### Enhancing ARIMA Model Accuracy for New Master's Student Enrolment Forecasting at Hasanuddin University Through External Variable Engineering

Muh. Arief Wicaksono<sup>®</sup>, Ady Wahyudi Paundu<sup>®</sup> and Muhammad Niswar<sup>®</sup> Department of Informatics, Hasanuddin University, Makassar, Indonesia

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Student Enrolment.

Abstract: Accurate forecasting of new student enrolment is crucial for effective management and strategic planning in

higher education institutions. This research examines the integration of engineered external variables into the ARIMAX model to improve the accuracy of forecasting new master's (S2) student admissions at Hasanuddin University. The study utilizes applicant data from 2019/2020 to 2024/2025, applying hierarchical mode imputation to address missing values and Spearman correlation for external variable selection. The results show that while "Father's Occupation" has the highest correlation with enrolment numbers, "Mother's Education" as an external variable yields the lowest prediction error with a MAPE of 13.21%. These findings highlight the importance of empirical model validation using MAPE rather than relying solely on correlation analysis. The approach proposed in this study provides practical insights for university policy makers in

planning student admissions based on robust, data-driven forecasts.

### 1 INTRODUCTION

Hasanuddin University (UNHAS), a leading public university in Eastern Indonesia, has consistently aimed to improve the quality and competitiveness of its postgraduate programs. The Master's (S2) program receives new student enrolments twice annually through three primary admission tracks: Regular, Research, and Partnership. Each track has distinct characteristics, which increases the complexity of enrolment forecasting and capacity planning.

Forecasting student enrolment is a fundamental requirement for effective resource management in higher education institutions. For Hasanuddin University, accurate forecasts support strategic decisions regarding faculty allocation, class quotas, scholarship distribution, and infrastructure usage. Failure to anticipate fluctuations in student numbers may result in inefficiencies and reduced educational quality. (AIR Professional File, 2021).

Traditional time series models, particularly the Autoregressive Integrated Moving Average (ARIMA), have been widely used to predict enrolment based on historical data (As'Ad et al., 2017; Hyndman & Athanasopoulos, 2021). While effective for stationary series, ARIMA models do not capture the influence of external socio-economic factors.

Recent research has extended ARIMA into ARIMAX, which incorporates exogenous variables (Fang et al., 2017; Zhu et al., 2020). However, external variable selection remains challenging. Correlation-based screening may not align with empirical forecasting accuracy, necessitating a combined statistical and empirical validation strategy.

This study applies ARIMA and ARIMAX to forecast master's student enrolments at Hasanuddin University, evaluates multiple external regressors, and highlights the importance of empirical testing in variable selection based on the number of students enrol every semester as seen on Figure 1.

alphttps://orcid.org/0009-0003-8072-9263

https://orcid.org/0000-0002-8761-7892

https://orcid.org/0000-0003-2118-9482

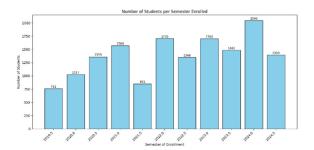


Figure 1: Overview Number of Master's Student Enrolment.

### 2 MATERIALS AND METHOD

#### 2.1 Dataset

The dataset included 15,240 records of master's program applicants to Hasanuddin University, collected across eleven consecutive academic semesters from 2019/2020 to 2024/2025. Each record includes information on the semester of enrolment, study program, geographic origin (city or district) and parental attributes (education, occupation, and income) can be seen on Figure 2 & 3.

Semester of Enrollment	Study Program	Province	District/City
20201	Ilmu Kebidanan	Prop. Sulawesi Selatan	Kota Ternate
20221	Keuangan Daerah	Prop. Sulawesi Tenggara	Kab. Kolaka Utara
20221	Keselamatan dan Kesehatan Kerja	Prop. Sulawesi Selatan	Kota Makassar
20241	Teknik Sipil	Prop. Sulawesi Selatan	Kab. Enrekang
20241	Ilmu Komunikasi	Prop. Sulawesi Selatan	Kab. Enrekang
20202	Arkeologi	Prop. Sulawesi Tenggara	Kab. Takalar
20202	Ilmu Kebidanan	Prop. Sulawesi Selatan	Kota Makassar
20221	Ilmu Pemerintahan	Prop. Sulawesi Selatan	Kab. Sinjai
20221	Ilmu Keperawatan	Prop. Sulawesi Selatan	Kab. Bone
20231	Agribisnis	Prop. Sulawesi Selatan	Kota Makassar

Figure 2: Overview of student data.

