UCAS

Clearing PLUS

at UCAS: we know…

- Students' results
- Courses you have in Clearing
- What you have previously accepted in Clearing previously
- What they originally applied to
- How to match similar profiles based on criteria
- How to target WP students
- What they studied
- The qualifications your students typically study
- How to define your target student
- Where students live
- Where you could target
- And more…

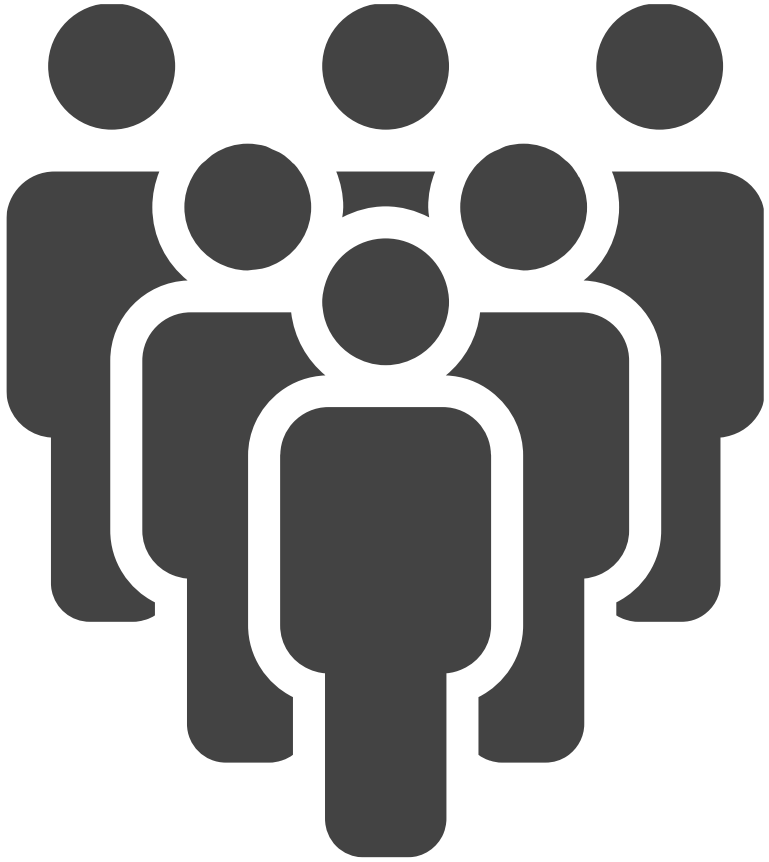
Lots of data

Demographic

Contextual data

What learners' study

Results and qualifications

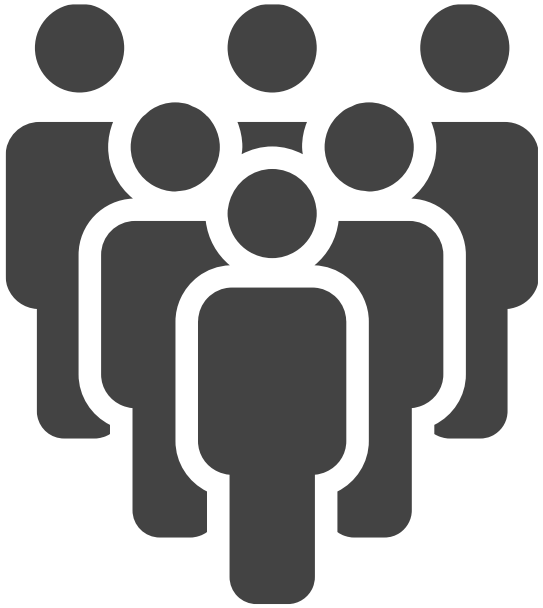


Value of collective data

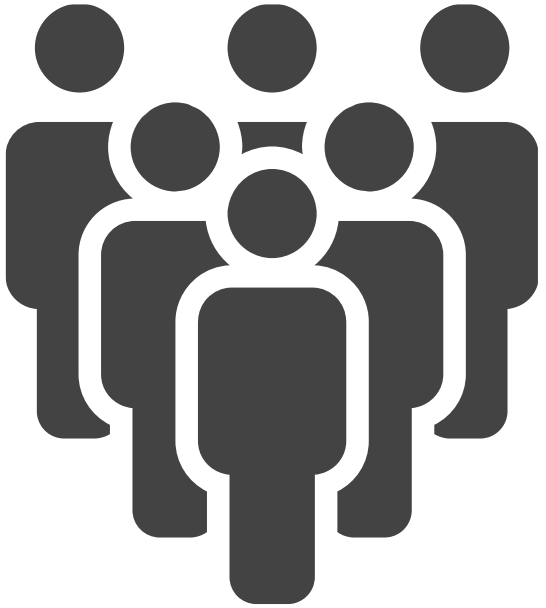
Trends

Comparisons

Grouping



2019



2020

Clusters

"people like you"

	Maths A	Maths B	English A	English B	Applied Uni X	Applied Uni Y	Region A	Region B
Learner 1	1	0	0	0	1	0	1	0
Learner 2	0	1	0	1	0	1	1	0
Learner 3	1	0	0	1	1	0	1	0
Learner 4	0	1	0	1	1	1	0	1
Learner 5	0	1	0	0	1	0	1	0

