



# Jenzabar Analytics

## An Analytics Solution to Drive Informed Decision-Making, Student Success, and Institutional Growth

Higher education institutions possess a wealth of data that has the potential to inform strategic decision-making. However, aggregating, normalizing, and analyzing that data can be a complex and time-consuming process without the right technologies in place. Enter Jenzabar Analytics.

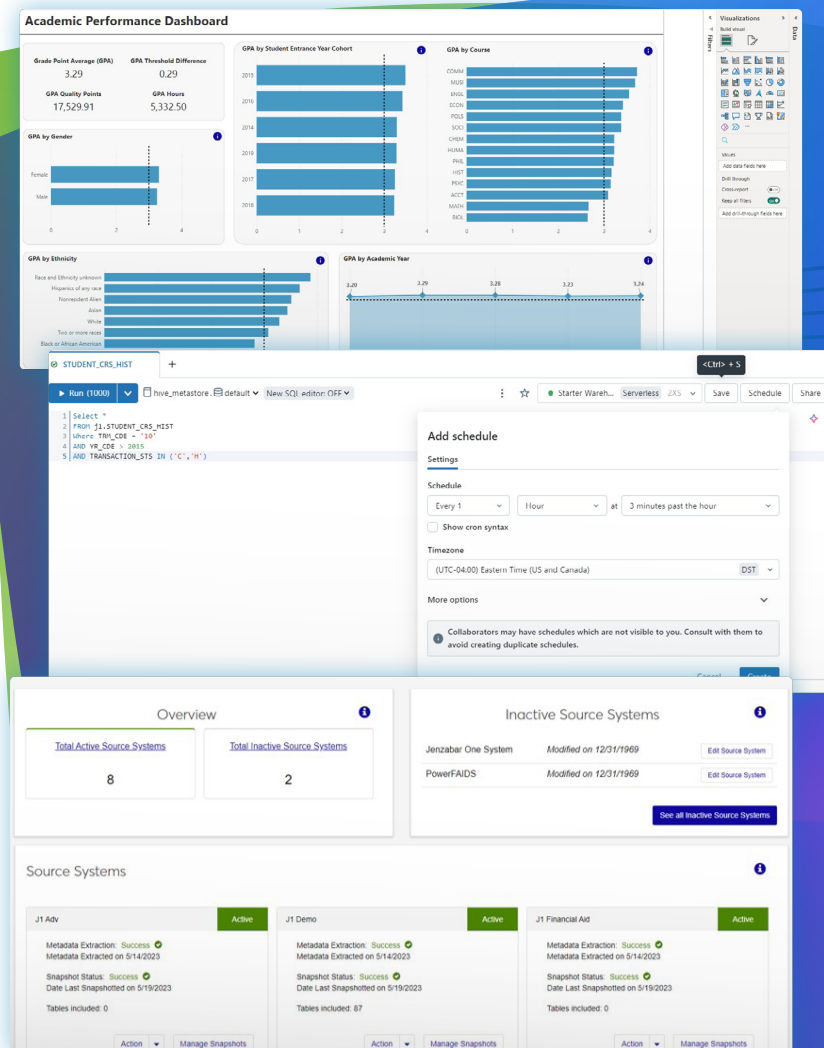
Powered by AI, Jenzabar Analytics enables you to eliminate silos and take control of your data. By uniting data from disparate systems across campus and making it easy for you to leverage that data and glean actionable insights, Jenzabar Analytics gives you the power to make informed decisions fast.

### At a Glance

Jenzabar Analytics gives you the keys to unlock the power of your data. It is comprised of three modules: Insights, Data Lake, and AI Assist for Analytics. Insights collects data from multiple source systems and curates it into a collection of highly visual dashboards, providing you with up-to-date representations of your data. Data Lake allows you to unite your institution's data in a secure data lakehouse and extract insights using your business intelligence tool of choice. AI Assist for Analytics empowers staff across campus to simply ask questions of your data in plain language and get instant, accurate answers—no technical skills required.

### Advantages

- ▶ Quickly extract meaningful insights from your data to make informed decisions.
- ▶ Leverage built-in integrations with industry-leading reporting and business intelligence tools like Tableau and Microsoft's Power BI.
- ▶ Lessen the load for IT and institutional research (IR) teams and free up time to focus on student, faculty, and staff needs.
- ▶ Securely store and control access to data in the cloud, ensuring strong data governance.
- ▶ Improve the speed and performance of production systems by storing and analyzing data in a separate data lakehouse.
- ▶ Gain insights into financial health, admissions trends, and academic program performance via built-in dashboards.
- ▶ Reduce IT burdens by minimizing repetitive reporting requests, and empowering staff with the tools to easily and instantly obtain the answers they need.





