

# Using Software to do More with Less

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# Licensed Products



- Education Analytical Suite
- Platform Suite for SAS
- SAS Enterprise Data Integration Server
- SAS Enterprise Miner
- SAS Enterprise BI Server

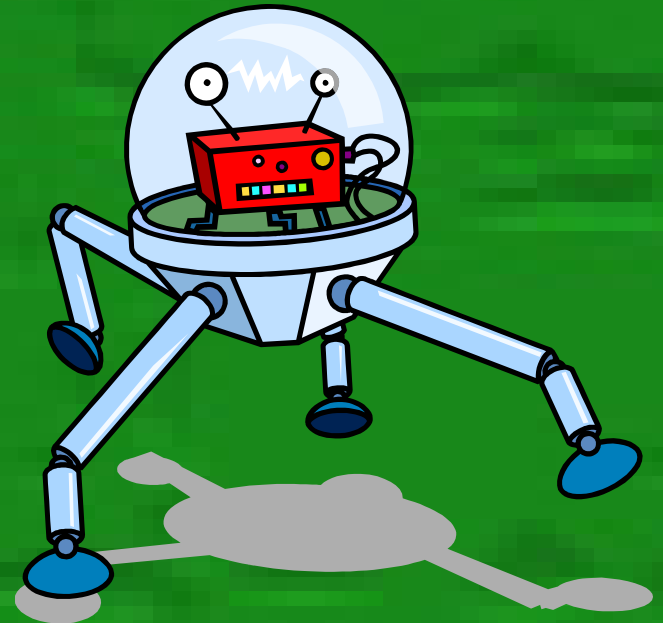
# Leveraging Software

- Automation of Reports and Programs
- Data quality processes
- Predictive modeling – Targeted communication
- Centralized processing
- Self-service, web based portal



# Leveraging Software

- Automation of Reports and Programs
  - Education Analytical Suite (ACCESS & ODS)
  - Platform Suite for SAS



# Automation

The screenshot displays the 'Process Manager: Flow Manager' application. The main window is titled 'Flow Definition--.\saslsfadmin:Load\_Monthly\_GradApps [1]'. The interface includes a menu bar (File, View, Flow, Job, Window, Help) and a toolbar with various icons. On the left, a tree view shows a hierarchy of users and processes, with 'Load\_Monthly\_GradApps' selected under the '.\saslsfadmin' user. The main workspace shows a flow diagram with two tasks: 'Gradapp\_Monthly\_Extract' and 'Load\_Monthly\_Grad\_Apps'. An arrow points from the first task to the second, indicating a sequential flow. The diagram is set against a grid with columns numbered 1 to 4 and rows numbered 1 to 3.

Process Manager: Flow Manager

File View Flow Job Window Help

By User | By State | By Event

User

- .\saslsfadmin
  - Admissions\_Weekly\_Students
  - Census\_Formats
  - Clean\_Church\_Names
  - Create\_HR\_and\_Financial\_Data\_Sets
  - Duplicate\_Applicant\_Report
  - Grad\_apps\_with\_GRE
  - Load\_Monthly\_GradApps**
  - NL\_ERMS\_Load\_File(On Hold)
  - NSE(On Hold)
  - Refresh\_Law\_PreEnrollment
  - Refresh\_Not\_Registered\_Cube
  - Run\_Daily\_GR\_Admissions\_Jobs
  - Run\_Daily\_UGAdmissions\_Jobs
  - Run\_Weekly\_UGAdmissions\_Jobs
  - SEM\_Daily\_Processing
  - SEM\_Monthly\_Funnel
  - Success\_Center
  - Success\_Center\_All\_Year
  - Update\_Current\_Term\_Revenue\_Report
  - adhoc

Flow Definition--.\saslsfadmin:Load\_Monthly\_GradApps [1]

Gradapp\_Monthly\_Extract

Load\_Monthly\_Grad\_Apps

# Leveraging Software

- Data quality processes
  - SAS Enterprise Data Integration Server (Data Quality Server)



# Dirty Data

- “Too many wrong mistakes” – Yogi Berra
- Non-identical duplicates (names & addresses)
- Missing data
- Non-standard/invalid entries



# Identity Crisis

Ever Get 2 of the Same Piece of Mail?



