



analytikus

ARTIFICIAL INTELLIGENCE SOLUTIONS FOR HIGHER EDUCATION

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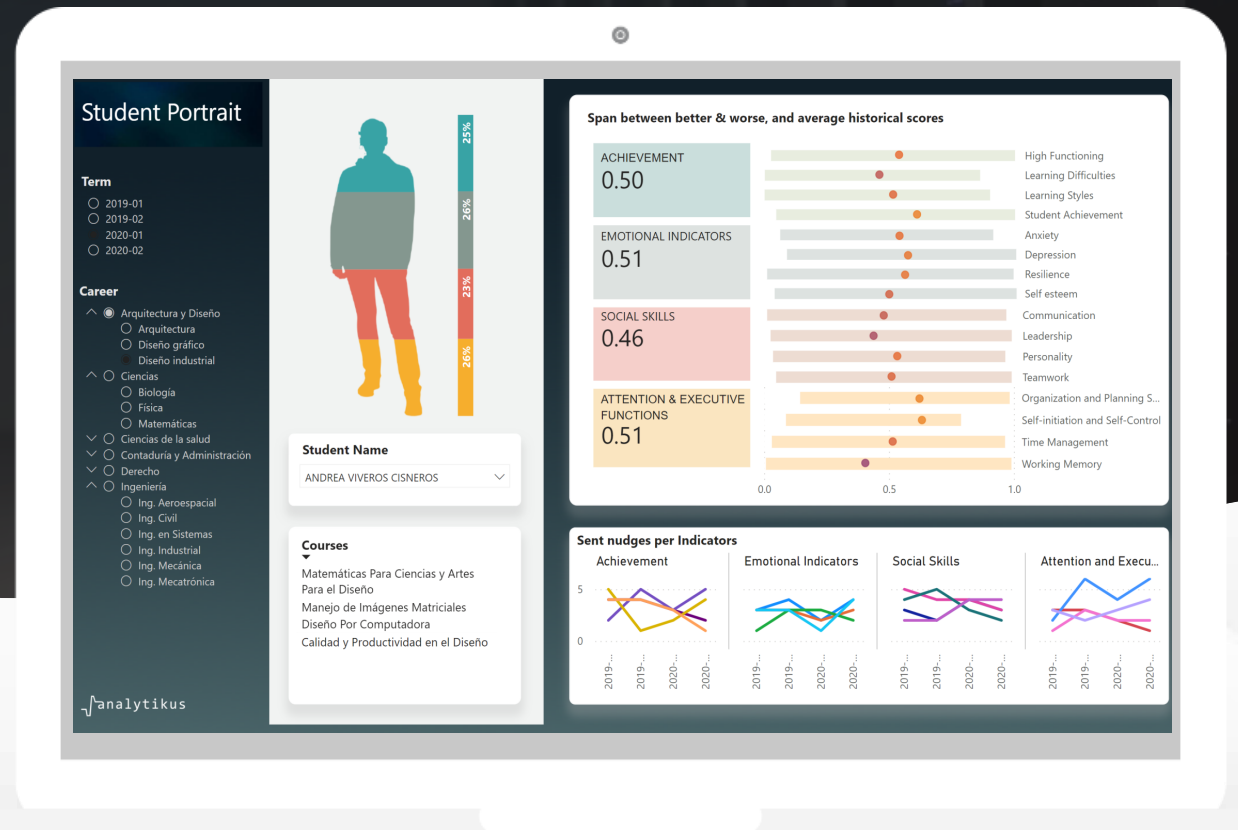
Read More





What differentiates today's thriving educational institutions?

Data >>>



About us & Presence

edlatam alliance
relearning together

EdTech Finalist
**ENDEAVOR
SELECTION**

Holon
2020 LATAM EDTECH
100
www.holoniq.com

Global EdTech Startups Awards
LATAM WINNER

D2L
DESIRE2LEARN

We help educational institutions become more competitive by solving specific problems through Advanced Analytics.

Our products empower our customers by integrating Machine Learning and AI techniques for predictive, prescriptive and cognitive analytics.

We have offices in the USA & Mexico and through partners in Colombia, Panamá, Peru, Chile, Brazil, Ecuador, Sweden, Guatemala, Belgium and Spain. Customers in +15 countries.

Specialized team of Mathematicians and Data Engineers.



Education References





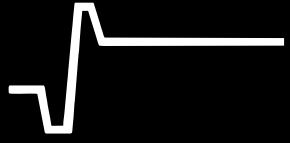
Our Vision

Through Advanced Analytics, Machine Learning and AI Solutions, we empower educational institutions.



Student Portrait

An AI Personal Learning Analytics Solution



Imagine...

- If you could **personally** support vulnerable students.
- If you could send **personalized nudges & messages** to your students.
 - To improve **satisfaction**.
 - To support **academic performance**.
 - To increase **retention**.
- If you could use **different channels** to engage students.



