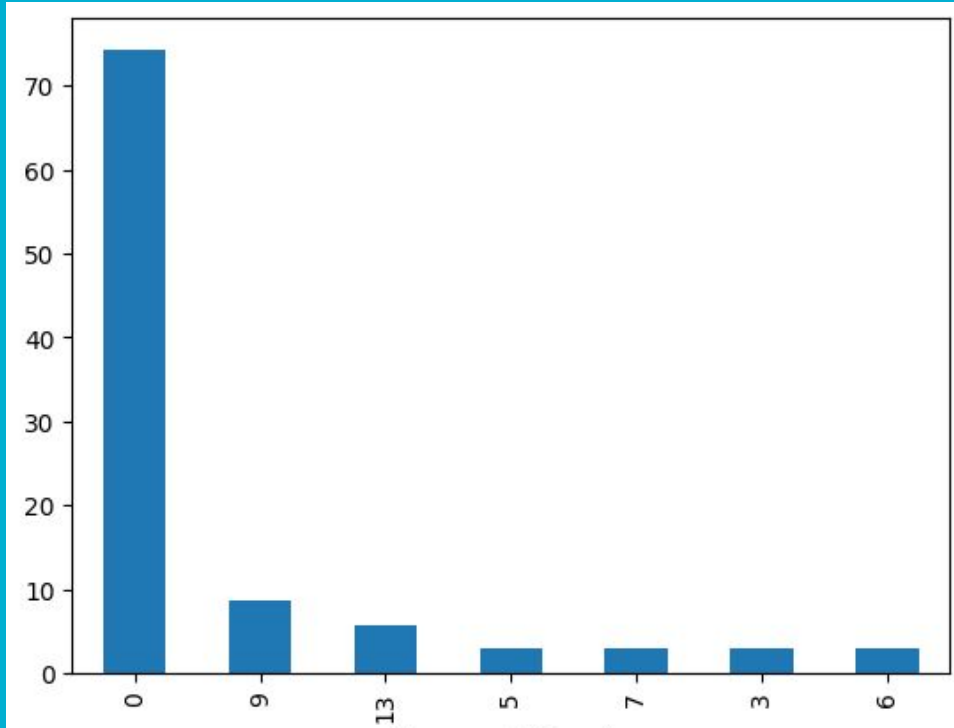


Student Enrollment Journey Analysis & Recommendations

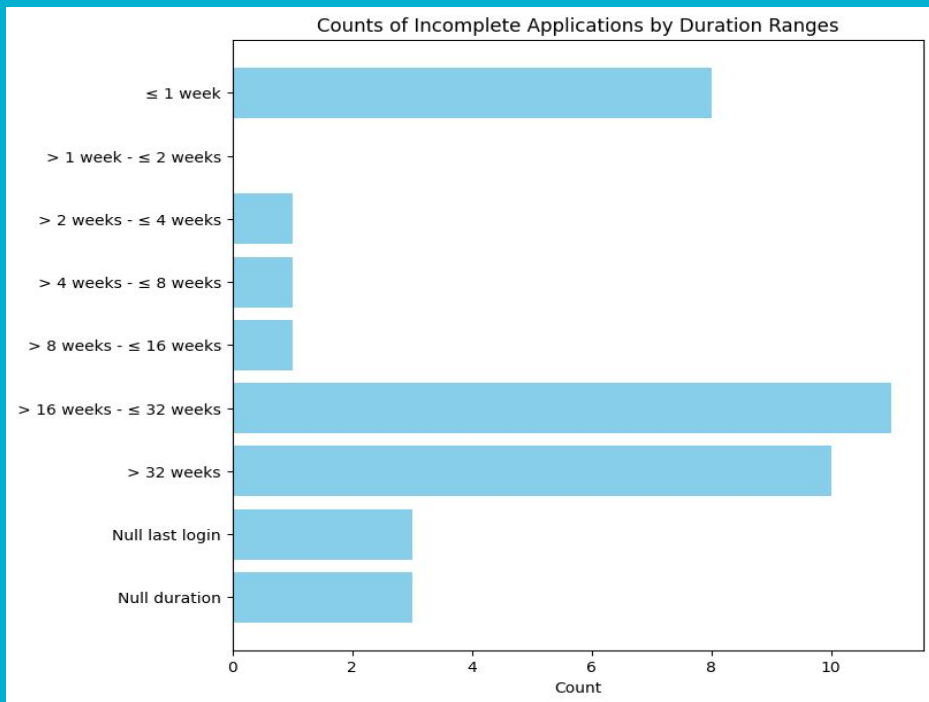
Incomplete Applications – Initial Analysis



