

Student Analytics

Higher education is increasingly under pressure to improve the success of their students. Student success can be a major challenge for many institutions. Helping students to achieve an academic edge, higher grades, research breakthroughs, and become an employer's top choice.

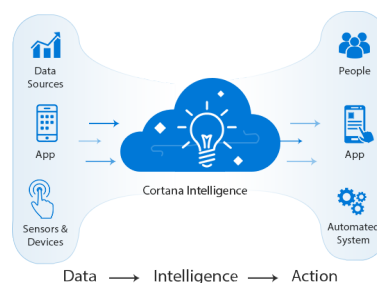
Simpson Associates are a services consultancy who have been delivering value to higher education institutions for over 10 years. Our expertise includes data management, standardisation, management reporting, dashboarding and predictive analytics through to student and financial planning and reporting.

Simpson Associates Student Analytics solution;

- uses descriptive and predictive analytics to give tutors and administrators a way to measure and monitor student performance.
- aggregates multiple types of student data, such as; attendance, VLE access and social factors.
- uses machine learning to monitor for indications of risk.
- enables institutions to gain better insight around their students' needs and behaviour, whilst improving students' academic experience .

“We picked four scenarios to develop our approach to our BI Strategy. We chose Simpsons to deliver a solution based on recommendations from both Microsoft and our Higher Education Peers.”

Bath Spa University, IT Director



Student Excellence

- Improve access to data
- Improve student experience
- Improve achievement



Institutional delivery

- Improve quality of decisions
- Perform wider variety of analysis
- Reduce analytics cost and improve its quality
- Reduce cost of data management and storage
- Process improvements



Institutional insight

- Reduce reporting time
- Student engagement score
- Rankings (University)
- Improve student retention