Portrait

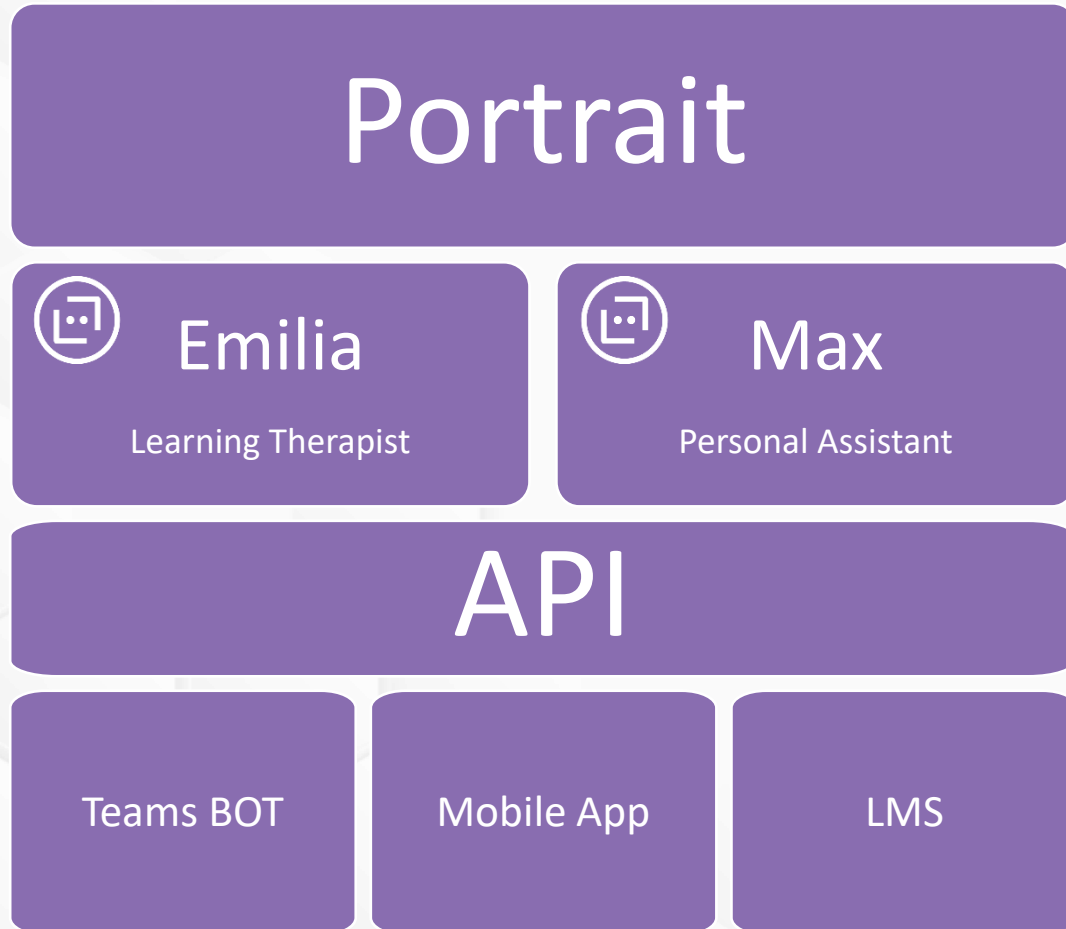
An AI Learning & Support Solution.

Identifies key student variables and characteristics, simplifying personalized interventions and follow ups through nudges to maximize student success.