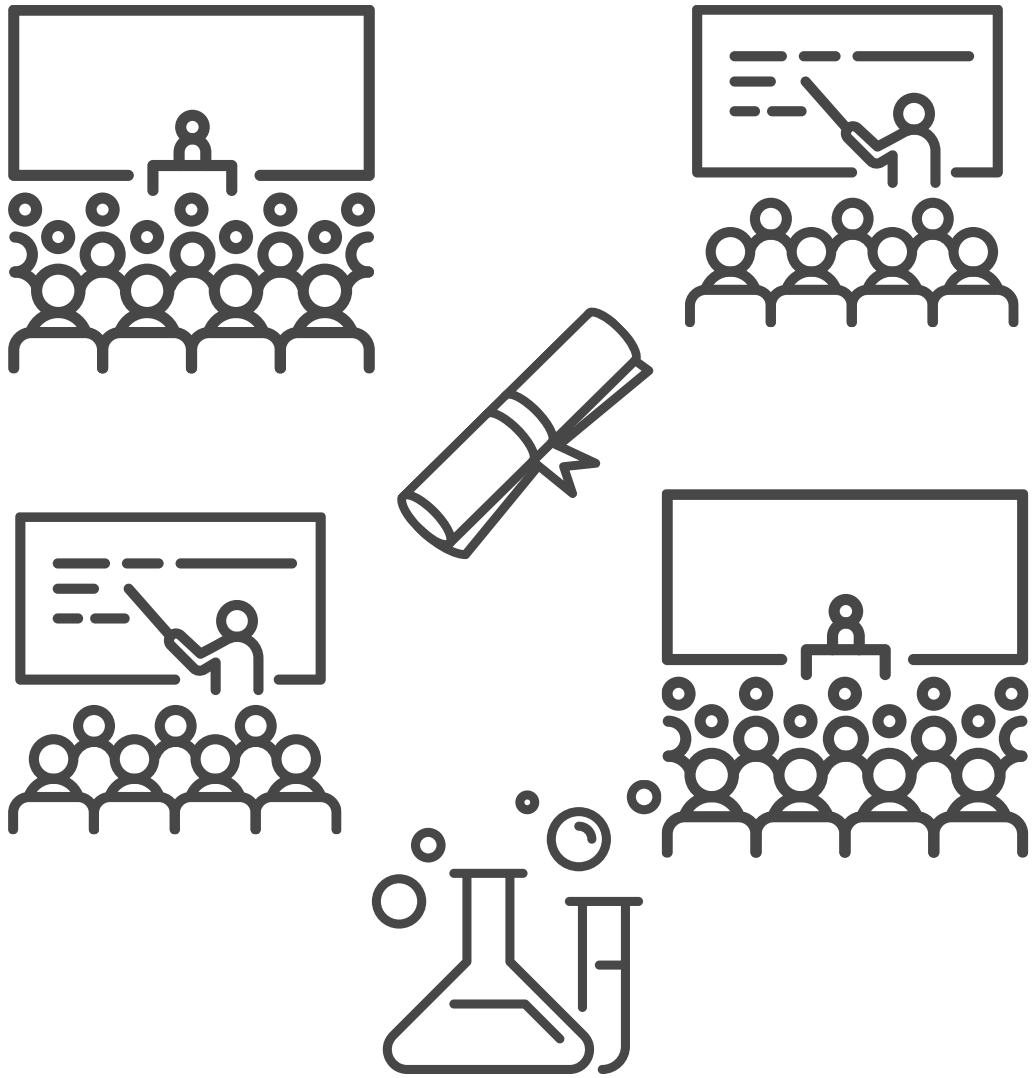
Est. up to 10,000 clusters

Providers

Have places to fill on their courses

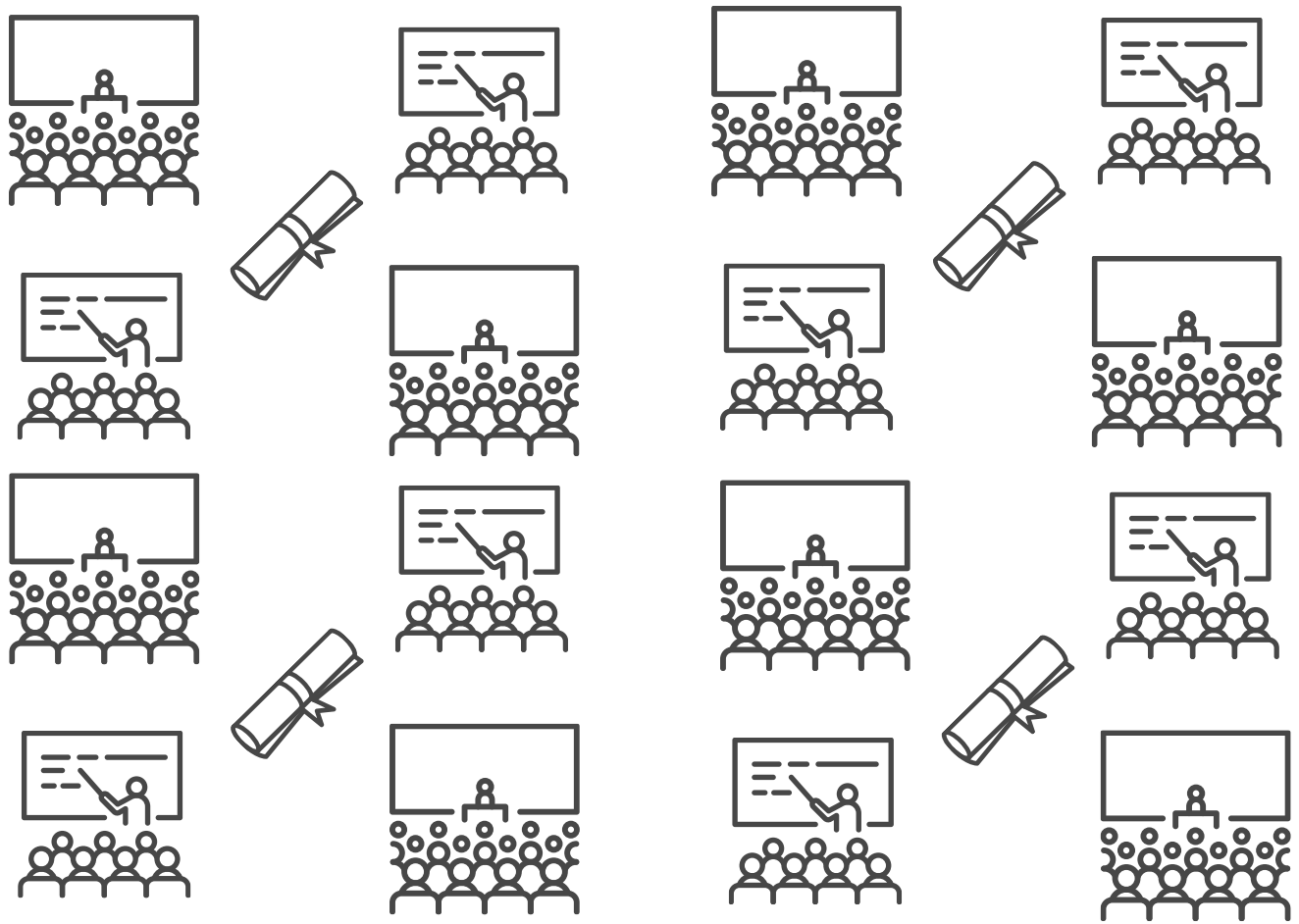
UCAS has lots of Provider data

- Historic
- Current
- Previously accepted

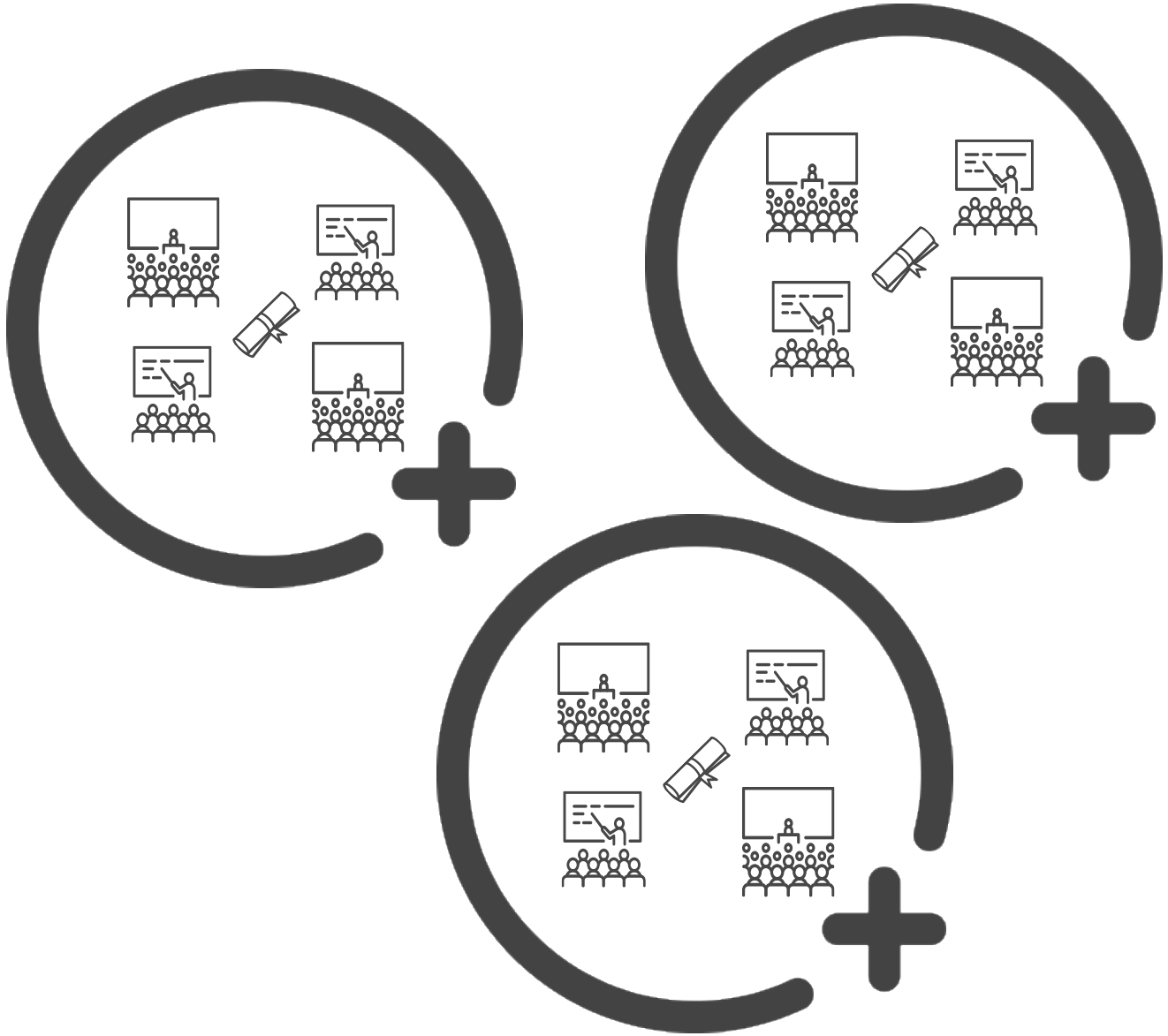


Value of collective data

- Trends
- Comparisons
- Grouping



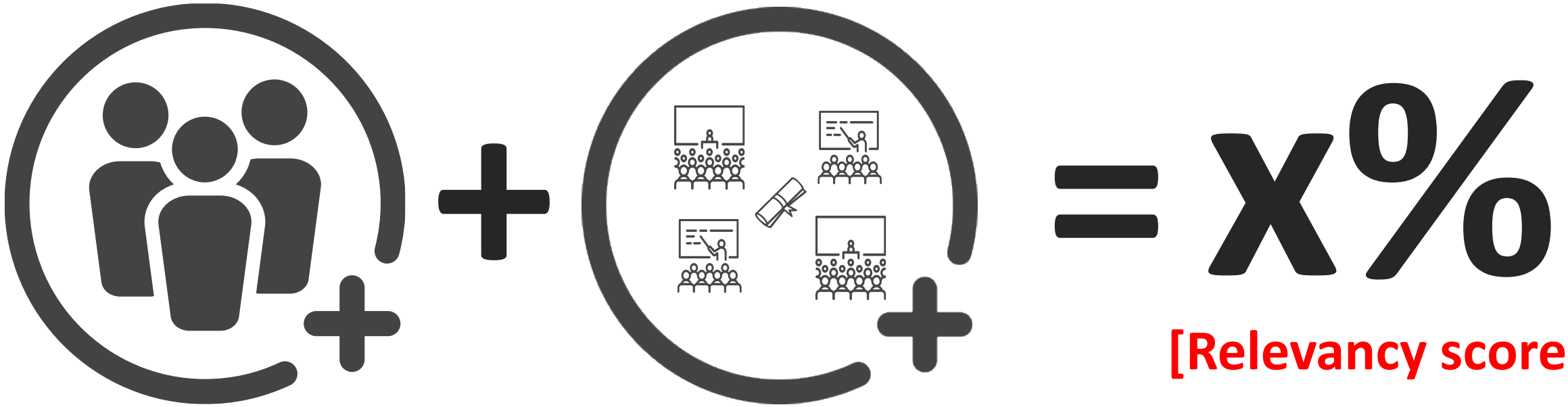
Cluster courses



