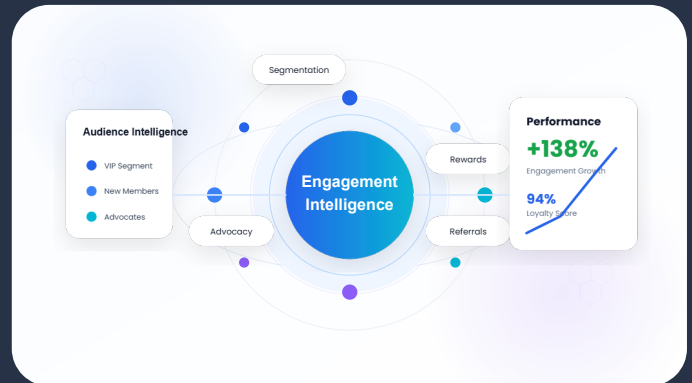


Customer and Partner Engagement

Practical insights on loyalty, incentive, referral, rewards, and engagement programs that help organizations create stronger customer and partner relationships.



How can Data Analytics Help in the College Enrollment Process?



Rohit Singh • VP of Customer Engagement • [Schedule Free Consultation](#)



Nowadays, colleges need to take the help of the latest technologies to enhance their enrollment systems. Using data analytics with the enrollment system gets them a lot of added benefits.

Gone are the days when enrollments in universities and colleges happen based on performance factors only! Whether it be standard test scores, extracurricular involvement, grade point averages of the high school.

Today, admission officers of a university need to rely on big data to predict and make better enrollment decisions. The [scope of decisions is based on predictive analysis](#) and new data to improve the retention rate of students and other long-term benefits.

Most of them are finding and reaching out to the top talents to recruit them to their institutions and enhance their reputation.

Institutions need to understand using the digital footprints of their targeted students. They can use further to make calculative strategies about their outreach for admission.

An institution needs to understand:

- How fast is a college reaching a targeted student and enhance the conversion rate?
- Whether inquiries are turning into enrollments?
- How many applicants are successfully starting to attend the classes?
- The feeling of a student to be there in college?
- What are all the different regions from where the applicants are approaching? It can be either for inquiries or applications for enrollment!

All these are possible only by applying proper data analysis techniques!

Improves the Ranking of a College

There are many governmental and private platforms available in different countries. They rank schools, colleges, universities every year. Hence, students do consider such results to enroll for their higher studies.

The institutions are also trying their level best to grab the opportunity to gain a good position in such rankings to drive enrollments. However, the scale has been decided based on many factors. One is the rate of graduation and retention of their students.

So, [data analytics here can help to improve the retention rate](#) and increase the possibility of getting a higher ranking. Thus, indirectly, this will result in an improvement in the price of enrollment of more students.

Hence, the reason many colleges today have realized the potential of using data analytics based models. They are beneficial to improve college recruitment processes.

Clues from Context

Colleges can collect different types of big data possible. It includes the one related to admission, course success rates, student demographics, and many more.

One can use it to find the context or helpful insights to further strategies and control their enrollment declining rates.

Data analytics tools can help an institution organize and visualize the data and detect the issue's source. It is possible by analyzing the trends as per different terms and years.

A data analysis software can help colleges to create enrollment reports having the problem source. Now it is the job of the management of an institution to use proper strategies and find a solution to help their students.

Thus, this can increase the rate of their enrollment numbers.

Reasons behind using the Data Analytics Tactics to Improve Admissions in College

- Enhance the Rate of Retention
- Removal of Bias
- Analyzing both High and Low-level Data
- Realizing Demonstrated Interest
- Leveraging Data

How can NextBee Help Institutions to Increase their Rate of Enrollment?

NextBee has a team of well-skilled experts in the field of managing Big Data. Our professionals can [apply the best of data analytics for the brand's growth](#).

Our professionals can advise on focusing on the right big data and suggest the best possible ways to apply data analysis tactics.

Following are the two examples;

a) Approaching Students

Enrollment officers can reach us anytime. We can help them to use geographical data, demographics, academic history of their total applicants.

It is for further predicting who is ready to enroll if the management will accept their applications. Additionally, we can also help them in targeting small recruitment campaigns.

b) Using Social Media

Per a survey, around 40% of the recruitment officers have visited their applicants' social media pages. It is to gain more details about them, and it is growing every year.

Hence, we suggest our clients and help them know about personal interests and the students' behaviors. It includes those candidates who are ready to enroll and complete their degree programs.

Not only the individual profiles, but we can help admission officers to take an interest in reaching potential students. It comprises of candidates who are interacting with them on the university's social media channels.

Conclusion

NextBee's solution works on automated technology helps to generate the latest trending consumer behavior.

With the help of Artificial Intelligence and Machine Learning, our data analytics procedures can help colleges find the right candidates to enhance their enrollment rates.

Students can also take advantage of it to enroll, not to need to put much effort into searching for the right college or university.

Feel free to contact [NextBee](#), for any assistance in the Data Analytics segment as well as a loyalty program.

Our Pledge to You



“Our relationship with you, our client is a strong partnership between our two companies. We bring to you years of best practices, a complete solution, our commitment, and unwavering dedication to your business’ success.”

Rohit Singh

VP of Customer Engagement

[Request Free Consultation](#)



Learn More About Our Proven Approach

We have worked with 300+ brands and helped them succeed. To learn more case studies

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Align Your Company, Your Teams, And Your Individual Employees To Foster A Company Culture Rooted In Success.



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