

Data Analytics Update

September 28 2016

ISC Enterprise Information & Analytics

- ▶ **What we do:**
 - ▶ Query best practices and tool support, enabling and facilitating access to Penn's administrative information assets (residing in the Data Warehouse and other sources).
 - ▶ Foster analytical capabilities to support data discovery culture, and strategic use of information to further School, Center, and institutional goals.

- ▶ **Centrally supported tools:**
 - ▶ SAP BusinessObjects (currently includes Web Intelligence and Crystal Reports)
 - ▶ Upgrade to Business Intelligence 4 (BI4) just completed!
 - ▶ QlikView
 - ▶ Upgrade to Qlik 12 in process
 - ▶ Splunk
 - ▶ Supports Security Logging Service and other log analysis

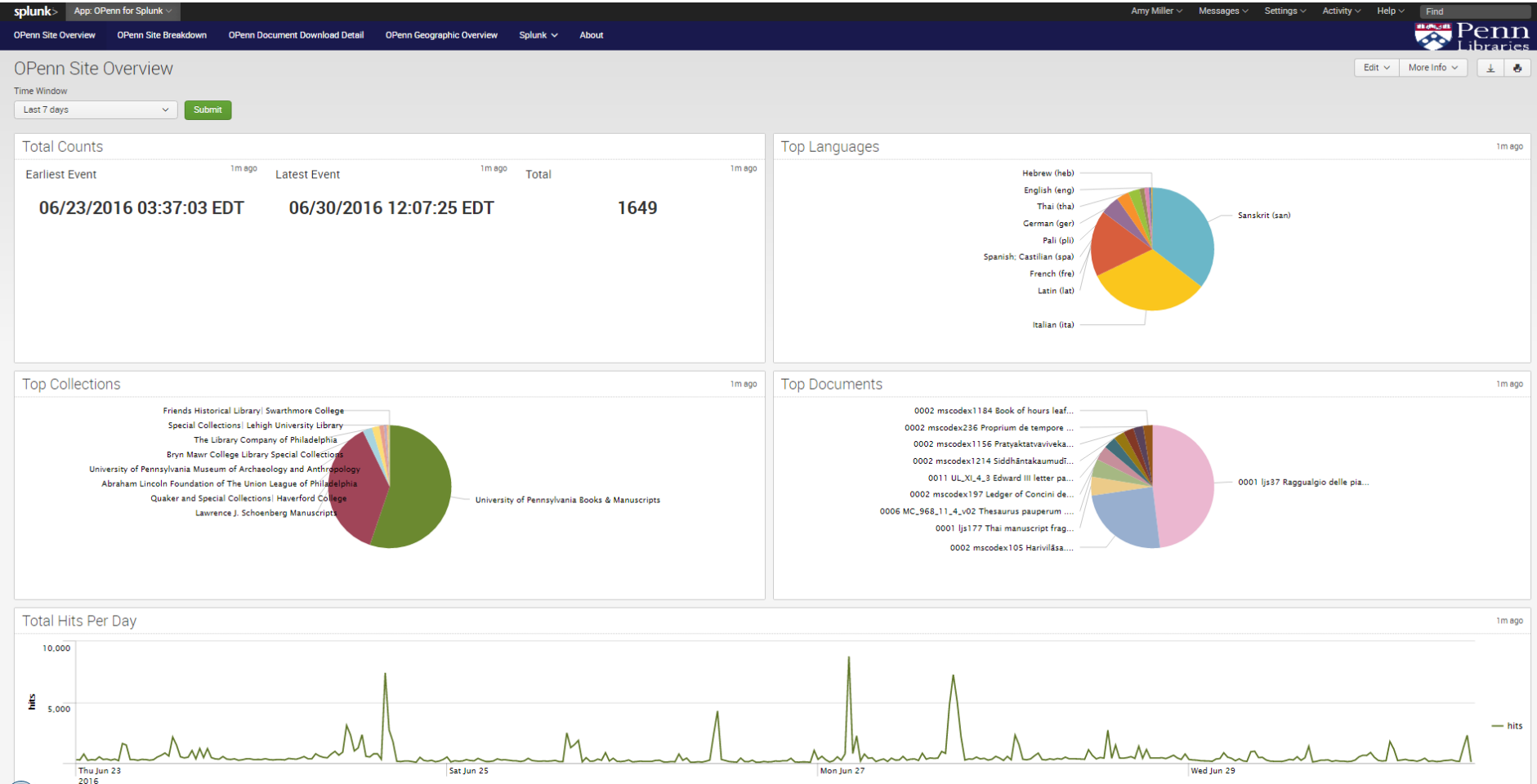
Analytics Projects

- ▶ Experimenting with applications of analytics technologies to benefit our clients:
 - ▶ Penn Library and Splunk:
 - ▶ OPenn
 - ▶ EzProxy
 - ▶ Post-Graduate Analytics
 - ▶ Power BI exploration