Portrait Components

An AI Personal Learning Analytics Solution



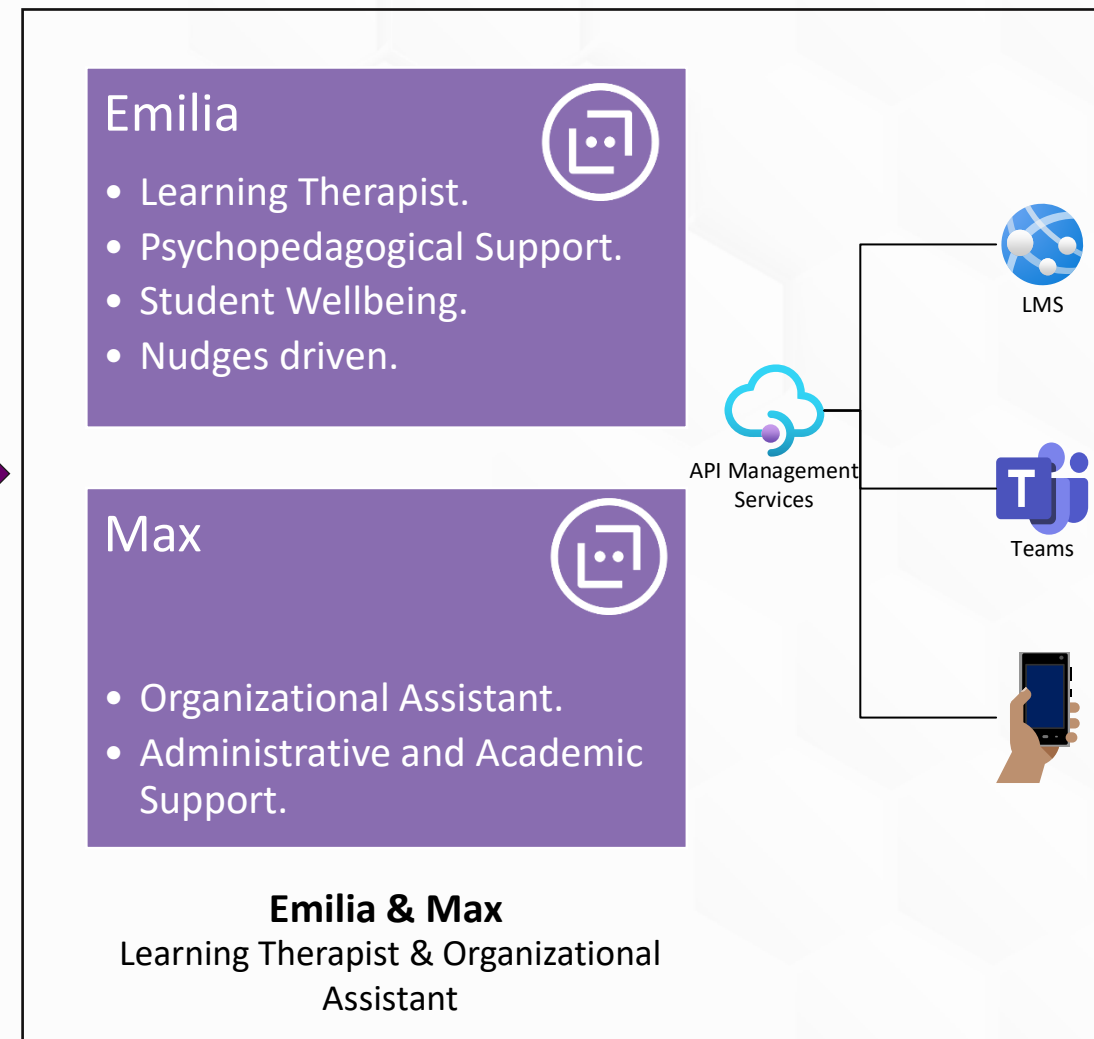
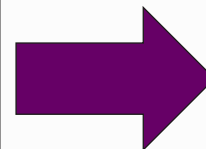
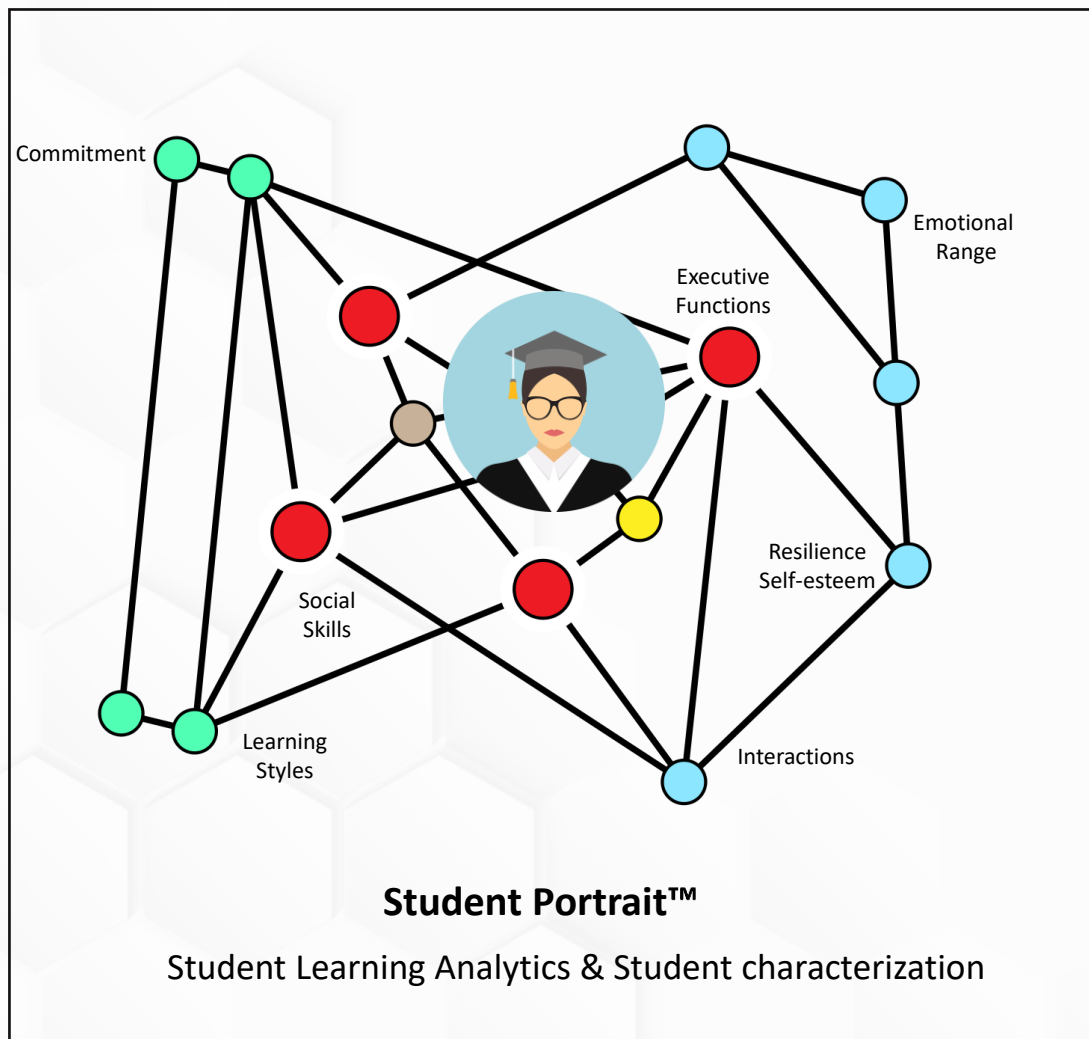
A characterization solution.

Exploited through a Learning Therapist and a Personal Assistant.

That generate a personal set of messages exchanged with students through different channels plugged through an API.

Portrait Flow

An AI Personal Learning Analytics Solution





Portrait - Expected Impact

01

Impact on
NPS.

02

Academic
Performance.

