



Dashboard Modules

Advanced Analytics
for Higher Education



studyportals
Analytics and Consulting

Leveraging Data Analytics in Student Recruitment and Strategic Planning

In the competitive landscape for international student recruitment, **data-driven decision-making** is essential. Studyportals provides a competitive edge with predictive analytics and real-time data based on the search behaviour of **over 55 million students annually**, anticipating enrolment trends one to two years in advance. Our dashboard modules offer you **real-time insights** extending back several years, including monthly trends and visitor behaviour, and aid in understanding **global demand and supply of degree programmes**. With this data, you can **make informed decisions, identify market trends, and benchmark against competitors** for strategic student outreach.

Dashboard Modules

Using our vast amount of data on student search behaviour as well as several external data sources, we have developed a number of dashboard modules, each designed to help you answer **one or two key research questions**. These dashboards provide valuable insights for **marketing, student recruitment, and strategic planning initiatives**. They cover various areas, such as how to diversify your student body, understand where you stand among competitors, find out which countries are best for student recruitment, and assess the possibility of starting new programmes.



01 Global Student Mobility Module

The Global Student Mobility Module provides an in-depth analysis of UNESCO Enrolment Data, detailing international student mobility. It allows you to monitor changes in global market shares and identify emerging patterns in student mobility. The module addresses data gaps in UNESCO's records through interpolation. It shows you the trends that may not be clear on UNESCO's public dashboard and helps you avoid potential hidden inaccuracies due to the limitations of their public dashboard presentation.

The module has three sections: **'Global Student Mobility'**, which shows top origins and share of STEM students for the selected country; **'Inbound Trends'**, which shows volume and trends of origin countries, as well as top destinations; and **'Country Comparison'**, which allows for the comparison of multiple destination countries.

Key questions:

- Which countries are currently leading in attracting international students?
- How have student mobility trends developed over time for specific destinations?
- What are the newly emerging markets for international student recruitment?





