Metrics Driven Education

How analytics work

The concept of data analytics is similar across industries and businesses. Large amounts of data are compiled and analyzed for correlations and patterns that would otherwise be difficult or impossible to discern. That information is then used to personalize and improve the experiences of end users.

The tools required for data analysis vary, but they typically include database management systems, data warehouses (structured data) or data lakes (unstructured data), business intelligence reporting tools, visualization software, modeling and predictive analytics tools, and text analysis functions.

In the education realm, student success systems and learning management systems become primary sources of data capture and incorporate analytics dashboards used by students, instructors, advisors, and administrative staff.

The data goldmine – different roles, different values

- Presidents, CFOs, CIOs – improve learning outcomes.

- Provosts – student retention and degree completion.

- CTOs – operational efficiency.[1]

- 96% of institutions cited improving student outcomes as a goal for their student success studies.

- 71% reported a goal of more efficient delivery of programs or services.

- 39% reported a goal of eliminating or reducing programs.[2]

[1] https://edtechmagazine.com/higher/article/2018/06/university-leaders-disagree-how-use-data-analytics-survey-finds
[2] https://www.naspa.org/images/uploads/main/DATA2018_DOWNLOAD.pdf

About D2L

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