

An introduction to data reporting

2nd March 2016

Rob Edmondson – Strategic Product Manager



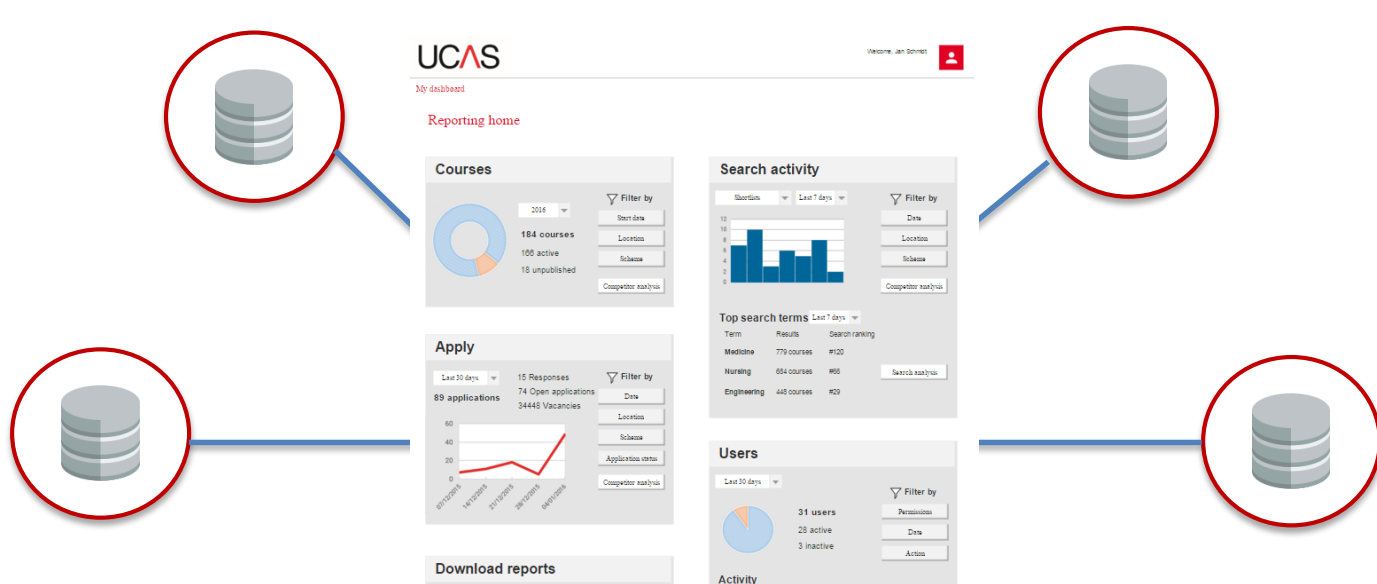
Contents

- What is data reporting?
- Why are we doing it?
- Where are we at this point in time?
- What recurring themes have we discovered to date?
- How can you help shape the direction of travel?

What is data reporting?

Data reporting is the concept of providing you with a singular view of applicant and competitor insight which you then have the ability to report on.

Whilst we currently provide a number of individual data products and services, the intention moving forward is to facilitate these within the one destination



Why are we doing it?

We will be developing a UCAS reporting capability to provide us with greater insight into our products and services to help inform the future direction of travel that we take.

We want to use that opportunity to provide you with a platform that will make data more accessible to you to help inform your recruitment and strategic planning



Where are we at this point in time?



We have held a number of internal workshops to assess what questions we believe our customers are trying to answer and therefore what data/functionality may be of interest to them.

But we need to understand if our initial thoughts will satisfy your data needs so that we can take assurance that we are developing a product that is fit for purpose

The recurring themes to date....

Topical Data

No of views per course vs applications per course?
Makeup of applicants – domicile, ethnicity, qualifications

Trend Data

How do I compare within the sector?
How does this compare historically? (within the last 5 years)

Download capability

The ability to download reports in either a .csv format to drilldown into the data further, or alternatively a .pdf Summary high level snapshot for our exec committee

How can you help shape the direction of travel?

At this stage we need to understand what questions you are trying to answer? We want you to consider data reporting as a blank canvas and help shape the direction of travel we take.

What does this look like to you? And why?

If you need to take this away and discuss with your colleagues, then please do feel free to feedback to me at any point.....

r.edmondson@ucas.ac.uk

