



Universities & Higher Education

Executive Summary

Focused on educational efforts and providing online opportunities to serve a wide variety of students and communities including working adults, residential students, servicemembers, veterans, and military families, an Indiana-based university has partnered with Klein Consulting to address their challenges with collecting and visualizing data to make informed decisions.

Introduction

This University was looking for a way for their faculty to visualize data from numerous locations showing different information. This data would allow key decision makers, and all faculty to easily see areas where the university is thriving, and areas that could use improvement. With thousands of applicants and hundreds of enrolled students, they were looking for a way to take all the raw information they collected and channel it into an easy to read format.

The Challenge

Before they partnered with Klein Consulting, this university had no real way to quantify the data that they were receiving regarding applicants, students, and graduates. The data was there, but there was no way for faculty to view it in a way that made sense in a concise way. Money was being wasted on unfruitful campaigns while applicants were being lost because they were unaware of the high employment rate after graduation. They needed dashboards that showed data, statistics, and results, and the relationships between them.

Our Solution

As a renowned university in the industry because of their appeal to adult learners, veterans, and residential students, they needed a solution. Because of this, they recognized the importance of using Business Intelligence to make informed decisions about where they wanted their university to go. Klein Consulting knew that Microsoft's Power BI was the best fit to give them the best visualization of the key performance indicators that they needed. Klein Consulting started by first identifying the KPIs that were most important, such as conversion

rates of leads to applicants, applicants to students, and students to graduates. Key decision makers also wanted to see the jobs that applicants were getting, and how well students were doing after graduation. To do this, Klein needed to link the source of data to the dashboards that were built out to visualize this data. Finally, access to the developed workspaces was given to all necessary faculty, including instructions on how to add dashboards, edit dashboards, and navigate workspaces. Klein understands that developing solutions means nothing if the users didn't know how to use them, which is why, like always, Klein made several run books to explain all the features of the system.

About Us

Klein Consulting, LLC is a Chicago-based system implementation and data analytics company. We assist mid-sized businesses with moving their operations to the cloud. Over the past 6 years, Zoho's Suite of applications have been used by Klein Consulting to streamline operations within company departments and provide their leadership with the oversight they need to make informed decisions. When working with a new client, we first implement Zoho's out-of-box solutions and then focus on automation using Zoho Creator and third-party integrations.

What makes us unique is our team's strong understanding of databases and the Deluge coding platform used to power Zoho. We will work with your team to define an optimal user experience, and then translate that into a back-end system architecture that will allow you to scale your company quickly and efficiently.

The team at Klein does not outsource our work overseas or to smaller firms. Our entire team is located in our Chicago office. When you come to us, a dedicated Project Manager will accompany you on your development journey and ensure your goals, timeline, and budget are met. Access to our customer support will be made available 24/5 and we can quickly answer questions, fix bugs, or provide training to new employees.