EXACT

MAKE EVIDENCE-BASED DECISIONS ON YOUR COURSES

UCAS

INVEST IN YOUR COURSE PORTFOLIO

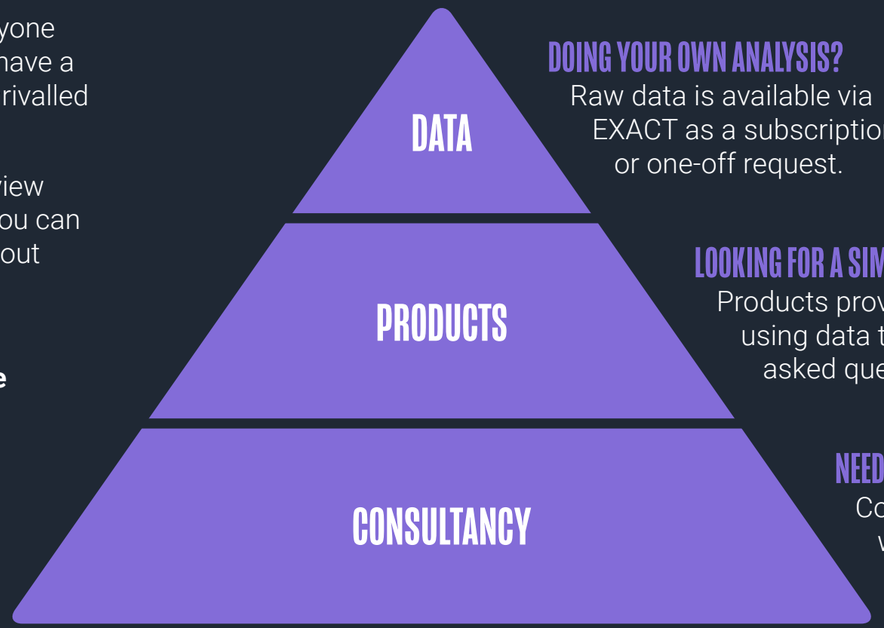
Your portfolio needs to be future proof.

We will help you take stock of your offering, assess specific courses and help you make informed decisions about your course strategies.

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 about your courses.

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



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?

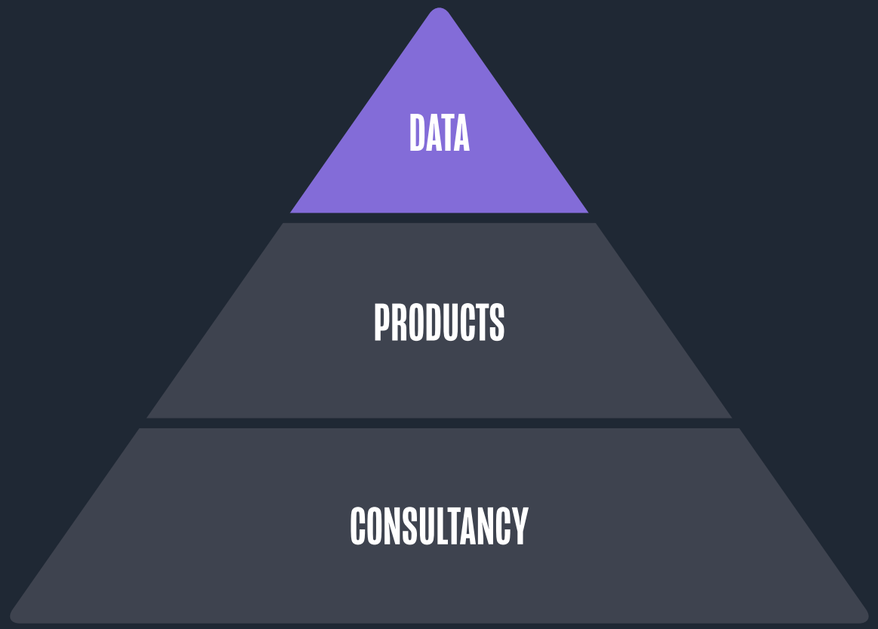
Consultancy brings data to life with analysis, visualisation and recommendations.

USE OUR DATA EXPERTISE

Understanding course naming conventions and course recruitment trends, across the sector, can be the first step in deciding whether to introduce or rename a course.

EXACT can help. It 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.

- **Use keywords or subjects** to identify historic trends of courses, at a provider and applicant level - with data on applications, offers, and acceptances to highlight course popularity, alongside applicant demographics.
- **Understand who applies and their geographical location.** Identify areas of potential growth or saturation, and how this has changed.
- **Understand naming conventions already used,** and their popularity – information that may highlight any potential renaming of courses, to increase recruitment in line with those already being offered by other providers.



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Cycle Year	Provider name 2022	Course name	Applicant domicile (high level - 3 levels)	Number of Applications	Number of Acceptances	Number of Offers as-at 30 June
2023	A20 University of Aberdeen	Accountancy and Finance	UK	18	10	5
2023	A20 University of Aberdeen	Business Management and Real Estate	UK	18	0	0
2023	A20 University of Aberdeen	Criminology and Sociology	UK	18	15	0
2023	A20 University of Aberdeen	International Business	UK	18	55	30
2023	A20 University of Aberdeen	Law with English Law	UK	18	5	5
2023	A20 University of Aberdeen	Politics and International Relations	UK	19	10	5
2023	A20 University of Aberdeen	Primary Education	UK	21 and over	25	20
2023	A20 University of Aberdeen	Psychology	UK	18	50	40
2023	A20 University of Aberdeen	Psychology with Counselling Skills	UK	19	40	5
2023	A20 University of Aberdeen	Real Estate	UK	20	0	0
2023	A20 University of Aberdeen	Zoology	UK	18	0	0

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

EXACT Course Trend Data

Are you wanting to understand course trends? Using your own specific keywords? And would like to see how many applications were accepted to study specific subject areas and in what university locations?

Our solution: review the number of applications, offers and acceptances by: Provider Name, Course Name, Course Type, Age Band (5 levels), Applicant Domicile (UK and Global Regions) and Gender - filtered to your specific course keyword/s.

Gain insight on:

- who applies to the courses, and where they come from
- what the courses are named
- which providers are offering the courses, and if they are your direct competitor(s)
- trend analysis across the sector, at applicant, provider and course level

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

- **Course Review**

  Develop and enhance your understanding of your portfolio. Get data-led insight to assess the feasibility of existing courses.

- **Course Feasibility**

  Make sure your new course ideas have a market. Get insight on market health, supply and demand, and course size prediction. Reports available within 5 days.

LOOKING FOR SOMETHING MORE BESPOKE?

Our consultancy team combine data trends and student insight to review your whole portfolio, subject areas or particular course challenges. You'll understand potential growth or areas to re-evaluate.

FOR MORE INFORMATION

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

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