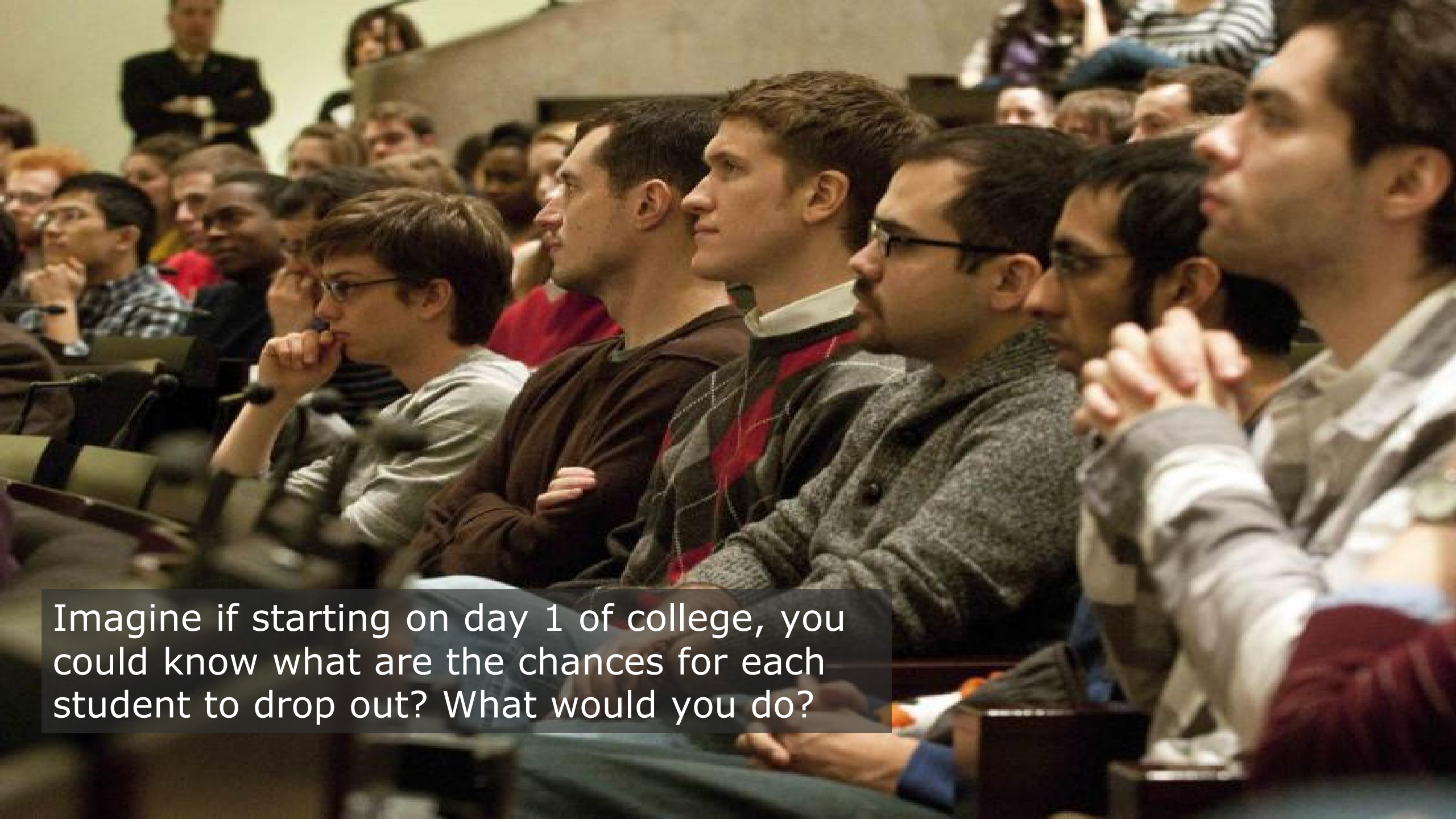# analytikus

Success Score

High Level Proposal

Through Machine Learning and AI Solutions we empower educational institutions to increase their students' success rate.

Global EdTech Startups Awards

LATAM WINNER

I'd segment that!

Imagine if starting on day 1 of college, you could know what are the chances for each student to drop out? What would you do?

