



alteryx

Data Innovators in Higher Education

These institutions are showing the higher education industry how they're using Alteryx and Analytic Process Automation (APA) to address key issues such as student achievement, institutional development, and financial stability with actionable insights.

Disrupting the Disruption

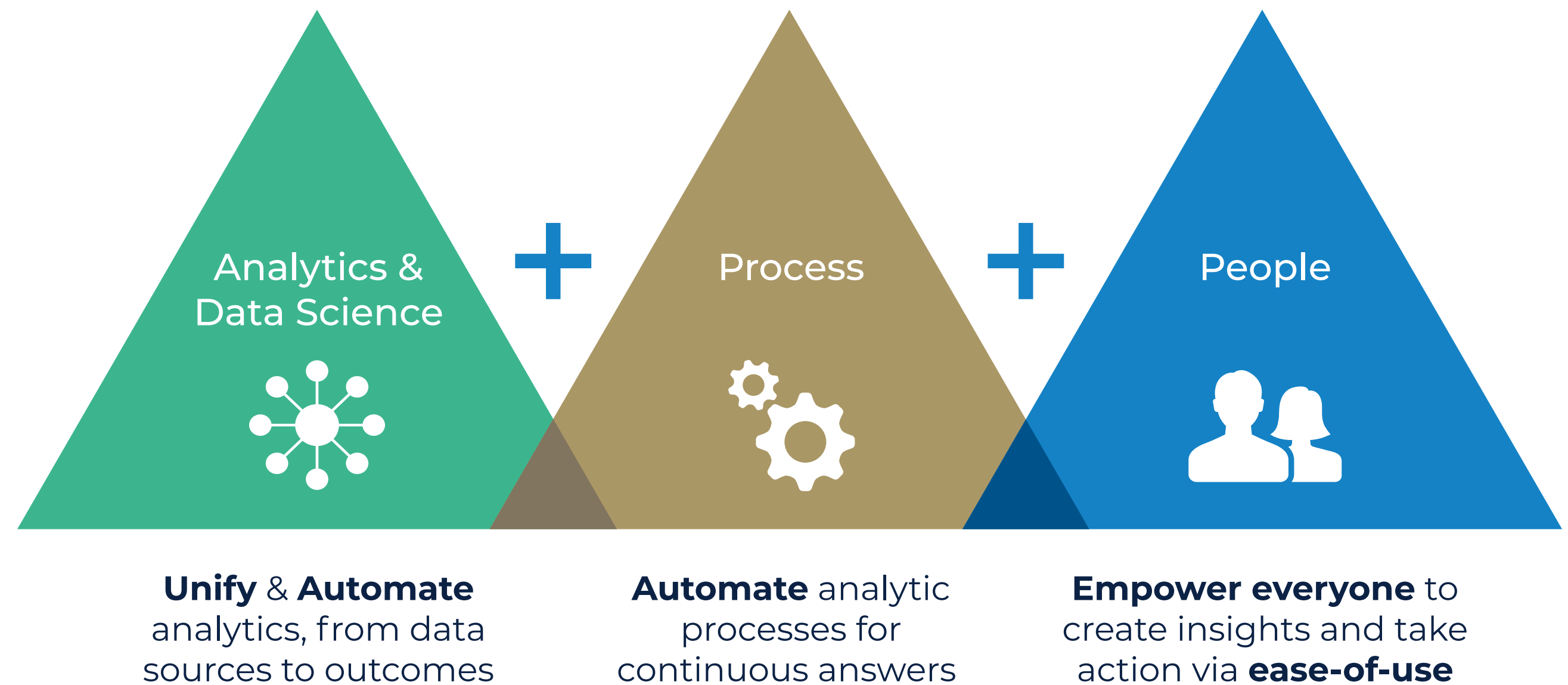
Higher education is in an unprecedented era of disruption. Challenges such as declining enrollments, increased competition, greater demand to prove value, and reduced funding are forcing colleges and universities to disrupt the status quo. Centuries-old ways of thinking and doing business no longer work.

To navigate this era of disruption, institutions must rethink their approach to data, people, and processes.



