

EX/L PROJECT

THE GRADUATE SCHOOL

UT Tyler Graduate Admissions Data Analyst EX/L Project Proposal

Purpose of the Project: To support the Graduate Admission Office in the area of recruiting.

Learning Objectives: Gain a strong understanding of how data analytics works, the interrelatedness of all recruiting efforts, and the importance of quality and complete data in decision making.

Project: Analyze 2017-2018 social media data for Graduate Admissions using Tableau and recommend strategies based on the analysis to increase likes/followers/web traffic.

Responsibilities: Analyzing data, recommending actions, and tracking results. The student will have access to our Facebook Insights, Google Analytics, YouTube, Twitter, Scholar Works, and Instagram data.

The student will be required to complete Google Analytics Certification, Google Adwords certifications, and the training videos for Tableau. S/he will also work with Google Trends and basic Search Engine Optimization (SEO). The student will report to the Grad Admissions recruiting supervisor.

Outcome: New recruiting strategies based on data analysis. The student will present the results of the research to the Grad Admissions team, including action plans, and stats on the success of each.