

A PRESENTATION FROM
DATA DOZEN
a visual analytics studio

ERIN WALDRON FROM DATA DOZEN · FEBRUARY 5, 2021 · GRADUATE PROGRAMS OFFICE, OLIN BUSINESS SCHOOL

TABLEAU + STUDENT DATA

HOW TO ANALYZE HIGHER EDUCATION ADMINISTRATION DATA WITH TABLEAU



MY EPIPHANY

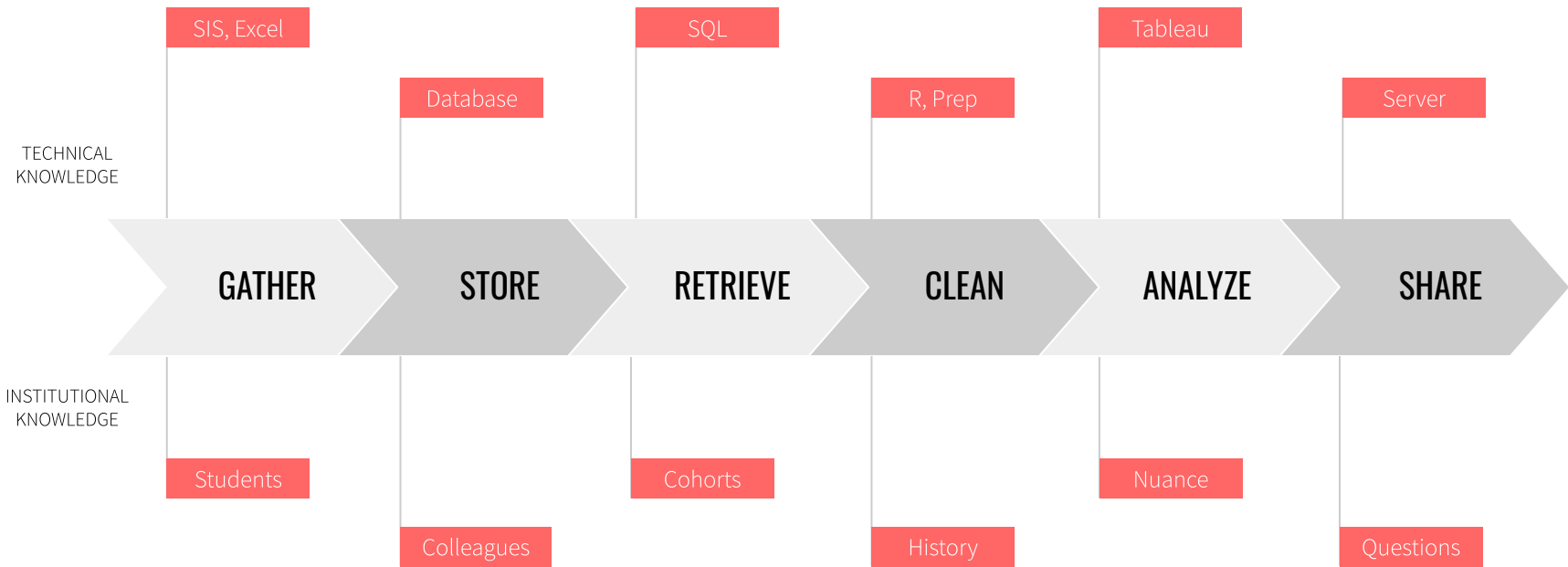
*“What if we looked at all of the students **at the same time**?”*