Lauren



Laura

- 2 Girls
- 5 Viewbooks
- Daughters of Baylor administrators



# Lauren & Laura

<b>Brumfield</b>	<b>Lauren</b>	<b>1109 Evening Shade Lane</b>	<b>McGregor</b>	<b>TX</b>	<b>76657</b>
<b>Brumfield</b>	<b>Lauren</b>	<b>109 Eveing Shade Lane</b>	<b>Mc Gregor</b>	<b>TX</b>	<b>76657</b>
<b>Brunfield</b>	<b>Lauren</b>	<b>1109 Evening Shade Ln.</b>	<b>Mc Gregor</b>	<b>TX</b>	<b>76657</b>
<b>Woodson</b>	<b>Laura</b>	<b>1711 Winchester Park</b>	<b>Robinson</b>	<b>TX</b>	<b>76706</b>
<b>Woodson</b>	<b>Laura</b>	<b>1711 Winchester Park</b>	<b>Waco</b>	<b>TX</b>	<b>76706</b>

# The Cost of Dirty Data?

- 1.15% – 725 out of 62,000 (1450 pairs)
- \$2175 at \$3 per viewbook
- 2.2% yield on 725 prospects = 16 students
- \$36,000+ per year per student not enrolled
- \$576,000 upper limit
- Misapplied data
- Lost credibility



# Cleaning Tools

- SAS Data Quality Server (Code module)
- DataFlux dfPower Suite (GUI)
- Audit reports using Base SAS



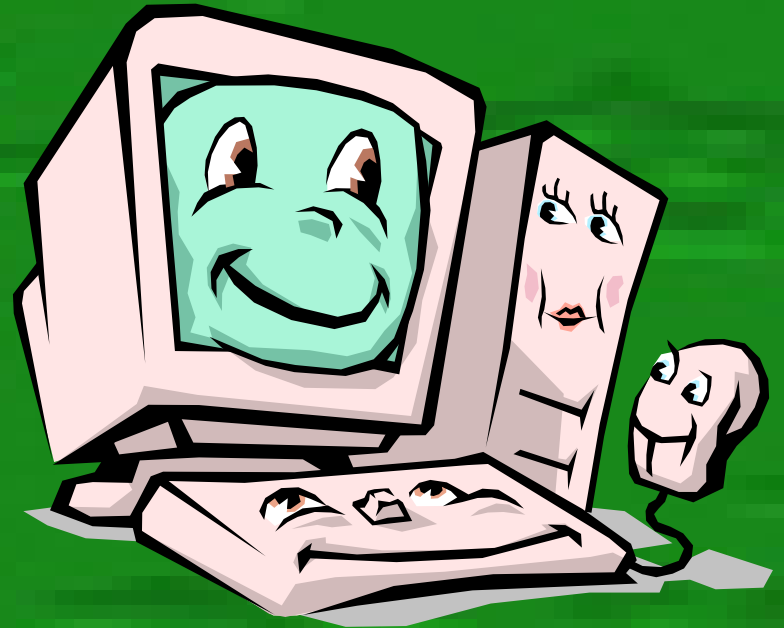
# Leveraging Software

- Predictive modeling – Targeted communication
  - SAS Enterprise Miner
- Prospects
- Inquiries
- Applicants
- Retention



# Leveraging Software

- Centralized processing
  - SAS Enterprise BI Server (Stored Processes)
- Internal Audit
- Parent's League
- Cashier
- Budget Office
- Financial Aid
- HR
- Departments



# Leveraging Software

- Self-service, web based portal
  - SAS Enterprise BI Server
    - Information Delivery Portal
    - Web Report Studio



# Data Subjects in Institutional BI

- Recruits
- Applicants
- Enrolled Students
- Degrees Awarded
- Retention
- Employees
- Financial
  - Aid awards
  - Tuition revenue
  - Expenses vs. Budget



# Typical Information Formats

- Drillable Cubes
- Interactive Lists
- Stored Processes
- Static Reports (PDF)
- Interactive Excel Documents
- Links to other web resources
- Automated updates





# How Does BI Impact IR?



- Make our jobs easier, right?
  - Self-service for users
- Questions get tougher
- Exposes data issues
  - Cleaner data
- More organized data for analysis
- Ongoing maintenance
- Users are hungry for more!



# Questions?



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