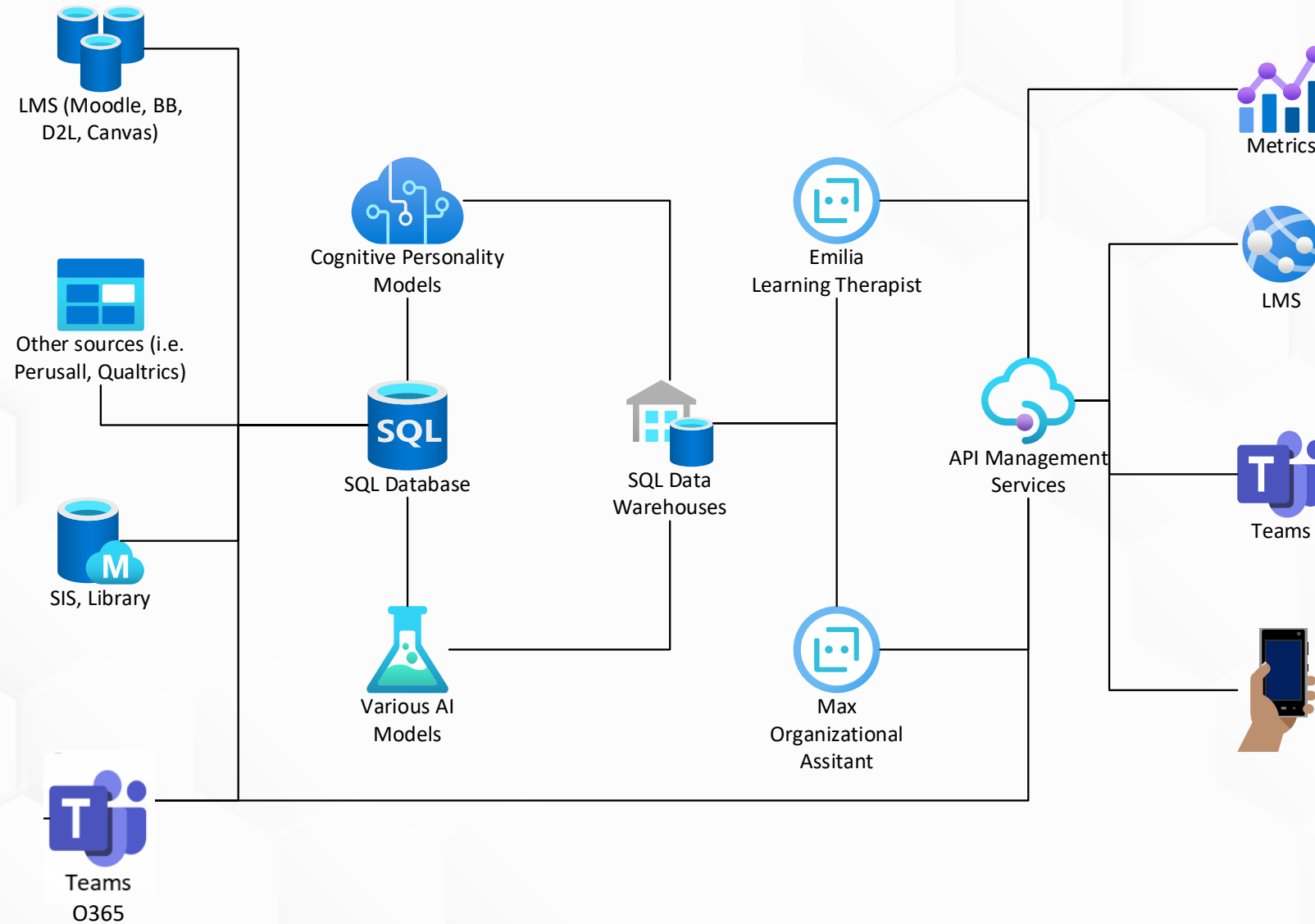
03

Student
Retention.

04

Institution
positioning on
Innovation.

