicants demonstrate higher engagement and admission conversion compared to non–Study Group applicants.

Recommendation:

Expand Study Group partnerships and apply successful engagement practices across all recruitment channels to improve overall conversion rates.

5. Segment Applicants by Admission Readiness

Applicants exist at different stages of readiness, yet outreach efforts are often uniform.

Recommendation:

Segment applicants into low, medium, and high-risk categories and apply targeted communication strategies to maximize conversion efficiency.

Implementing these recommendations will enable DePaul University to increase admission conversion beyond the current 65% rate, reduce application processing delays, improve applicant experience and strengthen recruitment return on investment.

Page 4: Outreach and Counselors' Performance

The dashboard analyzes Outreach and Counselor Performance within the DePaul University admissions process.

It focuses on understanding how counselors engage applicants, how outreach activities are distributed, and how these efforts contribute to admission outcomes.

The analysis is based on:

- Total Applications (Outreach Records): 5,000
- Total Admissions: 3,256
- Active Counselors: 4

The page objective is to evaluate:

- Counselor workload distribution
- Outreach effectiveness
- Campaign performance

- Admission conversion from outreach activities

Visual Design Documentation

KPI Cards

1. Total Outreach Activities

Displays the total number of outreach interactions recorded in the system.

2. Total Admissions

Represents the number of applicants who successfully reached an admission decision.

3. Active Counselors

Shows the number of counselors actively involved in applicant outreach-4

4. Admission Conversion Rate

Value: 21.9%

Purpose:

Measures how effectively outreach efforts translate into admissions.

Visual Analysis & Insights

Outreach by Counselor

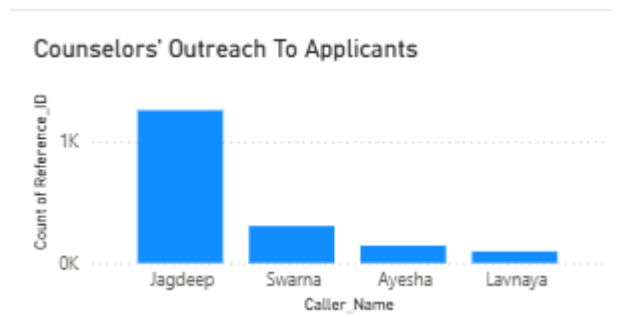
How is outreach workload distributed among counselors?

Insight

- Outreach activities are unevenly distributed.
- One counselor handles a significantly higher number of applicant interactions compared to others.

- This imbalance may affect **response quality and turnaround time**.

Visual: Clustered Bar Chart



Counselor vs Outcome Matrix

Question Answered

What types of cases does each counselor handle?

Insight

- A high number of cases fall under Follow Up and Missing Transcript outcomes.
- These outcomes indicate that counselors spend substantial effort on unresolved and document-related issues.
- Counselors managing higher volumes also handle more complex cases.

Visual: Matrix

Counselor Vs Cases Handled

Outcome_1	Ayesha	Jagdeep	Lavanya	NULL	Swarna	Total
NULL				3194		3194
Missing 0 Transcript (NOT Study Group)	58	806	8		35	907
Study Group ID	16	182	28		46	272
NOT Study Group	13	2	43		140	198
Issue ID's	22	114	10		31	177
Follow up	25	3	7		46	81
Transcript received on mail	1	56				57
Missing >1 Transcript (NOT Study Group)	4	43			3	50
OB Data Complete case		21				21
Email to Student		15				15
Call to Student		7				7
Transcript received	4	1			2	7
Evaluation Transcript uploaded		5				5
Mail from student		1			2	3
OB Cases		2				2
E Mail replies		1				1
Others		1				1
Replied to student	1					1
Total	144	1260	96	3194	306	5000

Campaign Performance

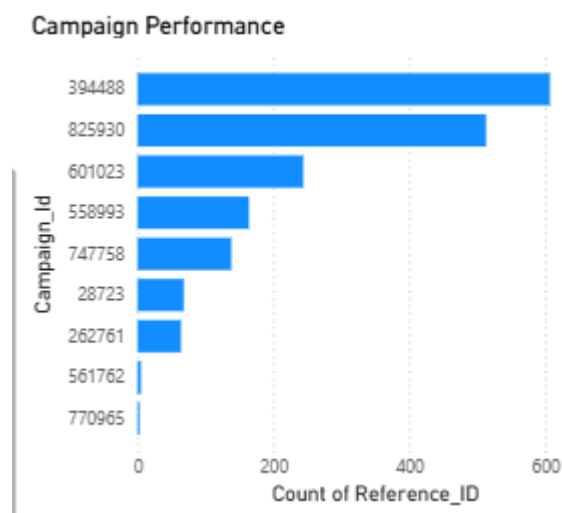
Question Answered

Which recruitment campaigns generate the most engagement?

Insight

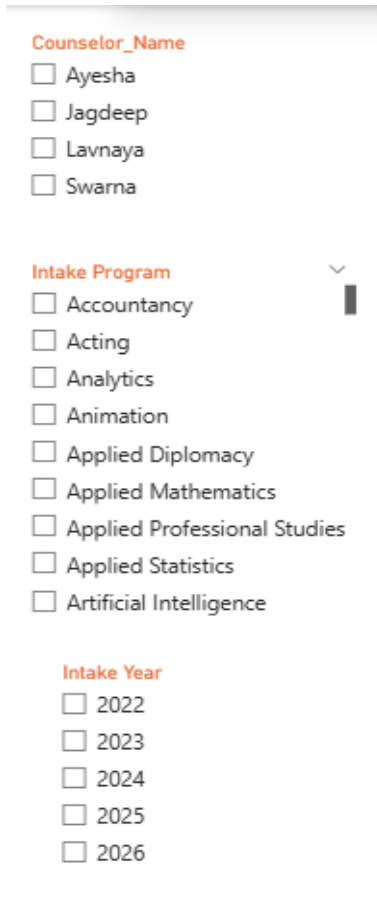
- A small number of campaigns contribute the majority of outreach activity.
- Campaigns 394488 and 825930 show the highest engagement.
- Lower-performing campaigns may require review or reallocation of resources

Visual: Bar Chart



Interactive Filters (Slicers)

- **Intake Year**
- **Program**
- **Caller_Name.**



The image shows a vertical panel of interactive filters (slicers) with three sections:

- Counselor_Name**: A list of four names with checkboxes: Ayesha, Jagdeep, Lavnaya, and Swarna.
- Intake Program**: A list of ten programs with checkboxes: Accountancy, Acting, Analytics, Animation, Applied Diplomacy, Applied Mathematics, Applied Professional Studies, Applied Statistics, and Artificial Intelligence. A dropdown arrow is visible to the right of the list.
- Intake Year**: A list of five years with checkboxes: 2022, 2023, 2024, 2025, and 2026.

Recommendations

1. Implement early mandatory document verification to reduce missing transcripts and repeated follow-ups.
2. Redistribute applicants evenly among counselors to improve response time and engagement quality.
3. Prioritize funding and outreach efforts toward high-performing campaigns while reviewing underperforming ones.

4. Introduce structured follow-up timelines to minimize applicant drop-off after initial contact.
5. Monitor counselor performance using both outreach volume and admission conversions to support targeted training and improvement.