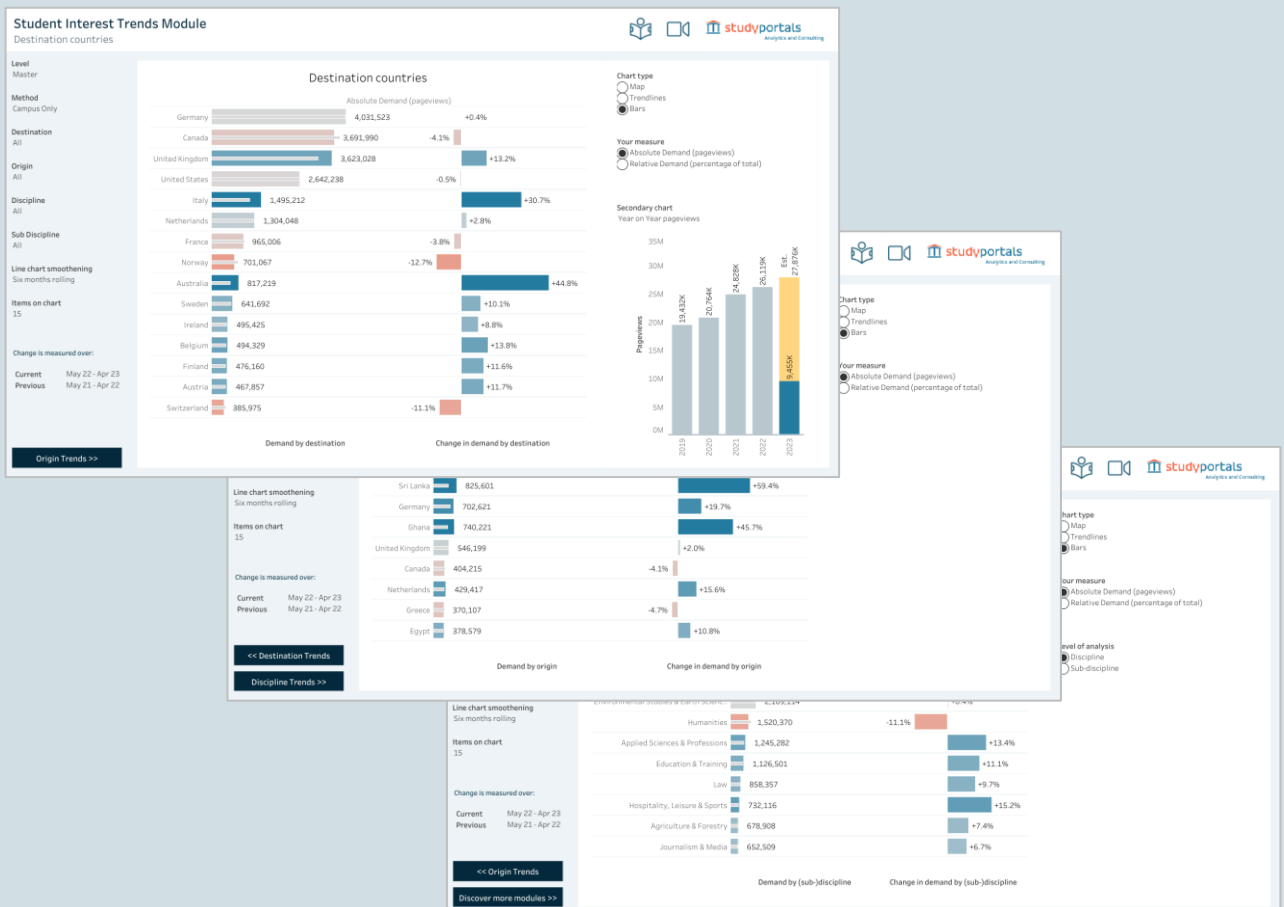
02 Student Interest Trends Module

The Student Interest Trends Module allows you to track and analyse shifts in student preferences. It features detailed visualisations, including a global map, multi-year trendlines, and comparative bar charts for assessing annual changes. This module lets you explore trends in various dimensions, offering advanced analytical features like top-N filtering, line smoothing, and predictive forecasting.

The module has three sections: **'Destination Trends'**, which allows trends analyses of destination countries; **'Origin Trends'**, which allows trends analyses of source countries; and **'Discipline Trends'**, which allows trends analyses of (sub)disciplines.

Key questions:

- What are the most popular disciplines among international students this year?
- How have student preferences for study destinations changed recently?
- Which countries are seeing a rise in outbound student mobility?
- From which source countries is there a demand for the programmes I provide?





03 Market Analysis Module

The Market Analysis Module provides a comprehensive analysis of student origin countries, destination countries, as well as academic levels and fields of study. It displays data on the most sought-after fields and their primary countries of origin, offering critical information that can guide strategic academic programme development and positioning in the educational market.

The module includes four sections: **'Market opportunity'** and **'Pageviews per programme'**, which reveal market dynamics by allowing you to specify variables such as the country of destination, degree level, and mode of course delivery with student demand expressed as either pageviews or pageviews per programme; **'Market opportunity (map)'** and **'Pageviews per programme (map)'**, which provide the same insights, but origin countries and destinations are displayed on a map.

Key questions:

- Which origin countries are the largest sources of student interest for specific academic levels and disciplines?
- What are the most popular destinations for students seeking particular degrees, and how does this preference vary by the mode of course delivery?





04 City Analysis Module

The City Analysis Module offers an in-depth exploration of student origin countries, cities, and destination countries alongside academic levels and disciplines. The dashboard reveals the most popular disciplines and the corresponding countries of origin, providing valuable insights for strategic educational planning and market positioning.

The module includes four sections: **'Market opportunity'** and **'Pageviews per programme'**, which reveal market dynamics by allowing you to specify variables such as the country of destination, city of origin, degree level, and mode of course delivery with student demand expressed as either pageviews or pageviews per programme; **'Market opportunity (map)'** and **'Pageviews per programme (map)'**, which provide the same insights, but origin countries, cities and destination countries are displayed on a map.

Key questions:

- Which origin countries and cities are the largest sources of student interest for specific academic levels and disciplines?
- What are the most popular destinations for students from specific cities seeking particular degrees, and how does this preference vary by the mode of course delivery?





