Early Alert Solution for Student Desertion - Predictive Analytics

A data Science and Advanced Analytics solution to identify the students with the highest risk of desertion from the first day of school.

Take preemptive measures to reduce student's desertion

Data Science in Higher Education

"Analytikus has helped us on taking our early alert solution of dropout students to the next level. Machine Learning, Data Science and Mathematical Modeling, all these have been key in achieving our retention goals".
Juan Ortiz
Director of Analytics, Laureate Education

Predictive analytics for Higher Ed.

Imagine if you could predict which students will not be enrolled the next semester. Furthermore, what if you could also identify the probable cause of their abandonment. Wouldn't you contact them proactively with specific solutions so they could stay? This can be achieved, it is called Predictive Analytics.

- How would your retention rate change if you would do this?
- What would be the impact for your students? and for your institution?

Analytikus' customers are harnessing the power of predictive analytics to help support their student success efforts and to positively change outcomes. Quickly prepare your data and build models to predict each student's probability of desertion so that you can target your student outreach where it can help the most.

Our solution allows you to accurately predict who is at risk of dropping out in different moments during the semester, in such a way that retention management teams of the university can anticipate actions to stop this trend.

Additionally, it identifies the key risk factors of abandonment for each individual student (academic, disciplinary, financial, social, etc.) so that the strategies of intervention are the right ones.

Benefits

Boost graduation rates and reduce the rate of abandonment by becoming much more effective at detecting and supporting students at risk through the use of predictive management.

## Methodology and analytical components

Based on information from academic systems and university operations (payments, grades, attendance, use of university services, income profile, use of online courses, etc.) as well as unstructured information from non-traditional sources (social networks, exams, personality, audio and video, etc.) it is possible to use an artificial intelligence approach to define a probability of risk of abandonment and the probable causes associated with it.

Analytical Components:

• Dropout probability model per student.
• Characterization / Segmentation of causes of abandonment.
• Cognitive models for structuring data of social networks and entrance exams so that it is possible to understand the personality of the students.

Reports and Dashboard Module

• Precision KPIs of predictive models: Precision metrics based on results from validation set, accuracy metrics per risk segment and importance of variables used in the models.

• Abandon risk per student: List of students with risk score of abandonment and probable causes of desertion.

• Student card: Student Data Card with information of abandonment per student to facilitate contact management.

• Risk KPI: Dashboard with information on risk of abandonment through different dimensions: campus, academic profile, profile payment, career, gender, etc.
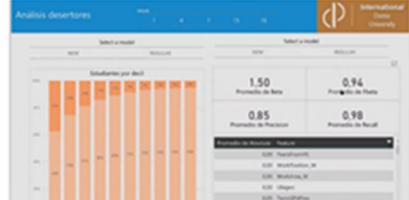
Analytikus specializes in developing data science solutions to provide educational organizations with a competitive advantage.

Through the use of mathematical models and proven algorithms, we provide solutions that directly influence the university performance.

At Analytikus, we are convinced that data is transforming every single day. Institutions that do not take advantage will lose their competitive advantage in the coming years.

We're firm believers that transforming your organization into a data-driven business should not be complex; it is our mission to ease the road for you.

Universidad Privada del Norte (Perú)
Is using a solution based on Artificial Intelligence/ Machine Learning to predict the probability of a student not coming back the following academic period.

AIEP – (Chile)
Has put in place a Machine Learning solution to measure the students' commitment and effort for a particular course in order to proactively inform the professor how likely it is for a student to pass the course.

Contact us and we will show you how it works

Information is the oil of the 21st century, and analytics is the combustion engine.
~ Peter Sondergaard ~ SVP, Gartner Research