					Mother's Income
Father's Education	Father's Occupation	Father's Income	Mother's Education	Mother's Occupation	Mother's Income
SMA / sederajat	Petani	Kurang dari Rp. 500,000	SMP / sederajat	Tidak Bekerja	Kurang dari Rp. 500,000
S2	PNS/TNVPolri	Rp. 5,000,000 - Rp. 20,000,000	S2	PNS/TNI/Polri	Rp. 2,000,000 - Rp. 4,999,999
SMA / sederajat	Pedagang Kecil	Rp. 5,000,000 - Rp. 20,000,000	S1	Tidak Bekerja	Kurang dari Rp. 500,000
Sarjana Terapan (D4)	Pensiunan	Rp. 2,000,000 - Rp. 4,999,999	SMA / sederajat	Petani	Kurang dari Rp. 500,000
SMA / sederajat	Petani	Rp. 1,000,000 - Rp. 1,999,999	SD / sederajat	Tidak Bekerja	Kurang dari Rp. 500,000
SD / sederajat	Petani	Kurang dari Rp. 500,000	SD / sederajat	Petani	Kurang dari Rp. 500,000
S2	Petani	Rp. 2,000,000 - Rp. 4,999,999	SMA / sederajat	Tidak Bekerja	Kurang dari Rp. 500,000
S2	PNS/TNI/Polri	Rp. 2,000,000 - Rp. 4,999,999	S1	Lainnya	Rp. 500,000 - Rp. 999,999
SD / sederajat	Wiraswasta	Rp. 5,000,000 - Rp. 20,000,000	SD / sederajat	Lainnya	Kurang dari Rp. 500,000
SMA / sederajat	Tidak Bekerja	Kurang dari Rp. 500,000	SMP / sederajat	Tidak Bekerja	Kurang dari Rp. 500,000

Figure 3: Overview of parental data.

To ensure clarity and reproducibility, the primary categorical variables and their respective classifications are delineated as follows:

 Parental Education was recorded as the highest completed formal schooling, and categorized into: Kindergarten or equivalent, Elementary School (SD), Junior High School (SMP), Senior High School (SMA), Dropout from Elementary, Diploma levels (D1, D2, D3), Applied Bachelor (Sarjana Terapan/D4), Bachelor's Degree (S1),

- Master's (S2), Doctorate (S3), Professional Degree, as well as medical specializations (Sp-1, Sp-2).
- Parental Occupation reflects the dominant employment or economic activity, grouped into: Private employee, Retired, Government (civil servant, military, or police), Unemployed, Entrepreneur/Business owner, other jobs, Fisherman, Small trader, large trader, Farmer, Breeder, and laborer.
- Parental Income was documented as monthly earnings, and sorted into the following brackets (in Indonesian Rupiah): Below Rp. 500,000; Rp. 500,000–999,999; Rp. 1,000,000–1,999,999; Rp. 2,000,000–4,999,999; Rp. 5,000,000–20,000,000; and above Rp. 20,000,000.

#### 2.2 Data Preprocessing

Data preprocessing involved multiple stages. First, data cleaning was performed to remove duplication, correct formatting inconsistencies, and detect outliers. Second, missing values were addressed using a Hierarchical Mode Imputation technique, which imputes missing categorical values based on the most frequent categories within specific groups (e.g., city and parental occupation), before applying more general groupings and, finally, a global mode. This approach ensured that the imputation preserved the representativeness of local data characteristics and minimized bias in the dataset based on table 1. (Little & Rubin, 2019; Schafer & Graham, 2002).

Table 1: Hierarchical Mode Imputation Strategy for Categorical Variables.