Optimize Your Ability to Compete

With Analytic Process Automation (APA), you can automate processes, enhance analysis, embed intelligent decisioning, and empower your institution to deliver actionable insights that improve your admission marketing yield, accelerate student retention, optimize net tuition revenue, and scale your mandatory reporting processes.



Alteryx empowers **everyone** to transform data into a **breakthrough**.



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Indiana University Online

Improving Marketing Yield: From Prospect to Applicant



Goal

Streamline the application-to-enrollment process to improve marketing yield by automating the collection of information and communication to prospective students.

Challenge

For Indiana University Online, the analysis of a prospective applicant to a submitted application would take many hours using disparate, manual-based processes built on spreadsheets.

Solution

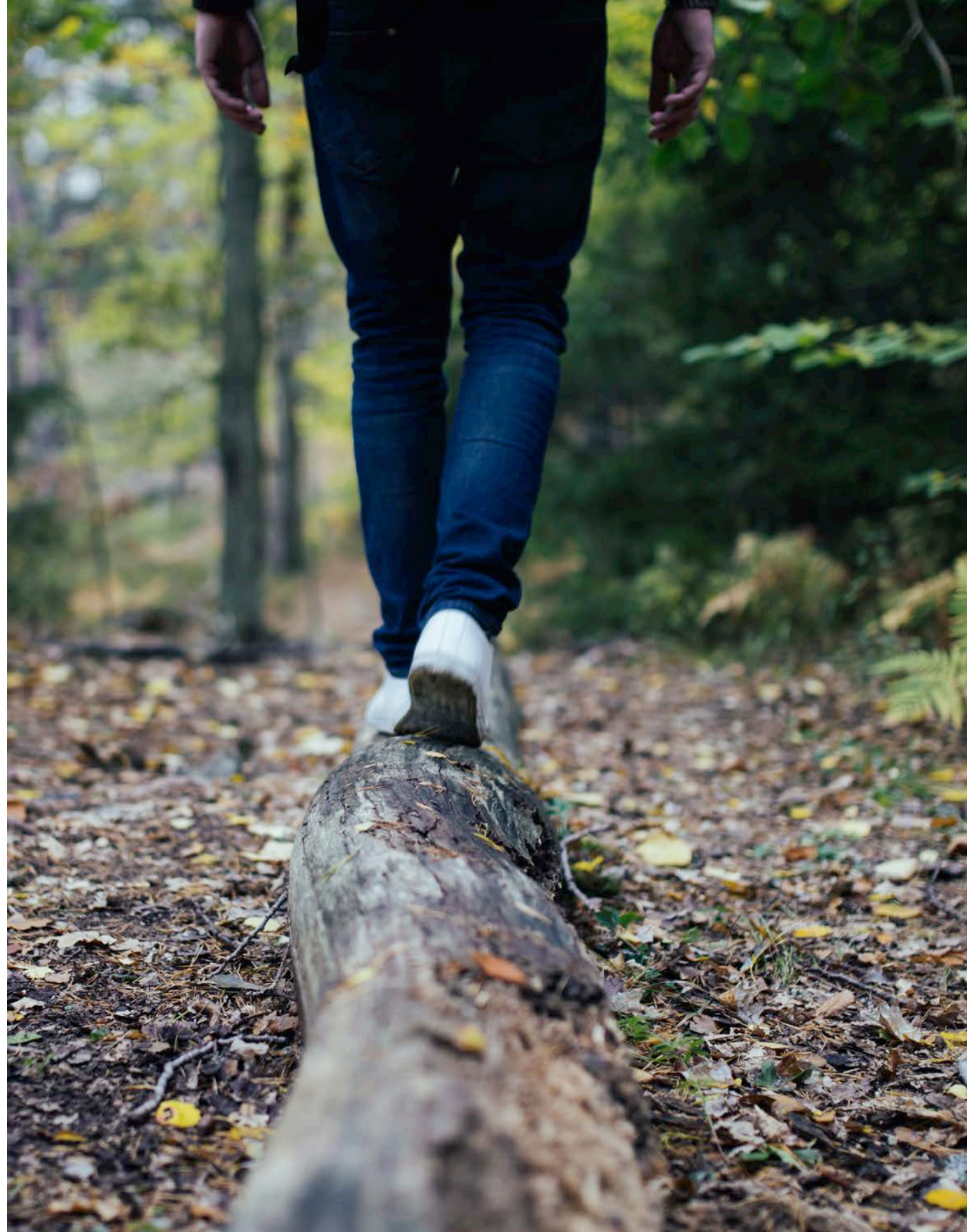
Turning to Alteryx, the University was able to streamline their analysis by combining and preparing data across multiple systems and creating repeatable and automated workflows that were easy to use and adapt. Additionally, the university found an analytics platform that was scalable and accessible to every level of data worker. As a result, the analysis of the applicant-to-application process went from hours to minutes, enabling the University to hone their recruitment targeting and improve marketing yield.

