Analyst, Developers, and Tableau: Making a Visual Story

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DEPAUL UNIVERSITY
ENROLLMENT MANAGEMENT AND MARKETING
Institutional Research & Market Analytics

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Outline

- Introduction
- Analyst and App Developer Relationship
- Data Processes

    -Tableau

- Reports
    – Enrollment Update Report
    – Academic Program Review
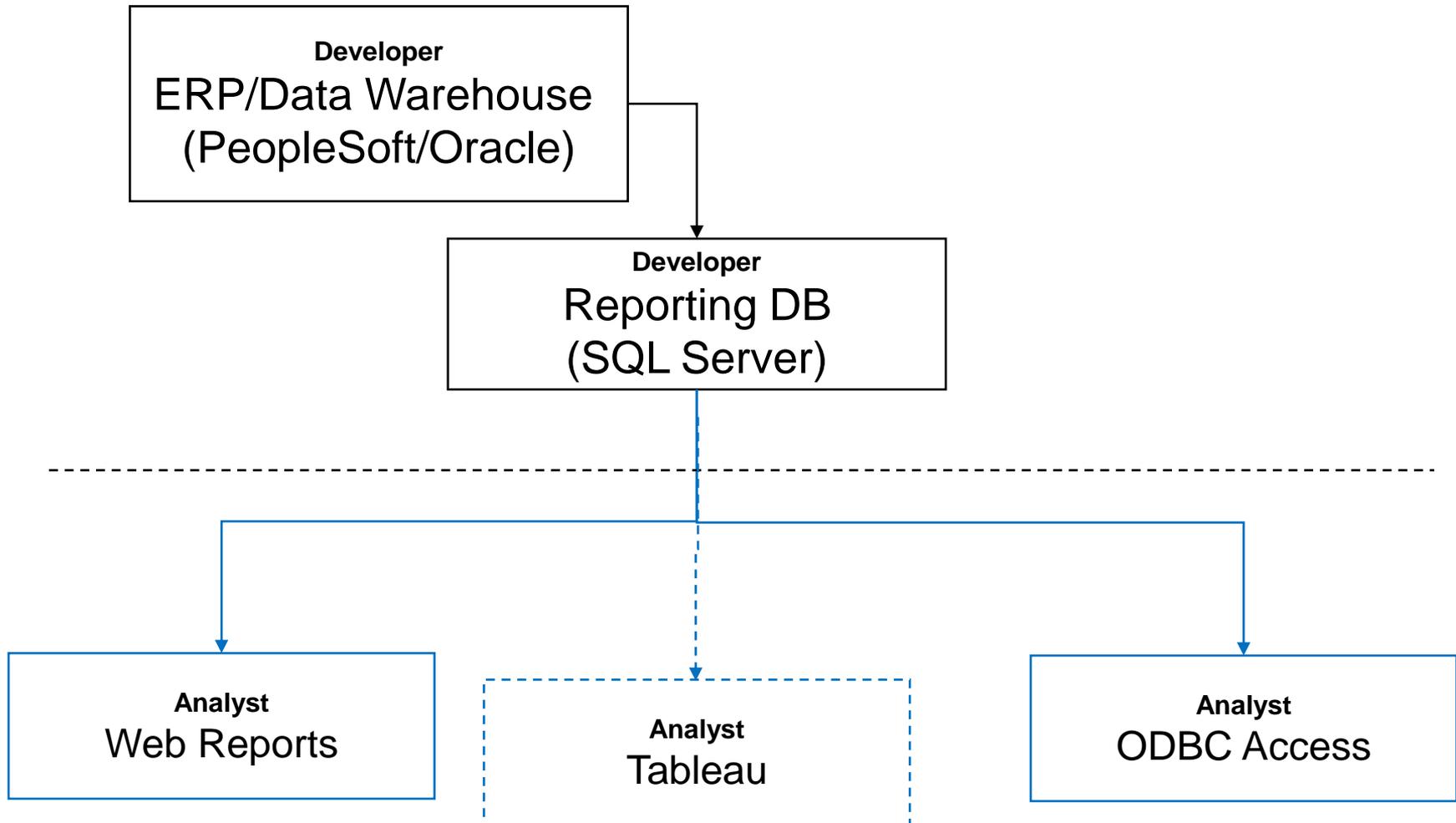- Disadvantages
- Summary and Conclusions

Introduction: DePaul University

- Founded in 1898
- Largest Catholic
- Enrollment of over 25,000 students (Fall 2010)
- Nine colleges
- Six campuses
- Diverse student population

Introduction

- Institutional Research and Market Analytics (IRMA)

- Functions of IRMA

- Agents of Change

- Support Decision Making

Analyst and Applications Developer Relationship

What is Tableau and Why?