- Applications where ‘first_completed_at’ is blank.
- **26 (74%)** in stage 0.
- On further analysis –
 - **15** – no general interest.
 - **2** – output stage.
 - **1** – interests stage.
 - **1** – time commitment stage.
 - **5** – timeline start/end stage.
 - **2** – interview stage.

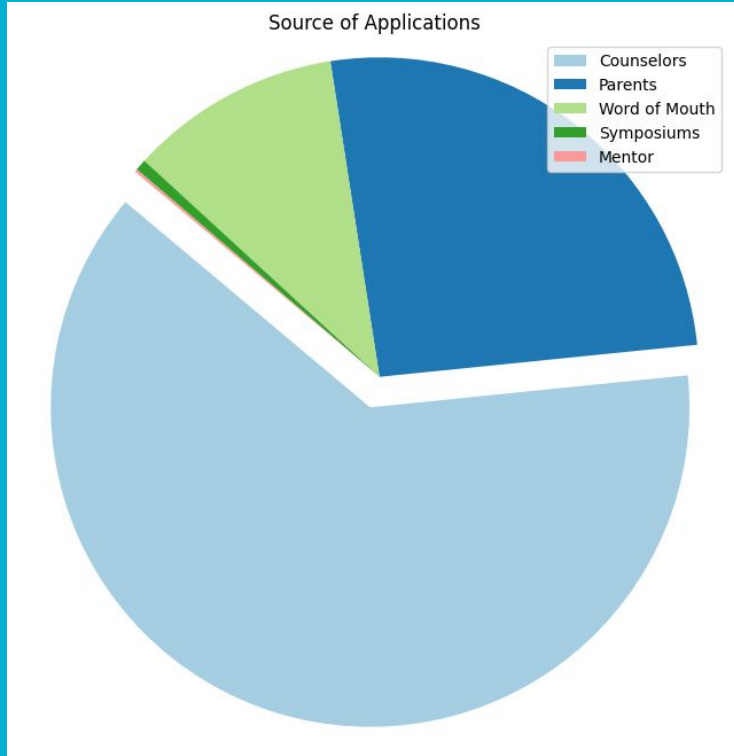


Incomplete Applications x Duration



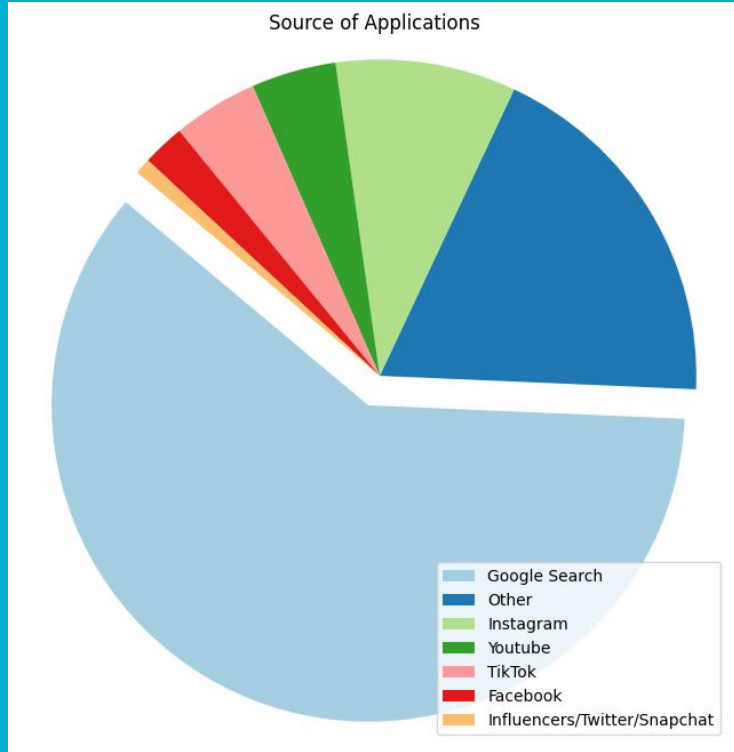
- **8 apps are new (≤ 1 week).**
- **Most incomplete apps are in the 8 to 32 week range (21 apps).**
- **For complete applications, difference between profile creation and app submission is mostly within a week (625)**