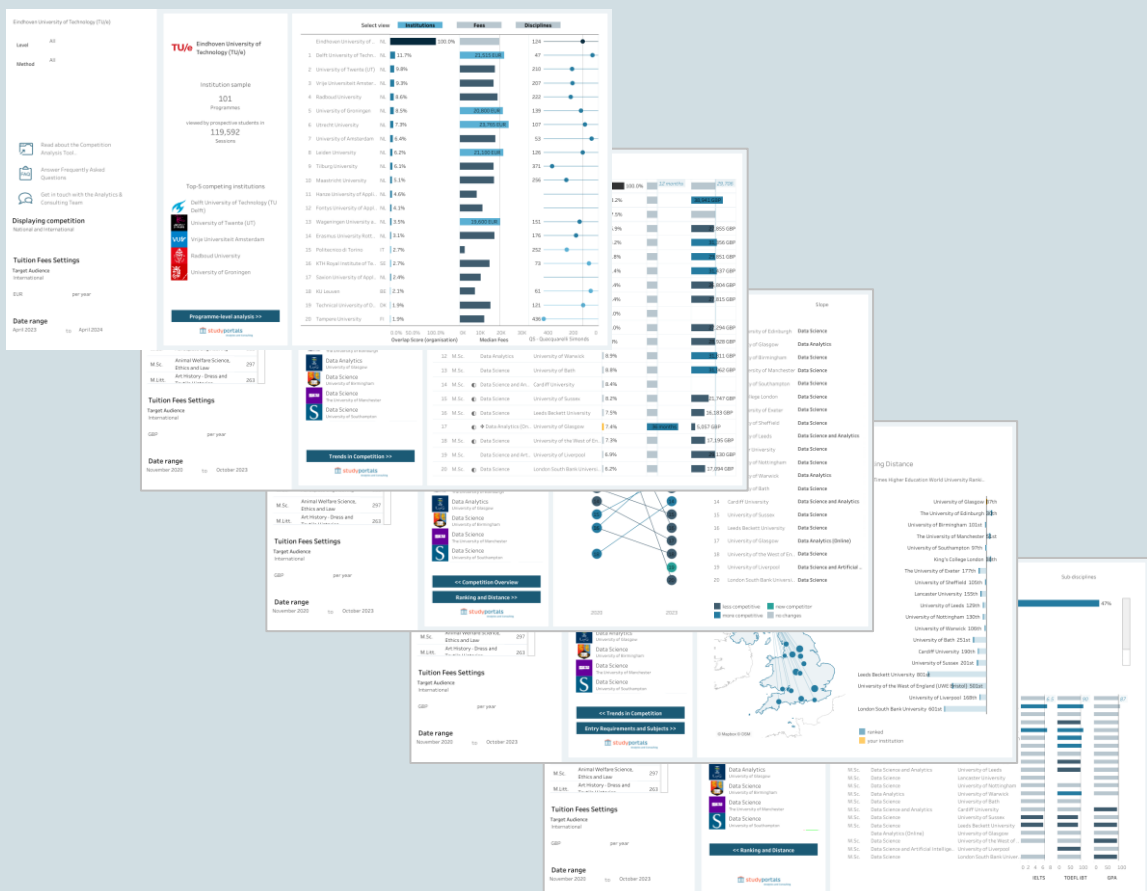
05 Competitor Analysis Module

The Competitor Analysis Module provides a detailed view of the competitive landscape. It uses advanced collaborative filtering techniques to reveal the top competing institutions and programmes based on student interest patterns.

The module includes five sections: **'Institution Summary'**, which shows top 20 competing institutions and their ranking, top disciplines, and fees; **'Competition Overview'**, which reveals the top-20 competing programmes of each of your programme; **'Trends in Competition'**, which shows which programmes became either more or less competitive over time; **'Ranking and Distance of Competition'**, which shows the ranking of competing institutions and their location; and **'Entry Requirements and Subject'**, which shows English test requirements and GPA for each programme as well as subjects each programme is associated with.

Key questions:

- Who our main competitors are and how do we compare in terms of ranking, fees and disciplines?
- Which other programmes do students look at after they visit our programme and how do they compare in terms of tuition fees, rankings, and entry requirements?