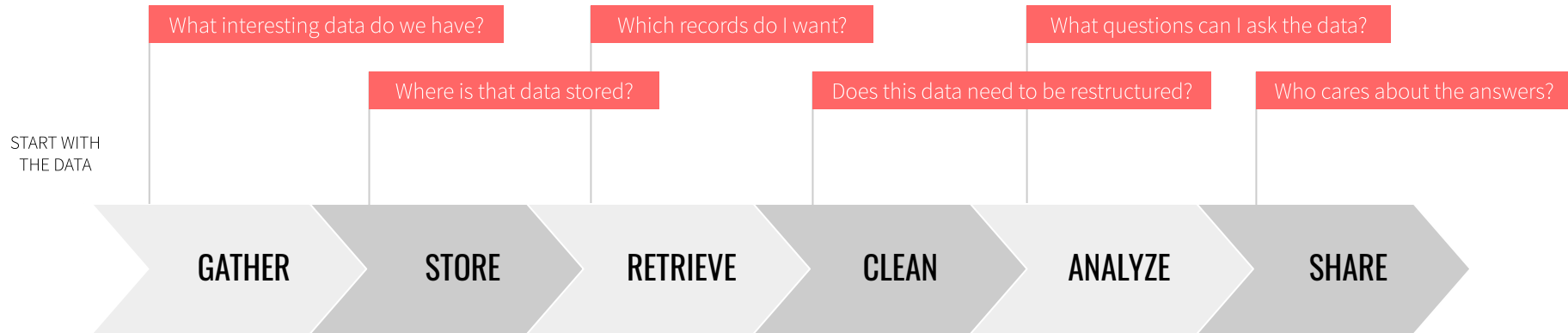
UNTAPPED POTENTIAL

*What **questions** could our data answer?*





DATA LIFE CYCLE



HOW TO START ASKING OUR DATA QUESTIONS



ADMISSIONS

- ▶ Applicants
- ▶ Admitted Students
- ▶ Enrolled Students



FINANCIAL AID

- ▶ Net Price
- ▶ Institutional Aid
- ▶ Loans



PROGRAMS

- ▶ Program
- ▶ Gender
- ▶ Number of Degrees



GRADUATION RATE

- ▶ 4 Years (100%)
- ▶ 6 Years (150%)
- ▶ 8 Years (200%)

TODAY'S DATA FROM IPEDS

from postsecondary institutions and do not have student-level information. Institutions submit data through 12 interrelated survey components about general higher education topics for 3 [reporting periods](#). Click for more information on [IPEDS methodology](#).

2019-20 Collection	Data Release Date	Links
Fall Surveys	July 8, 2020 (PD)	Tables (PD) Memo
Winter Surveys	October 14, 2020 (PD)	Tables (PD) Memo
2018-19 Collection	Data Release Date	Links
Fall Surveys	July 8, 2020 (FD)	Tables (PD) Memo
Winter Surveys	Sep 17, 2020 (FD)	Tables (PD) Memo
Spring Surveys	Nov 26, 2019 (PD)	Tables (PD) Memo
2017-18 Collection	Data Release Date	Links
Fall Surveys	Oct 7, 2019 (FD)	Tables (PD)

ALL SURVEY COMPONENTS

- 12-month Enrollment (E12)
- Academic Libraries (AL)
- Admissions (ADM)
- Completions (C)
- Fall Enrollment (EF)
- Finance (F)
- Graduation Rates (GR)
- Graduation Rates 200% (GR200)
- Human Resources (HR)
- Institutional Characteristics (IC)
- Student Mobility (SM)

WHAT INTERESTING DATA DO WE HAVE?

Use the Data

Access IPEDS data submitted to NCES through our data tools or download the data to conduct your research



[Data Explorer](#)

Search for tables, charts, publications, or other products related to postsecondary education by keywords and filters.



[IPEDS Survey Components](#)

Learn more about the individual IPEDS survey components: view training videos, infographics, answers to frequently asked questions, survey forms, and more.



[Data Trends](#)

Use the Trend Generator to view trends on most frequently asked subject areas including: Enrollment, Completions, Graduation Rates, Employees and Staff, Institutional Revenues, and Financial Aid.



[Look Up an Institution](#)

Look up information for one institution at a time. Data can be viewed in two forms: institution profile (similar to College Navigator) and reported data (institution's response to each survey question).



[Data Feedback Report](#)

Download, print, or customize an institution's Data Feedback Report, a report that graphically summarizes selected institutional data and compares the data with peer institutions.



[Statistical Tables](#)



[Compare Institutions](#)

Download IPEDS data files for more than 7,000 institutions and up to 250 variables. Data files are provided in comma separated value (*.csv) format.



[Survey Data](#)

Data are available starting with the 1980-81 collection year for the *Complete data files* and *Custom data files* functions, which zip the data into comma separated value (*.csv). Beginning with the 2004-05 collection year, data for each collection year are compiled into an *Access database*.

Select download option



[Shortcuts](#)

Use these shortcuts to expedite the research process if you are a frequent or returning data user.

Select your shortcut



[Publications and Products](#)

Review publications using IPEDS data including First Looks, Web Tables, methodology reports, and Digest Tables.