## A Unified Cloud Platform for Higher Ed

Jenzabar One is a modern cloud platform built exclusively for higher education. As a unified suite of solutions and services, Jenzabar One powers your digital campus, drives institutional and student success, and accelerates innovation and growth.



Jenzabar, Inc.  
111 Huntington Avenue  
Suite 530  
Boston, MA 02199, USA

## Find out more

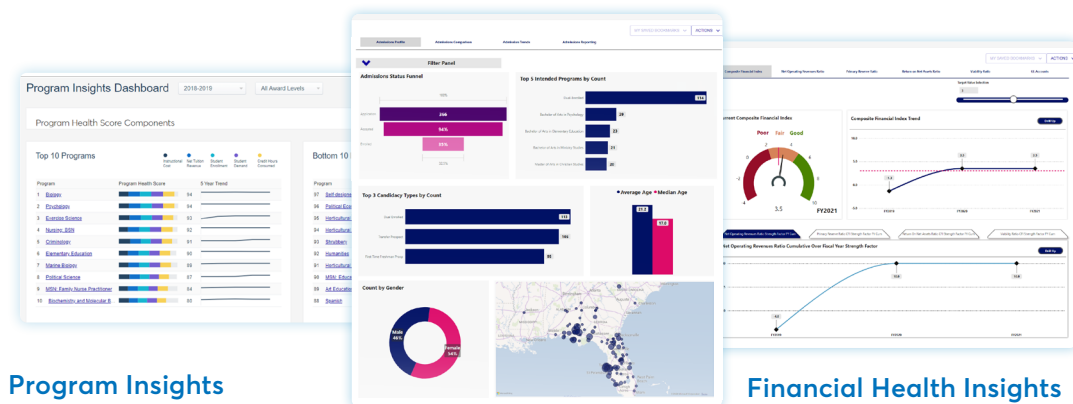
1.800.593.0028  
info@jenzabar.com  
jenzabar.com



## Insights

Insights is a comprehensive data analytics platform designed specifically for higher education. With Insights, you access a collection of interactive dashboards that give you real-time insights into key areas of your institution. Determine program health, assess admissions trends, and unlock your financial future with insights dashboards.

- ▶ Stay up to date on key performance areas with daily, real-time snapshots.
- ▶ Uncover key metrics and enable informed decision-making through built-in, highly visual dashboards.
- ▶ Ensure data accuracy with built-in validation processes.
- ▶ Save time and resources by minimizing the need for data analysts or consultants.



### Program Insights

Determine your programs' health scores. Compare programs across important metrics like instructional cost, net tuition revenue, student enrollment, student demand, and credit hours consumed.

### Admissions Insights

Evaluate your current admissions funnel and compare different admissions periods. View general admissions trends or delve into metrics like candidate type, applied programs, admissions status, candidate ages, locations, and more.

### Financial Health Insights

Assess your institution's financial health using the industry recognized composite financial index (CFI). Set targets and explore financial elements such as net operating revenues ratio, primary reserve ratio, return on net assets ratio, and viability ratio.

## Data Lake

Data Lake is a comprehensive data management solution that aggregates your institution's unstructured and structured data into a single, secure data lakehouse. With a centralized, comprehensive data repository, you can access and analyze larger volumes of data more quickly and efficiently.

- ▶ Easily transfer data from your ERP, LMS, CRM, and other solutions to a centralized, secure data lakehouse (Azure Databricks) using prebuilt connectors.
- ▶ Access the Databricks Platform and powerful, familiar query tools that enable IT and IR teams to get up and running quickly.
- ▶ Accelerate data processing without impacting the performance and speed of other systems.
- ▶ Leverage industry-leading reporting/BI tools like Tableau and Power BI.
- ▶ Securely store data in the cloud.
- ▶ Save IT and IR teams time and resources by relying on Jenzabar to build and maintain infrastructure.

## AI Assist for Analytics

AI Assist for Analytics leverages proprietary knowledge of Jenzabar source systems to deliver you and your staff more accurate insights. With AI Assist for Analytics, users across your campus—regardless of technical background—can ask plain-language questions of their data and instantly access accurate, real-time answers. By eliminating the need for SQL expertise or complex data tools, AI Assist for Analytics enhances productivity across departments and empowers a truly data-informed culture.

- ▶ Ask questions in natural language and receive accurate insights instantly—no technical expertise or training required.
- ▶ Empower faculty, staff, and administrators to explore data and uncover insights without interrupting their daily workflow or relying on IT support.
- ▶ Minimize ad hoc reporting requests, and free up IT and institutional research resources to focus on high-impact initiatives.
- ▶ Improve decision-making by delivering up-to-the-minute insights to the people who need them most.
- ▶ Ensure strong data governance with role- and permission-based access to sensitive data.

