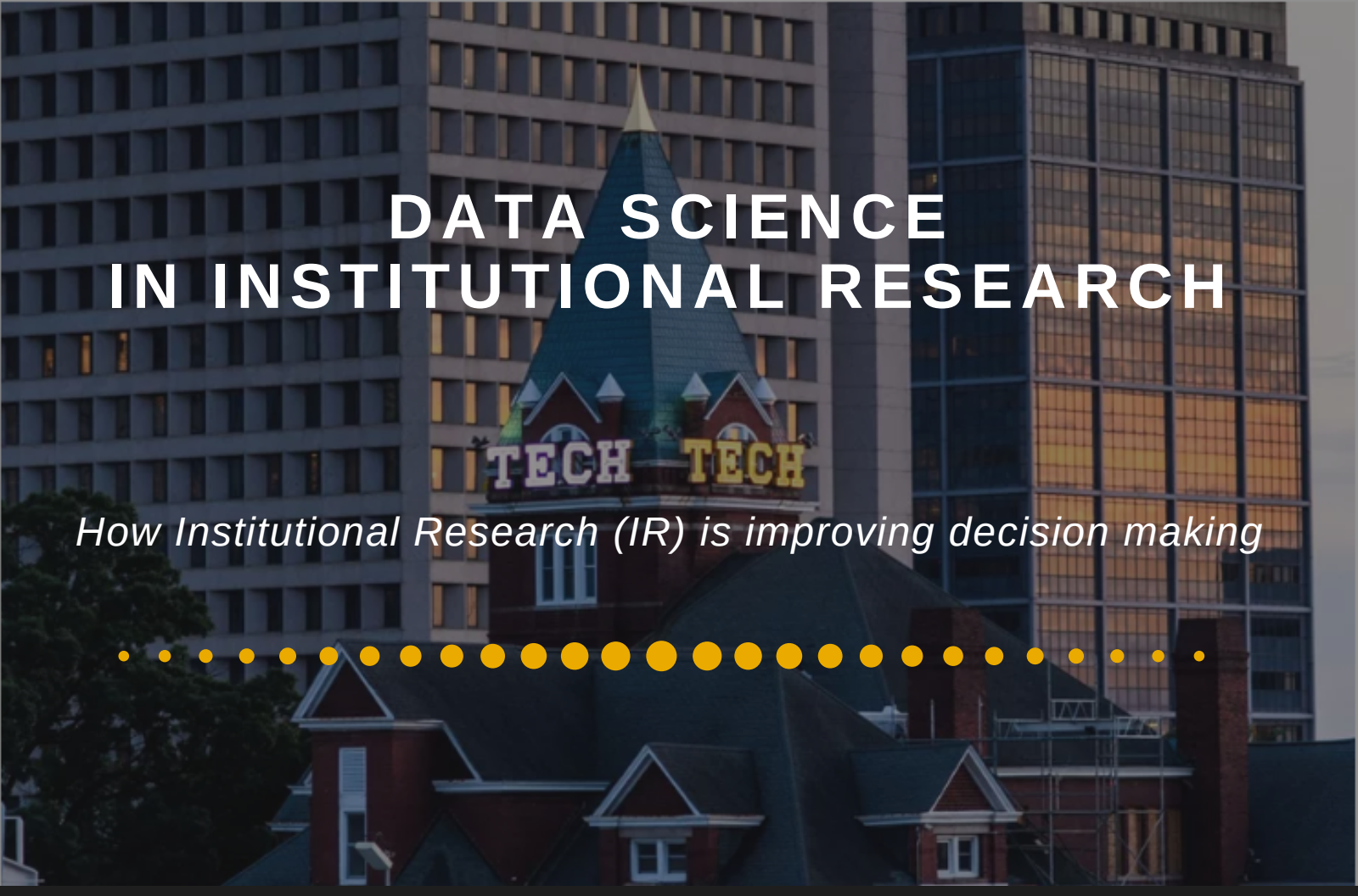

DATA SCIENCE IN INSTITUTIONAL RESEARCH

How Institutional Research (IR) is improving decision making

Association for Institutional Research reports

89%

of IR, student affairs, and IT professionals invest in predictive analytics to increase student success.

http://bit.ly/analytics-for-student-success

IR uses data analytics and visualizations to answer questions that drive student success, develop new programs, revise policies, identify trends and more.

ANSWER QUESTIONS THAT FACILITATE DECISION MAKING

- Where is the data?
- Should grade forgiveness be extended to transfer students?
- How can we make salaries equitable?

DATA SCIENCE BEGINS & ENDS WITH YOU

Step 1. Collaboration

The data analytics process begins with your questions about programs, process improvements, or anything you wish to explore. Together we create an outline for a study focused on three or four research questions.

Step 2. Data Collection

The majority of our data comes from Tech's Enterprise Data Warehouse (EDW). We use SQL to extract the appropriate data elements to answer your questions.

Step 3. The Findings

This stage is an iterative process of analyzing the data, drafting documents and obtaining feedback to develop the final product, whether it is creating a static report with visualizations or a dynamic dashboard.

Step 4. Review the Findings

Data Science is an ongoing process of discovery. Unexpected insights may lead to new questions and further inquiry and even help answer long-standing issues in a new way.