Variable	Main Group	Backup Group
Father's	District/City	District/City
Occupation	(Kab/Kota)	
Mother's	District/City	District/City
Occupation	·	
Father's Income	District/City +	District/City
	Father's	
	Occupation	
Mother's	District/City +	District/City
Income	Mother's	
	Occupation	
Father's	District/City +	Father's
Education	Father's	Education
	Occupation	
Mother's	District/City +	Mother's
Education	Mother's	Education
	Occupation	

# 2.3 Stationarity Assessment and Differencing

The time series of semester-wise enrolment counts was evaluated for stationarity using the Augmented Dickey-Fuller (ADF) test. Initial assessment indicated non-stationarity (ADF Statistic = 0.55; p-value = 0.986). Upon applying first-order differencing, the series satisfied stationarity criteria (ADF Statistic = -8.02; p-value = 2.07e-12), justifying the selection of d=1 for subsequent ARIMA modelling. (Hyndman & Athanasopoulos, 2021; Box et al., 2015).

# 2.4 Model Specification and External Variable Selection

The ARIMA (Autoregressive Integrated Moving Average) model was applied to forecast new student enrolments. The optimal order (p, d, q) was determined using ACF (Figure 4) and PACF (Figure 5) plots, resulting in ARIMA(1,1,0) as the baseline. Forecasting models were constructed using both ARIMA and ARIMAX frameworks. The ARIMA model is defined as:

$$Y_{t} = c + \phi_{1}Y_{t-1} + \dots + \phi_{p}Y_{t-p} + \theta_{1}\varepsilon_{t-1} + \dots + \theta_{q}\varepsilon_{t-q} + \varepsilon_{t}$$

$$(1)$$

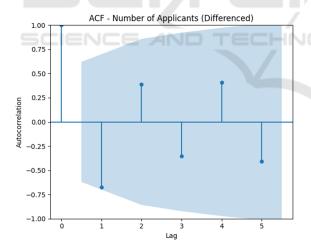


Figure 4: ACF Plot for find q on ARIMA.

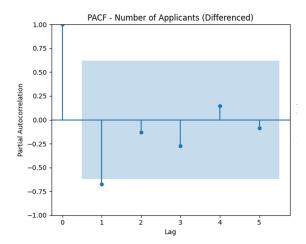


Figure 5: PACF Plot for find p on ARIMA.

#### Where:

- Y<sub>t</sub> denotes the number of new enrolments at time
- c is intercept (constant term),
- $\phi_i$  and  $\theta_j$  represent autoregressive and moving average coefficients, respectively,
- $\varepsilon_t$  is error term (white noise).

The ARIMAX model incorporates an external regressor as follows:

$$Y_{t} = c + \phi_{1}Y_{t-1} + \dots + \phi_{p}Y_{t-p} + \theta_{1}\varepsilon_{t-1} + \dots + \theta_{q}\varepsilon_{t-q} + \beta X_{t} + \varepsilon_{t}$$

$$(2)$$

where  $X_t$  denotes the value of the external variable at time t, and  $\beta$  its coefficient.

Candidate external variables were identified using the Spearman rank correlation coefficient:

$$\rho = 1 - \frac{6\sum d_i^2}{n(n^2 - 1)} \tag{3}$$

where  $d_i$  is the difference between the ranks of paired values, and n the number of observations.

#### 2.5 Model Evaluation

The predictive accuracy of each model was assessed using the Mean Absolute Percentage Error (MAPE):

$$MAPE = \frac{1}{n} \sum_{t=1}^{n} \left| \frac{A_t - F_t}{A_t} \right| X100\% \tag{4}$$

where  $A_t$  is the actual observed value,  $F_t$  the forecasted value, and n the number of prediction periods.

#### 3 RESULTS

#### 3.1 Baseline ARIMA Model

The ARIMA (1,1,0) model achieved a MAPE of 21.18% can be seen on Figure 6. Forecast plots indicated that the model captured overall trends but failed to account for certain fluctuations, likely influenced by external socio-economic factors.

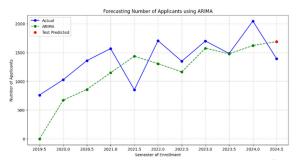


Figure 6: ARIMA(1,1,0) forecasting results (MAPE: 21.18%).

