



# FORESIGHT

## RETENTION MODEL

### A SOLUTION THAT PREDICTS THE PROBABILITY OF DROPOUT WITH A HIGH PERCENTAGE OF ACCURACY

Through machine learning and AI solutions, we empower higher education institutions to increase the success rate of their students. Our flagship retention solution Foresight provides advanced persistence-related warnings on a one-to-one basis, as well as key metrics that can be leveraged to improve retention.

### KEY INSTITUTIONAL PROBLEMS WE NEED TO ADDRESS

- High dropout rates.
- Lack of understanding of the causes of desertion.
- Lack of indicators to predict dropout.
- Loss of revenue due to lack of retention.

Imagine if you could know what the chances are that each student would drop out from day one. What would you do?

Our artificial intelligence solutions will help you solve these problems.



### Student Success

Student Success offers an optimal long-term educational experience, an assessment of institutional performance and student outcomes.

### AI solutions for higher education

At Analytikus we help universities to be more competitive by solving specific problems through advanced analytics. Our solutions empower educational institutions by integrating machine learning and artificial intelligence techniques for predictive, prescriptive, and cognitive analytics.

We have offices in the United States and Mexico and through partners in Colombia, Panama, Peru, Chile, Brazil, Ecuador, Sweden, Belgium and Spain. Clients in +15 countries. And a specialized team of Mathematicians and Data Engineers.

# Student Success Journey

## PREDICTIVE STUDENT LIFECYCLE MANAGEMENT

To truly serve students, solutions must focus on optimizing performance and understanding that each student is unique. Student success means more than preventing dropouts.

### 1. ADMISSIONS OPTIMIZER

### 2. FORESIGHT (RETENTION)



#### PERSPECTIVES

Funnel stage propensity score: developing the admissions funnel and identifying lead conversion propensity.



#### ENROLLED STUDENTS

Do not show risk score: probability of no-show.

**Success Score:**  
Probability of success based on student personality.



#### NEW STUDENTS

**Dropout Risk Score:**  
Probability of dropping out along with individual risk variables.

**Success Score:**  
Probability of success based on personality.

**Engage:**  
Index that allows administrators to obtain information on effort and engagement.



#### REGULAR STUDENTS

**Dropout Risk Score:**  
Probability of dropping out along with individual risk variables.

**Success score:**  
Probability of success based on personality.

**Engage:**  
Index that allows administrators to obtain information on effort and engagement.



#### STUDENTS

**Graduation risk score:**  
Probability of graduating.

Business model: Implementation takes 12 to 16 weeks



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## MODULES

### RETENTION-ATTRACTION-STUDENT SUCCESS

Our retention solution provides an advanced warning related to student persistence. The student experience seeks satisfaction, the best learning, the ideal accompaniment, and timely support with the tools and the specific content they require.

The 3 Foresight modules help to identify the probability of a student dropping out including individual risk variables.



#### DROPOUT RISK

- Decreases the dropout rate using artificial intelligence methods.
- Based on the integration of information from different sources we create a unique profile per student with which it is possible to generate models that calculate the probability of a student dropping out at a specific point in time.
- Based on this analytical input, early retention strategies can be designed to reduce the dropout rate.



#### ENGAGEMENT INDEX (ENGAGE)

- It shows the level of commitment of each student with the institution.
- We use information that shows the commitment that a student has with the university beyond their academic performance to generate an index.
- It is possible to identify vulnerable students with high level of commitment with the university in order to establish intervention strategies.



#### PROBABILITY OF SUCCESS

- An x-ray of students' personalities to understand their potential for success based on personality traits.
- We use texts they have written (essays, assignments, exams) to understand their personality and calculate their potential success from different perspectives.
- Based on these insights, the university can help its students reach their full potential.