Proportion of people on the course with the attribute

	Maths A	Maths B	English A	English B	Applied Uni X	Applied Uni Y	Region A	Region B
Course 1	20%	40%	12%	21%	60%	23%	39%	8%
Course 2	…	…	…	…	…	…	…	…

Matching Algorithm



[Relevancy score]

Making recommendations

	Cluster 1	Cluster 2	Cluster 3
Course A	29.3%	10.5%	35.6%
Course B	23.4%	48.6%	99.1%
Course C	71.1%	60.5%	52.3%
Course D	91.6%	23.9%	89.1%
Course E	50.5%	34.7%	27.8%
Course F	92.1%	75.3%	20.7%
Course G	37.7%	54.1%	66.6%
Course H	75.3%	79.2%	65.8%
Course I	71.7%	68.9%	7.5%
Course J	51.7%	37.5%	98.9%

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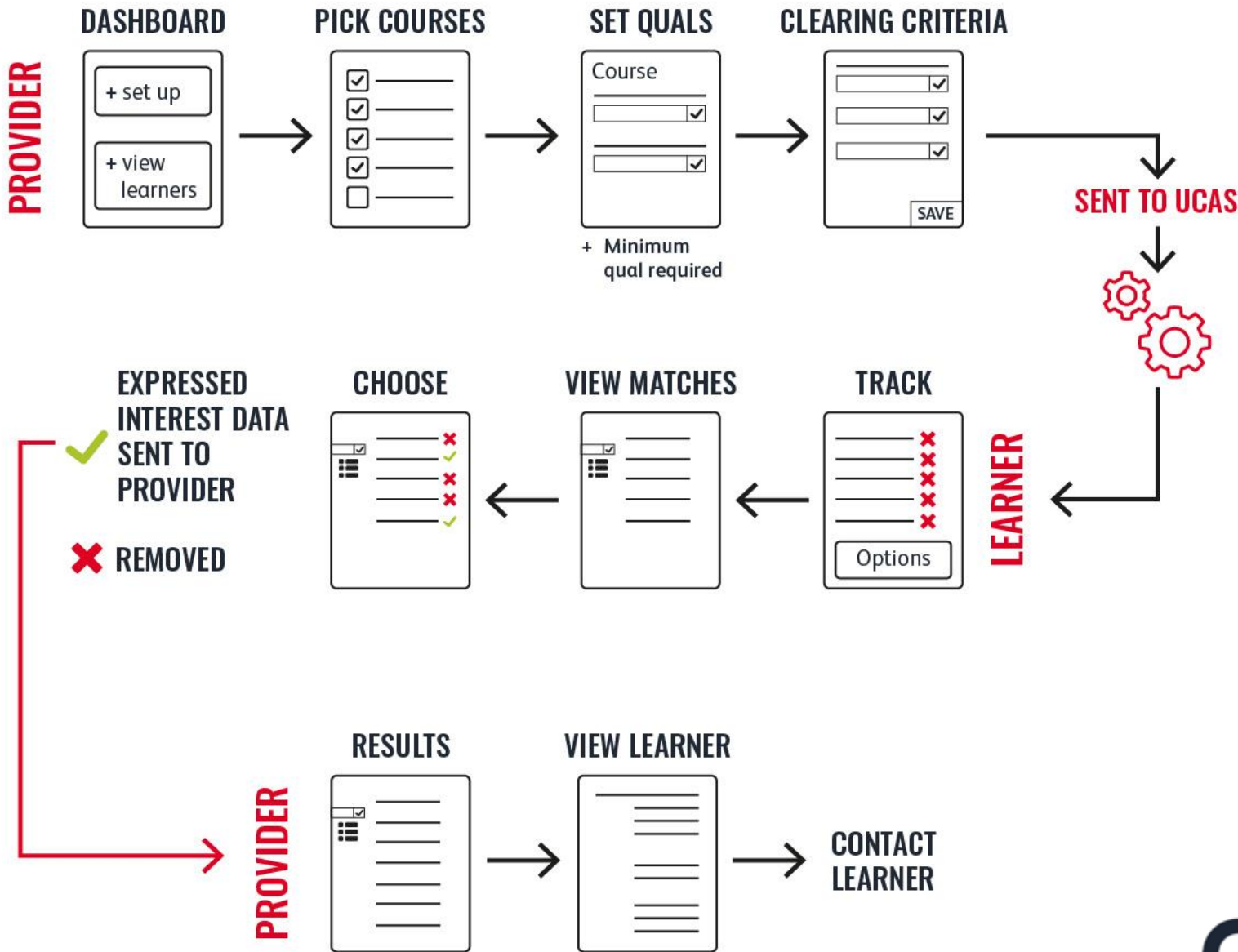
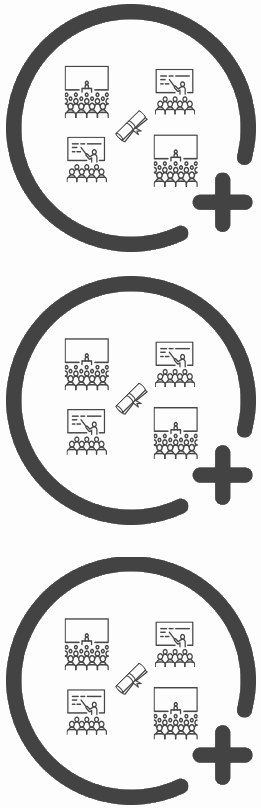
Note: It is irrelevant that the highest match for cluster 1 is 92.1% and the highest match for cluster 2 is 79.2%, the ranking is what matters.