Complete Applications x Organic Referrals



- Organic referrals account for **65% (700/1069)** of completed applications.
- **97%** of these referrals are from
 - Counselors
 - Parents
 - Word of mouth

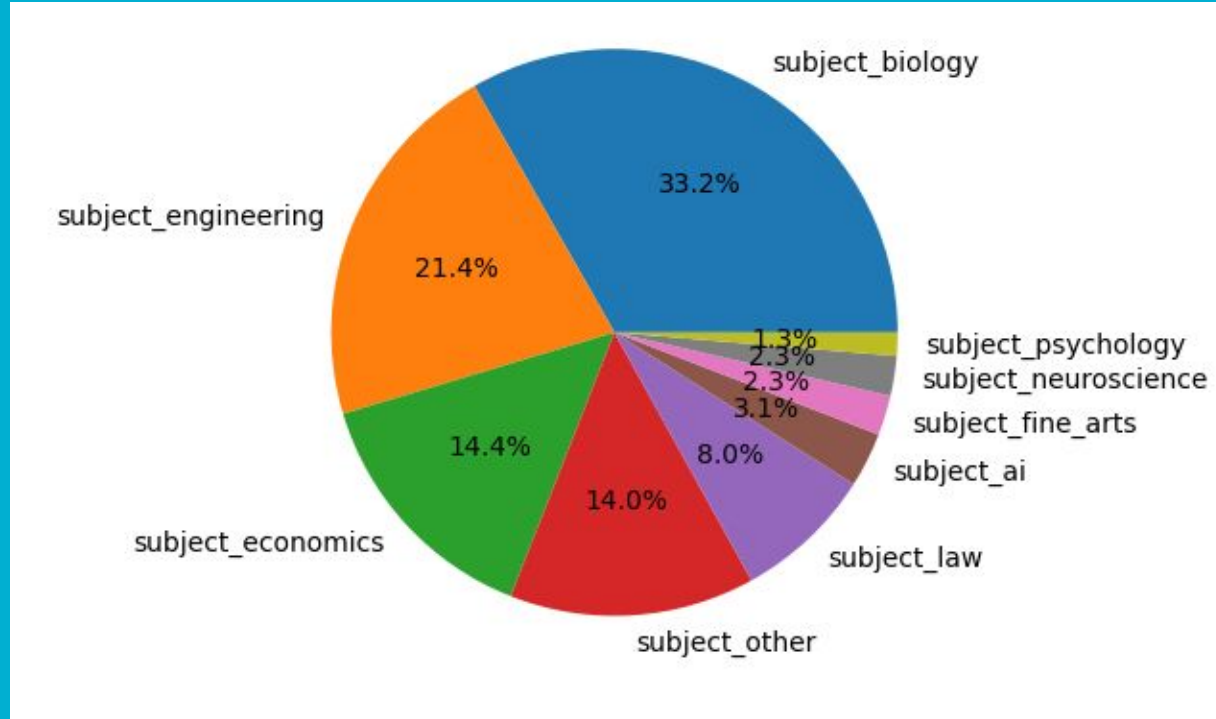
Complete Applications x Inorganic Referrals



- Inorganic referrals account for **35%** (369/1069) of completed applications.
- **87%** of these referrals are from
 - Google search
 - Other
 - Instagram