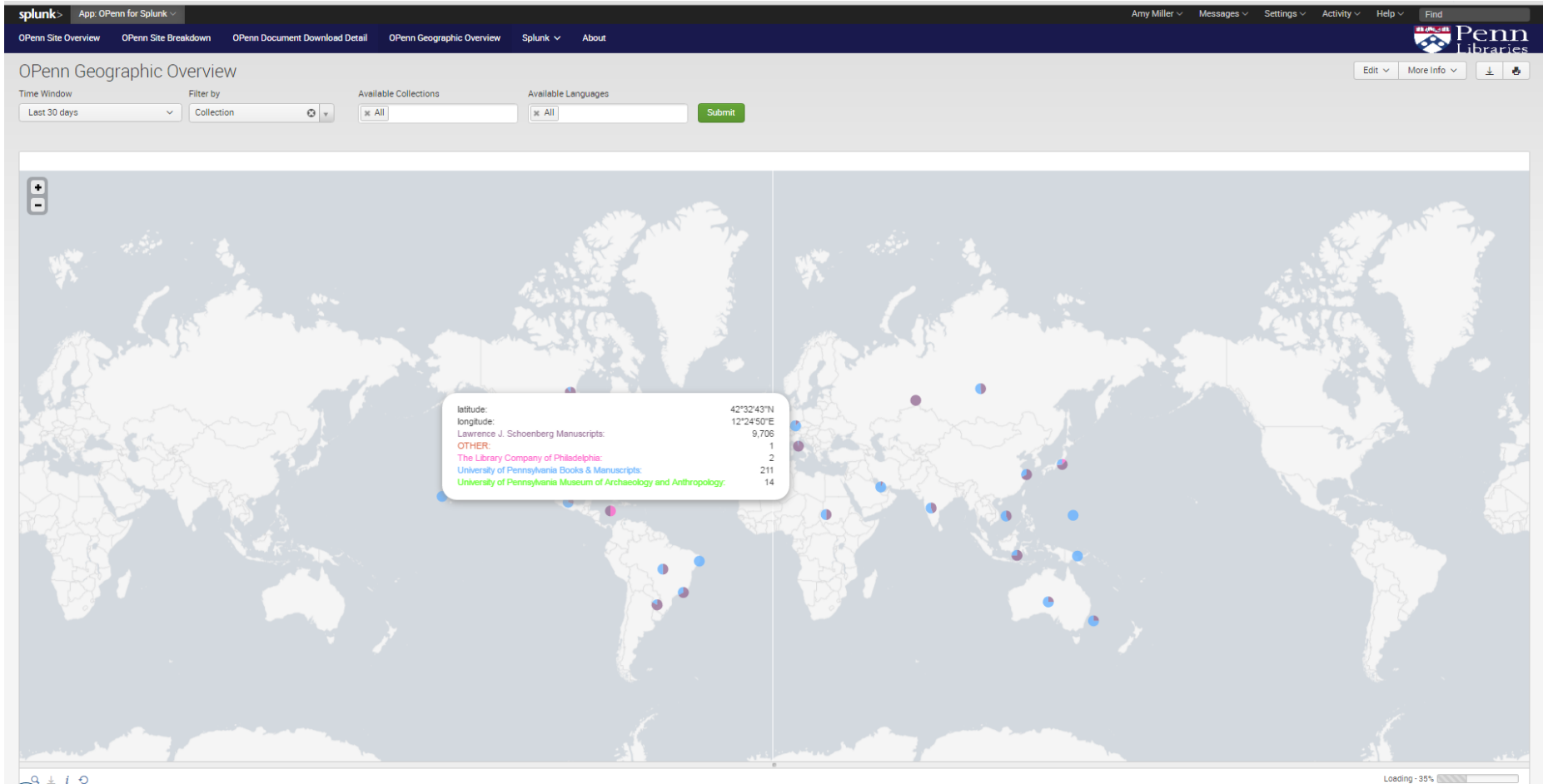
Analytics Projects: Penn Library

- ▶ **Penn Library and Splunk – Spring 2016**
 - ▶ OPenn: Analysis and visualizations of usage of Penn Library's digital archive of rare book and manuscript images
 - ▶ Metrics on usage of various collections and types of images
 - ▶ Visualizations of geographic spread of OPenn access
 - ▶ EzProxy: Non-security analysis of access to restricted digital resources (i.e., databases and journals)
 - ▶ Facilitate analysis of consumption of resources by schools and centers

Splunk - OPenn



Splunk - OPenn



Analytics Projects: Post-Grad Analytics

▶ Post-Graduate Analytics – Summer 2016

- ▶ Broaden understanding of student paths after they leave Penn, whether they have left as graduates or due to a change in plans
 - ▶ Potential inputs: post-graduate professional pursuits, quality of life, civic and social engagement (institutional and other sources)
 - ▶ Activities: information discovery and analysis, tool evaluation, proof of concept development and recommendation
 - ▶ Vision: insightful analytics leveraged in ongoing development and support of Penn's curricular and student experience offerings
 - ▶ Stakeholders: Provost's Office; DAR; Institutional Research; Schools
- ▶ Project Status:
 - ✓ Partner engaged: Anexinet
 - ✓ Information discovery interviews with stakeholders
 - ✓ Analysis and data deeper dives
 - Proof-of-concept tool experimentation and development (in process)

