The world is in an era of disruption where whole industries are being transformed, and organizations that don’t embrace change or build digital skills will see their futures jeopardized. Higher education, as an industry, is not immune to either the opportunities or threats of digital change. With increasing competition to attract students, lower levels of government funding, and the pressing need to align academic performance with the needs of the workforce, higher education institutions are at a critical juncture. If they don’t evolve, their viability is at risk. In fact, since 2016, over two dozen not-for-profit institutions of higher education have shuttered their doors in the United States. One tool higher education institutions have access to that can power their transformation is data — data on applicants, enrolled students, academic performance, donors, and other operational metrics. The challenge is turning this data into actionable intelligence that enables institutions to maximize net tuition, fundraising, and enrollment goals, capitol, cost objectives, and deliver transformative results for students and stakeholders.

Creating an Analytic Culture in Higher Education

Easy and timely retrieval and analysis of related and unrelated information is crucial for higher education institutions to meet their objectives and improve their viability and deliver transformative results. Data continues to be generated and digitally archived at an increasing rate. The importance of this data, or the insights contained in this data, is critical to higher education institutions, as they face increasing competition to attract and retain students and align their academics offerings to support the workforce needs of today and tomorrow. In an era of declining enrollment coupled with reduced government funding and increased public scrutiny, the institutions that turn toward insights-driven transformation are going to be better prepared to navigate the disruption currently occurring in higher education.

THE ALTERYX PLATFORM:

- Improves the efficiency, transparency, and accuracy of analysis across the organization
- Delivers both a code-free and code-friendly environment for business analysts and data scientists
- Empowers organizations to build a culture of data science and analytics across departments and skillsets
Discover + Collaborate

There are core elements to analytic success in every industry, and higher education is no exception. For instance, the inability to find trusted data and analytic assets can derail the process immediately.

IDC research shows that analysts spend 37% of their time searching for the right data or asset needed. The proliferation of both data and analytic assets, like reports, visualizations, dashboards, macros, or even analytic workflows, only compounds the challenge. Additionally, the rise of digital interactions over the last decade has increased the importance of data security, from limiting or restricting access to simply understanding the metadata or lineage of analytic assets.

Alteryx Connect helps users search for and find the right analytic assets at the right time. It combines data cataloging and powerful metadata with human insight to document the types of information your data contains, where the information comes from, who is using it, and how it is being used. In addition, a business glossary provides users with a common business language when trying to work with data from multiple systems, making information like financial, admissions, academic, and operational data easily understood and reusable. These functions are done through a collaborative environment leveraging social interactions and organizational knowledge, all in a governed environment ensuring IT compliance.

Prepare, Analyze, and Model

As data volumes and systems of records continue to expand, higher education institutions are tasked to work with multiple sources of data, each in different formats, structures, and qualities. The days of spreadsheets and manual processes are a thing of the past. Institutions need to quickly gain access to academic, financial, and operational data and blend it with third-party or partner data to make business-driven decisions.

Alteryx Designer provides necessary self-service data analytics mechanisms for analysts to prepare and blend data from all relevant data sources. Using an easy-to-use, drag-and-drop workflow interface, users can leverage built-in tools to quickly cleanse, prep, and blend data without having to write code. The same analysts can enrich data with packaged third-party demographic, firmographic, and spatial data. Leverage the repeatable workflow to automate and output results to reports, Excel, and leading visualization tools.
Share, Scale, and Govern

Delivering value across an institution at scale and in a controlled environment is a crucial component for analytics success in higher education. The requirements and restrictions around reporting and data access mean that protocols need to be put in place to ensure that all regulatory compliances are met. To scale these requirements, systems need to be in place for IT to manage the access and distribution of analytic jobs and the automation of reports to serve the needs of many people from across their organization.

Alteryx Server provides the foundation for organizations with the scalability, automation, and governance required across the analytics journey. It enables collaboration across teams and lines of business through sharing and publishing workflows, macros, and reports. It also provides automation and scheduling of analytics processes and reports to improve efficiencies, all in a governed environment that provides role-based access and version control.
Deploy + Manage

For higher education organizations, being able to understand in near real-time the situational readiness of assets, the deployment of resources, and hidden risks within financial information is just a small sample of how improving analytics capabilities can provide a huge value to institutions, students, and stakeholders. Taking advantage of self-service analytics across the enterprise will enable higher education institutions to leverage the insights contained in data to optimize operations, service delivery, and mission effectiveness.

Alteryx Promote makes it easy for enterprises to deploy, manage, and monitor production-based predictive and machine learning models. Quickly deploy analytic models whenever and wherever you choose, real-time or in batch, on-premises or in the cloud. Embed Alteryx, R, and Python models directly into production applications via APIs and actively manage and monitor the performance of operations, resources, and outcomes across the mission of the institution.

Higher education and business leaders can use Alteryx to transform their institutions through powerful analytics and solve complex business problems like:

- Targeting prospective students who are most likely to reply to admissions marketing efforts.
- Determining which students are a retention risk.
- Identifying recent alumni who are most likely to become donors.
- Tracking, monitoring, and forecasting campus development and maintenance needs.
- Assessing the quality of academic results in terms of value delivered to students and stakeholders.
- Informing the development, quality, and range of academic offerings based on workforce needs.
- Assessing financial and operational risks of regulation changes while complying with regulatory requirements.

Alteryx offers an end-to-end analytics Platform that empowers higher education institutions to break data barriers, deliver insights, and experience the thrill of getting to the answer faster. Learn more about how we are transforming higher education by visiting our website.