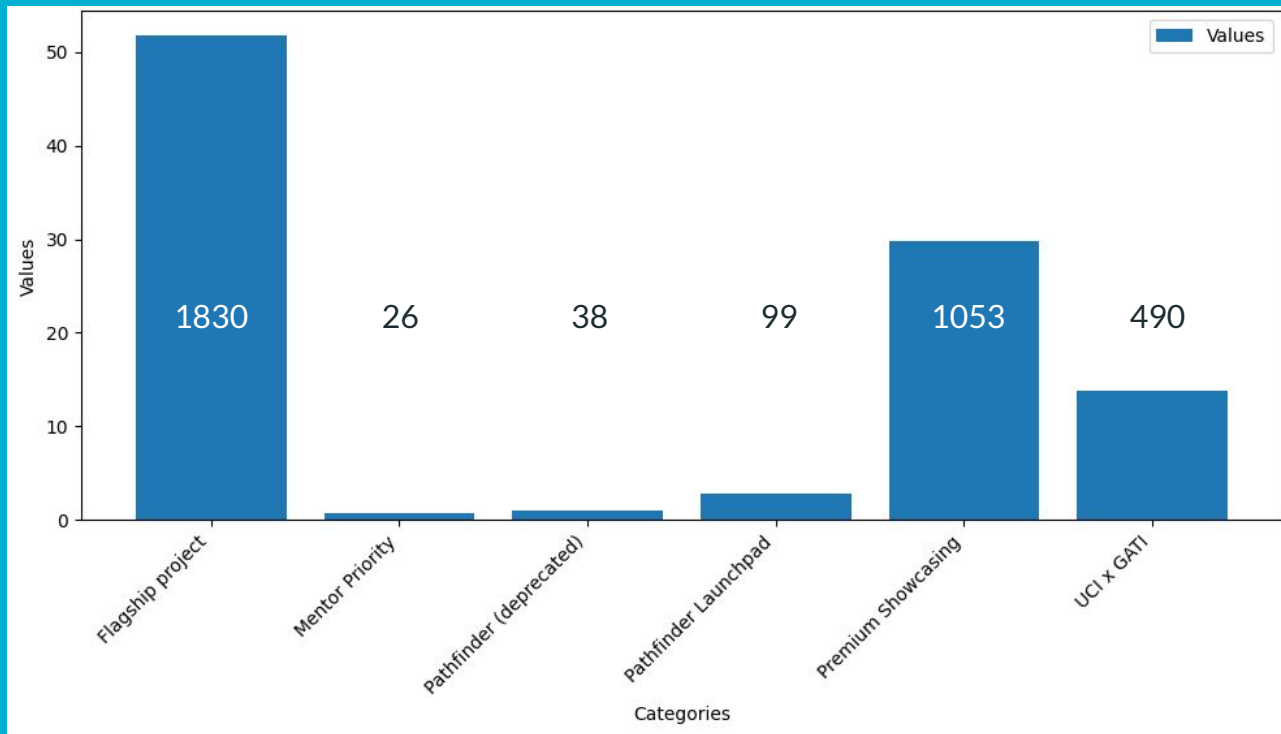


Accepted Applications x Interests



- **Biology, Engineering, Economics and Other general interests account for 83% of accepted applications.**

Complete Applications x Products



- **Flagship projects are the most popular, followed by Premium Showcasing and UCI x GATI.**
- **Accepted applicants get 2.7 products on average.**
- **They also pay \$2977 on average.**

Subscription vs. One-time applications

\$52

Difference between
subscription and
one-time total payments
on price per product

\$29

Difference between
subscription and
one-time payments on
price per product

\$23

Difference between
subscription and
one-time refunds on
price per product



Polygence

Recommendations

- Convert incomplete applications by -
 - Focusing efforts to finish applications within 1 week - provide coupons, flash deals or offer part of the service for a subsidized price.
 - Provide a recommendation of general interest based on gamification/personality test.
 - Streamline start and end times by providing recommended timelines.
- Digital marketing on top inorganic referral sites like Google and Instagram. This can be in the form of ads, surveys or short form content.
- Collaborate with counselors that possess expertise in biology, engineering and economics, amongst others.
- Increase prices of Flagship projects/Premium Showcasing to offset refunded amounts.

Thank You