Portrait – Flow Diagram



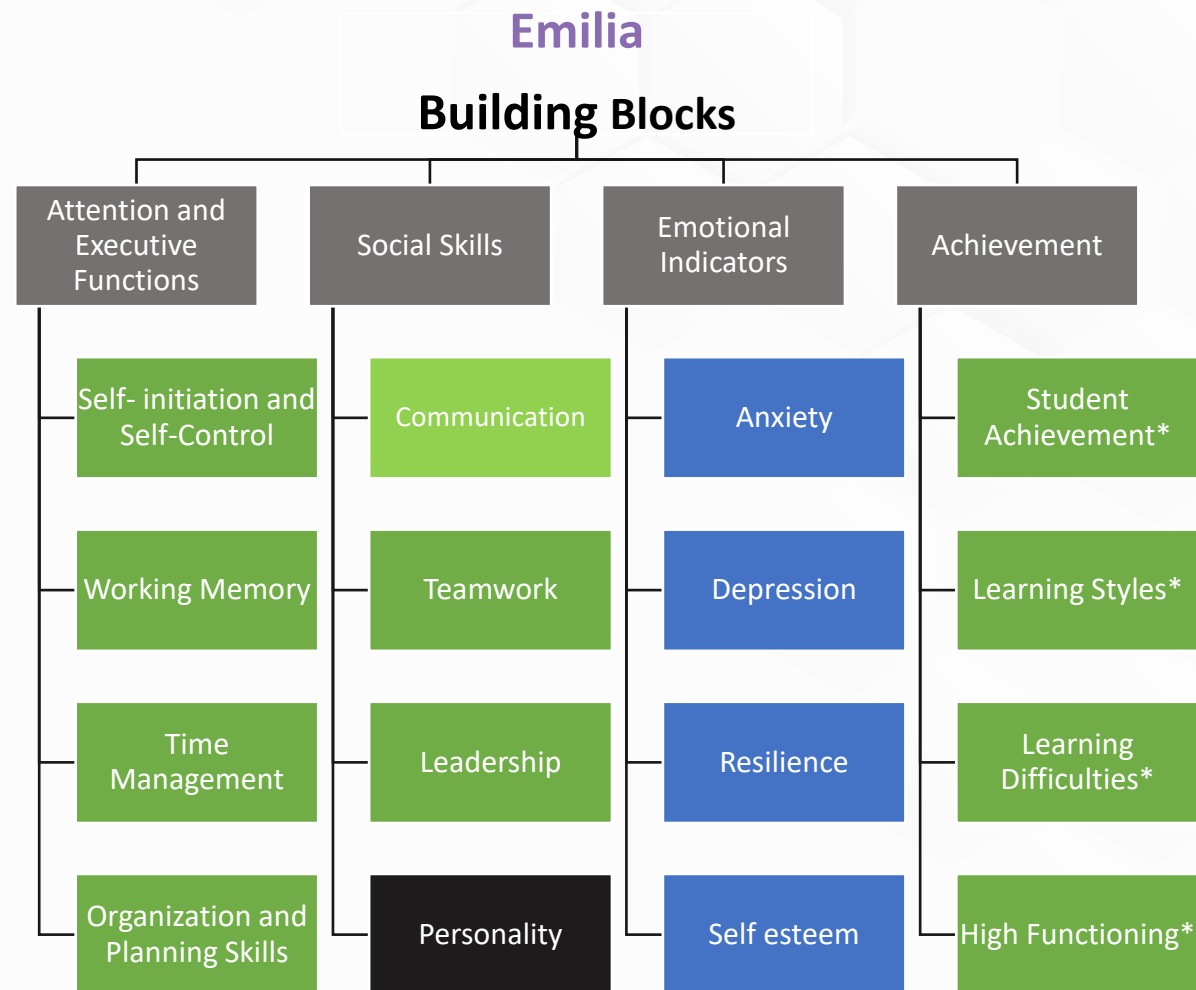


Meet Emilia

A virtual learning therapist that provides psycho-pedagogical support through nudges and concise messages in order to ensure students wellbeing.



Emilia - Building Blocks



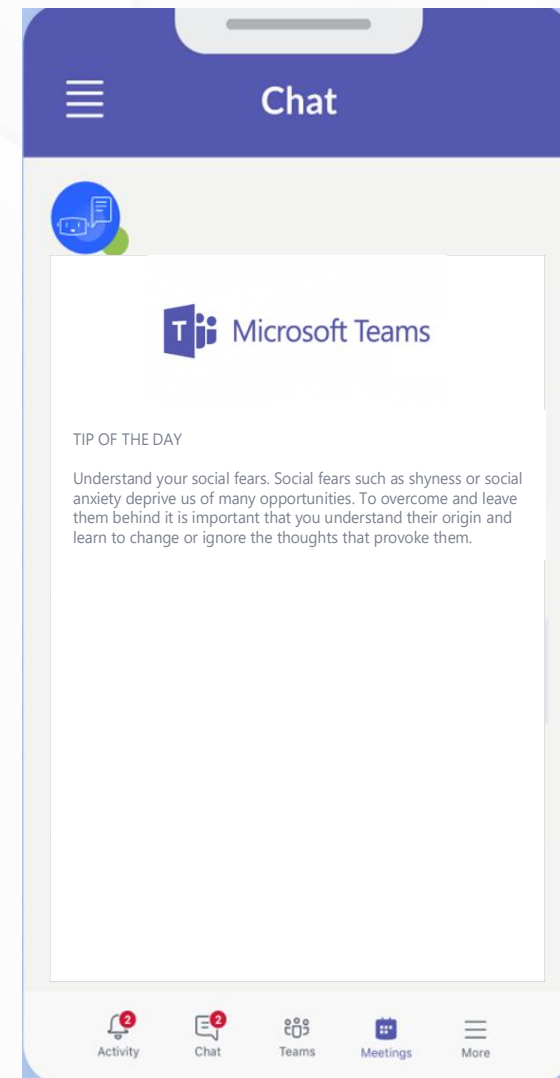
Nudge Theory


A young elephant is standing in a river, looking towards the left. A larger elephant's leg is visible next to it, standing on a rock. The background is a dense forest with a waterfall.

- Nudge is a concept in behavioral economics, political theory, and behavioral sciences which proposes positive reinforcement and indirect suggestions as ways to influence the behavior and decision making of groups or individuals.

🗨️ Emilia – Nudges

- Messages that seek to guide behavior by incentivizing the self-awareness and rationality.
- Simple, attractive, engaging and at the right time.





Student Nudges - Examples

Breathing plays an important role in promoting calm. Although it seems simple and ineffective, it is very helpful. Control your breathing by making it deeper and slower. Inhale and exhale calmly and feel the air flow in and out of your lungs. Practice this exercise before any time you feel anxious.

Every night before going to sleep, use the notifications and calendar section of your cell phone to write down and remember what you have to have prepared for the next day's classes (subjects, materials, projects, etc.)

Did you know that your predominant learning style is converging style? This means that you are a very practical person... you need to think and do things to understand them better. When you are studying, look for concept's applications to particular situations. Ask yourself, how does this help me to solve a real problem?

Remember to always monitor if you are understanding what you read. Stop in each paragraph and ask yourself: who and what are they talking about? It is horrible to finish the page and realize that you have to start over because you did not understand anything.

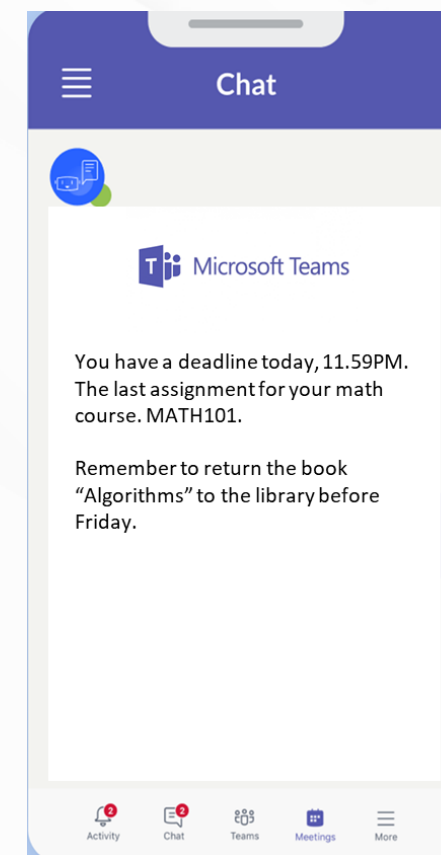


Meet Max

An Organizational Assistant that provides administrative and academic personalized support to students.

