

The Gut Check

Are Your Decisions Based On Data?

“Many universities are still not embracing data analytics and are instead making huge decisions based not on data, but on their gut or historical trends.”

Digital Journal (2019)

Not Many Institutions Are Using Analytics

According to Ovum, only 26% of higher education institutions use analytics. They continue to aggregate data, but many are not fully leveraging those resources to make better, more-informed decisions.

Business Function	Deployed Analytics
Enrollment Management	34%
Tracking Finance & Budgeting	32%
Monitoring Human Resources (HR)	27%
Tracking Faculty Performance	26%
Monitoring Institutional Performance	25%
Tracking Course Performance	25%
Tracking Student Learning & Progress	25%
Tracking Student Support	24%
Tracking Recruitment	24%
Alumni Management	19%
Grand Total	26%

Ovum (2017/18)

Is There A Better Route To Success?

What if you could...

Determine how many students you need to enroll next year?

Project where you will be financially over the next few years?

Optimize program offerings for today's students?

Proactively identify more at-risk students?

Get more students to completion?

Analytics can give your institution the ability to leverage all of its data to make informed decisions that will benefit both you and your students.

Higher Ed's Tipping Point With Analytics

Cloud-based analytics solutions can help your institution break down silos and provide insight into the metrics you care about most.

40% of CIOs say they've increased funding for analytics in 2019.

72% of higher ed C-suite executives intend to continue, or expand, their investment in analytics in the next budget period.

Ovum (2017/18)

Trust Your Data, Not Your Gut.

Confidently and Easily Make Strategic Decisions

Jenzabar Analytics is a portfolio of descriptive, diagnostic, and predictive analytics tools that gives you the strategic insight you need to increase agility, improve performance, and identify new avenues for success.



Jenzabar Analytics reveals what happened, why it happened, and how to make the right things happen.

Learn more at www.jenzabar.com/jenzabar-one-analytics

For more information about the benefits of analytics for higher education contact us at marketing@jenzabar.com or reach out to your Jenzabar Account Team.

About Jenzabar

Jenzabar is a leading provider of enterprise software, strategies, and services developed exclusively for higher education. Our integrated, innovative solutions advance the goals of academic and administrative offices across the campus and throughout the student lifecycle. Jenzabar's mission is to maximize our clients' success. Our award-winning software and experienced professionals provide our clients the tools and resources they need to thrive. As a trusted partner on more than 1,000 campuses worldwide, Jenzabar has over four decades of experience supporting the higher education community.