

# TOP 10 WAYS TABLEAU CAN HELP YOU BETTER UNDERSTAND YOUR INSTITUTION



One of the most common issues education professionals face is how to better understand their students. Schools and universities pride themselves on being both diverse in their student populations and inclusive in their programs. Institutions regularly place goals on their staff to continue to improve in these areas, as well as further strengthen foundational elements. While measuring and understanding students from a department-wide level can be a difficult, with the use of Tableau and the right data, this task becomes easier.

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## VISUALIZE YOUR STUDENT ENROLLMENT

Are you still using spreadsheets or canned reports to understand student enrollment data? Spreadsheets are a great way to view data on a tabular level, but drawing correlations across data points can be cumbersome or even impossible. With Tableau, you can visualize data from the beginning, allowing you and others to see significant connections right away.

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## DATA DISCOVERY ON STUDENT DEMOGRAPHICS

Developing trends and looking for outliers is a great way to better understand strengths and problem areas within your production processes. Freely explore your data without first knowing your questions or answers, identify key outliers or trends, and flexibly dig into these components for better understanding and actionable insights.

### CAN YOU SPOT THE 5s WHICH SIDE IS EASIER?



### VISUALIZE FOR RESULTS

Visuals...

- are processed quickly and committed to long-term memory more easily than text
- can be more effective than words at changing minds
- reveal patterns, trends, changes, and correlations
- simplify complex information
- help tell better stories

Example of the benefits to visualizing data

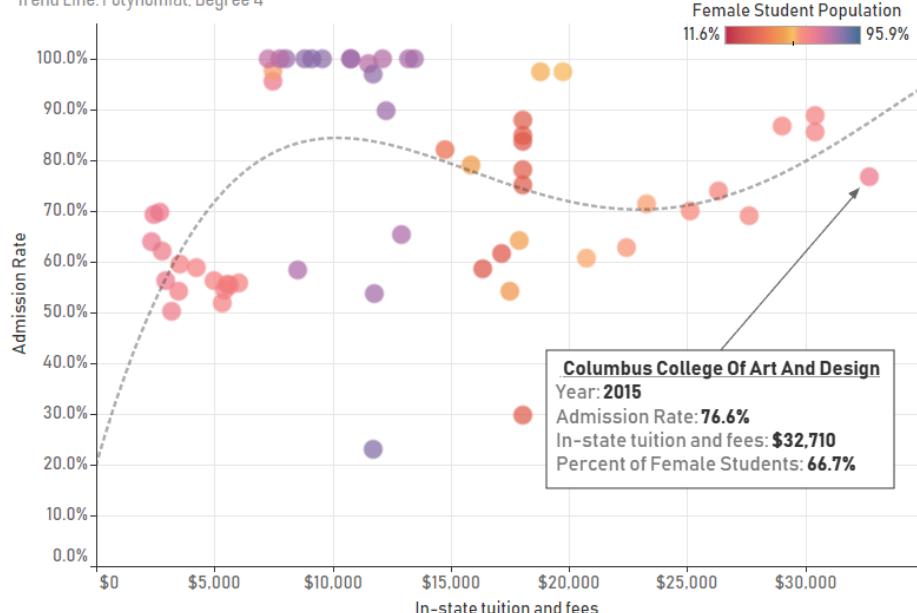
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## Comparing 'Admission Rate' to 'In-State Tuition and Fees'

Trend Line: Polynomial, Degree 4



Data sources from NCES 2016, filtered to 'Columbus' institutions

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### BUILD IN YOUR ACCEPTANCE RATE BENCHMARKS

Are you on pace to reach your acceptance rate goals? Organizations commonly set goals and benchmarks to quickly measure if they are on the right track to reach their objectives. Add your goals and benchmarks to a Tableau visualization quickly and easily, and see the progress and effectiveness of any important measure over time.

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### CREATE MEANINGFUL STUDENT POPULATION COMPARISONS

Do you have multiple data points you want to compare? Are more students transferring into your institution? Are these students successful? Many times, creating comparisons can be challenging and may even require assistance from your institutional research partners. Using Tableau, comparisons can become fast and effective.

