

The EXACT Pricing Model

An Overview



Principles of Pricing

- Annual Provider EXACT Record Supplies (PERS) delivered for free
- A wealth of data freely available in the End of Cycle Data Resources on the UCAS website
- All customers pay the same price for the same outputs – but HEPs entitled to a 50% discount off of all EXACT reports



The Pricing Model Itself

How does it work?

- The generated price is the product of several multiples which are calculated independently
- These multiples represent the value of the data requested based on the following characteristics:



Resolution

Complexity

Extent

Resolution

- Based on how many values there are for each of the variables involved
- The number of values are banded and used to calculate the resolution index multiple
- Course name is an example of a variable with thousands of values
- Gender is a variable with only two values



Complexity

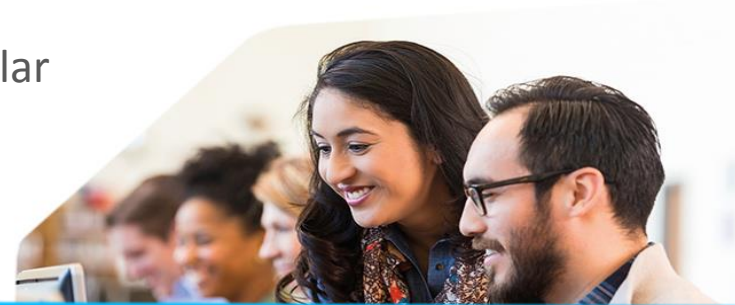
- Based on how much manipulation was done to the raw data to achieve each of the variables as well as how analytically useful the variables are
- We have assigned each of the EXACT variables a complexity index which are all summed together to create a multiple



- POLAR3 is an example of a very complex variable as it required a lot of manipulation on postcode
- Course name is one of the least complex variables as it is taken straight from the operational systems

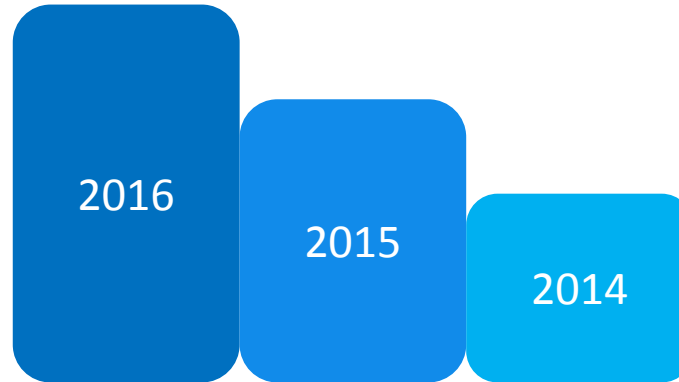
Extent

- Based on how much of the UCAS data is used in the report
- Takes into account both the number of years requested and what proportion of data the report is filtered to
- The more years of data requested, the more expensive the report
- Filtering to a subset of the data, such as to a particular subject group, will reduce the price of a report



Extent

- The older the data the cheaper it becomes
- 2015 cycle data is 75% of the price of 2016 cycle data and 2014 cycle data is even cheaper at 50%



Extent

- The reduction in price due to filtering the data is banded based on the number of values filtered to in each variable
- Once you have filtered to below 1% of values for that variable you cannot reduce the price further using that variable
- Filtering by multiple variables will reach the lowest band much faster than when filtering by a single variable



Extent

- We have started trialing weighted filtering with a select few variables
- This approach gives each value of a variable a filtering index which represents the proportion of the data that is represented by that value
- For example, applicants domiciled in the UK make up 82% of all applicants and, therefore, filtering a report to UK applicants only would be more expensive than to overseas applicants only



Statistic Sets

Applications
Unique applicants

Applicants
Acceptances

Offers
Rejects

Firm replies
Insurance replies
Declines



Statistic Sets

- The more statistic sets you purchase the cheaper they each become – essentially like bulk buying
- Currently we only provide basic counts for each of the statistic sets
 - New advanced statistics will be introduced along with the 2016 cycle data
 - These new stats will create addition statistic sets