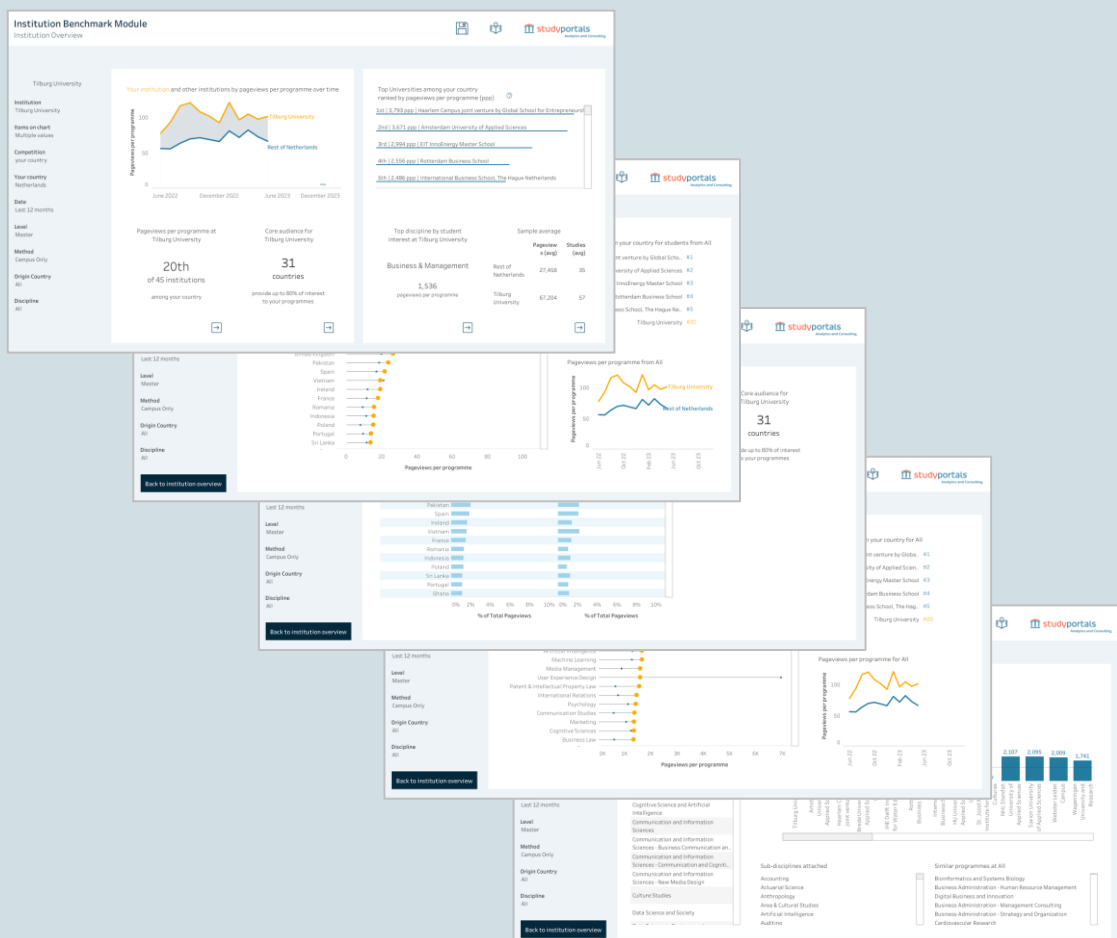
06 Institution Benchmark Module

The Institution Benchmark Module is a comprehensive tool for evaluating the performance of your programmes against those of both national and international peer institutions. It provides various detailed comparisons across different source countries and disciplines, offering a holistic view of your institution's standing in the educational landscape.

The module has five sections, comparing your university against your peers and country average: **'Institution Overview'**, which benchmarks your university's performance overall; **'Market Focus'**, which benchmarks your source countries; **'Core Audience'**, which benchmarks your core student audience; **'Discipline Performance'**, which benchmarks your performance per (sub)discipline area; and **'Programmes & Competition'**, which benchmarks your individual programmes.

Key questions:

- How does my institution perform compared to our peers and the country average?
- In which disciplines does our university outperform other institutions?
- What are the trends in programme popularity among institutions in my region?