Through Machine Learning and AI Solutions we empower educational institutions to increase their students' success rate.

RETENTION - ATTRACTION – STUDENT SUCCESS

Some of the institutions we're working with.

Summer 2018

Leadership Team & Presence

Miguel Molina-Cosculluela

Founder & Analytics Evangelist

+14 years

Computer Systems
Tec de MTY, IESE, Berkeley, MIT
Co-founded another Startup

Armando Alvarez

Co-Founder & Chief Data Scientist

+14 years

Applied Mathematics
ITAM, UNAM
Had already a startup exit

Belgium

USA

Mexico

Colombia

Success Score

"Understand the optimal characteristics of the personality so that your students reach their maximum potential"

Value proposition

We make an x-ray of the personality of your students to understand their potential level of success within the university. We use the texts they have written (essays, assignments, exams, social networks) to understand the features of their personality and predict the success they can have from different perspectives. Based on these understandings, universities can help their students reach their full potential.

TESTIMONIAL

"" Analytikus has helped us show the potential that artificial intelligence solutions have to optimize the paradigm shift represented by our TEC 21 plan within the context of digital transformation "

Cinthya Quiñones – Transformación Digital ITESM

Problem and benefits

Business driving forces

1) Lack of understanding of the income profile

2) High failure index

Solution

1) Calculates personality facets based on texts written by students

2) Calculates probabilities success context per student

3) Identify ideal profiles of success

4) Results displayed on dashboards

Key Benefits

Learn more about the personality of students

Prediction of success in a course, semester, career

On the part of the teachers, control the improvement of the classes by knowing in depth the students

Primary Components of the Solution

Use the texts written by your students to identify their personality

- Texts of essays, assignments, exams, forums, social networks of your students

- From cognitive models use that information to know your personality

Predict the potential for success that a student can have in different contexts

- From the personality radiography of each student predicts its success with high rates of accuracy.

- Analytical models

Identify optimal personality profiles

- Identify which components of the students' personality optimize their passage through the university.

- Identify which are related to the possibility of failing a specific course and help them strengthen the areas of opportunity
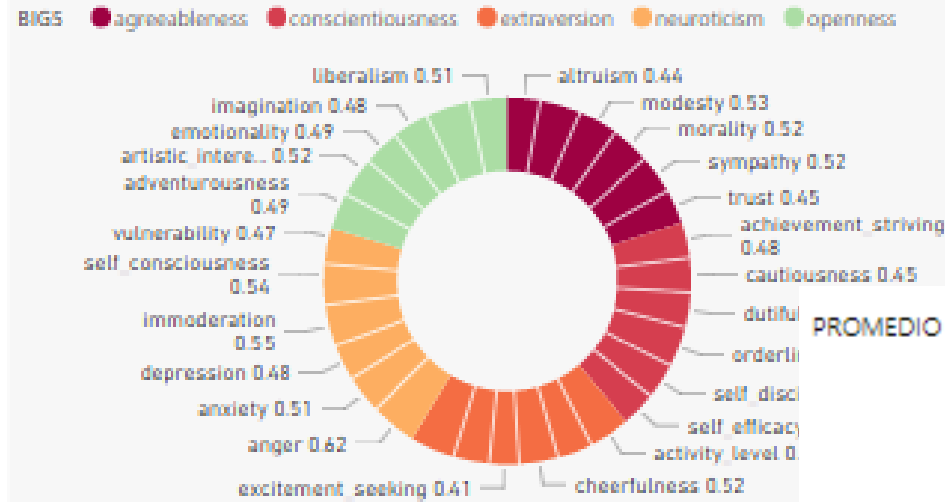
Displaying results on Dashboards
Dashboards to understand optimal personality traits in a context of specific success. Operational dashboards for teachers and career directors to identify the personality of their students

Display in dashboards:

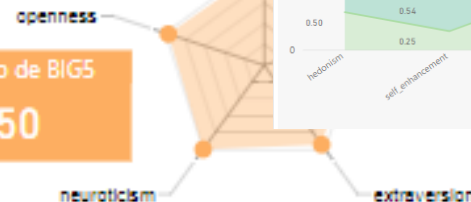1. Dashboards to understand optimal personality traits in a context of specific success.

