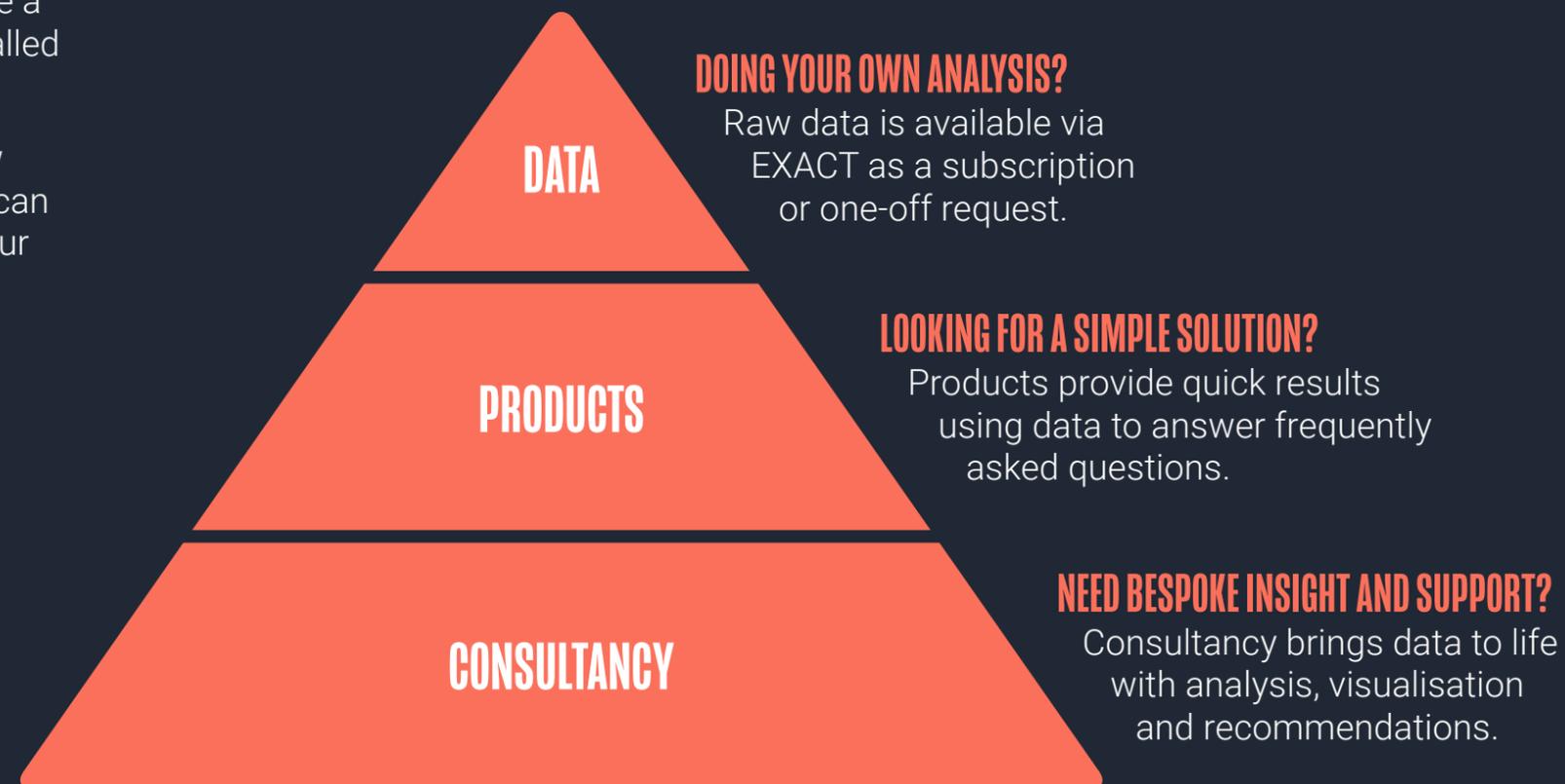# WHY ARE YOUR NUMBERS DROPPING OFF?

Wondering what's stopping students from choosing you?

At UCAS, we are connected to everyone in the higher education sector. We have a huge amount of data and a truly unrivalled knowledge of higher education.

Our data offers a unique, granular view into student and sector trends so you can make evidence-based decisions for your conversion strategies.