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Higher Education

DEPARTMENT

Admissions



“ It’s clear that Alteryx gives us much more time in our day to work on more interesting and important things. These repeatable workflows not only save us time, they save us money. Just a simple calculation of the 3.5 person hours we save each week on standard reporting tasks alone shows that the Alteryx license pays for itself.

I have peace of mind knowing that some simple, yet critical tasks can be done easily. With Alteryx, we also don’t have to learn (and re-learn) how to manipulate data within multiple platforms. Leveraging our Alteryx expertise, we can pull Student Information System, Salesforce CRM, Canvas LMS, Google Analytics, or other vendor-related data into one place and analyze it using one tool. We continue to find new ways to use Alteryx to automate tasks and make us more productive.”

Sharon Wavle

[Associate Director, Decision Support & Reporting Indiana University Online](#)

Deakin University

Managing the Customer Experience





Goal

Improve responsiveness to students and prospective students to improve engagement, boost marketing yield, and increase retention.

Challenge

At Deakin, understanding the student and prospect experience is critical to addressing any barriers in real time. While the University has multiple sources of data, without the ability to bring it together, it was nearly impossible to create a unified picture in a timely manner (we're talking more than a week to prepare the data and follow-up) for actionable insights.

Solution

With Alteryx, Deakin was able to automate their analysis process, including pulling data from multiple systems, cleansing it, formatting it, and outputting it to their CRM system for a follow up push into the CRM. Not only did it reduce the time to contact customers from a week to 24 hours, it also changed the way the team worked. Instead of a campaign style-marketing approach, the university has developed an always-on marketing approach, where they have realized a 21% marketing conversion rate improvement.