# 3.2 Evaluation of External Variable Suitability

Each exogenous candidate was first tested for stationarity using the Augmented Dickey–Fuller (ADF) test. Among the seven socio-demographic attributes, Father's Education, Father's Income, and Mother's Income were found stationary (p < 0.05), while the remaining series were constant after semester-level aggregation. Cross-correlation analysis within  $\pm 3$  semesters revealed no pronounced lag structure, indicating that these socioeconomic indicators change slowly and act as stable contextual predictors rather than dynamic lagged drivers of postgraduate enrolment.

To quantify the contribution of each variable, we compared baseline ARIMA (1,1,0) with corresponding ARIMAX (1,1,0) models using Akaike (AIC) and Bayesian (BIC) information criteria. ARIMAX achieved lower AIC/BIC for Father's Education, Father's Occupation, Mother's Education, and District/City, suggesting improved model fit despite low short-term correlation. Hence, these variables were retained as meaningful external factors guided by both information-criterion evidence and logical socioeconomic relevance as seen on Table 2.

Table 2: AIC/BIC Comparison using ARIMA and ARIMAX.

Variable	AIC_ARI	AIC_ARI	BIC_ARI	BIC_ARIM
v arrabic	MA	MAX	MA	AX
Father's	136.48	129.80	136.88	130.39
Education		,		
Father's	136.48	129.80	136.88	130.39
Occupation	130.40	127.00	150.00	130.37
Father's	136.48	135.78	136.88	136.37
Income	130.48	133.76	130.00	130.37
Mother's	136.48	130.78	136.88	131.37
Education	ucation 130.46	130.76	130.00	131.37
Mother's	136.48	138.46	136.88	139.05
Occupation	130.40	136.40	130.00	139.03
District/City	136.48	134.79	136.88	135.38
Mother's	136.48	138.48	136.88	139.07
Income	130.40	130.40	150.00	137.07

# 3.3 ARIMAX and External Variable Evaluation

Feature Selection was conducted using Spearman Rank Correlation to assess the monotonic relationship between each external variable and the number of enrolled students. This step allowed the identification of variables that were statistically significant and potentially influential in improving the predictive performance of the model and the result can be seen on Table 3.

Table 3: Spearman correlation results for candidate external variables.

Variable	Correlation	p-value	Conclusion
Father's Occupation	0.242415	0.008173	Significant
District/City	0.066133	0.011096	Significant
Father's Income	0.292156	0.020156	Significant
Mother's Occupation	0.203527	0.020205	Significant
Mother's Income	-0.204457	0.099615	Not Significant
Father's Education	0.035446	0.680915	Not Significant
Mother's Education	0.027638	0.744932	Not Significant

When external variables were introduced, forecasting accuracy improved significantly. The results are summarized on Table 4 below.

Table 4: Comparison of MAPE for ARIMAX Models with Different External Variables.

External Variable	MAPE
Mother's Education	13.21%
Father's Occupation	15.22%
Father's Education	15.22%
Father's Income	16.44%
Mother's Income	21.18%
Mother's Occupation	31.01%
District/City	43.72%

# 3.4 Multivariate Linear Regression (MLR)

To incorporate cross-sectional structure without timeseries dynamics, we estimated a Multivariate Linear Regression using a one-semester lag of enrolment and one-hot encoded exogenous variables (parents' education, occupation, income, and District/City). The lag term prevents information leakage and allows the model to exploit persistence in the series while capturing level shifts associated with sociodemographic context.

On the 2024.5 hold-out, MLR forecast = 1719 applicants with MAPE = 23.40% (Figure 7). In most folds of the rolling window (see Appendix), the coefficient on the lag term remained positive and significant, confirming strong short-run persistence, whereas the contribution of categorical exogenous terms was modest but directionally consistent with socioeconomic expectations (e.g., categories associated with higher parental education tended to align with higher enrolment levels). These results indicate that MLR is a competitive cross-sectional baseline that benefits from the autoregressive signal embedded in the lag feature.

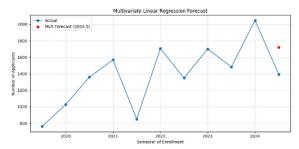


Figure 7: Multivariate Linear Regression (MLR) forecasting result (MAPE : 23.40%).

# 3.5 Simple Exponential Smoothing (SES)

As a parsimonious time-series benchmark, we fit a Simple Exponential Smoothing model to the training window ( $\leq$ 2024.0) with the smoothing level  $\alpha$  estimated from the data. SES captures a time-varying level without imposing trend or seasonality appropriate given the short history and semester granularity.