🗨️ Max – How does it work?

Max integrates relevant operational information that support students on executive functions such as time management. Information comes from mostly from the courses stored on the LMS.



Portrait

An AI Personal Learning Analytics Solution

Portrait



Emilia

Learning Therapist



Max

Personal Assistant

API

Teams BOT

Mobile App

LMS

- Full student portrait on emotions, attention, executive functions, achievement and social skills.
- Simplifies personalized interventions and follow ups.
- Uses nudges to maximize student success.
- Promotes metacognition.



DEMO

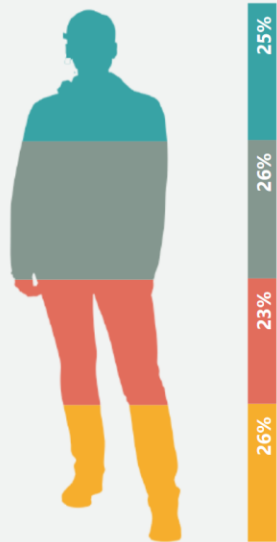
Student Portrait

Term

- 2019-01
- 2019-02
- 2020-01
- 2020-02

Career

- Arquitectura y Diseño
 - Arquitectura
 - Diseño gráfico
 - Diseño industrial
- Ciencias
 - Biología
 - Física
 - Matemáticas
- Ciencias de la salud
- Contaduría y Administración
- Derecho
- Ingeniería
 - Ing. Aeroespacial
 - Ing. Civil
 - Ing. en Sistemas
 - Ing. Industrial
 - Ing. Mecánica
 - Ing. Mecatrónica



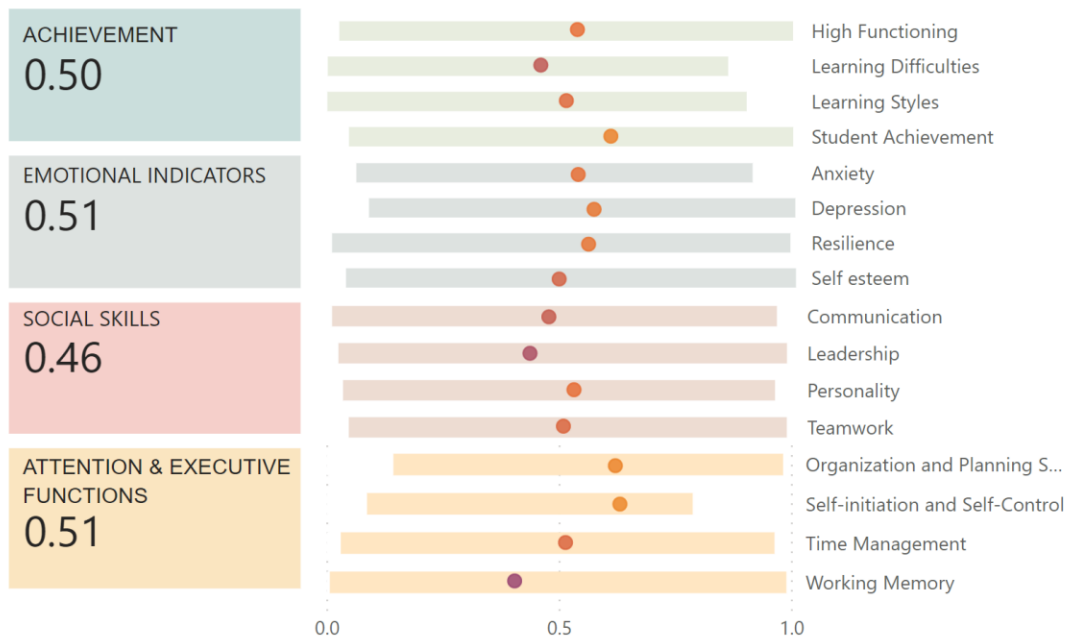
Student Name

ANDREA VIVEROS CISNEROS

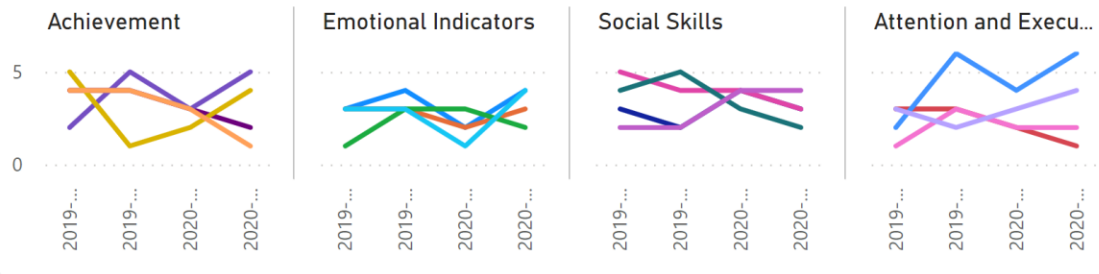
Courses

- Matemáticas Para Ciencias y Artes Para el Diseño
- Manejo de Imágenes Matriciales
- Diseño Por Computadora
- Calidad y Productividad en el Diseño