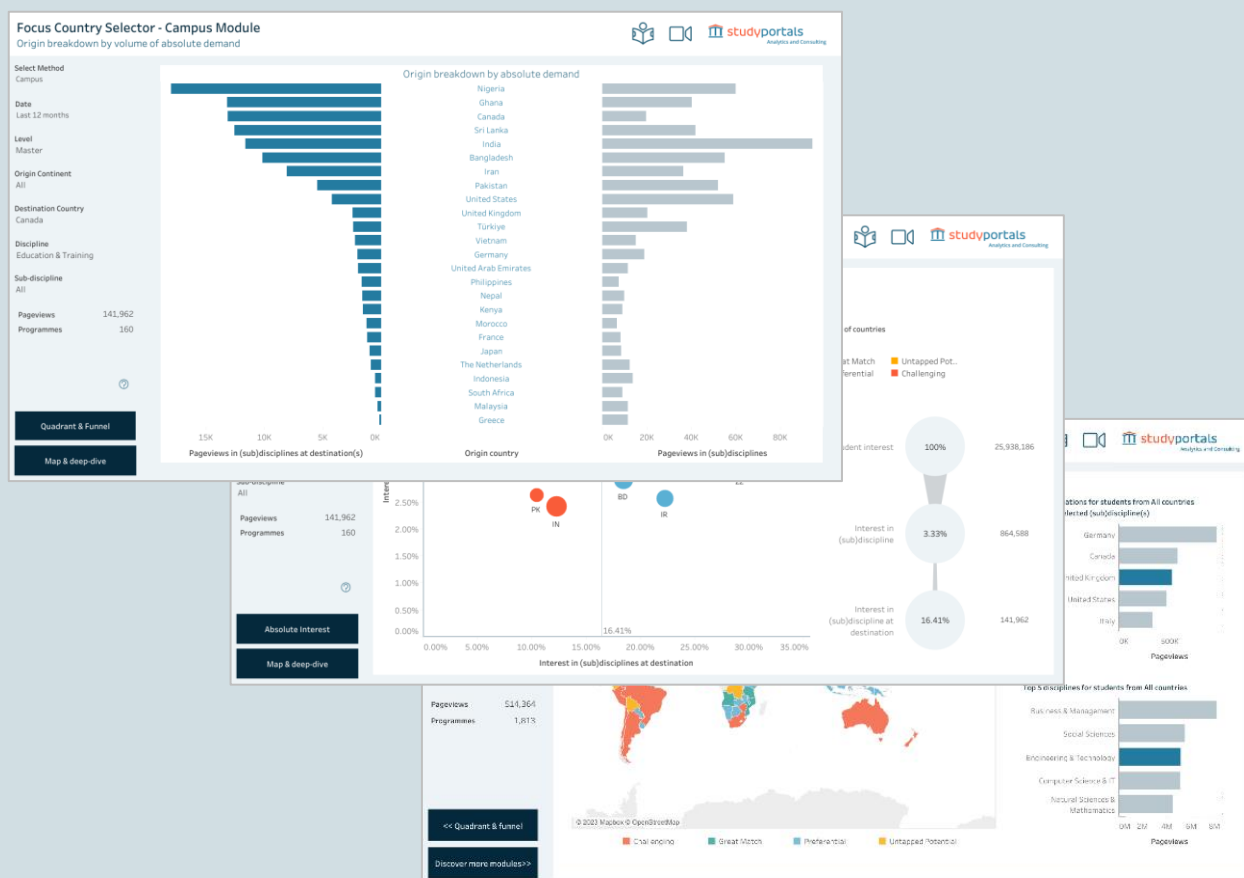
07 Focus Country Selector Module

The Focus Country Selector Module is specifically designed for universities seeking to optimise their campus or online student recruitment strategies. It identifies key target markets by highlighting countries with a notably high interest in specific subject areas and study destinations or online education. This module helps you tailor your recruitment efforts by providing detailed insights into student preferences in various subject areas.

The module has three sections that provide insights for either campus or online programmes: **'Origins by absolute interest'**, which shows origin breakdown by demand; **'Quadrant & funnel'**, which splits origin countries into four categories based on their recruitment potential; and **'Map & deep-dive'**, which shows top destinations and disciplines in the selected countries.

Key questions:

- Which countries show the most interest in particular subject areas for either campus or online study?
- Which countries should I target for my university's portfolio of campus or online programmes?
- What are the most popular destinations and disciplines in specific source countries?





The module has four sections: **'Population'**, which shows country population in selected age groups; **'Economics'**, which shows average household income in selected continents; **'Education'**, which shows student mobility in selected continents and popular destination regions; and **'Studyportals Interest Data'**, which shows market demand for destinations, disciplines, levels, methods, as well as yearly trends.

- What are the economic factors influencing student mobility in key origin countries?
- How do demographic trends in certain countries affect international education?
- What are the projections for tertiary education participation in selected countries?
- How will the college aged population develop over the next ten to fifteen years?