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Marketing



Meeting Real-World Student Demands and Workplace Needs

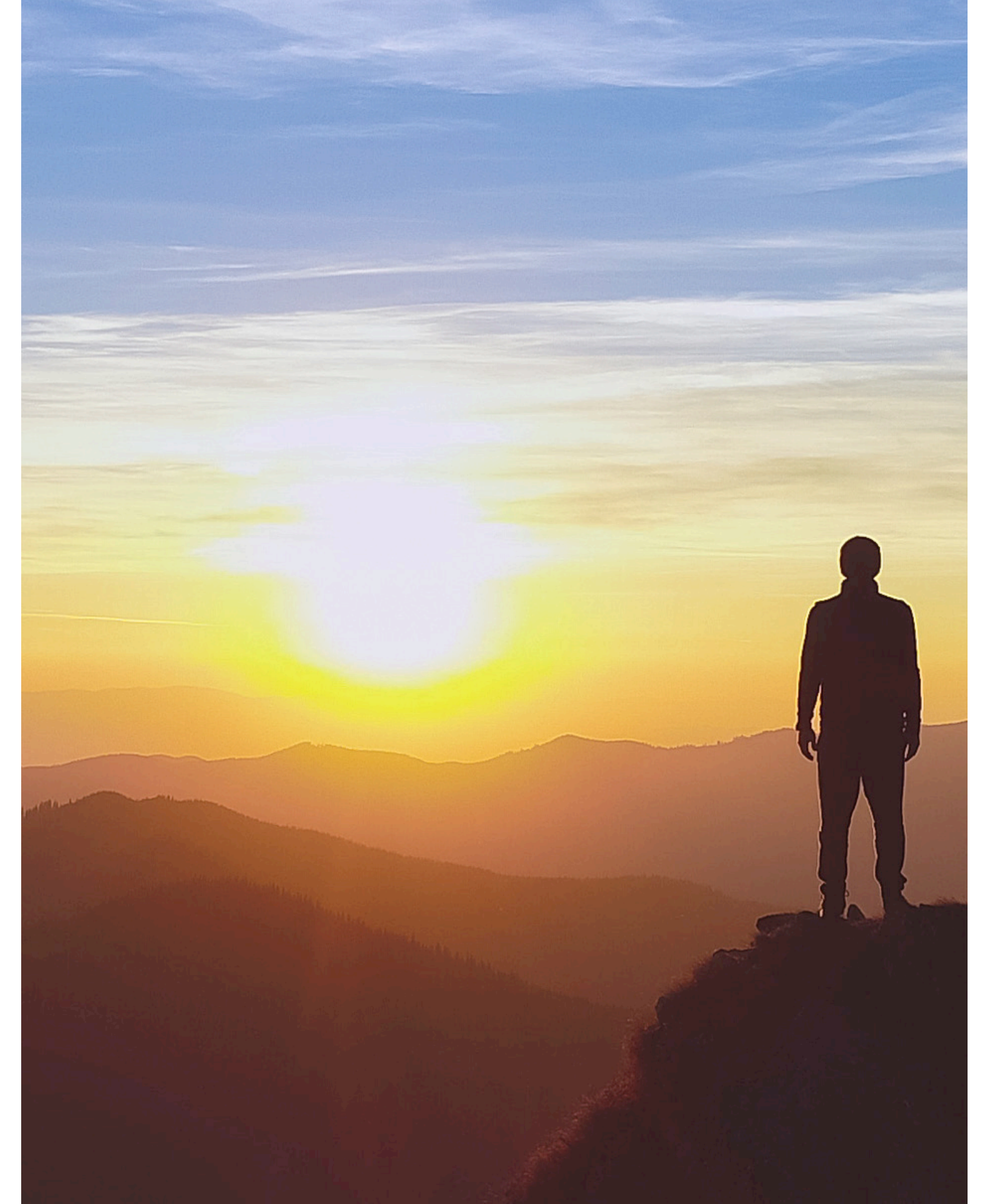
In addition to improving their marketing yield, Deakin uses the Alteryx Analytic Process Automation (APA) Platform to match course offerings with student demand and forecasted workforce needs. The University has created a matrix that can identify courses that best prepare students for the jobs of the future and are in demand by students. Prior to the development of this matrix, each academic department had a different approach to validating the strength of their courses.

“ It took substantially less time, I think it was roughly **25 days less time**, to develop the solution in Alteryx, compared to the old way of working.

Because you could build the solution in front of our customers, you could collaborate and use their business insights to get a better product at the end of it.”

Chris Logie

Manager of Marketing Analytics, Deakin University



University of Nottingham

From 7 Million Cells of Data to Automated Models In Minutes



Goal

Automate highly complex statutory report outs to students, alumni, and regulators, and improve time to delivery.

Challenge

To meet these demands, the University's analytics team was challenged with integrating multiple disparate data sources — including 30 different student types, 800 different courses, and 200,000 modules. The process of creating a student planning model that could be used to forecast income, budget, student numbers, and course requirements resulted in over 7 million cells of data. The University described it as having a “complicated model going into a complicated software that was hard to implement changes in.”

Solution

By partnering with Alteryx, the University has been able to implement processes that have unified their data sources, allowing the team to go from proof of concept to actual model building without starting from scratch. This has allowed the University to spend less time on repetitive tasks, and more time on delivering and adding value to their services.

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Planning, External Relations, Student Analytics, Alumni Relations



“ The Student Recruitment and Admissions Data Team use Alteryx daily. Alteryx **saves the team a significant amount of time,** allowing us to focus less on repetitive data tasks, and more on how we can add value to our services.”

Daniel Thompson

External Relations, University of Nottingham

Educational Group, Brazil

Analytics-Driven Assumptions: From 10 Hours to Seconds



Goal

Create an annual budget with multiple assumptions to ensure profitability.