2. Operational dashboards for teachers and career directors to identify the personality of their students
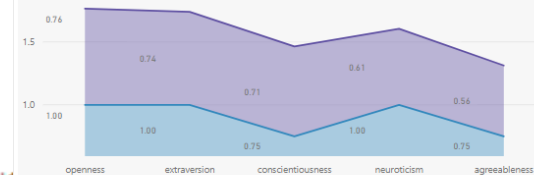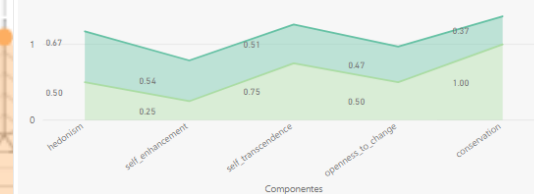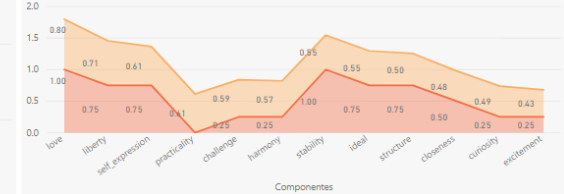
How does itwork?

1. Solution as a service on the cloud
2. Automated intake through connectors
3. Hosting, storage, maintenance calibrations.

Some information we've used in our models

At the beginning of the project, a series of workshops will take place in order to define the potential data to be included. (Below an example of potential data to be integrated).

Data

DATA GENERAL

- PIDM
- ID
- GENDER
- MARITAL_STATUS
- AGE
- ZIP_CODE
- CITY
- STATE
- NATIONALITY
- HIGH_SCHOOL
- HIGH_SCHOOL_TYPE
- HIGH_SCHOOL_GRADUATION
- MATH_EXAM
- READING_EXAM
- ACADEMIC_CYCLE
- CAMPUS
- DEGREE_LEVEL
- PROGRAM_OF_STUDY
- PROGAM_MODALITY
- SCHOLARSHIP_FLAG
- SCHOLARSHIP_PERCENT
- ETAPA
- AGENT_ID
- NUM_TOUCHES