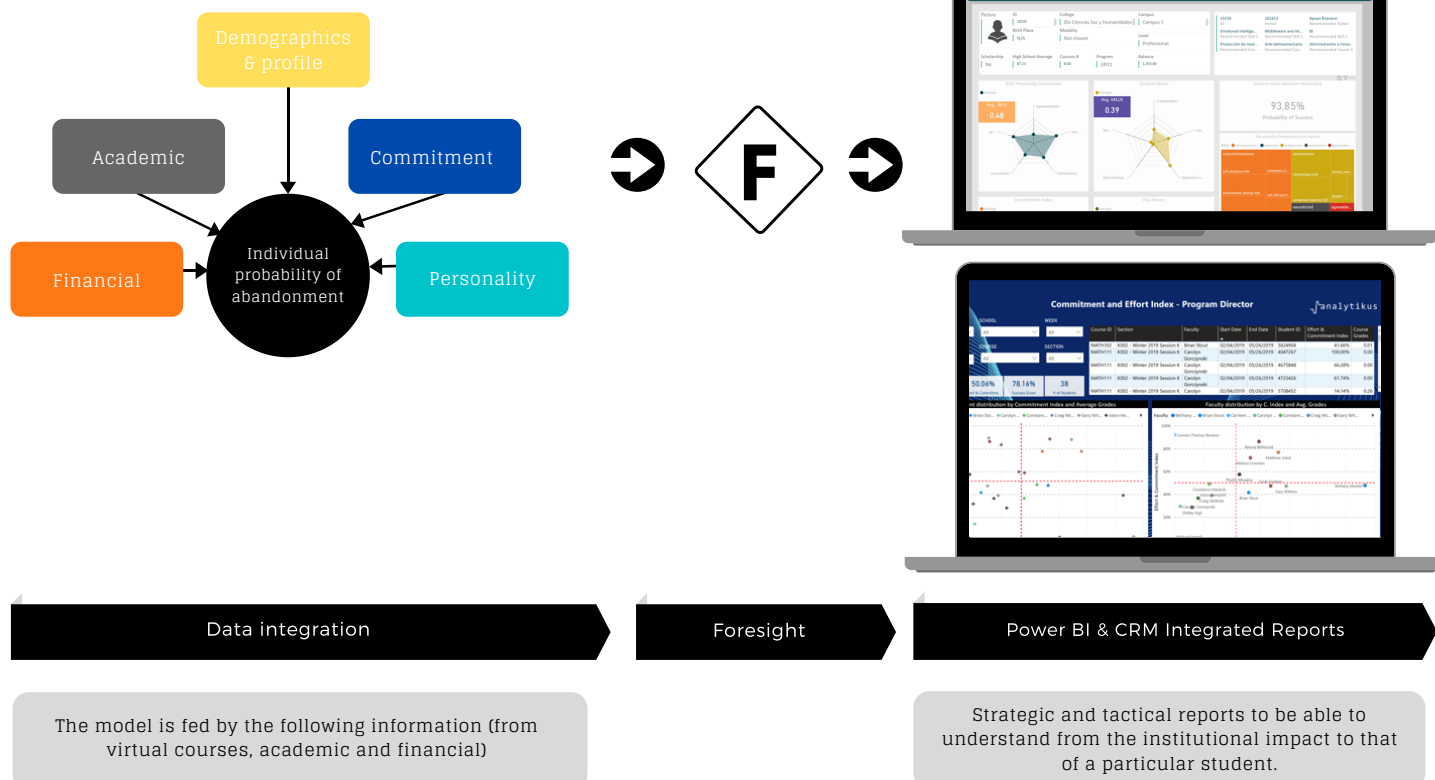
# FORESIGHT

HOW IT WORKS

## RETENTION-ATTRACTION-STUDENT SUCCESS

Understanding student risk and to what degree it is manifests, as well as the underlying causes, is key to successfully communicating and intervening with students and ensuring their success. Our 360° Student Experience Ecosystem allows for decisions to be made in precisely this method, allowing for enhanced decision-making for each student.

Predict the probability of dropout. Individual risk factors. We integrate the student's academic, financial, profile/demographic, engagement and personality information. Each institution is unique and the variables that will feed into the Foresight model will also be narrowed to the relevance for each university.