[Resources](#)

WHERE IS THE DATA STORED?

IPEDS Integrated Postsecondary Education Data System

Data Tools | Help Desk 1 866-558-0658

Start over

Save session

Help

MAIN MENU

Compare Institutions

Final Release Data (Change)

1. Select Institutions

2. Select Variables

3. Output

My Comparison Institution

- None Selected

ADD

How would you like to select institutions to include in your data file/report?

By Names or UnitIDs

By Groups

By Variables

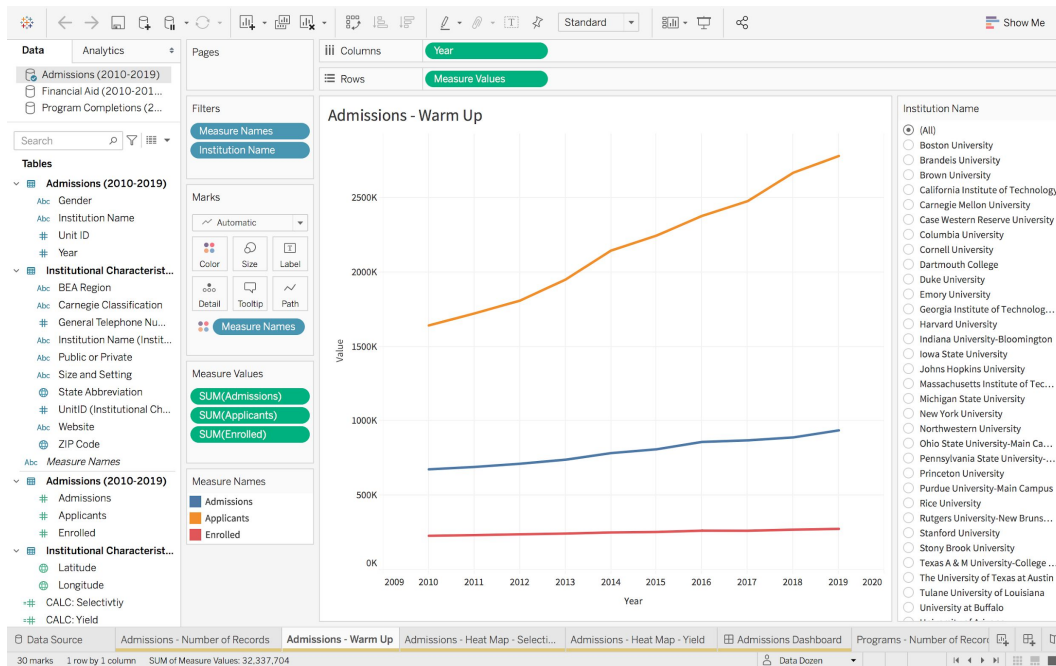
By Uploading a File

Enter either an institution name or UnitID (or a comma separated list of UnitIDs) in the text box below. As you begin typing, a list of matching institutions will appear. You can select a single institution by clicking on it from the list, or, if you want all institutions on the list, click "Select".

Institution Name

Select

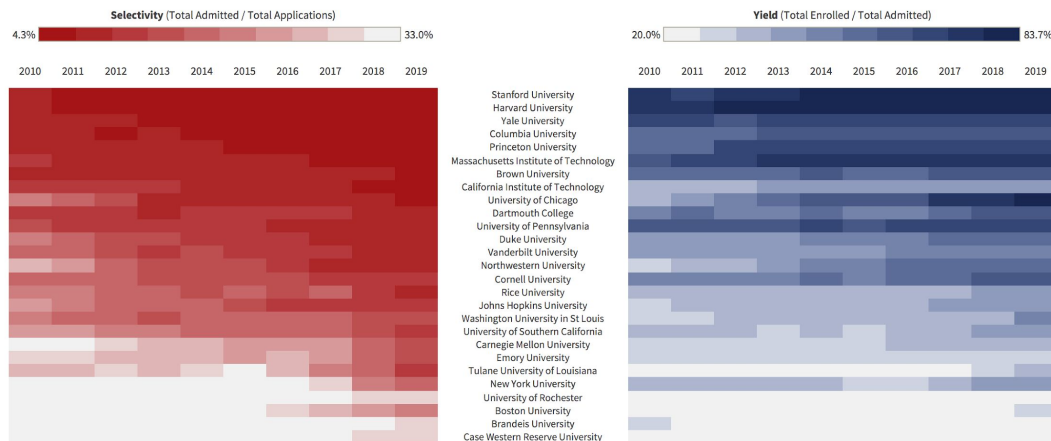
WHICH RECORDS DO I WANT?