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### BLEND DISPARATE DATA, UNDERSTAND STUDENT PERFORMANCE

Do you have student demographic and performance data, but the process to combine these elements is too time consuming, too manually intensive, or just not possible? Tableau can help combine like data automatically, removing the need to run Excel macros or complete repetitive tasks.

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### CREATE NEW, MEANINGFUL, ACTIONABLE DATA

Want to group together individuals that are members of your student government, keep a close eye on the GPAs of student-athletes, or create classifications to better understand and manage six-year graduation rates? Tableau allows you to manually create, add, and leverage segments of data that are otherwise not part of your original data set. Use this new data and help your institution drive lasting results.

## WHAT'S IN A BENCHMARK?

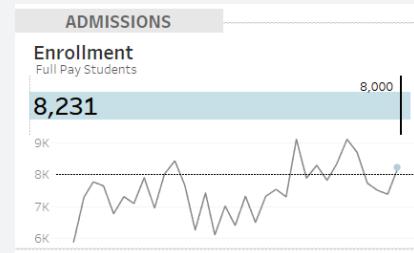
Benchmarks help organizations quickly gauge performance across a myriad of objectives. These goals can help drive actions and improve performances. Some example measures that may be used for establishing benchmarks include:

- Yield Rate
- Acceptance Rate
- Six-Year Graduation Rate
- Summer Melt Rate
- Draw-Down Rates
- Retention Rates
- Discount Rate vs Full Pay
- Cost per Credit Hour

In addition to these measures, other variables may help further clarify or establish thresholds your organization or institution may want to leverage. These include demographic, geographic, or financial breakdowns across your student and faculty populations.

## HOW TABLEAU CAN HELP

With Tableau, setting thresholds, creating alerts (both visual and communication), or working through 'What-If' scenarios with your data could not be easier.



Sample goals view

## ARE YOU STICKY?

Stickiness refers to anything about a website that increases the amount of time a visitor spends browsing.

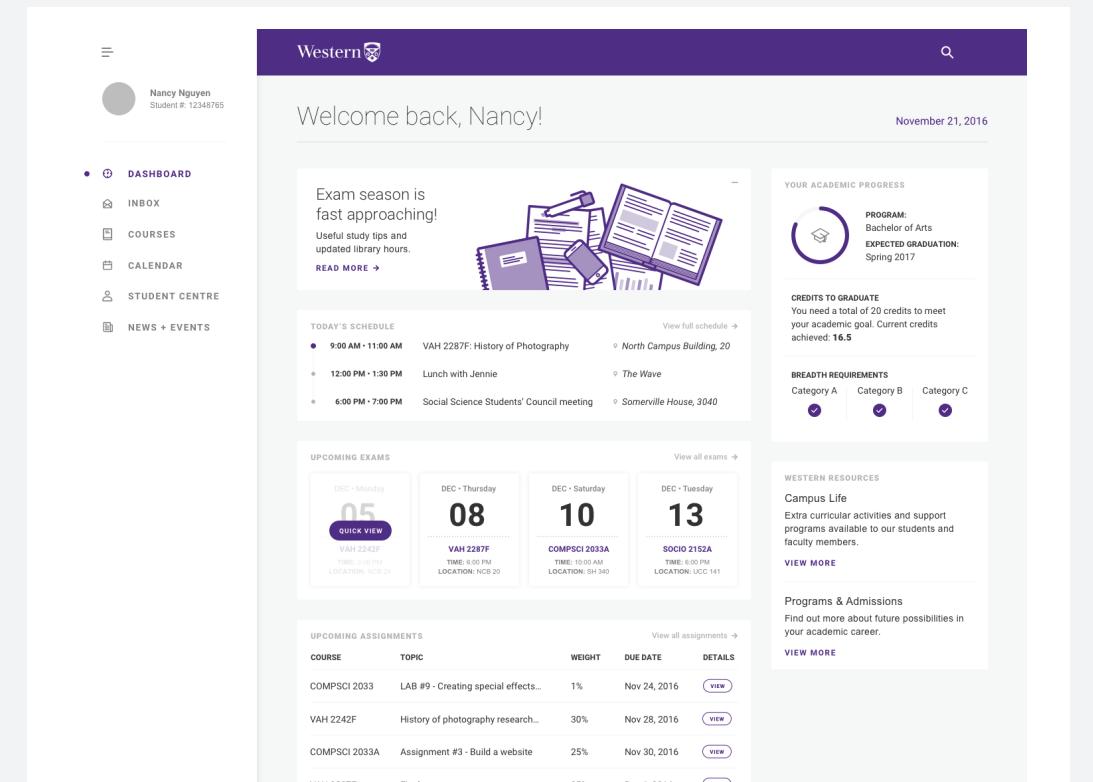
Embed Tableau's analytics into your company webpage to enrich the user experience, improve stickiness, and drive more prospective customers to your business.

