**University of Akron Applicants and Enrollment Insights (2016 – 2021) Documentation**

**Step 1: Getting the data**

* I got 3 excel files from that had data about University of Akron’s Applications and Enrollment from year 2016 to 2021.

**Step 2: Data Cleaning**

* There were certain outliers and changes in the data that needed to be cleaned/made:

***Applications file:***

* The highest GPA was 66 which was linked with 4 different IDs, so I removed those rows in the Excel file, so my data doesn’t skew.
* There are almost 3K IDs under Provost which could be an error, but it would affect my insights to a large extent, so I did not remove those.
* Within Ethnicity, the Unknown category was left blank in the original dataset, so I added ‘Unknown’ to those blank values.

***Enrollment file:***

* In the Enrollment file, there was a college named Provost which had 1 student which seemed like an outlier because there is no college within the University of Akron named ‘Provost’.

**Step 3: Loading the data**

* I uploaded the data files in Power BI and again checked for any outliers or unnecessary data that would need to be removed.

**Step 4: Creating Dashboards**

* I created 2 dashboards: One for Applicants and another one for Enrollment. In this way we can see a snapshot of the data that is presented in the Excel file.
* Students sometimes apply for a certain college within the University but get enrolled in another university so when we apply Year filter on the first dashboard, the funnel with total applicants would change and we apply Year filter on the second dashboard, the funnel with total enrollment would change.
  + Since the dataset is only for years 2016 to 2021, some students who are included within enrollment might not be present within Applications because they would have applied prior to 2016.

**Step 5: Creating Visualizations**

* I have created multiple visualizations show the following categories’ summary:
  + Ethnicity
  + Scholarship and Gender
  + ACT Score and Hight School GPA
* Following visualizations portray Enrollment story:
  + Full Time/Part Time
  + GPA
  + Retention

**Step 6: Data Transformation**

* To get the 1-year and 2-year Retention count, I created a Pivot table in Excel.
  + It has years as rows, count of ID (Number of students) in all those years (2016 to 2021), Number of students in 1-year retention (2016 to 2020), and Number of students in 2-year retention (2016 to 2019).
  + Using the formula FORECAST.LINEAR, I forecasted retention count for both the years.
  + I uploaded the table in Power BI and created 2 measures calculating the retention rate and a visualization forecasting the retention count.

**Step 7: Business Value – How to retain those Applications into Enrollment?**

* Looking at the snapshot of where the University of Akron stands when it comes to applications and enrollment can make us understand the areas that we need to focus on:
  + Scholarship disbursement to diverse applicants
  + Focusing on giving incentives to different ethnicities
  + Eliminating programs giving less returns
  + Merging programs to uplift enrollment and Average GPA of the college.