

Graduate Funnel Report Infographic Document

Graduate Funnel Report Overview

This is meant to provide a simple overview of each page of the Graduate Funnel Report. Each section offers:

- *A simple overview of the goals of each page*
- *A list of interactable slicers, filters, and interactable points*
- *A reference to the manual for more information (if applicable)*

The data for the Graduate Funnel Report are refreshed daily with the previous day's data. For more information and questions, please reach out to the InformSU team at informsu@seattleu.edu.

Power BI General Tools and Tips Key

- Reset: Clear all the selections you have made in the report and go back to a clean slate
- Bookmark: Create a version of a page you can go back to anytime (Use a descriptive name!)
- Full Screen: Expand the view of the report to full screen for better visibility (found in the menu)
- Eraser: Clear your selections from a slicer (found in upper right-hand corner of slicer)
- Pages: The report page names displayed on the left of the report can be removed and accessed later

Power BI Slicer Key

- Pull Down: Brings down a list of options on click
- Slider: Adjust scanned values from both ends
- Rollover: Hover mouse over for more information
- Button: Click to activate / deactivate filter
- Jump: Click to follow to new page
- Toggle: Click to adjust filter
- Interactable: Click for action

Page: YTD Funnel

This report page gives a full overview of the admissions funnel stages with a three-year YTD history. Final counts for prior years are also displayed to provide context for historical funnel trends. The matrix includes the program group level registration and enrollment goals.

Slicers

- Toggle Slicer: Academic Level, Admit Group, Term, School, Department, Program Code, Program, CIP Code

Data Visualizations

- Spreadsheet: YTD Funnel (Unduplicated)
 - Current YTD | Current Year Goal | Percent to Goal | Prior YTD | Prior Year Final | Prior Year Goal | Percent to Goal | 2 Years Prior YTD | 2 Years Prior Final | 2 Years Prior Goal | Percent to Goal | 3 Years Prior YTD | 3 Years Prior Final | 3 Years Prior Goal | Percent to Goal | % Change Current to Prior | % Change to 2 Years Prior | % Change to 3 Years Prior

Page: Current Year Detail

For an alternative view of the funnel, the application stages have been pivoted into rows. This page also incorporates key conversion rates between funnel stages and also includes program level goal data. This page is similar to the view presented in legacy grad funnel reporting.

Slicers

- Toggle Slicer: Academic Level, Admit Group, Term, School, Department, Grouping, Academic Program, CIP Code

Data Visualizations

- Spreadsheet: Current Year Detail (Unduplicated)
 - Inquired | Applied | Application Rate | Application Completed | Completion Rate | Admitted | Admit Rate | Gross Deposited | Net Deposited | Admit to Registered Rate | Registered | Registered Target | Registered Target % | Prior Year Final Enrolled | Prior Year Final Enrolled to Goal %

Page: Registration to Target

The main focus of this report page is to track registrations to the target value. The previous funnel stages (inquiry through net deposits) have been excluded to emphasize the final stage of the funnel. A proportion to goal metric is displayed for the current year, prior year, and 2 years prior.

Slicers

- Toggle Slicer: Academic Level, Admit Group, Term, School, Department, Grouping, Academic Program, CIP Code

Data Visualizations

- Spreadsheet: Registration to Target (Unduplicated)
 - Current YTD Registered | Current Year Enrollment Goal | Current Proportion to Enrollment Goal | Prior YTD Registered | Prior Year Enrollment Goal | Prior Year Proportion to Enrollment Goal | Prior Year Final Enrolled | 2 Years Prior YTD Registered | 2 Years Prior Enrollment Goal | 2 Years Prior Proportion to Enrollment Goal | 2 Years Prior Final Enrolled