TEXTO: ENSAYO y CV

- ENSAYO PREG 1
- ENSAYO PREG 2
- CV PREG 1
- CV DESC 1
- CV RESP 1
- CV PREG 2
- CV DESC 2
- CV RESP 2
- CV PREG 3
- CV DESC 3
- CV RESP 3
- CV PREG 4
- CV DESC 4
- CV RESP 4
- CV PREG 5
- CV DESC 5
- CV RESP 5
- CV PREG 6
- CV DESC 6
- CV RESP 6
- CV PREG 7
- CV DESC 7
- CV RESP 7
- CV PREG 8
- CV DESC 8
- CV RESP 8
- CV PREG 9
- CV DESC 9
- CV RESP 9
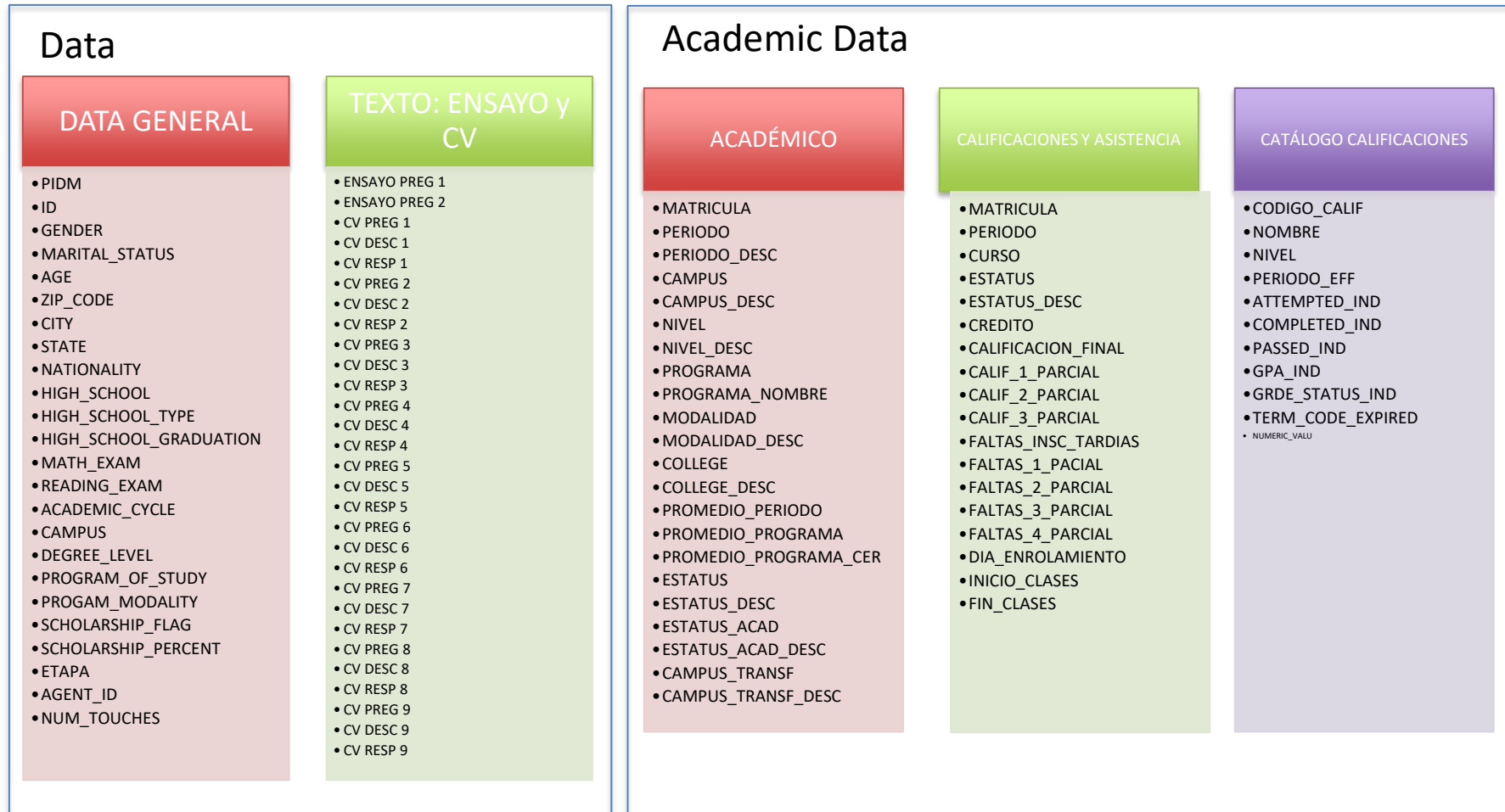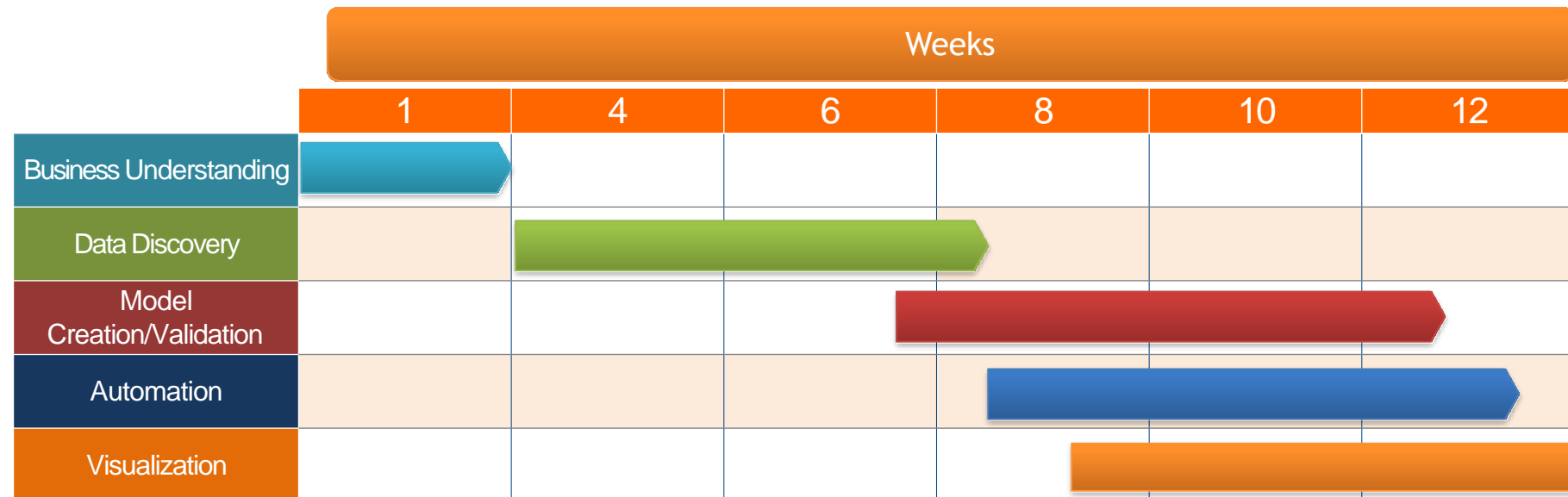
Academic Data