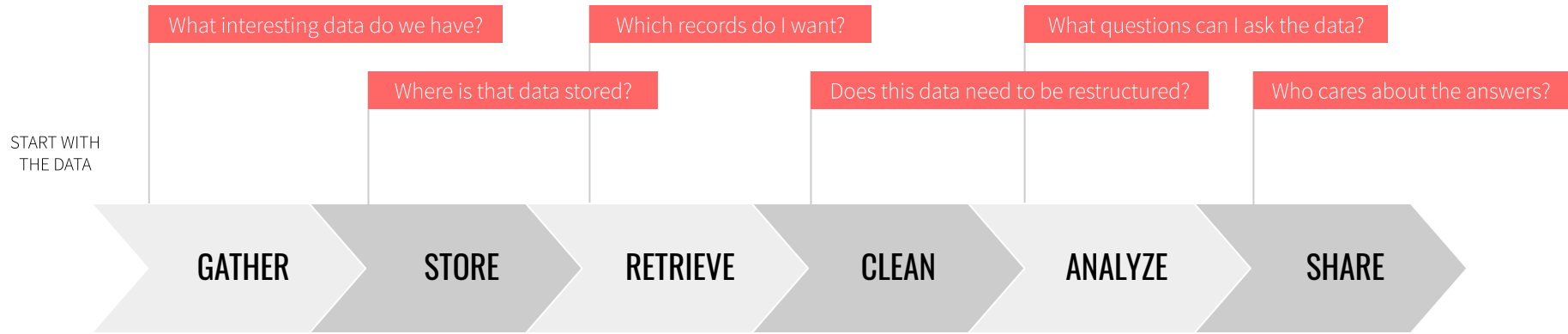
WHAT QUESTIONS CAN I ASK THE DATA?

What's the difference between **selectivity** and **yield**?

These dual heat maps display a decade of selectivity and yield admission data for the 27 private institutions belonging to the Association of American Universities. The majority of these universities are very selective. They only admit a small percentage of the students who apply. However, their yield—the number of students who enroll after receiving an offer—demonstrates the intense loyalty prospective students have to just a few top-name brands.



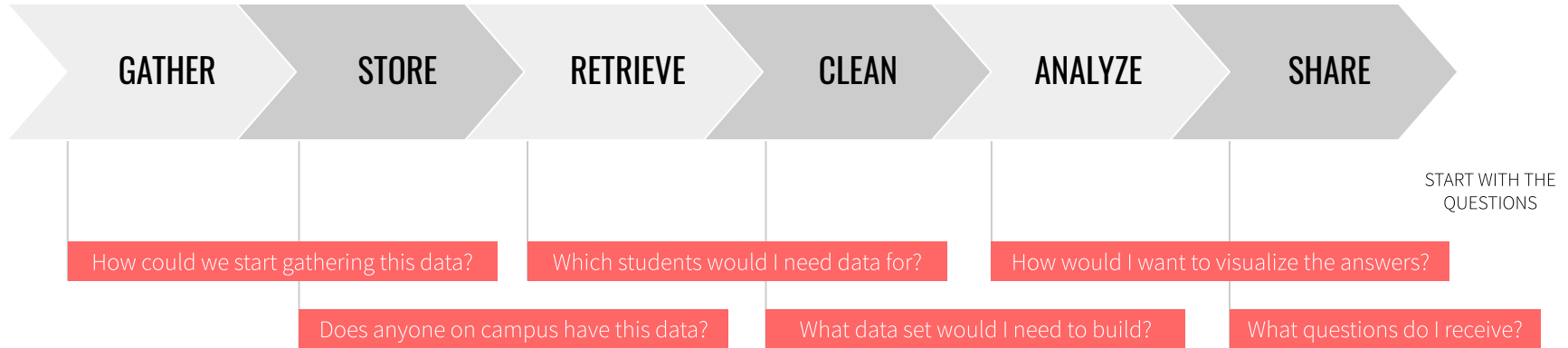
WHO CARES ABOUT THE ANSWERS?



