



Make Decisions with Confidence

The most impactful decisions are those based on information, not instinct. When it comes time for you to make a crucial choice, Jenzabar Analytics will let you follow the facts rather than rely on guesswork. Jenzabar Analytics gives you the evidence-based insights you need to confidently make critical decisions.

At a Glance

Jenzabar Analytics is a portfolio of descriptive, diagnostic, and predictive analytics tools that give 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.

Jenzabar Analytics transforms your data into a strategic resource. Intuitive data models equip you to quickly spot relevant trends, make accurate projections, and discover hidden opportunities. Harness the power of your data to ensure institutional success. Confidently and easily make strategic decisions.

Advantages

- ▶ Empowers data-informed decisions about complex issues
- ▶ Enhances the probability of academic program success
- ▶ Simplifies data collection and processing
- ▶ Unites leadership on important strategic goals

"72% of higher education c-suite executives intend to continue, or expand, their investment in analytics in the next budget period. Twenty-one percent intend to invest at least twice as much."

RICHARD PALMER
Principal Analyst
Ovum, Increasing Insights Across the Institution (Dec 2018)



Insights for Effective Decision-Making

Designed around industry best practices, Jenzabar Analytics gathers, organizes, assesses, and transforms your data into actionable insights. By leveraging the limitless storage and processing power of cloud computing, you can now easily gain a deeper understanding of what your data can tell you, resulting in more effective decision-making. Pull the exact data you need to answer your most pressing questions based on industry standard key performance indicators. Customizable dashboards give you the flexibility to track the unique data points that are critical to your institution.

Discover the Right Decisions

Jumpstart your analysis with industry best-practice dashboards and key performance indicators. For example, find out which programs are pulling their weight and which are falling short. See where you should expand your recruiting efforts and where you should pull up stakes. Discover which services are keeping students on the path to success and which are letting them fall by the wayside.

Jenzabar Analytics Services

Strategic Workshop and Success Optimization

Each analytics model kicks off with a Strategic Workshop to help you understand how to leverage key performance indicators for immediate maximum success. Getting up and running is only the first step to improving decision making. With new insights your questions will evolve.

After the workshop, we are still on call. You will have all the training, tools, and assistance you need to answer questions and continue to make data-driven decisions. Work with us to create an institution-specific plan to maximize value and increase success that may include:

- ▶ Access to data scientists for your toughest questions
- ▶ Assistance with customizing data snapshots, transformations, and visualizations
- ▶ Subject matter expert engagement for industry best practices

Jenzabar Analytics Modules

Data Cloud

Your data is your lifeblood. Keep it secure and accessible by storing it in the Cloud. The Data Cloud uses state-of-the-art workflows to collect and transform data from both your core Jenzabar systems and third-party data sources. It then securely stores it in a central data warehouse and data lake unique to your institution.

Financial Analytics Model

Are you managing your resources to maximize institutional success? How is your composite financial index score trending? Is it time to invest in new initiatives to support your mission or should you retrench to improve your institution's financial health? Financial Analytics Model provides you with the key performance indicators and ratios you need to support your mission, such as:

- ▶ Operating results
- ▶ Resource sufficiency and flexibility
- ▶ Asset performance and management
- ▶ Liquidity
- ▶ Debt Management

Program Economics Analytics Model

Not all programs are created equal. Improve the total contribution of your program portfolio by better understanding the costs and revenue generated by your existing programs, courses, and sections. Grow your high-performing programs. Teach out low-performing programs that don't support your institutional mission. Dig deep at the click of the button to generate:

- ▶ Contribution margin by program, course, location, and student cohort
- ▶ Course popularity within and across programs
- ▶ Financial relationships between low- and high-cost-to-deliver programs

Program Evaluation Analytics Model

Which academic program should you start, sustain, grow or teach out? Manage your program portfolio by the numbers. Evaluate and rank all your programs based on student demand, strategic fit, employment opportunities, and competitive intensity. Discover how new and existing programs can improve the operational solvency of your institution. Analysis includes:

- ▶ Student and employer demand
- ▶ Institution-specific market analysis
- ▶ Projected program viability for new and existing programs
- ▶ Rank and scoring for every IPEDS program in your market

Find out more

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