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ACADEMIC ADMISSIONS

This Tableau Accelerator allows you to:

- Assess where you stand in your admission process and how it trends over past weeks
- Appraise your admissions funnel
- Identify the most attractive/selective programs
- Focus your recruiting efforts on programs that need it most
- Assess your improvements in terms of selectivity and attractivity across intakes

In the academic world, “admissions” is the process by which the university/management school recruits new students. This process usually happens in three steps:

- **Application:** candidates submit their application
- **Acceptance:** after a selection process, applicants are notified of their acceptance or rejection
- **Enrollment:** when the candidate accept their admission, they are considered as enrolled students

Answer key business questions

- Are we able to generate new applications?
- What proportion of applicants choose to enroll after being offered admission?
- What are the top intakes and programs and what is their impact on the total enrollment?
- How fast are we able to recruit students?
- How attractive are we compared to the competition?

Monitor and improve KPIs

Applications

- **Applications:** Total number of applications received (including invalid applications)
- **Invalid Applications:** Total number of applications that are invalid (missing document for instance)
- **Valid Applications:** Total number of applications (excluding invalid applications)
- **Withdrawn:** Number of valid applications that were withdrawn by the applicant before being evaluated
- **Withdrawn %:** Share of applications that was withdrawn by the applicant before being evaluated (expressed in %)
- **Applications Under Review:** Total number of applications that are being reviewed
- **Evaluated Applications:** Number of applications that were evaluated (Accepted or Rejected)
- **Rejected:** Number of applications that were rejected

Acceptance

- **Admitted:** Total number of applications that were admitted
- **Lost:** Total number of applicants who were accepted and who finally declined it
- **Admitted (total):** Total number of admitted applications whether they have the status “Admitted”, “Lost” or

“Enrolled”

- **Acceptance Rate:** Share of Admitted applications on total evaluated admissions. Typically measures the selectivity of the academy.

Enrollment

- **Enrolled:** Total number of enrolled students
- **Enrolled+Lost:** Total number of enrolled and lost students
- **Yield Rate:** Share of admitted applicants who were enrolled. Represents the attractivity of the academy.

Applicants

- **Applicants:** Total number of students who sent a valid application (excluding invalid applications)

Required attributes

- **Academic Period** (*string*): Name of the intake (e.g. “Fall 2019”, “2019/2020”...)
- **Academy** (*string*): Name of the college, university, business school...
- **Program / Section** (*string*): Academic program in which the application is done
- **Application Period Start Date** (*date*): Start date of the application period for this program
- **Application Period End Date** (*date*): End date of the application period for this program
- **Application Date** (*date*): Date of application
- **Applicant Id** (*string*): Unique identifier of the applicant
- **Valid Application Flag** (*string*): “Y” if all the documents are received to review the application ← Expected values: “Y”, “N”
- **Application Status** (*string*): Last application status

Expected values:

- “Under Review”
- “Withdrawn” (before Admitted/Reject assessment)
- “Admitted”
- “Rejected”
- “Enrolled”
- “Lost” (the admitted applicant denied joining)

Understand the Data Model Requirements

The Accelerator shows data from these Salesforce objects:

- **Application**
- **Account**
- **Contact**