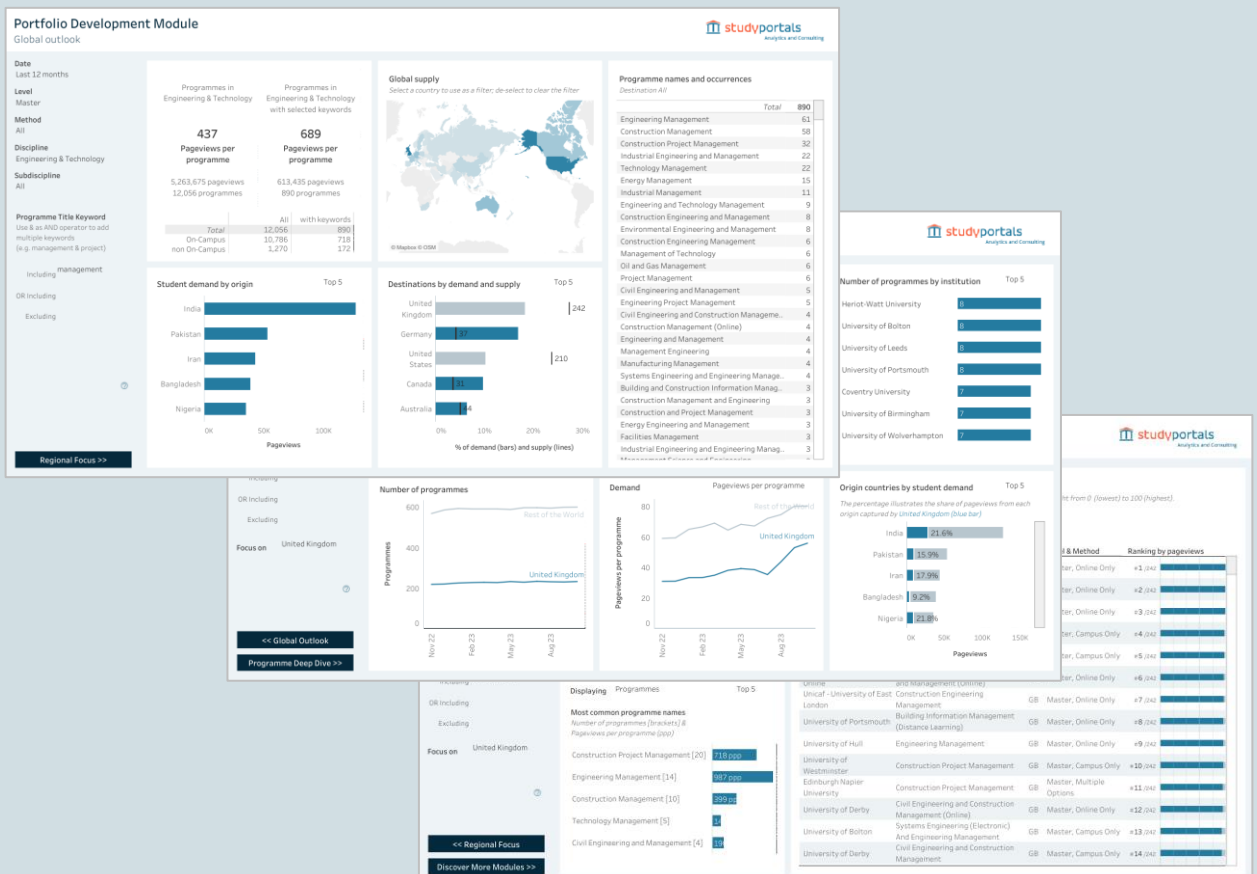
09 Portfolio Development Module

The Portfolio Development Module is an essential tool for universities trying to remain at the forefront of educational trends. It identifies subject areas with high student demand but limited programme availability and explores opportunities for innovative multi-disciplinary programmes. This module is invaluable for institutions looking to develop cutting-edge, relevant academic offerings.

The module has three sections: **'Global Outlook'**, which provides market insights for the programmes containing specific keywords globally; **'Regional Focus'**, which focuses on your selected region; and **'Programme Deep Dive'**, which provides insights at a programme level, such as most common programme names, unique programme performance, and more.

Key questions:

- What new, high-demand disciplines should we consider adding to our programme offerings?
- How can we integrate interdisciplinary approaches into our existing programmes?
- Where are the gaps in the market that our university could fill?