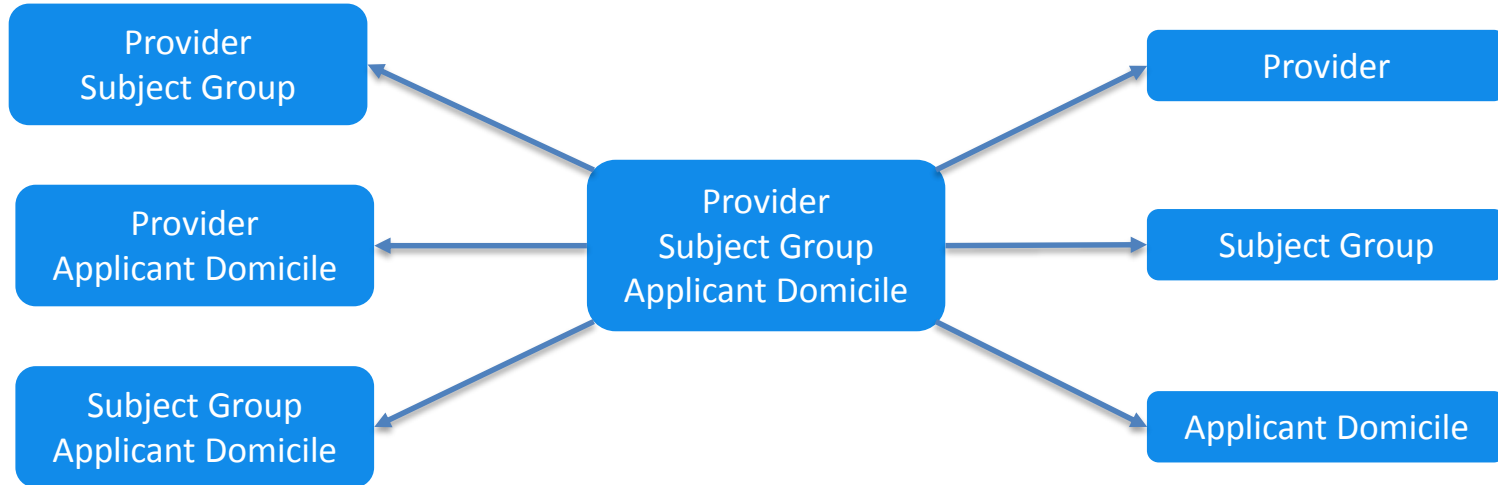


Variable Groupings

- When purchasing subject group (detailed level) you will receive the subject group (summary level) as well for free
- When purchasing course level data you will also receive both subject group variables as well for free
- When purchasing provider name and course name you will receive course code as standard

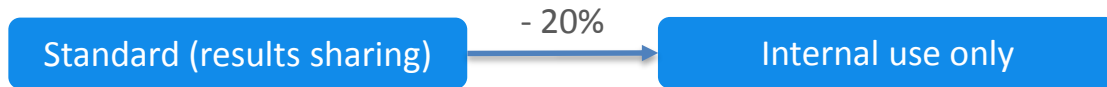


All Combinations Functionality



Licence Types

- EXACT reports can be purchased under one of two licences – the standard (results sharing) licence and the internal use only licence
- Standard (results sharing) allows the client to publish up to 100 data points from the EXACT output
- Internal use only means the client can't publish ANY of the data outside of their organisation



Plans for the EXACT Service

- Plans for an interactive client facing version currently on a backlog as resources are currently focused on developing the new admissions services
- Data scientists on the EXACT team are on hand to advise and guide the client through the process



- When pricing reports, the EXACT team prioritise achieving the clients goals whilst minimising the cost to client and the impacts of the disclosure controls

Any Questions?