## PERSONALIZED DASHBOARDS

Imagine you are a recently enrolled undergraduate student. You want to check your schedule, view where your classes are located, and review when semester tuition is due. You login to the school site and all items are available in a single view.

Throughout the semester, you want to view progress of each course, along with how you rate amongst your peers. You can quickly identify that you are falling behind in Literature and leverage available resources within your portal view to find a tutor.

Create actionable, impactful, and personalized dashboards with Tableau and Tableau Server. Provide students, faculty, or administrative professionals a secure, personalized experience that helps them take proactive measures to ensure success.



The dashboard is titled 'Western' and 'Welcome back, Nancy!' It shows a 'TODAY'S SCHEDULE' with three items: '9:00 AM - 11:00 AM VAH 2287F: History of Photography' at 'North Campus Building, 20', '12:00 PM - 1:30 PM Lunch with Jennie' at 'The Wave', and '6:00 PM - 7:00 PM Social Science Students' Council meeting' at 'Somerville House, 3040'. It also displays 'UPCOMING EXAMS' for December 5, 8, 10, and 13, and 'UPCOMING ASSIGNMENTS' for courses like COMPSCI 2033, VAH 2242F, and COMPSCI 2033A. The right side includes sections for 'YOUR ACADEMIC PROGRESS', 'CREDITS TO GRADUATE', 'BREADTH REQUIREMENTS', 'WESTERN RESOURCES', and 'Programs & Admissions'.

Sample dashboards shows personalized student view

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## PERSONALIZED DASHBOARDS FOR STUDENTS

Creating a customer portal is a great way to deliver key metrics to both internal and external customers. Design personalized dashboards that help show where your orders are, where they are projected to be, and what exceptions or promotions they need to be aware of. A customer portal can also highlight opportunity areas for cross-selling or other value- added information than can be a differentiator in the marketplace.

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## COMMUNICATE AND SHARE INSIGHTS WITH OTHERS

Find something interesting in your data that you want to share with colleagues, leadership, or the sales team? Want to incorporate insights or links to online reports? Use Tableau Server to securely and confidently share information and discuss with others.

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## AUTOMATE YOUR FINANCIAL AID DATA INSIGHTS

Do you spend time manually refreshing or emailing files to understand marketing or promotional spend data? How does the weather impact sales in particular geographic areas? Tableau allows you to connect with hundreds of data sources so that you can automate your data refresh process. This can free you up to make a larger impact elsewhere.

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## MONITOR YOUR DASHBOARDS

Want to know how frequently your staff or students interact with their dashboard? Curious to see what dashboards you can retire from support? Would you like to receive an alert if certain metrics are at risk of missing a target? Tableau Server allows you to view and monitor who has interacted with reports, as well as set notifications if unexpected changes take place.

From helping institutions redesign more effective Tableau dashboards, to implementing fully automated, end-to-end Tableau Server and Tableau Dashboard solutions, Avaap is here for you. Let our team of experts develop, design, or coach you and your institutions to lasting success. **Reach out to [info@avaap.com](mailto:info@avaap.com) to get started.**