

Inquiry Input Data

Subject Matter	Count	Percentage
ADA Parking	3	8%
Ceremony Time and Location	11	31%
Dates	4	11%
Diplomas	2	6%
General	3	8%
Lodging	1	3%
Regalia/Cap & Gown	6	17%
Tickets	5	14%
Yearbook	1	3%
Total	36	

Relation	Count	Percentage
Brother/Sister	1	3%
Community	1	3%
Grandparent	2	6%
Parent	16	44%
Self	15	42%
Other	1	3%
Total	36	

Majors	Count	Percentage
Accounting	3	8%
Applied Sciences	1	3%
Biology	1	3%
Engineering	1	3%
Graduate Student	1	3%
Healthcare Administration	1	3%
History	1	3%
IMC	2	6%
Journalism	4	11%
Liberal Arts	2	6%
N/A	18	50%
Navy ROTC	1	3%
Total	36	

Graduation	Count	Percentage
15-Dec	4	11%
16-May	31	86%
16-Dec	1	3%
Total	36	

Google Analytics

Top States	Visits	Percentage
Mississippi	371	60%
Georgia	68	11%
Texas	67	11%
Tennessee	63	10%
Alabama	22	4%
Florida	18	3%
Virginia	14	2%
Total	623	

Top Cities	Visits	Percentage
Oxford	243	77%
Jackson	15	5%
Tupelo	12	4%
Olive Branch	10	3%
Hattiesburg	9	3%
Madison	8	3%
Hernando	6	2%
Ridgeland	5	2%
Bay St. Louis	4	1%
Flowood	4	1%
Total	316	

Top Traffic Sources	Visits	Percentage
Google	521	73%
OleMiss.edu	75	11%
Direct	44	6%
Yahoo	40	6%
Bing	33	5%
Total	713	

(Minutes)

Top Pages	Views	Avg. Time	Percentage
The University of Mississippi	611	0:24	44%
Welcome	160	0:32	12%
Grad Fair	146	0:42	11%
Students and Graduates	133	0:24	10%
Morning Convocation	123	0:15	9%
Commencement Questions	87	0:16	6%
Parking and Transportation	37	0:11	3%
Commencement Speaker Bio	32	0:23	2%
Designated Parking	28	0:52	2%
Staff and Faculty	25	0:30	2%
Total	1382		

Most Searched Terms	visits	Percentage
ole miss graduation 2016	7	41%
ole miss commencement 2016	2	12%
ole miss graduation	2	12%
ole miss graduation date 2015	2	12%
un miss academic cal	2	12%
2016 commencement address	1	6%
2016 graduation	1	6%
Total	17	

Summary of data:

- *Ceremony Time and Location, Regalia/Cap & Gown, and Tickets are the most frequent topic of question
- *Parents asked the most questions about Ceremony Time and Location, ADA Parking, and Tickets
- *Students asked the most questions about the Regalia/Cap & Gown