Challenge

The job of the Revenue and Cost Planning department at one of the biggest educational groups in Brazil is to look at the entire revenue of the group. They have more than 90 units in Brazil, more than 500,000 students enrolled and more than 13,000 professionals. They analyze and compare data to ensure that products and strategies, such as corporate solutions, employee training, and courses can generate revenue for the company.

Solution

The process to create an annual budget, which used to take 10 hours and required many macros, now runs in seconds on Alteryx. The Platform's impact on the group goes beyond saving time and optimizing processes — users embark on a learning journey and start exploring new solutions.

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DEPARTMENT

Revenue and
Cost Planning

“Alteryx opened my eyes. It’s much easier to work on the annual budget with Alteryx, you can assemble a structure, build a workflow, and reuse it. In this area, we work with a lot with assumptions, for example, what would be the revenue in a scenario of more or less students, more or less scholarships. I receive assumptions from many areas. We work with 11 variables such as SKU, semester, student income, course, campus, etc. Without Alteryx, I would have to choose which variable to use and with Alteryx, in addition to being able to use all the variables, I can do a very detailed analysis.”

Manager

Revenue and Cost Planning, Educational Group, Brazil



Hong Kong Polytechnic University (POLYU)

Embracing Analytics: Power to the People

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Goal

Create a culture of analytics that empowers the end user.

Challenge

The Hong Kong Polytechnic University (PolyU) has roughly 29,000 students and 5,500 academics and professional staff from Hong Kong and around the world. The Institutional Research and Planning Office (IRPO) consolidates large volumes of data from various internal and external sources and provides analytics for senior management to better understand how the university is performing against key measures. This helps drive strategic decisions about how to effectively grow the institution. The team is also responsible for reporting key institutional statistics to the government.

Solution

Using predictive analytics with Alteryx, PolyU has embarked on modeling student projections that identify factors related to student progress and uses them to better predict outcomes and intervene accordingly. With the help of Alteryx's intuitive workflow interface and powerful integration with R, they can easily modify the underlying parameters and optimize statistical models.

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The Institutional
Research and
Planning Office

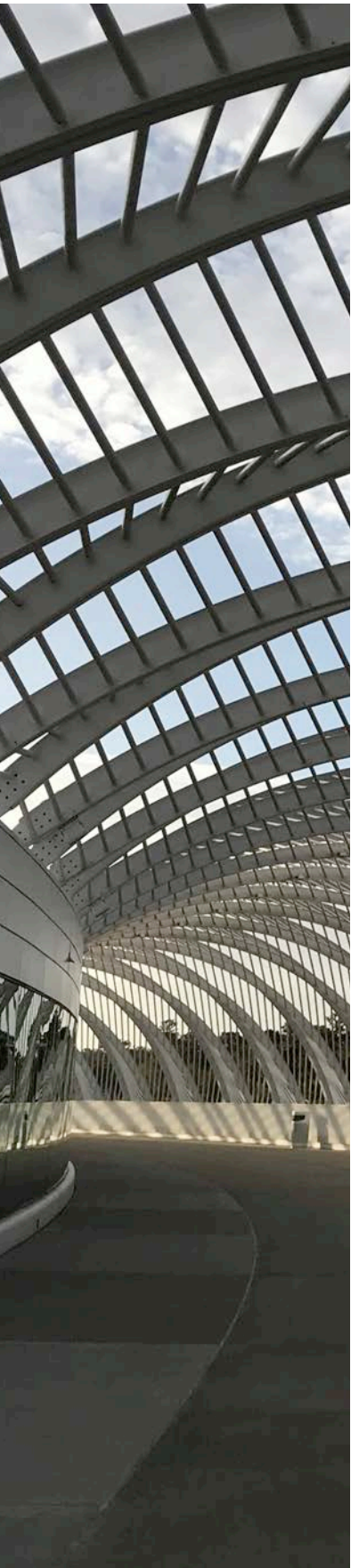
“ Long gone are the days where we must keep tens of Excel files opened and maneuver around endless pivots, lookups, and VBA scripts. The versatility and variety of tools that Alteryx offers has enabled us to **focus on exploring and experimenting** with our data. It has single handedly transformed the data analytics culture in our team. We feel both empowered and humbled. Alteryx-ing data has now become our second nature!”