Span between better & worse, and average historical scores



Sent nudges per Indicators



Courses Portrait

Course

All

Term

- 2019-01
- 2019-02
- 2020-01
- 2020-02

Career

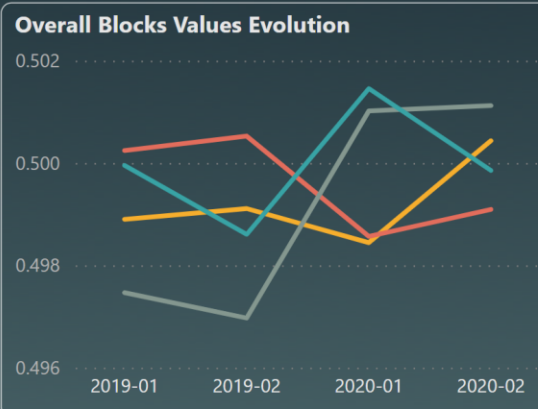
- Arquitectura y Diseño
 - Arquitectura
 - Diseño gráfico
 - Diseño industrial
- Ciencias
 - Biología
 - Física
 - Matemáticas
- Ciencias de la salud
- Contaduría y Administración
- Derecho
- Ingeniería
 - Ing. Aeroespacial
 - Ing. Civil
 - Ing. en Sistemas
 - Ing. Industrial
 - Ing. Mecánica
 - Ing. Mecatrónica

ACHIEVEMENT
0.50

SOCIAL SKILLS
0.50

EMOTIONAL INDICATORS
0.50

ATTENTION & EXECUTIVE FUNCTIONS
0.50



Top Schools

- Ciencias de la salud
- Ciencias
- Arquitectura y Diseño
- Derecho
- Contaduría y Administración
- Ingeniería

	Attention and Executive Functions	Social Skills	Emotional Indicators	Achievement
Ciencias de la salud	0.50	0.50	0.50	0.50
Ciencias	0.50	0.50	0.50	0.50
Arquitectura y Diseño	0.50	0.50	0.50	0.50
Derecho	0.50	0.50	0.50	0.50
Contaduría y Administración	0.50	0.50	0.50	0.50
Ingeniería	0.50	0.50	0.50	0.50

Top Courses

- Fundamentos de Robótica
- Cinemática y Dinámica
- Fundamentos de Física
- Matemáticas Avanzadas
- Medio Ambiente Aeroespacial
- Diseño Geométrico de Carreteras y Pavimentos
- Diseño Sismoresistente
- Obras Hidráulicas
- Planeación y Control de Obra
- Mecánica de Materiales Aplicada

	Attention and Executive Functions	Social Skills	Emotional Indicators	Achievement
Fundamentos de Robótica	0.50	0.50	0.50	0.51
Cinemática y Dinámica	0.50	0.50	0.50	0.50
Fundamentos de Física	0.50	0.50	0.50	0.50
Matemáticas Avanzadas	0.50	0.50	0.50	0.50
Medio Ambiente Aeroespacial	0.50	0.50	0.50	0.50
Diseño Geométrico de Carreteras y Pavimentos	0.50	0.50	0.50	0.51
Diseño Sismoresistente	0.50	0.50	0.50	0.51
Obras Hidráulicas	0.50	0.50	0.50	0.51
Planeación y Control de Obra	0.50	0.50	0.50	0.51
Mecánica de Materiales Aplicada	0.50	0.50	0.50	0.51

Top Teachers

- BLANCA MILLAN LASTRA
- EDUARDO ESTEBAN BÁEZ SOTO
- MARÍA DEL CARMEN FIELD RIVERA
- ANTONIO RAFAEL GUITART CERREJIDO
- LAURA SUSANA HERRERA OSORNIO
- RAFAEL ANTONIO SALAZAR INFANTE
- ENRIQUETA DE LA ROSA CÁRDENAS
- ANA LUISA BORJA ALMEDA
- JESÚS ALFONSO LLORENTE RENAUD
- JUAN LUIS RUBIO ESQUIVEL
- MOISÉS OCAMPO DELGADO