Clearing PLUS



Cluster ALL courses

PROVIDER

DASHBOARD

+ set up

+ view learners

PICK COURSES

SET QUALS

Course

+ Minimum qual required

CLEARING CRITERIA

SAVE

SENT TO UCAS

LEARNER

TRACK

Options

VIEW MATCHES

CHOOSE

EXPRESSED INTEREST DATA SENT TO PROVIDER

REMOVED

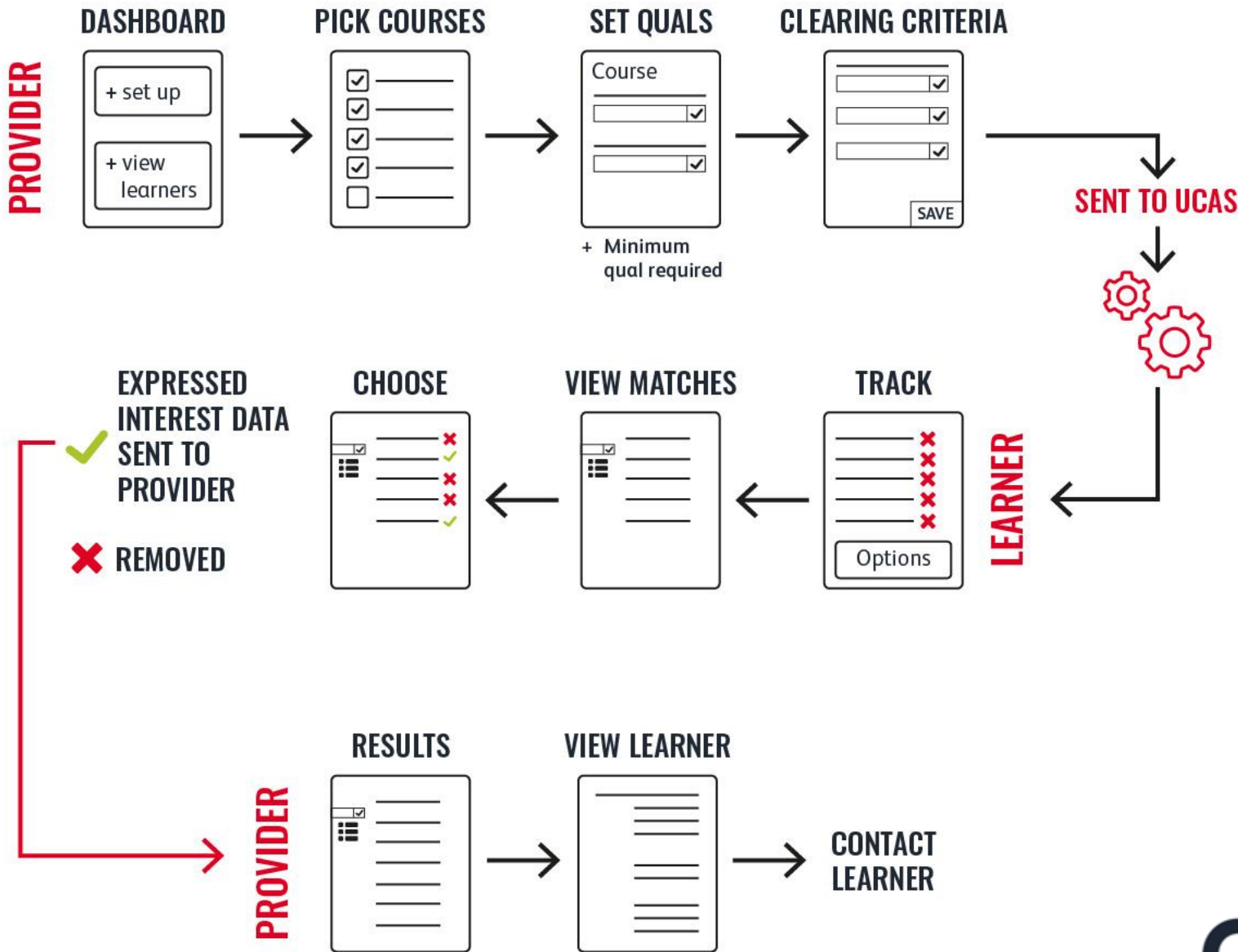
PROVIDER

RESULTS

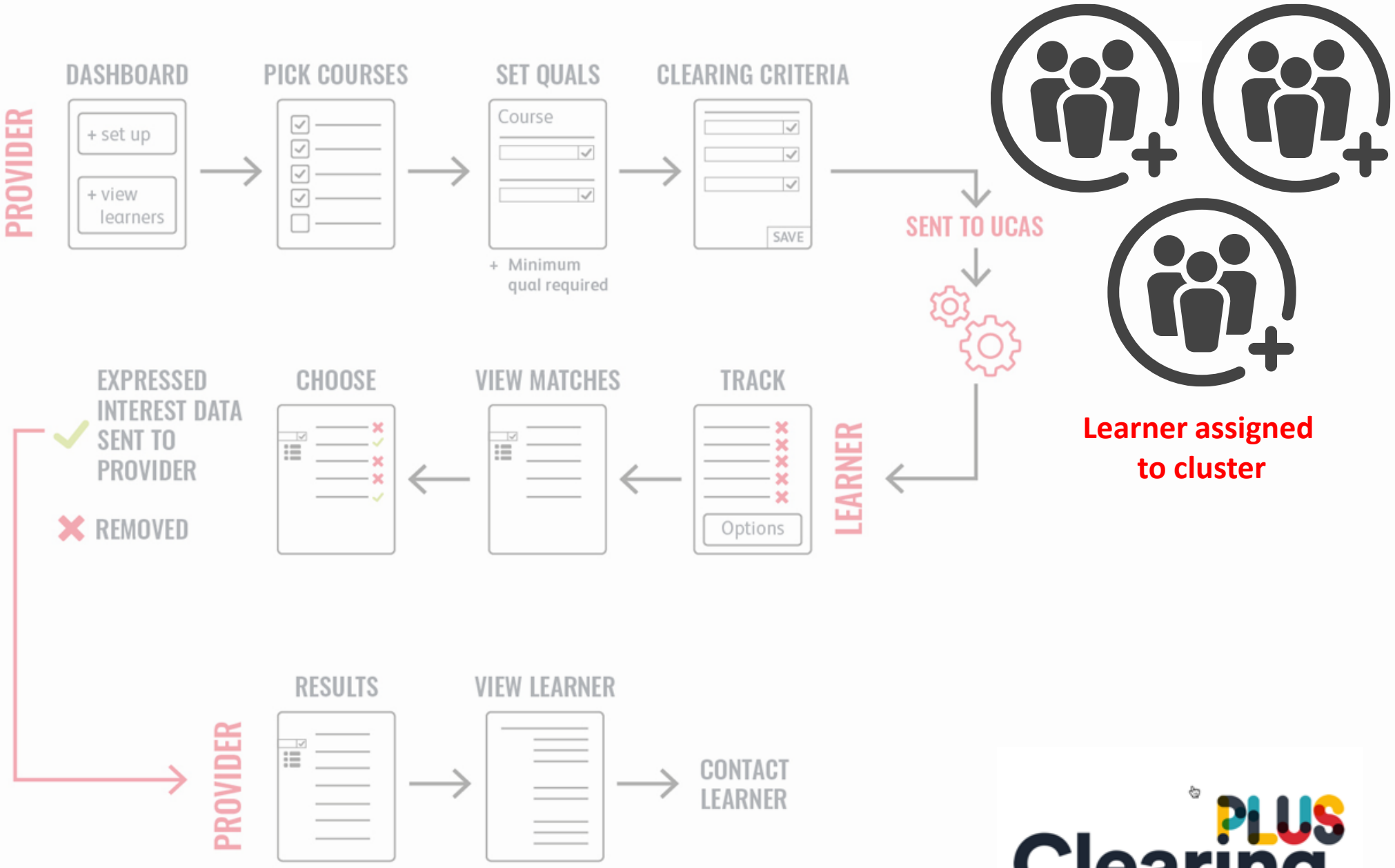
VIEW LEARNER

CONTACT LEARNER

PLUS Clearing



Clearing PLUS


PROVIDER