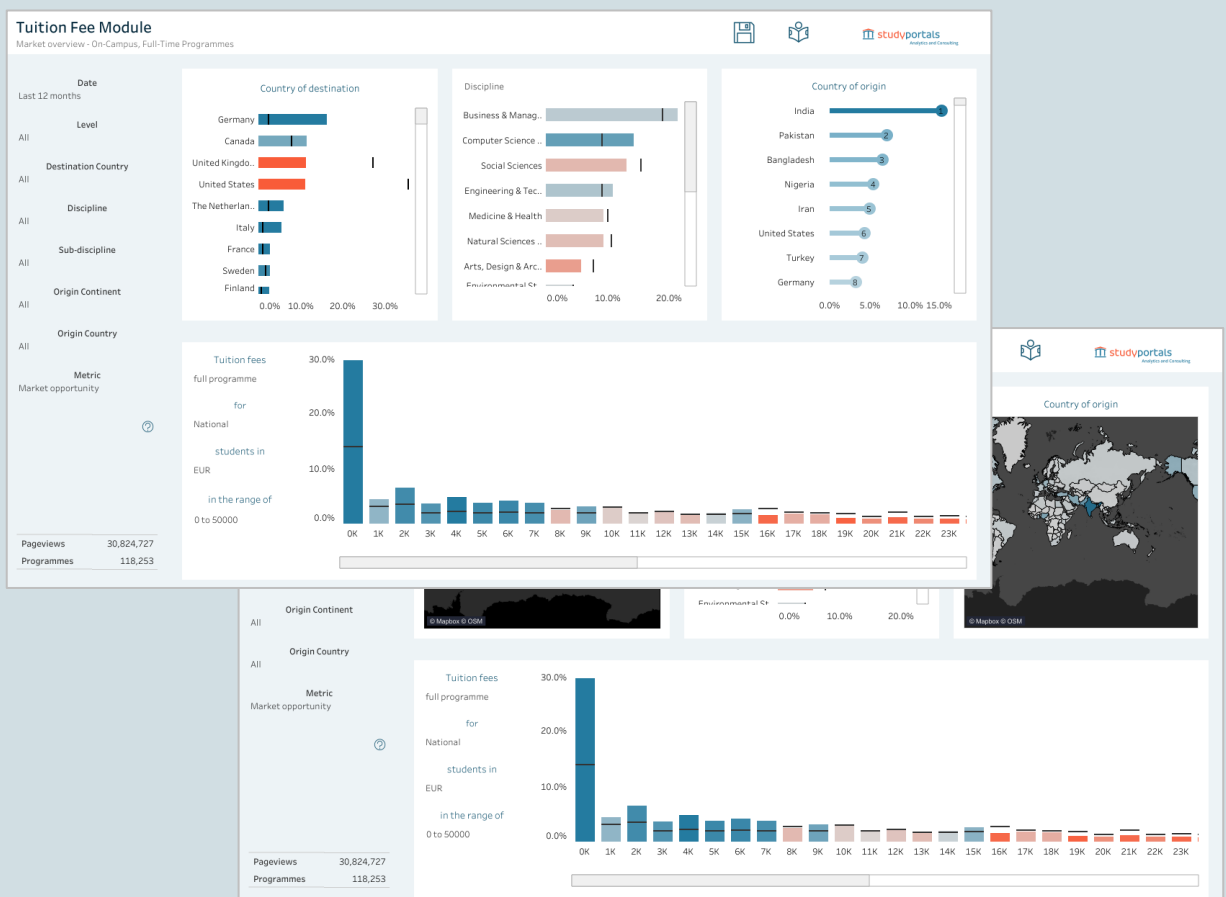
10 Tuition Fee Module

The Tuition Fee Module enables you to analyse the relationship between programme tuition fees and global student demand. It enables detailed segmentation and filtering based on a range of tuition fees. This module allows for intricate comparisons across various factors, including student origin and destination countries, disciplines, and subdisciplines, focusing exclusively on full-time, on-campus programmes with standard yearly fee structures.

The module has two sections: **'Tuition Fee'**, which reveals market dynamics regarding tuition fees by allowing you to specify variables such as the country of destination, degree level, and mode of course delivery; and **'Tuition Fee (map)'**, which shows the same analysis, but countries of origin and destination are presented on a map chart.

Key questions:

- How does student demand for certain programmes correlate with tuition fee levels?
- Are there differences in tuition fee sensitivity among students from various regions?
- How do tuition fees impact international students' choice of discipline and country?





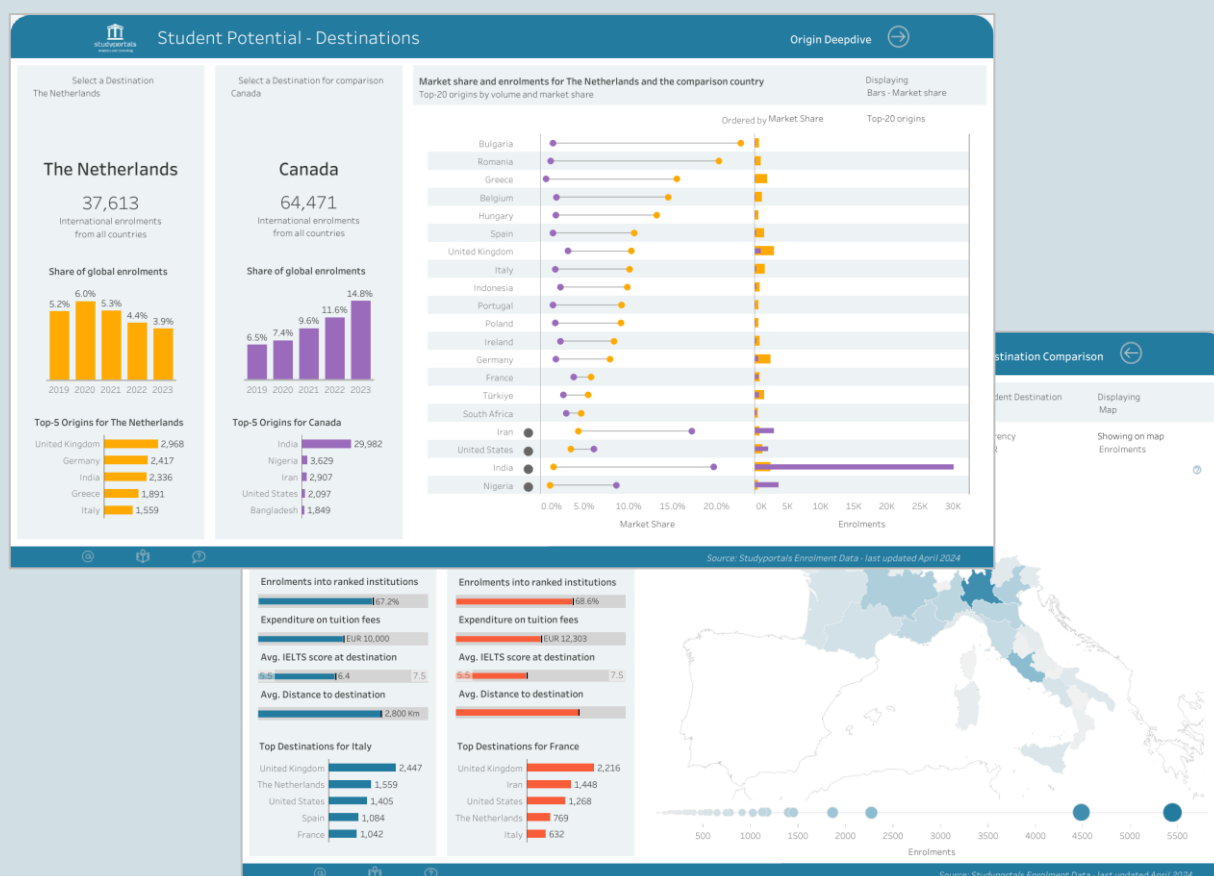
11 Student Potential Module

The Student Potential Module provides detailed insights into the mobility and characteristics of enrolled students by both destination and origin. It addresses factors such as students' ability to pay and subsequently the potential for conversion to an enrolment. The module allows you to spot potential gaps in your recruitment funnel, refine the results of other analyses, such as our student interest-based analytics modules, and highlight the potential for enrolling prospective international students from certain origins at your institution.