The SES forecast = 1772 applicants for 2024.5 with MAPE = 27.21% (Figure 8). As expected for a level model, SES tends to under-react to abrupt inflections but provides a transparent baseline that smooths transitory fluctuations.

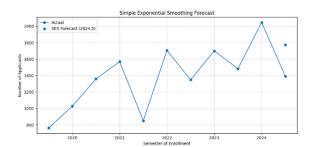


Figure 8: Simple Exponential Smoothing (SES) forecasting result (MAPE : 27.21%).

### 3.6 Comparative Performance of Added Baselines (MLR, SES) vs ARIMA/ARIMAX

We compared the two additional baselines Multivariate Linear Regression (MLR; with a one-semester lag and one-hot socio-demographics) and Simple Exponential Smoothing (SES; level only) against the ARIMA(1,1,0) baseline and ARIMAX variants trained on semesters  $\leq$  2024.0 and evaluated on 2024.5. (Chen, 2022; James & Weese, 2022).

Single-step accuracy on the 2024.5 hold-out shows that the best ARIMAX specification (Mother's Education) delivered the lowest error with MAPE = 13.21% (forecast = 1,577), i.e., a 37.63% error reduction relative to ARIMA (Table 5). ARIMAX with Father's Education or Father's Occupation also improved accuracy (MAPE = 15.22%). ARIMAX with Father's Income was beneficial (MAPE = 16.44%), while Mother's Income was neutral (MAPE = 21.18%) In contrast, Mother's Occupation and District/City degraded performance (MAPE = 31.01% and 43.72%).

MLR forecasted 1,719 with MAPE = 23.40%, and SES forecasted 1,772 with MAPE = 27.21%. This pattern is consistent with the short series and the strong autoregressive signal: MLR benefits from the lag but its linear level-shifts from one-hot sociodemographics are modest; SES provides a

conservative smoothed level that under-reacts to recent inflections.

Table 5: Comparison of MAPE for ARIMA, ARIMAX, MLR, SES.

Model	External variable(s)	Forecast	MAPE (%)
ARIMA(1,1,0)	-	1,688	21.18
ARIMAX(1,1,0)	Mother's	1,577	13.21
	Education		
ARIMAX(1,1,0)	Father's	1,605	15.22
	Education		
ARIMAX(1,1,0)	Father's	1,605	15.22
	Occupation		
ARIMAX(1,1,0)	Father's	1,622	16.44
	Income		
ARIMAX(1,1,0)	Mother's	1,688	21.18
	Income		
ARIMAX(1,1,0)	Mother's	1,825	31.01
	Occupation		
ARIMAX(1,1,0)	District/City	2,002	43.72
MLR (lag-1 + one-	All socio-	1,719	23.4
hot exog)	demographics		
SES (level only)	_	1,772	27.21

### 3.7 Comparison with Related Work

ARIMAX vs ARIMA. Similar to Chang et al., who evaluated student participation in STEM programs using ARIMAX with cross-correlation checks to select lags for exogenous series, we find that adding well-motivated external variables improves parsimony-adjusted fit and accuracy; in our case, Mother's Education produced the largest error reduction (MAPE 13.21% vs. ARIMA's 21.18%). Their study likewise advocates CCF-guided ARIMAX specification and reports that ARIMAX outperforms ARIMA when the auxiliary series carries signal pertinent to enrolment dynamics.

Role of exponential smoothing. Prior work in secondary and higher-education contexts shows that exponential smoothing can be competitive sometimes best when series are short and level-dominated; for example, a comparative study found exponential smoothing delivered the highest stability/accuracy on regional enrolment shares. In our data, SES was a useful low-complexity benchmark but underperformed ARIMAX (MAPE 27.21% vs. 13.21%), likely because our target exhibits recent shifts that benefit from differencing and exogenous structure. (Makridakis et al., 2022 special issue; Xiang et al., 2023)

ARIMA baselines in HEI settings. Studies focused purely on ARIMA in university admissions (e.g., HEI cases using AIC/BIC selection) underline the value of Box-Jenkins baselines and information-criterion model choice an approach we also adopt

before extending to ARIMAX. Our ARIMA(1,1,0) baseline (MAPE 21.18%) aligns with the reported effectiveness of simple ARIMA in short administrative series, while leaving room for improvement via exogenous inputs.