Anson Wun

Senior Institutional Research Analyst, Hong Kong Polytechnic University

University of Dayton

Accelerating Insights to Actions



Goal

Increase student retention through analytic automation.

Challenge

The University of Dayton needed to quickly process thousands of pieces of student data from different systems across the university, enabling it to recruit, enroll, and retain the students most likely to succeed at the institution.

Solution

Using Alteryx, the university was able to quickly blend and analyze data to deliver strategic insights about student behaviors and outcomes, optimize the admissions and enrollment process, and see a 3% increase in student retention. Additionally, they were able to automate processes and analyze more than 1,000 data variables across thousands of prospective students in 30 minutes, a process that previously took two days and multiple people. The University now has greater agility by being able to easily add new data sources to existing workflows for ad-hoc analysis of student performance, housing utilization, financial aid requirements, and alumni outreach.

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DEPARTMENT

Strategic Enrollment
Management

“ We increased student retention by three percentage points over historic norms and have regularly set new graduation rate records. We have been able to quickly identify and reach out to at-risk students because of the automated and augmented analytics through the Alteryx platform. The faster speed insights mean we **make better decisions to positively impact the future** of the university and its students. From the point of first contact to greater alumni engagement, analytics driven insights are behind some of the most important decisions we make every day that help us meet our enrollment goals and extend the university’s mission.”

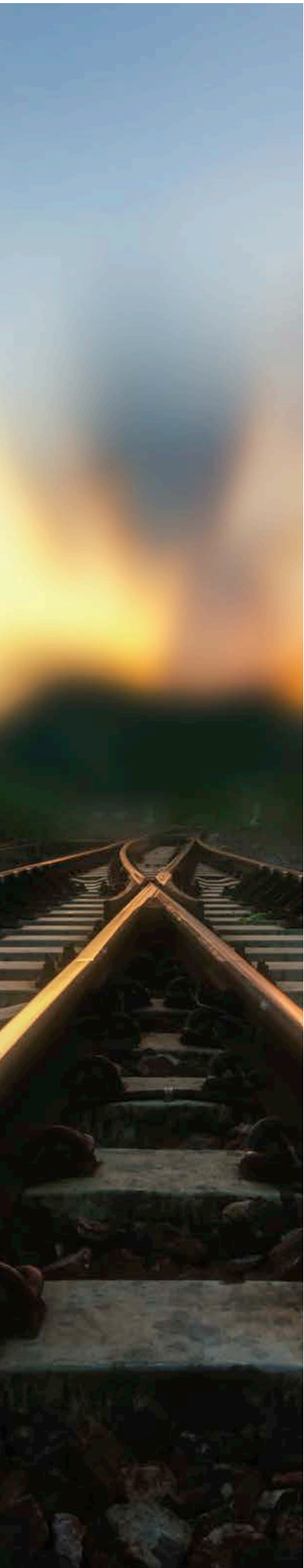
Jason Reinoehl

Vice President for Strategic Enrollment Management, University of Dayton

University of Texas Rio Grande Valley

So Long, Spreadsheets: From Tedious Tasks to More Time to Explore





Goal

Save time and resources by unifying disparate data sources and automating manual processes.

Challenge

The University of Texas Rio Grande Valley (UTRGV) continuously monitors their core curriculum for improvements. However, with more than 25,000 undergraduate students and over 100 core courses, the data needed for evaluation came from multiple sources and required a highly manual process to create and distribute reports back to faculty core coordinators or course instructors.

Solution

By using Alteryx, UTRGV was able to build a reusable end-to-end analytic process that could determine the sample sizes of core courses with larger enrollment and output spreadsheet rosters for faculty to enter rubric scores. Then, when the scores were returned, additional automated processes transformed the results into visualizations in Tableau.

