

Overview — the business at a glance

The first page after sign-in: four headline numbers, the three lines that matter, the pipeline end to end, where people drop off, and how fast leads are answered.

1 What this page is for

WHAT THIS PAGE IS FOR

A one-screen health check. If you only look at one page a week, look at this one. Everything on it obeys the **30d / 90d / 12mo** buttons at the top: the numbers count people who *arrived* inside that window.

HOW TO READ IT IN 30 SECONDS

1. **Inquiries** up and **Enrolled** flat → a follow-up problem, not a marketing problem.
2. **Median response** over an hour → go to **Today** and work the queue.
3. A step in the funnel that loses most people → that is the conversation to fix (price, schedule, paperwork).

BUTTONS ON THIS PAGE

Print / save PDF prints the whole page (choose "Save as PDF" as the printer).

2 The number cards

The cards across the top of the page, left to right.

CARD	WHAT IT COUNTS
Inquiries	People who asked about a program in the window — website forms, website applications and Transition Enroll registrations and inquiries together. The small note converts it to a monthly pace.

Enrolled	Of those, how many reached Enrolled or beyond. The note is the share of inquiries.
Tuition booked	Published tuition added up across everyone who reached Enrolled or beyond. It is <i>booked</i> (promised), not <i>collected</i> (paid) — the Payments tab shows collected money.
Median response	The middle value of "minutes from arrival to first contact" across people who were contacted. Half were answered faster, half slower. The note is how many were never contacted.

3 Inquiries, enrollments and revenue over time

WHAT IT SHOWS

Three lines by day (30d), by week (90d) or by month (12mo): **inquiries**, **enrollments** and **tuition booked** (right-hand scale, purple bars).

HOW TO READ IT

- Inquiries rising while enrollments stay flat = leads are not being converted; look at Speed to Lead.
- Both rising together = marketing and follow-up are both working.
- A spike in inquiries on one day usually matches a post or an ad — check Website Activity for the source.

WHERE THE NUMBERS COME FROM

Every inquiry record, by the date it arrived; enrollments by the date the person's record was created if they reached Enrolled. Hover a point for the exact value.

4 The pipeline, end to end

WHAT IT SHOWS

A bar for every stage from **Lead** to **Employed** with the number of people who reached at least that stage in the window. Everyone who is Enrolled is also counted at Lead,

Contacted, Qualified and so on — it is cumulative.

THE TEN STAGES

Lead → Contacted → Qualified (shown as "Interested" on the board) → Application → Accepted → Enrolled → Started → Completed → Certified → Employed.

THE NOTE UNDERNEATH

Says how many are parked with a close-out reason, so the bars and the total reconcile.

5 Where the drop-off happens

WHAT IT SHOWS

The same funnel as a percentage: what share of all inquiries survived to each stage. 100% at Lead, falling to the right.

HOW TO USE IT

The biggest single drop is the step to fix first. A big drop from Contacted to Qualified means the first conversation is not landing; from Accepted to Enrolled it is usually money or the start date.

6 Speed to first response

WHAT IT SHOWS

Left: how many people were first contacted **under 5 minutes, 5–60 minutes, 1–8 hours, over 8 hours, and never**. Right: four cards — Answered within the hour, Answered later, Never contacted (with the tuition that represents), and Under 5 minutes.

WHY IT MATTERS

A lead reached inside five minutes is many times more likely to enrol than one reached the next day. It is the cheapest thing on this dashboard to improve: it needs no advertising, only a phone.

WHERE THE MINUTES COME FROM

The database works out minutes from the moment the inquiry arrived to the first-contact time recorded on the dashboard (or in Transition Enroll). If nobody records the contact, it counts as never contacted — so record every call.

The full picture is on the **Speed to Lead** tab.

7 Step by step

Compare this month with the quarter

1. Click **30d**, note Inquiries and Enrolled.
2. Click **90d**. If the 90-day enrolled share is higher than the 30-day one, recent leads are being lost faster than before.

Find the weak step

1. Look at **Where the drop-off happens**.
2. The bar that falls furthest below the one before it is the step losing the most people.
3. Open the **Pipeline** tab and look at that column's cards.

8 If something looks wrong

Tuition booked looks too high.

It is face value of every enrolled student's program tuition, including people on payment plans who have not finished paying. For cash actually received use Transition Enroll > Payments.

Median response says "—".

Nobody in the window has a first contact recorded yet. Record contacts on Today or Leads & Admissions.