

Programs & Revenue — which programs draw interest and which earn

Every program on the live Transition Enroll catalogue: demand, conversion, and what each actually earns.

1 What this page is for

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To see the school program by program: which ones people ask about, which ones they buy, and where the money comes from. All figures obey the 30d / 90d / 12mo window.

INTEREST VERSUS ENROLLMENT

Tall interest with short enrollment means the price or the schedule is the barrier, not the demand — those are the programs to look at first.

UNPRICED PROGRAMS

Some programs show "Request More Information" on the storefront instead of a price. They appear as **TBD_PRICE** here and are left out of revenue totals rather than guessed at.

2 The number cards

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

CARD	WHAT IT COUNTS
Programs offered	Programs on the catalogue, verified against the storefront.
Top earner	The program with the highest booked tuition in the window.
Unpriced programs	Programs with no published price ("Request info" at the moment of decision).

Average tuition

Average published tuition across priced programs.

3 Which programs draw interest — and which convert

Two bars per program: inquiries and enrollments in the window. The gap between them is the conversion problem, program by program.

4 Revenue by program

Enrolled students × published tuition, per program. Booked, not collected.

5 Share of total revenue

The same revenue as a share of the whole, so the two or three programs the school actually lives on are obvious.

6 The full catalogue

Every program with tuition, length, mode (day / evening / hybrid / online), inquiries, enrolled, conversion % and revenue for the window. Rows marked TBD_PRICE have no published price.

7 Step by step

Decide which program to promote

1. Look at **Which programs draw interest**: pick a program with many inquiries and few enrollments.
2. Check its price and next start date on the catalogue table.
3. Use **Comms** to text everyone who asked about it with the application-encouragement template.

8 If something looks wrong

A program is missing.

The catalogue is read from Transition Enroll by the hourly sync; a program created in the last hour appears after the next run.