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INAIR Conference 2023

# Turn Frustration into Fun!

## Solving Big Problems with a Single Tool

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# Overview

1. Everything was not awesome... until Alteryx
  - Tuition Workflow demo in Alteryx
2. How to train your Canvas LMS Outcomes data
  - Canvas App Workflow demo in Alteryx



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awesome... until Alteryx



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# Tuition Revenue: The Problem

- Largest file has over 600,000 rows
- Need to evaluate 18 files just for 3 academic years of data
- For the 3 academic years we evaluate, it's over 5.5 million rows of data
- Exclusions were being manually filtered
- Manual process was very time consuming
- Prone to human error with this much data





# Tuition Revenue: The Solution

- Alteryx eats millions of rows of data for breakfast!
- Initial hiccups with file structure changes
- Found new tool to handle hiccup
- It can process over 5.5 million rows from excel files
- Allows join to data warehouse for additional data
- Several outputs allowing for flexible results



# Tuition Revenue Demo



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# How to Train Your Canvas LMS Outcomes Data



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# Canvas Outcomes: The Problem

- Canvas LMS Data can be a scary beast
- Lots of columns of data to sift through
- Difficult to tie Canvas Outcomes report to student data
- Duplication within the dataset
- Took nearly 2 weeks to complete the reports for 1 semester







# Canvas Outcomes: The Solution

- Taming the data the Alteryx way
- Bringing in data from other sources
- Manipulating and summarizing the data
- Built in audits to check for accuracy
- Leveraging App tools to run data a term at a time
- Generating different output types



# Canvas Outcomes Demo



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# ANALYTICS FOR ALL

Alteryx in HigherEd

Mar 9, 2023

Ewan Simpson  
Account Executive – SLED

alteryx



# Analytic Challenges Facing Higher Education

- Disparate data environments/Data silos
- Input/Output Madness
- Staffing challenges/upskilling
- Increased pressure on admissions/retention & associated revenue
- Educational pathways are more diverse and competitive
- Align value with workforce needs