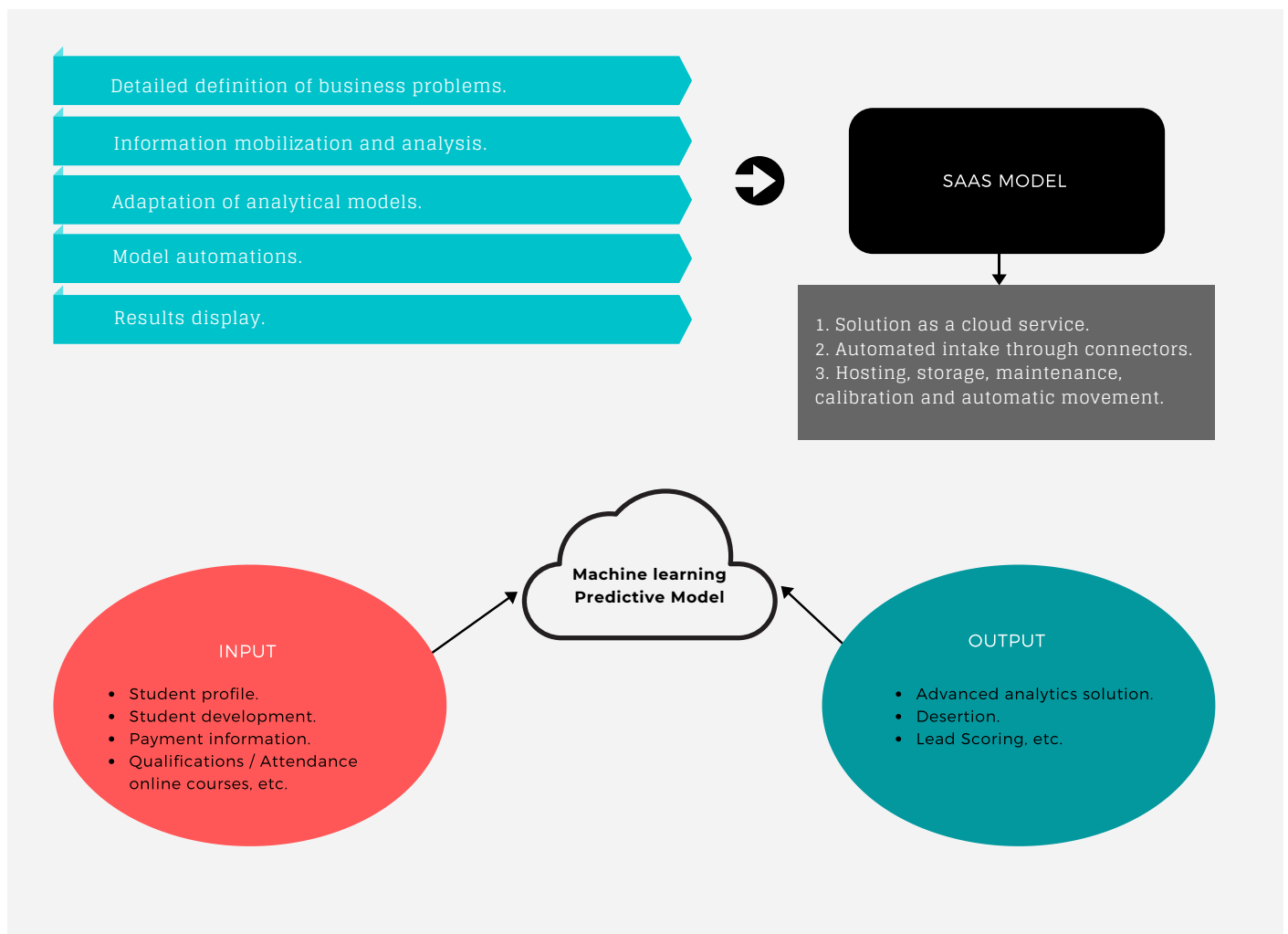




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## WORK METHODOLOGY-STEPS

Using SAAS software, an advanced analytics solution is proposed based on a cloud service, interlinking connectors for automated ingestion in addition to hosting, storage, calibration and automated running. From this analytics input, early retention strategies can be designed to decrease the desertion rate and build an architecture that will serve to lay the analytics foundation for the institution.





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## WORK PLAN-IMPLEMENTATION

The risk model has 16 weeks of implementation, although it will depend on whether the institution also wishes to be involved in the operational part of the process design. The workflow is implemented in stages that starts with systematically deconstructing the retention process and issues at each university, followed by a technical kick-off, solution completion, and launching of support initiative.



## MONTHLY MAINTENANCE

- Component maintenance in the cloud.
- Semi-annual calibrations.
- Data Loading Quality Assurance.
- Business Intelligence- Visualizations updating.
- On-going support.

**REQUEST A  
DEMO**





# Why Analytikus?

At Analytikus we are convinced that data is transforming every day. Institutions that do not take advantage of it will lose their competitive advantage in the coming years. We firmly believe that transforming your organization into a data-driven business should not be complex. Our mission is to make it easy for you.

## VALUE PROPOSITION

- Decrease the dropout rate using artificial intelligence methods.
- Based on the integration of information from different sources we create a unique profile per student with which it is possible to generate models that calculate the probability of a student dropping out at a specific point in time.

## SOLUTION

- Based on this analytical input, early retention strategies can be designed to reduce the dropout rate.
- Likewise, this architecture will serve to lay the analytical foundations of the university. Visualization of results on dashboards.
- Periodic interventions to boost student retention.

## BENEFICIOS

- Foresight identifies potential academic trouble points for each student.
- Develops a comprehensive understanding of each student's characteristics.
- Creates an individualized commitment index using data related to motivation, aspirations, and cognitive engagement histories.
- Performance and interaction data is accumulated into the model to pinpoint precisely when a student will experience difficulties and identify multidimensional solutions that can be implemented in real time.

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