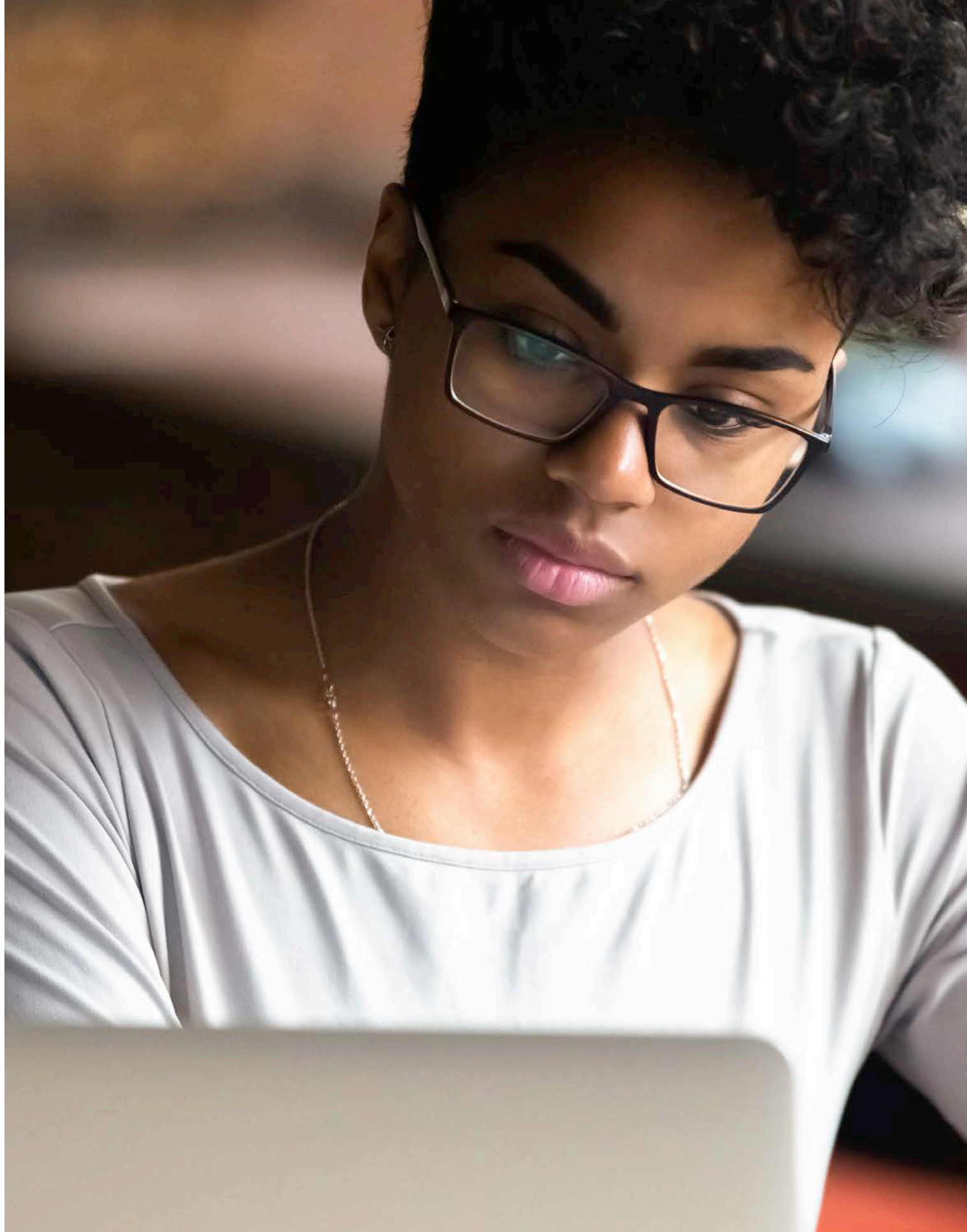
What used to take hours to produce can now be run in under 10 seconds, and UTRGV has saved hundreds of cumulative hours over the last three years on just this reporting requirement alone. Now, they have more time to focus on additional value-added projects for the University, and employees have experienced an increase in job satisfaction.

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Higher Education

DEPARTMENT

Data and Research



“ With many ongoing challenges facing public higher education across the country, Alteryx has been a lifesaver giving us both the tools and ability to **adapt quickly and effectively** with time and resource saving solutions.”

Thelma Leal

Data and Research Manager, University of Texas Rio Grande Valley



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Become a Data Innovator

Ready to get started? Try advanced analytics for yourself.

[Download Essential Guide](#)