There are three ways to get the answers you need from the unique and comprehensive data we hold

DATA

PRODUCTS

CONSULTANCY

DOING YOUR OWN ANALYSIS?
Raw data is available via EXACT as a subscription or one-off request.

LOOKING FOR A SIMPLE SOLUTION?
Products provide quick results using data to answer frequently asked questions.

NEED BESPOKE INSIGHT AND SUPPORT?
Consultancy brings data to life with analysis, visualisation and recommendations.

USE OUR DATA EXPERTISE

If you want to understand conversion across the sector, **EXACT can help**.

EXACT is our **bespoke data service** which reports on historical data and live cycle deadline data across the sector. The service delivers CSV datasets to a particular specification – plug the data into your own systems and carry out your own analysis.

▶ **Get data on undergraduate applications, offers and accepts** – to show your applicants, and where else they applied/ accepted a place on specific courses.

▶ **Understand the trends** – of provision, market size and demand in all courses, sector wide, so you can identify opportunities to convert more applicants.

DATA

PRODUCTS

CONSULTANCY
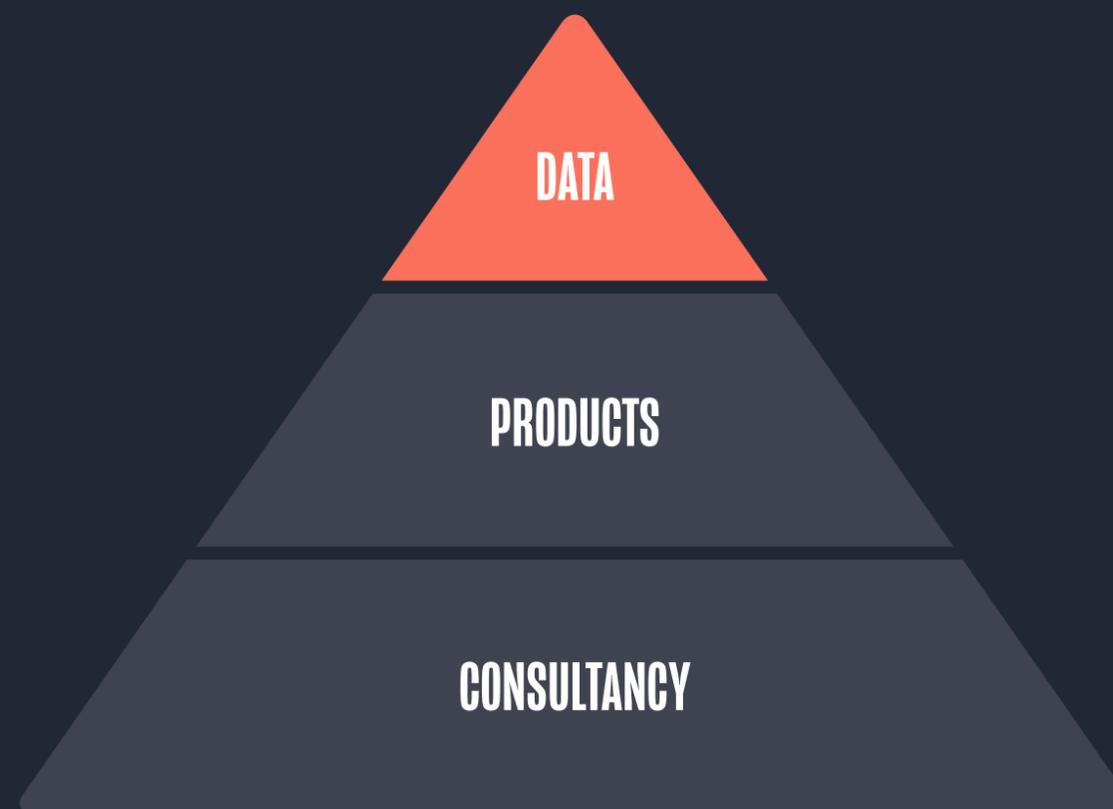
EXACT Full Sector Trend Data Sample

Are you looking to improve your conversion at a granular level?

The solution: we can provide a bespoke raw data output to help you identify market size, provision trends and opportunities to convert more applicants.

The data: Number of Applications, Number of Offers (at June 30th) and Number of Acceptances split by:Provider name 2022, Course Name, Course ID, HECOS CAH 1, HECOS CAH 2 and HECOS CAH3. At End of Cycle.