- It is a data visualization software
- Build a dashboard on the fly
- Dashboard gives a more complete picture
- Interactive
- Connects with several varieties of data sources
- Tableau works with your data fast
- Easy Collaboration

Tableau Reports: Enrollment Update

- Year-to-Date report
    - Budget
    - Revenue
    - Headcount
    - Starts a month before each quarter until census
    - Snapshot captured twice a week

Tableau Reports: Enrollment Update

- Static Excel

- Automated Excel

- Tableau (Desktop and Server)

Tableau Reports : Enrollment Update Process

- Tableau Report connected to SQL database to post to Tableau Server

- Data refreshed from PeopleSoft

- Create custom table used for this report

Tableau Reports:
Academic Program Review (APR)

- Self study

- Faculty

- Assessment of Programs

- Academic Quality

Tableau Reports: APR

- Academic quality

- Aligned with University Mission
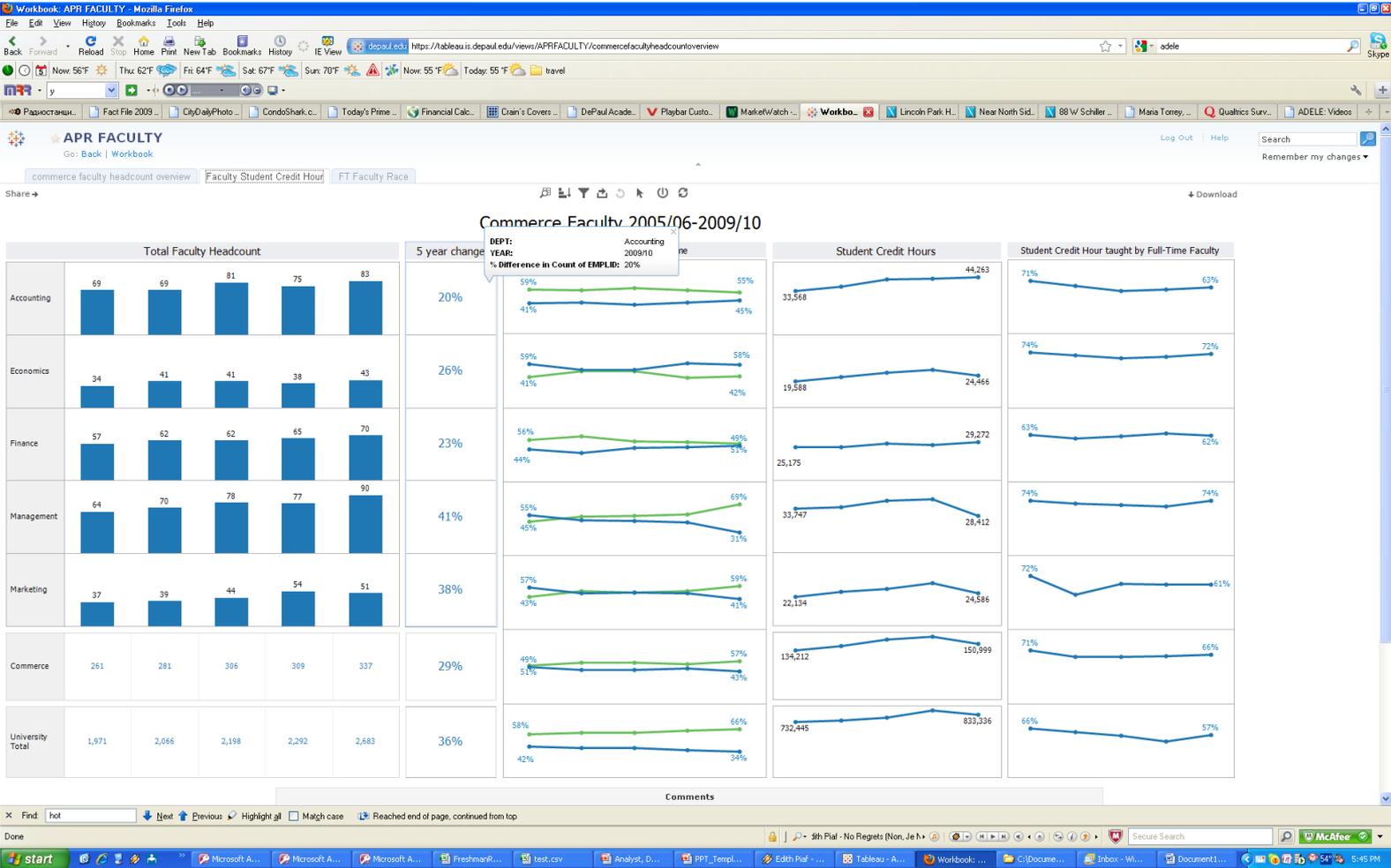
- Continuous feedback