Linear regression with contextual covariates. Multiple linear regression is widely used to explain or predict admission outcomes using applicant or contextual variables; these works support our inclusion of an MLR baseline (Chen, 2022; James & Weese, 2022) that leverages a lag of the target and one-hot socio-demographic covariates. Consistent with that literature, our MLR captures level differences but remains less accurate than the best ARIMAX on our one-step horizon (23.40% vs. 13.21%).

Synthesis. Across studies, two themes recur: (i) judicious exogenous selection guided by domain logic and cross-correlation tends to improve forecasts over ARIMA alone, and (ii) exponential smoothing is a robust benchmark for short, level-dominated series. Our results mirror both patterns: ARIMAX with a socio-educational driver (Mother's Education) materially outperforms ARIMA/SES/MLR, whereas exogenous variables with weak temporal variation (e.g., District/City) degrade accuracy paralleling reports that noisy or poorly aligned covariates can worsen out-of-sample performance.

### 4 DISCUSSIONS

The results indicate that external variables can improve accuracy when carefully selected and validated. Although Father's Occupation shows the highest simple correlation, ARIMAX with Mother's Education produces the largest gain (MAPE 13.21% vs. ARIMA 21.18%), consistent with evidence that exogenous terms should be screened on stationarity, cross-correlation, and information criteria rather than correlation alone (Hyndman & Athanasopoulos, 2021; Box et al., 2015). Table 2 documents AIC/BIC reductions for Mother's/Father's Education and Father's Occupation, while Figure 9 illustrates the one-step forecast trajectory for the selected ARIMAX specification. These improvements align with the notion that parental education captures academic capital and affordability, plausibly linked to postgraduate decision-making.

Baseline comparisons clarify where the incremental gains come from. The ARIMA(1,1,0) baseline captures short-run persistence after differencing, whereas SES provides a transparent level model that under-reacts to recent shifts, leading

to higher error (27.21%). MLR employs a lag-1 feature plus one-hot socio-demographics; it captures level differences but remains above the best ARIMAX (23.40% vs. 13.21%). Figures 7–8 display the MLR and SES one-step predictions relative to actual counts, and Table 3 summarizes single-step accuracy across all contenders. These patterns match prior reports where exponential smoothing is a strong low-complexity benchmark but is surpassed when well-aligned exogenous structure is available (Chen, 2022; James & Weese, 2022).

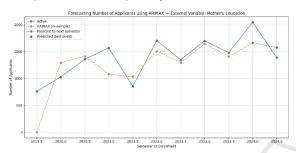


Figure 9: ARIMAX forecasting using Mother's Education as External Variable (MAPE: 13.21%).

Comparisons with related studies reinforce these conclusions. In applied forecasting benchmarks (e.g., M5), models that exploit exogenous information and cross-series structure tend to outperform purely univariate baselines—supporting our ARIMAX findings and the use of AIC/BIC for parsimony (Makridakis et al., 2022; special issue overview). Figure 1 and Figure 2 situate our series characteristics and ARIMA baseline, respectively, within the Box-Jenkins framework (ARIMA identification, diagnostics) (Box et al., 2015; Hyndman & Athanasopoulos, 2021). For education planning, demography-linked approaches (e.g., emphasize coherent transitions and cohort structure, which we identify as future exogenous candidates to test alongside policy and macro variables (Xiang et al., 2023; AIR Professional File, 2021).

Despite these contributions, limitations remain. The exogenous set is restricted to socio-demographics observed at application; macroeconomic indicators, tuition/fee schedules, and scholarship budgets were unavailable. The short history (11 semesters) constrains the power of multi-lag analyses and the exploration of seasonal dynamics. Future work should expand the horizon and exogenous sources, and hybrid/ensemble approaches benchmark ARIMA-LSTM) while administrative keeping interpretability (Jain et al., 2024; Wang et al., 2024). Figure 10 (Appendix) may report residual diagnostics (Ljung-Box) to accompany Table 2 comparisons and

ensure no remaining autocorrelation (Hyndman & Athanasopoulos, 2021).

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