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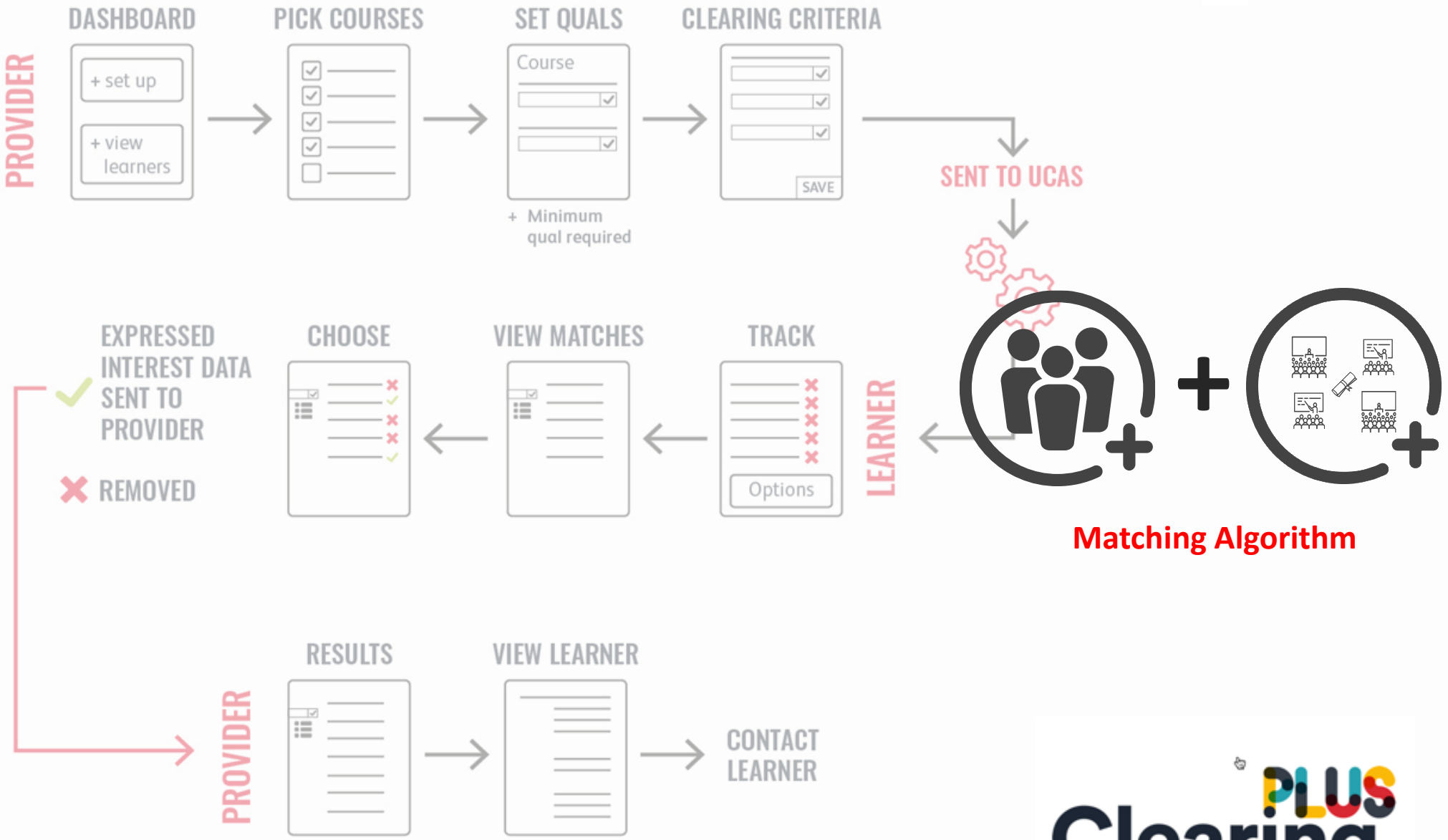
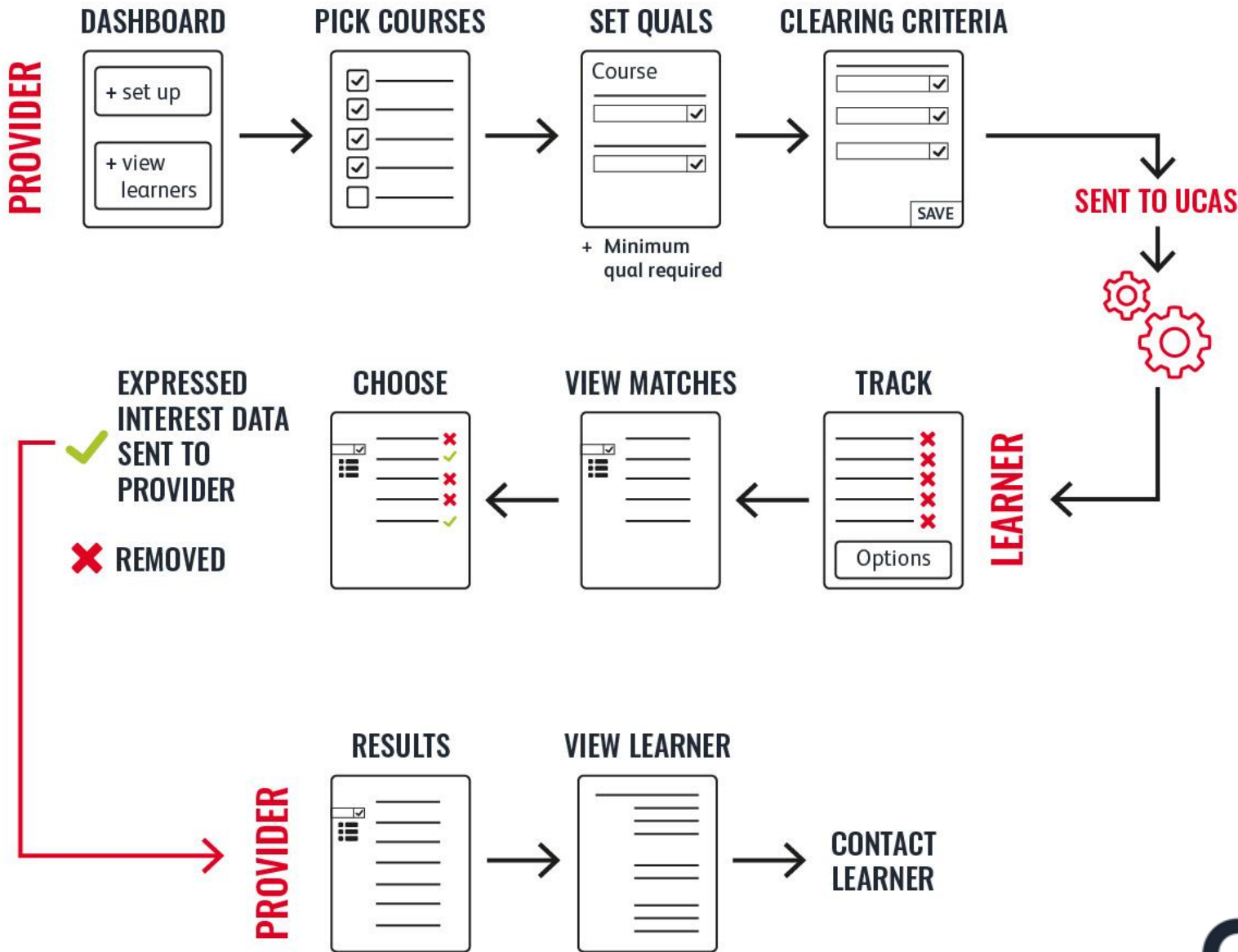
REMOVED
PROVIDER
RESULTS
VIEW LEARNER
CONTACT LEARNER
Learner assigned to cluster
PLUS Clearing