- Accountable plan of action

Tableau Reports: APR

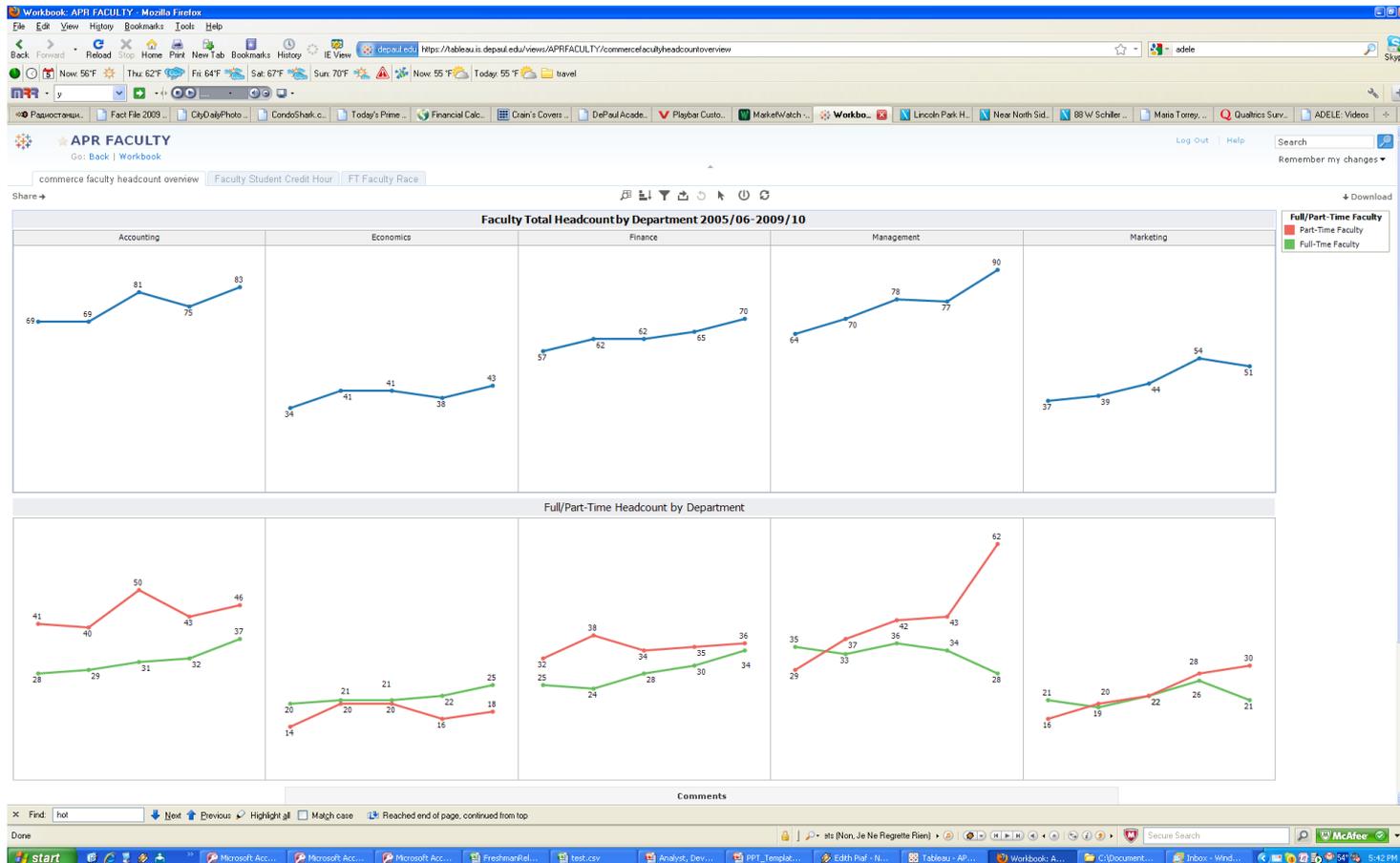- More results with less effort

- Trend data

- Comparative analysis

Tableau Reports: APR Process

- From data to dashboard

  - Identify the desirable output

  - Prep the data

  - Build the dashboard

Tableau Reports: APR

Tableau Reports: APR

Disadvantages

- Tableau needs the data prepared

- Formatting issues

- Limited amount of graphs

- Incompatible with the older versions

- Expensive

Summary and Conclusions

- Application developers need to work closely with analysts
- Visualize major reports
- Customize tables to fit report
- Implement dashboards for ad hoc basis
- Decrease production time