Business Intelligence on a Budget

June 6, 2019

By: Brittany Babycos, Sr. Institutional Researcher
Executive Director's Office, UNM-Gallup

Purpose

- Provide critical internal & external data
- Regular updates
- Data informed decision-making
- Available to entire campus
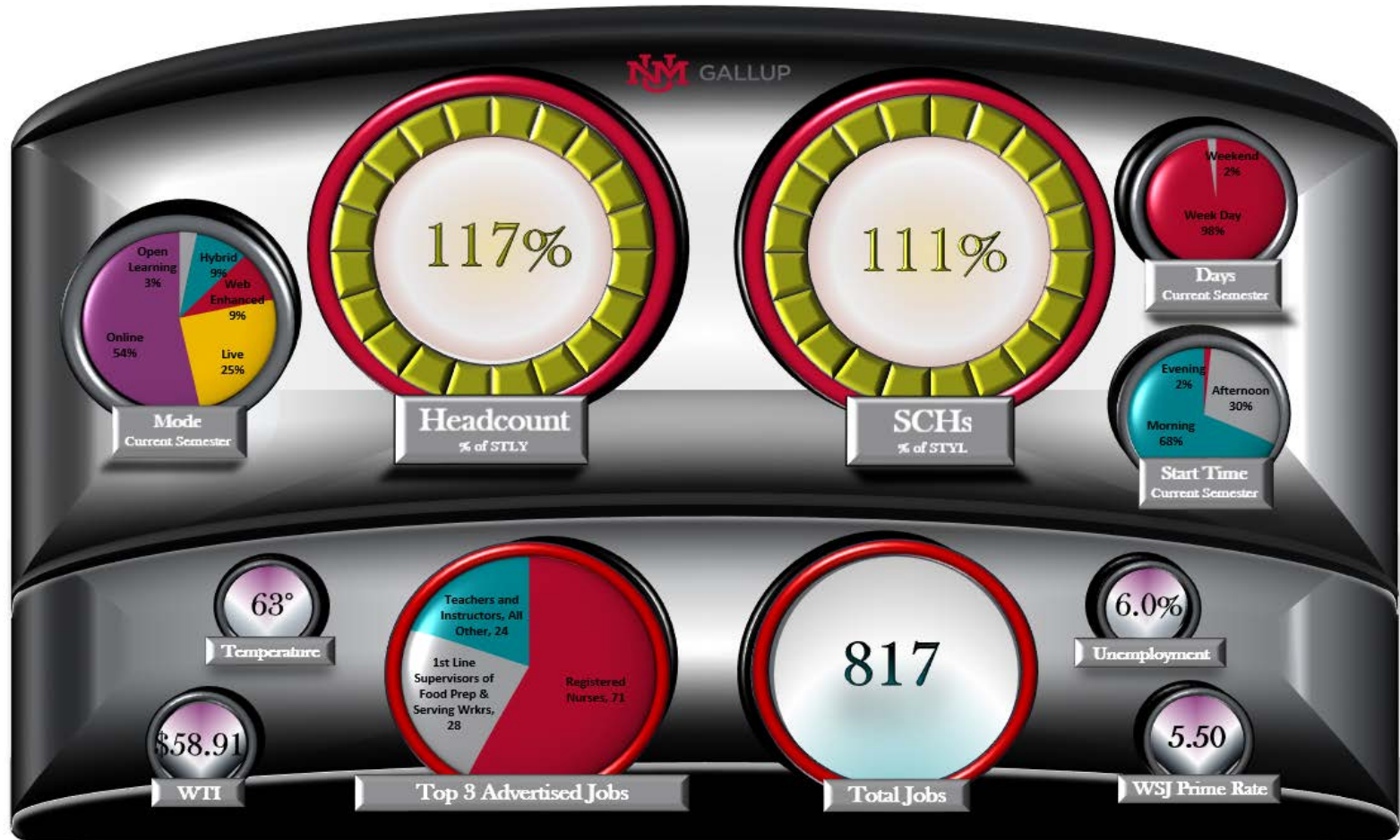- Budget-friendly

Overview

- Excel dashboard
  - Emailed
    - Weekly
    - Administration + Academic Chairs + Executive Team
    - PNG file- quick view (limited data)
  - Uploaded to secure website
    - Weekly
    - All UNM-Gallup Employees
    - Excel file- full data access

Summer 2019

UNM GALLUP

Mode Current Semester
- Open Learning 3%
- Hybrid 9%
- Web Enhanced 9%
- Online 54%
- Live 25%

Headcount % of STLY: 117%

SCHs % of STYL: 111%

Days Current Semester
- Weekend 2%
- Week Day 98%

Start Time Current Semester
- Evening 2%
- Afternoon 30%
- Morning 68%

Temperature 63°

WTI $58.91

Top 3 Advertised Jobs
- Teachers and Instructors, All Other, 24
- 1st Line Supervisors of Food Prep & Serving Wrkrs, 28
- Registered Nurses, 71

Total Jobs 817

Unemployment 6.0%

WSJ Prime Rate 5.50

Data in full Excel file

- Data Key (handout)
  - Organized by tab
  - Description of data
- Data Groups
  - External
  - Internal
    - Customer (*i.e. demographics*)
    - Product Fixed (*i.e. enrolled programs, DFW's, etc.*)
    - Product Variable** (*i.e., schedule-related, days-times-modality*)

Format of Excel Data

- Linked Pivot Tables & Charts
    - Allows users to view data in multiple formats
    - Allows for easy updating of charts & tables

Thank You

Questions?