Matching Algorithm

PLUS Clearing



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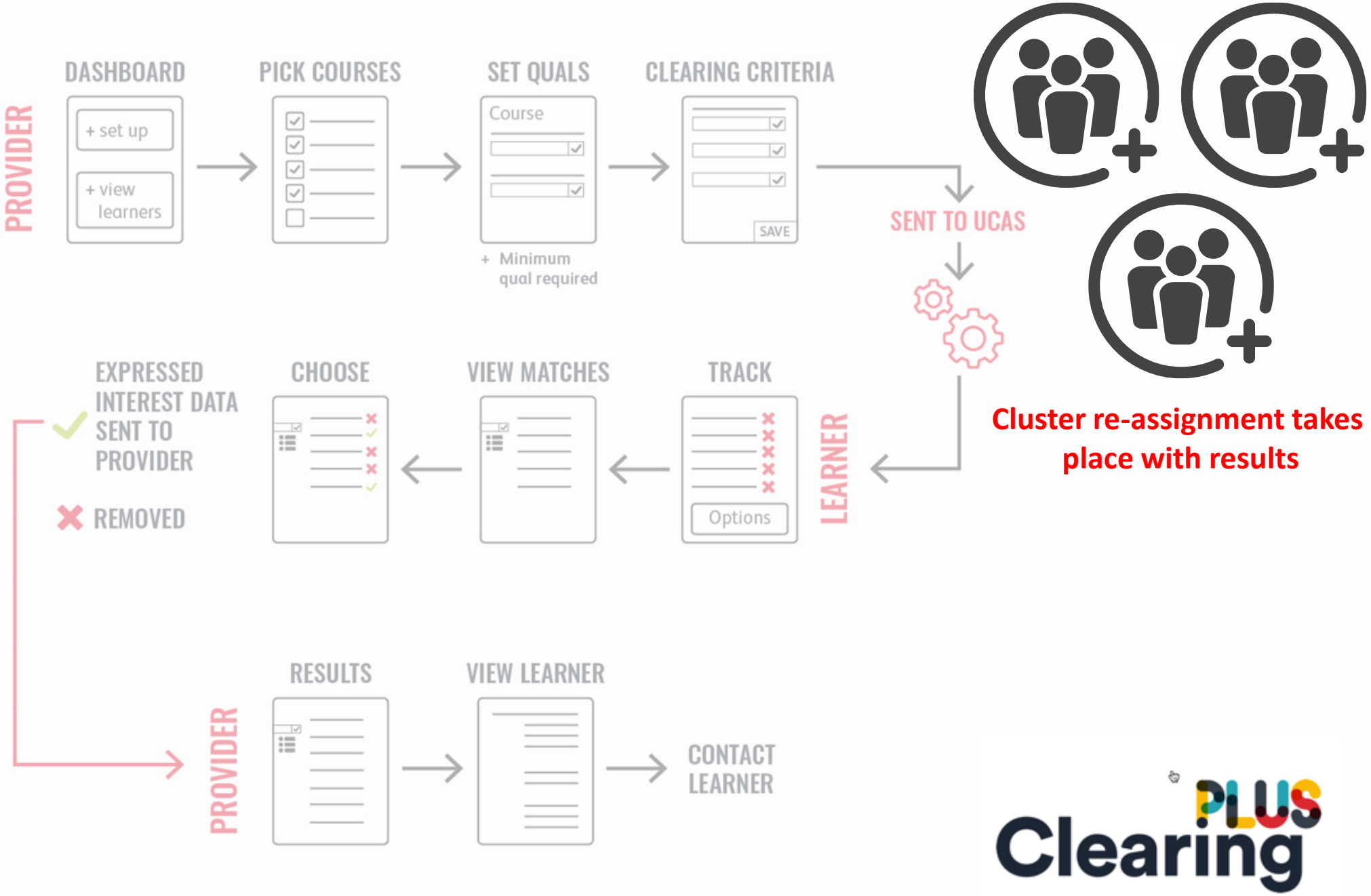
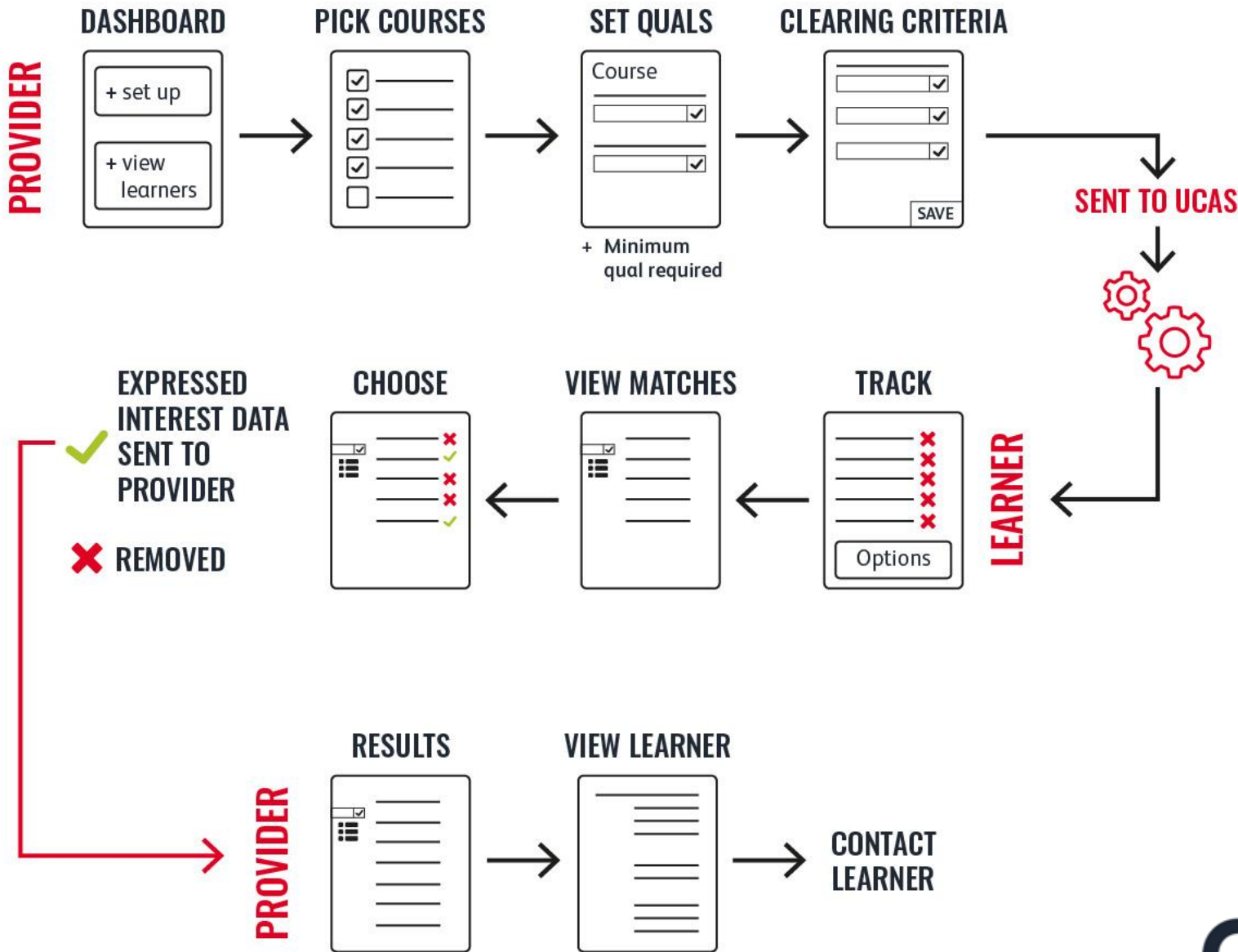


Cluster re-assignment takes place with results

Clearing PLUS



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