This data will help you understand what is happening in the sector - are there courses that are declining or growing? Which universities are proving the most popular? What is your position in the sector?

Cycle Year	Course identifier	Course name	HECoS CAH1 subject group (version 1.3.4)	HECoS CAH2 subject group (version 1.3.4)	HECoS CAH3 subject group (version 1.3.4)	Provider name 2022	Number of Applications	Number of Acceptances	Number of Offers as-at 30 June
2023	A11-6101	Business Management	(CAH17) business and management	(CAH17-01) business and management	(CAH17-01-01) business and management (non-specific)	University of Example	10	5	15
2023	A11-6102	Business Management (Entrepreneurship and Innovation)	(CAH17) business and management	(CAH17-01) business and management	(CAH17-01-01) business and management (non-specific)	University of Example	0	0	5
2023	A11-6102	Business Management (Entrepreneurship and Innovation)	(CAH23) combined and general studies	(CAH23-01) combined and general studies	(CAH23-01-02) personal development	University of Example	15	0	0
2023	A11-6103	Business Management (Finance)	(CAH17) business and management	(CAH17-01) business and management	(CAH17-01-01) business and management (non-specific)	University of Example	55	30	15
2023	A11-6103	Business Management (Finance)	(CAH17) business and management	(CAH17-01) business and management	(CAH17-01-07) finance	University of Example	5	5	5
2023	A11-6104	Business Management (International Business)	(CAH17) business and management	(CAH17-01) business and management	(CAH17-01-01) business and management (non-specific)	University of Example	10	5	5
2023	A11-6104	Business Management (International Business)	(CAH17) business and management	(CAH17-01) business and management	(CAH17-01-02) business studies	University of Example	25	20	30
2023	A11-6105	Business Management (Marketing)	(CAH17) business and management	(CAH17-01) business and management	(CAH17-01-01) business and management (non-specific)	University of Example	50	40	60
2023	A11-6105	Business Management (Marketing)	(CAH17) business and management	(CAH17-01) business and management	(CAH17-01-03) marketing	University of Example	40	5	5
2023	A20-2D7T	Mandarin (PGDE - Graduates only)	(CAH22) education and teaching	(CAH22-01) education and teaching	(CAH22-01-01) education	University of Example	10	5	5
2023	A20-3500	English with Creative Writing	(CAH19) language and area studies	(CAH19-01) English studies	(CAH19-01-01) English studies (non-specific)	University of Example	40	20	20

Please note that this data is for illustrative purposes only and your data will be specific to you.

PURCHASE OPTIONS

Internal only – Internal Use Licence

With an 'Internal Use' Licence, you must use the EXACT Data and Manipulated Data strictly for internal use within your organisation only.

External use – Standard Use Licence

With a 'Standard' Licence, you may

- publish or permit to be published a maximum of one hundred individual pieces of the EXACT Data or Manipulated Data (being a number, count, percentage or any other statistic provided under this Licence, or any other number derived or calculated therefrom), subject to you not publishing or permit to be published any EXACT Data or Manipulated Data before any publication date we may communicate to you; and

- share, provide or give access to the EXACT Data or any Manipulated Data to a non-employee consultant, provided you notify us in advance and you enter into an agreement on same terms of this Licence which contains a confidentiality clause to ensure that the consultant only uses the EXACT Data in relation to your internal business purposes.

IF YOU ARE LOOKING FOR MORE THAN JUST THE NUMBERS, OUR PRODUCTS DO THE ANALYSIS FOR YOU

▶ **Application & Decision Tracker**

Access weekly updates across application and decision-making activities. Benchmark against the sector and your competitors, so you can allocate resource in the right places.

▶ **Student Decision Report**

Find out why students did (or didn't) choose you. In-the-moment feedback as students reply to their offers – created as bespoke reports for you.

LOOKING FOR SOMETHING MORE BESPOKE?

Our consultancy team combine in-depth data with our unique student insights to provide a complete picture of where you're losing applications and why. Focus on specifics or the full conversion journey and receive bespoke analysis and recommendations.

FOR MORE
INFORMATION

For any questions, or to discuss which products/services will meet your needs, please speak to your **Customer Success Director** or email **datainsights@ucas.ac.uk**

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