# ENTERPRISES ARE INVESTING IN ANALYTICS, BUT THE ANALYTICS GAP IS ONLY WIDENING

92%

of organizations continue to **invest heavily** in AI and analytics\*

← ... The Analytics Gap ... →

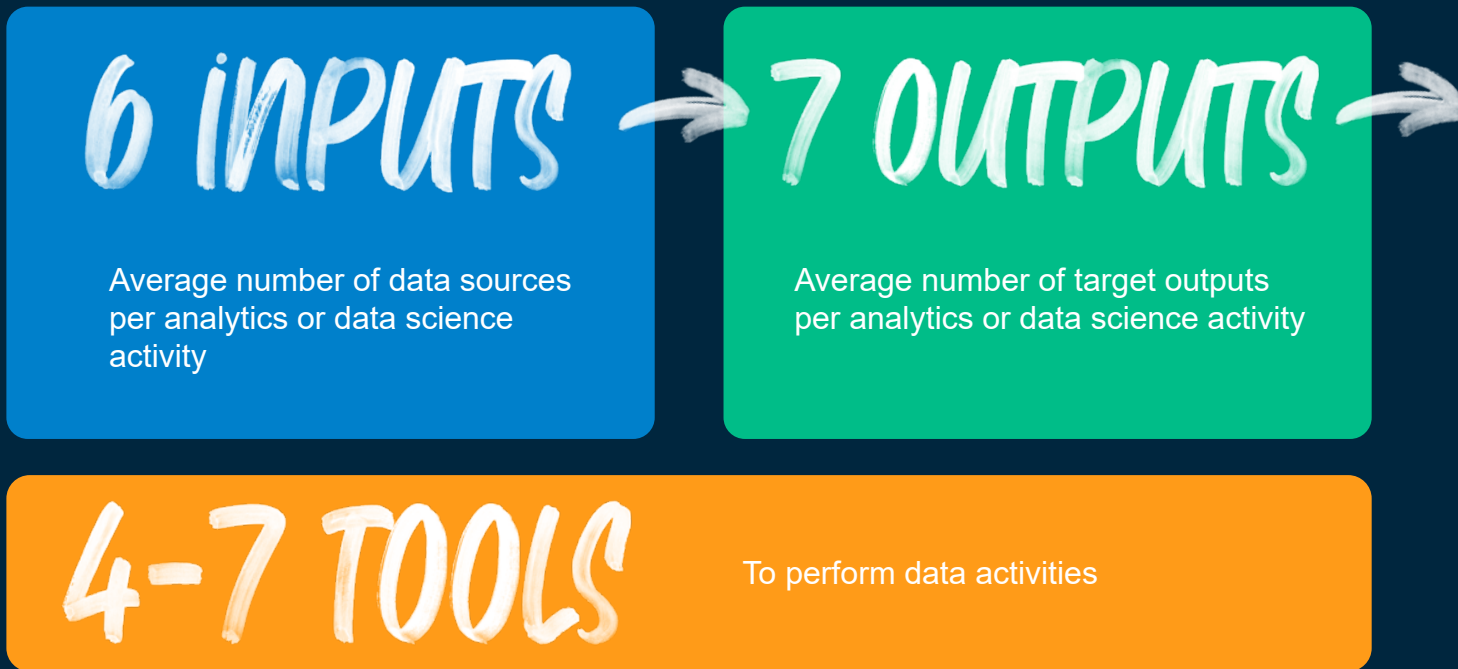
19%

feel that they've truly established a **data driven culture**\*



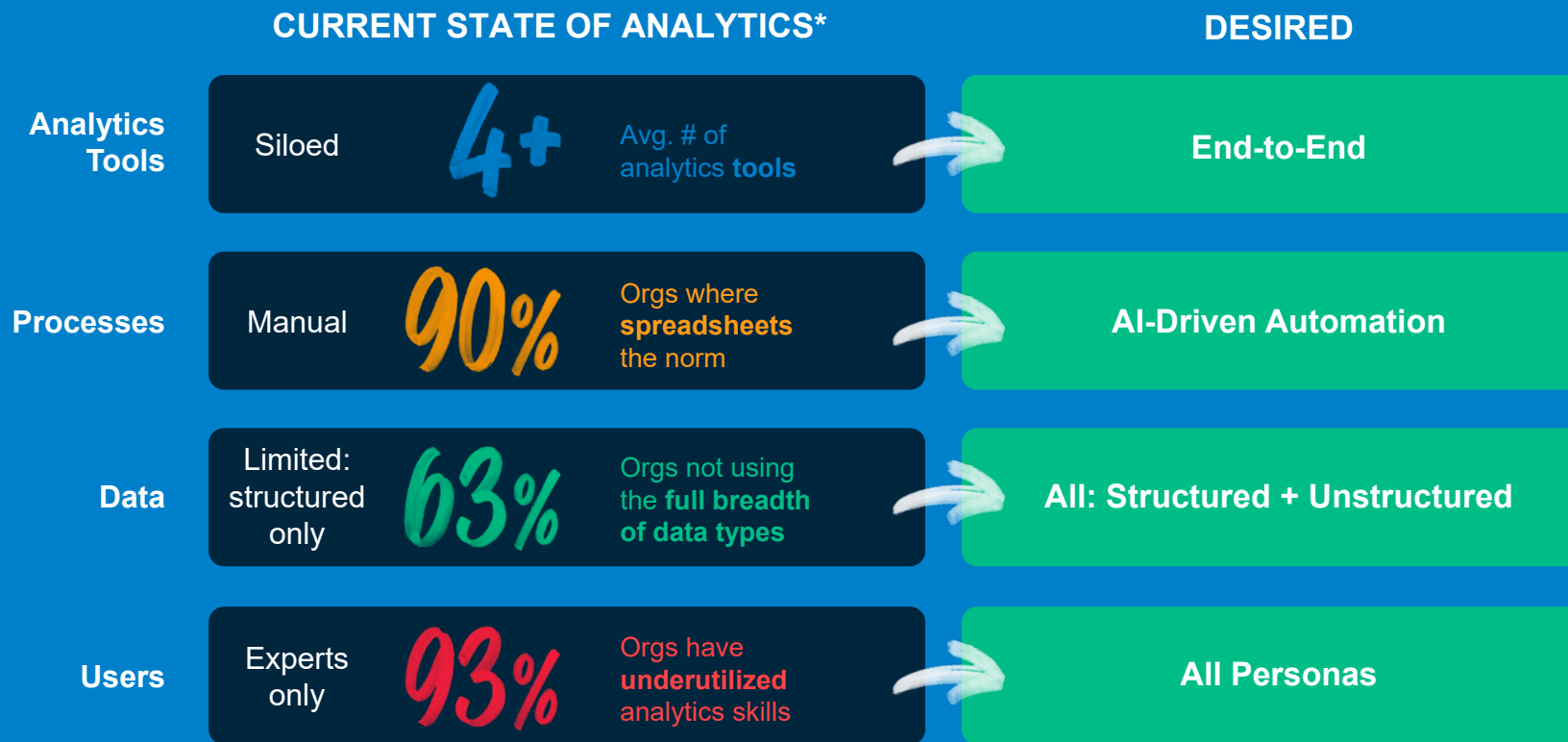


# THE AVERAGE ANALYTICAL PROCESS



\*IDC, State of Analytics and Data Science, 2019

# ANALYTICS APPROACHES NEED TO CHANGE





ANALYTICS

# FOR ALL

1

Make analytics

**Easy**

Execute every task  
in minutes or hours,  
not days and weeks

2

Cover

**Everything**

From insight to  
action across every  
data type and source

3

Be

**Everywher**

**e**

Insights across hundreds  
of use cases, on-prem  
and in the cloud

4

Enable

**Everyone**

Democratized  
analytics for every  
person, every skill level



Analytics Enables  
Transformational

# OUTCOMES

**10% Increase in Student  
Retention**



**21% Marketing Conversion  
Rate Improvement**



**Increased Survey Efficiency  
and Effectiveness**



THANK  
YOU

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# Questions?

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