ACADÉMICO

- MATRICULA
- PERIODO
- PERIODO_DESC
- CAMPUS
- CAMPUS_DESC
- NIVEL
- NIVEL_DESC
- PROGRAMA
- PROGRAMA_NOMBRE
- MODALIDAD
- MODALIDAD_DESC
- COLLEGE
- COLLEGE_DESC
- PROMEDIO_PERIODO
- PROMEDIO_PROGRAMA
- PROMEDIO_PROGRAMA_CER
- ESTATUS
- ESTATUS_DESC
- ESTATUS_ACAD
- ESTATUS_ACAD_DESC
- CAMPUS_TRANSF
- CAMPUS_TRANSF_DESC

CALIFICACIONES Y ASISTENCIA

- MATRICULA
- PERIODO
- CURSO
- ESTATUS
- ESTATUS_DESC
- CREDITO
- CALIFICACION_FINAL
- CALIF_1_PARCIAL
- CALIF_2_PARCIAL
- CALIF_3_PARCIAL
- FALTAS_INSC_TARDIAS
- FALTAS_1_PACIAL
- FALTAS_2_PARCIAL
- FALTAS_3_PARCIAL
- FALTAS_4_PARCIAL
- DIA_ENROLAMIENTO
- INICIO_CLASES
- FIN_CLASES

CATÁLOGO CALIFICACIONES

- CODIGO_CALIF
- NOMBRE
- NIVEL
- PERIODO_EFF
- ATTEMPTED_IND
- COMPLETED_IND
- PASSED_IND
- GPA_IND
- GRDE_STATUS_IND
- TERM_CODE_EXPIRED
- NUMERIC_VALU

High Level Project Plan

A detailed project plan, will be provided at the beggining of the project (kick-off).

Weeks					
1	4	6	8	10	12

Business Understanding						
Data Discovery						
Model Creation/Validation						
Automation						
Visualization						

Business Model

Implementation
- 10-12 weeks
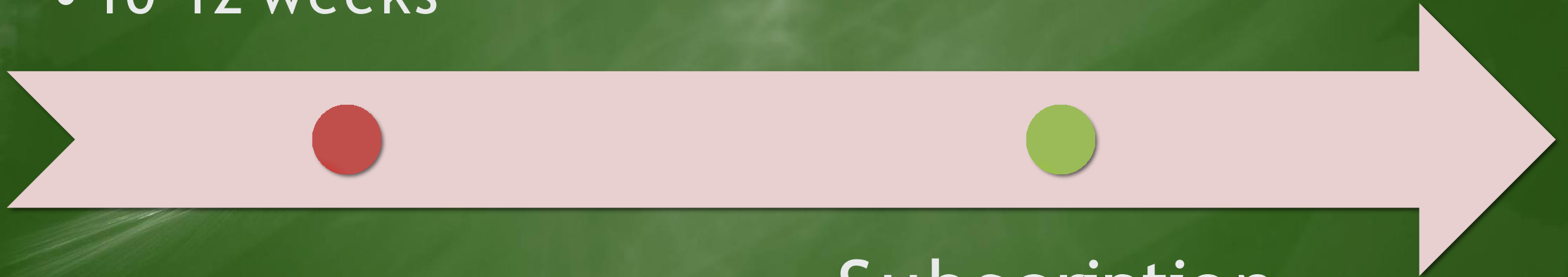
Subscription monthly

THANK YOU

We look forward to further discuss our solutions and vision at your earliest convenience.

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Armando Alvarez   aalvarez@analytikus.com