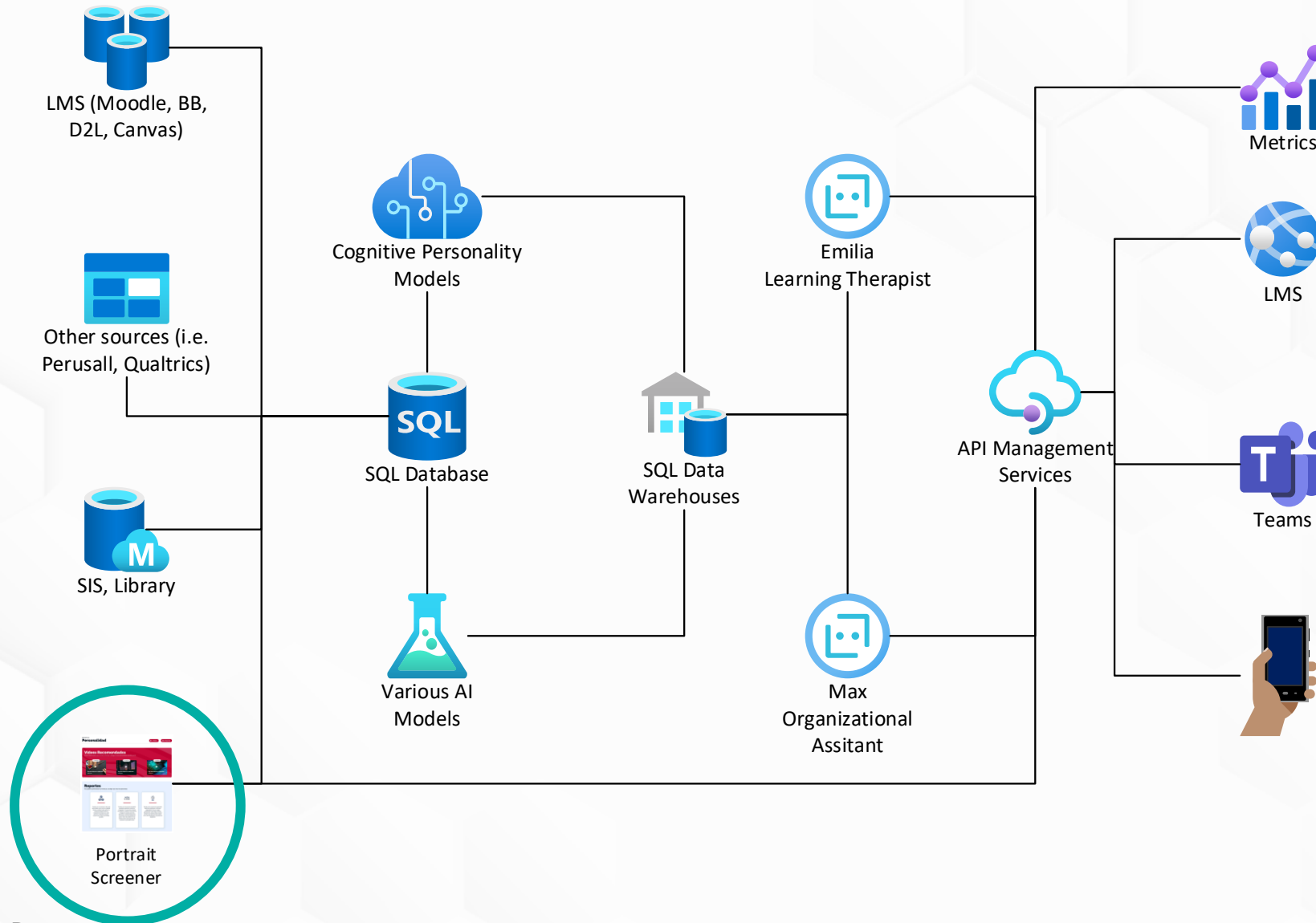
	Attention and Executive Functions	Social Skills	Emotional Indicators	Achievement
BLANCA MILLAN LASTRA	0.50	0.50	0.50	0.50
EDUARDO ESTEBAN BÁEZ SOTO	0.50	0.50	0.50	0.50
MARÍA DEL CARMEN FIELD RIVERA	0.50	0.50	0.50	0.50
ANTONIO RAFAEL GUITART CERREJIDO	0.50	0.50	0.50	0.51
LAURA SUSANA HERRERA OSORNIO	0.51	0.50	0.50	0.50
RAFAEL ANTONIO SALAZAR INFANTE	0.51	0.50	0.50	0.50
ENRIQUETA DE LA ROSA CÁRDENAS	0.50	0.50	0.50	0.50
ANA LUISA BORJA ALMEDA	0.50	0.50	0.50	0.50
JESÚS ALFONSO LLORENTE RENAUD	0.50	0.50	0.50	0.50
JUAN LUIS RUBIO ESQUIVEL	0.50	0.50	0.50	0.50
MOISÉS OCAMPO DELGADO	0.50	0.50	0.50	0.50



Student Portrait Screener

An AI Personal Learning Analytics Solution

Portrait – Flow Diagram



Videos Recomendados

Videos seleccionados para puedas comenzar a trabajar en las oportunidades identificadas en ti

+ 1,000 Exp

Tips para Mejorar tus Aptitudes
5 Minutos

+ 1,000 Exp

Tips para Mejorar tus Aptitudes
5 Minutos

+ 1,000 Exp

Herramientas

Te ayudamos potencializar tus fortalezas y trabajar tus áreas de oportunidad.

+ 1,000 Exp

TEST DE
Aptitudes

15-20 Minutos

+ 1,000 Exp

TEST DE
Caracterización

15-20 Minutos

+ 1,000 Exp

TEST DE
Personalidad

15-20 Minutos

NO INICIADO

Muy bien Juan,
¡Vas por excelente camino!

Nivel

25

5,000/10,000 Exp Puntos

Tus últimos logros

- Perfil Completo**
1,000 EXP | FEB 2021
- Modulo 1 Completo**
1,000 EXP | FEB 2021
- Compartir con Amigos**
1,000 EXP | ENE 2021

Reportes

Te ayudamos potencializar tus fortalezas y trabajar tus áreas de oportunidad.

To exit full screen, swipe down from top of screen or press **F11**

Universidad Andrés Bello

Bienvenido

Por favor ingresa tus credenciales para ingresar

Nombre de Usuario

Contraseña

Recordar ¿Olvidaste tu contraseña?

Ingresar

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Juan Perez

Nivel 25

5,000/10,000 Exp Puntos

Cambiar Contraseña

Tus logros

Perfil Completo
1,000 EXP | FEB 2021

Perfil Completo
1,000 EXP | FEB 2021

Perfil Completo
1,000 EXP | FEB 2021

- Espere algunos meses/años antes de entrar a la universidad (por favor indicarnos el numero de meses que esperaste: Ejemplo: 6 meses, 12 meses, 18 meses)
- promueve la competencia entre estudiantes

← Anterior

Siguiente →

analytikus

It's Simple

By combining Machine Learning, AI, Cognitive Science, and experience in higher education, we provide the solutions that make students and institutions successful.



 analytikus

Thank you.

We look forward to further discussing this presentation with you.

Miguel Molina-Cosculluela



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