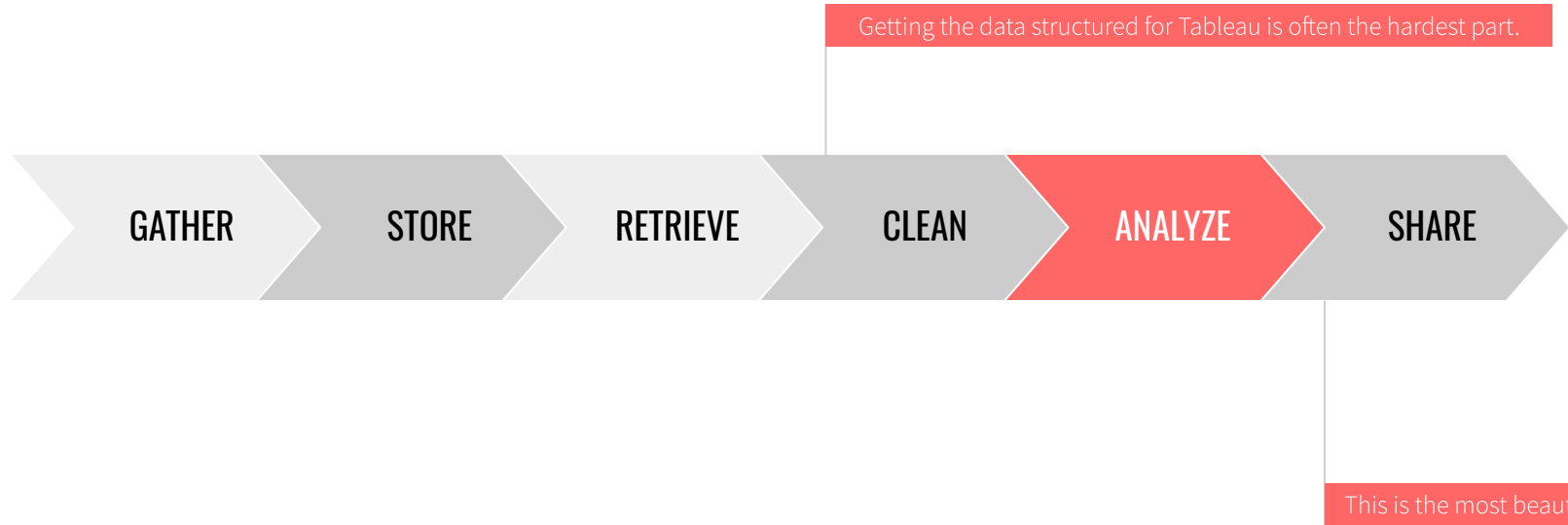
Grab a pen and some paper. (Or your favorite the digital version.)

HOW TO START ASKING OUR DATA QUESTIONS

Back to the paper and pen.



HOW TO START ASKING OUR DATA QUESTIONS



TODAY WE'LL FOCUS ON ANALYZING THE DATA



TABLEAU WORKBOOK



STEP-BY-STEP GUIDE



TRAINING RECORDING



DATA SET

DATA DOZEN
a visual analytics studio

HOME

PROJECT CONSULTING

TABLEAU TRAINING

ONLINE COURSES

CONNECT

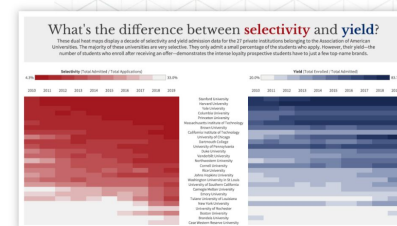
TABLEAU WORKSHOP FOR OLIN'S STAFF

FRIDAY, FEBRUARY 5, 2021 · OLIN GRADUATE PROGRAMS OFFICE

WELCOME

A data visualization workshop all about higher education analysis.

This half-day, hands-on Tableau workshop is designed to inspire and empower your data analytics efforts in 2021. Over the course of several hours, we will explore Tableau's drag-and-drop interface using a series of higher education data sources. With each visualization we build, we will leverage a variety of prompts and examples that will help you imagine what questions a comprehensive data strategy could answer and how such information could propel your own work.



RESOURCES & PARTICIPATION (www.datadozen.com/olin-staff-2021)

ENOUGH THEORY

Let's *build*.



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THANK YOU!

WWW.DATADOZEN.COM/OLIN-STAFF-2021

