

# What is SAS® Analytics for Education?



SAS Analytics for Education empowers higher education with a data-informed approach to solving institutional challenges. You'll spend less time looking for information and more time putting your data insights into action. And you'll be making confident decisions based on trusted, accurate insights.

## SAS® Analytics for Education

SAS Analytics for Education combines visualizations, advanced analytics, and data governance and management to provide insights in key areas for higher education. Each can stand alone or be combined to provide more comprehensive insights for your institution. Institutional leaders have access to better information so they can make swift and informed decisions.

### Student Insights

Use your data to gain knowledge and understanding of students. From admissions to graduation, you'll get insights that are crucial to meeting your institutional goals and objectives. For example, understanding which students are more successful can help improve recruitment efforts, retention and the student experience.

### HR Insights

Human resources data can provide insights into personnel metrics, optimize recruitment and retention, keep employees safe in times of crisis and aid in human capital management.

### Finance Insights

Gain new insights into the finances of your institution by analyzing all your financial data, including funding, budget and ledger data.

### Academic Research Insights

Collaborate securely on academic research using our industry expertise and open-source integration capabilities.

### Athletics Insights

Analyze student-athlete academic performance, improve the fan experience and determine optimal venue seating.

### Advancement Insights

Discover new, qualified prospects and better understand current donors for more effective revenue-generating campaigns with strategic marketing.

## Workforce Development Insights

Forecast labor market supply and demand in your state or region. Assess education programs and their ability to meet labor market needs. Certify and train adult learners to develop the workforce.

## Smart Campus Insights

Proactively monitor thousands of data elements streamed from IoT devices to improve campus safety and security, energy savings and sustainability efforts.

## Benefits

### Accelerated time to value

We developed SAS Analytics for Education by partnering with institutional research and IT teams at higher education institutions to help them quickly tackle their toughest data challenges. This collaboration and years of experience with higher education information systems resulted in the creation of modular offerings to support program areas across an institution. SAS will equip your staff with a powerful analytics platform that integrates, governs, analyzes and reports on data from disparate systems to provide the right data, faster.

### Sustainability and success

You can ensure that stakeholders and administrators can easily access data and analytics for data-informed decision making. SAS Analytics for Education is customized for your institution's existing systems to create greater relevance and precision. You own the data and the results. You can customize the offering yourself or partner with SAS for enhancements. Experienced SAS consultants will help you understand the solution and how to use it. We can deliver it on a cloud platform of your choice or on-premises.

## Key Capabilities:

### Data management and governance

Good data governance and management practices allow an institution to use its data for improved decision making. Using higher education-specific data management processes, standardized business rules and data definitions, and workflows and monitoring, you can help ensure that data is accurate and used consistently across the institution. You can easily review the data source of any report and how it affects other reports and analytics. With this data assurance, you'll make decisions you can trust.

### Advanced analytics

Using our advanced analytics infused with cutting-edge, innovative algorithms, we can solve even your most intractable problems. You can analyze data and identify and predict trends quickly to make the best decisions possible.

### Visualizations

You'll get secure, highly interactive self-service visualizations. You control who accesses which reports. Users can explore topics of interest, filter results and get answers without having to write a program or build reports. A drag-and-drop interface makes it easy to modify and build additional reports.

## About SAS in Education

SAS knows higher education data. We are a trusted partner and adviser with deep roots in academia and an enduring commitment to education with more than four decades of domain expertise. SAS can help you solve your data, reporting and analytics problems now - and as your institutional needs evolve. Analysts continuously rank SAS as a leader, and more than 3,000 education institutions rely on SAS.

How do I find out more about SAS® Analytics for Education?

For more information, call 1-800-727-0025 or contact us at [sas.com/education](https://sas.com/education).