The module has two sections: **'Destination Comparison'**, which lets you compare two select destinations by top origins, market share, number of enrolments and more; and **'Origin Deepdive'**, which allows you to take a closer look at select origin countries, to understand which regions have most enrolled students, where they go to study and more.

Key questions:

- In which regions or provinces can I find students who can afford my tuition fees, meet my English requirements, and aspire to study at a top-ranked university?
- What are the mobility patterns and characteristics of enrolled international students based on their destination and origin?





Additional User Licenses

A user license is mandatory to access the dashboards on the Tableau Online website. When subscribing to **up to 3 modules**, you will receive **2 user licenses**; when you subscribe to **3 or more modules**, you will get **5 licenses**, which are designed for individual use and incorporate robust multi-factor authentication measures to bolster security. Each license includes initial set-up, access, maintenance, and continuous support for the duration of the partnership.

It is also possible to purchase additional user licenses. **Discounts are available** when you buy them in bulk:

- A **20% discount** applies to purchases of 5-9 licenses.
- A **30% discount** is available for 10-19 licenses.
- A **40% discount** is offered for the purchase of 20 or more licenses.



Demand Data

55M visitors/year
200M pageviews/year
190+ origin countries
96,000 cities



Supply Data

250,000 programmes
3,750 universities
127 countries
1,890 cities



Search patterns

Countries of destination
Countries of origin
Trends
15 disciplines
283 subdisciplines

Data Quality and Validity

Our data is unique in that it is largely organically generated, and we list over 90% of all English-taught Bachelor's and Master's programmes worldwide. This has led to a diverse global visitor base. Using Tableau, we can provide advanced segmentation, filtering, and complete customisation to meet your specific requirements.

Data integrity is paramount in data visualisation, ensuring that our visualisations reflect clear and precise information. Our dataset has been rigorously compared with discipline-specific enrolment data from **Eurostat, UNESCO, and OECD** for nine European countries, showing a strong 85% Spearman's rank correlation. Additionally, when matched with the UK's **HESA Enrolment Data**, our dataset demonstrated a 92% Spearman's coefficient, affirming its reliability and validity.

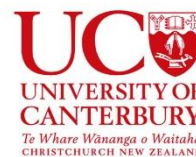
In addition, Studyportals calculated correlation between pageviews and enrolments for five **US states: New York, Ohio, Texas, Pennsylvania, and Massachusetts**. Our data underlines a particularly 'very strong' correlation in Ohio, with New York, Texas, Pennsylvania, and Massachusetts showing 'strong' correlations, validating our site's predictive ability for US enrolment trends.

Results of some of the correlation studies done by us over the years:

- OECD, Eurostat & UNESCO (2014/2015): **$p = 0.85$**
- HESA (2019/2020): **$p = 0.92$**
- Selected US states (2018/2021): Ohio (**$p = 0.80$**), New York (**$p = 0.76$**), Texas (**$p = 0.79$**), Pennsylvania (**$p = 0.78$**), and Massachusetts (**$p = 0.77$**)

More information on each correlation study can be found here:

<https://act.studyportals.com/correlation-studies/>



"I am very happy about the services received. The professionalism, the availability and reachability of the team is outstanding. Also, the content delivered was extremely helpful to guide our M&R plans."

Germano Giansante, Recruitment Advisor at Maastricht University



"[The consultants] were super helpful with training. They also sat down once or twice with my colleagues to walk through any questions. They were always there to help. I think everything from the sales process to onboarding to the aftermarket care was smooth."

Brandon Kirby, Director of Marketing, Sales and Admissions at Rotterdam School of Management

For more testimonials and success stories, visit

act.studypartals.com/clients

In **2023**, we achieved remarkable client satisfaction,
as demonstrated by the following scores:

9.1/10

Average Client Satisfaction

76

Net Promoter Score

118

Clients

About Studypartals ACT

The Analytics and Consulting Team (ACT) at Studypartals is dedicated to supporting universities and organisations in the higher education industry in achieving their goals for international marketing and student recruitment. With a combined 100+ years of experience in the field, our expert consultants and associates offer comprehensive services, ranging from market analysis and data analytics to strategy development for branding, marketing, student recruitment, as well as competitor analyses, and professional development training. Our areas of expertise are Analytics, Consulting, and Training.

#actingoninsights

act.studypartals.com

Analytics and Consulting Team

+31 40 218 0241

consulting@studypartals.com



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Analytics and Consulting

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Ready to take your marketing to the next level and attract more international students?
Reach out to us to discover how we can support you.

act.studyportals.com/contact-us