

ARE YOU READY? ASSESSING THE DATA MATURITY OF YOUR ORGANIZATION

Dr. Andy T. Clark
Industry Executive
Oracle

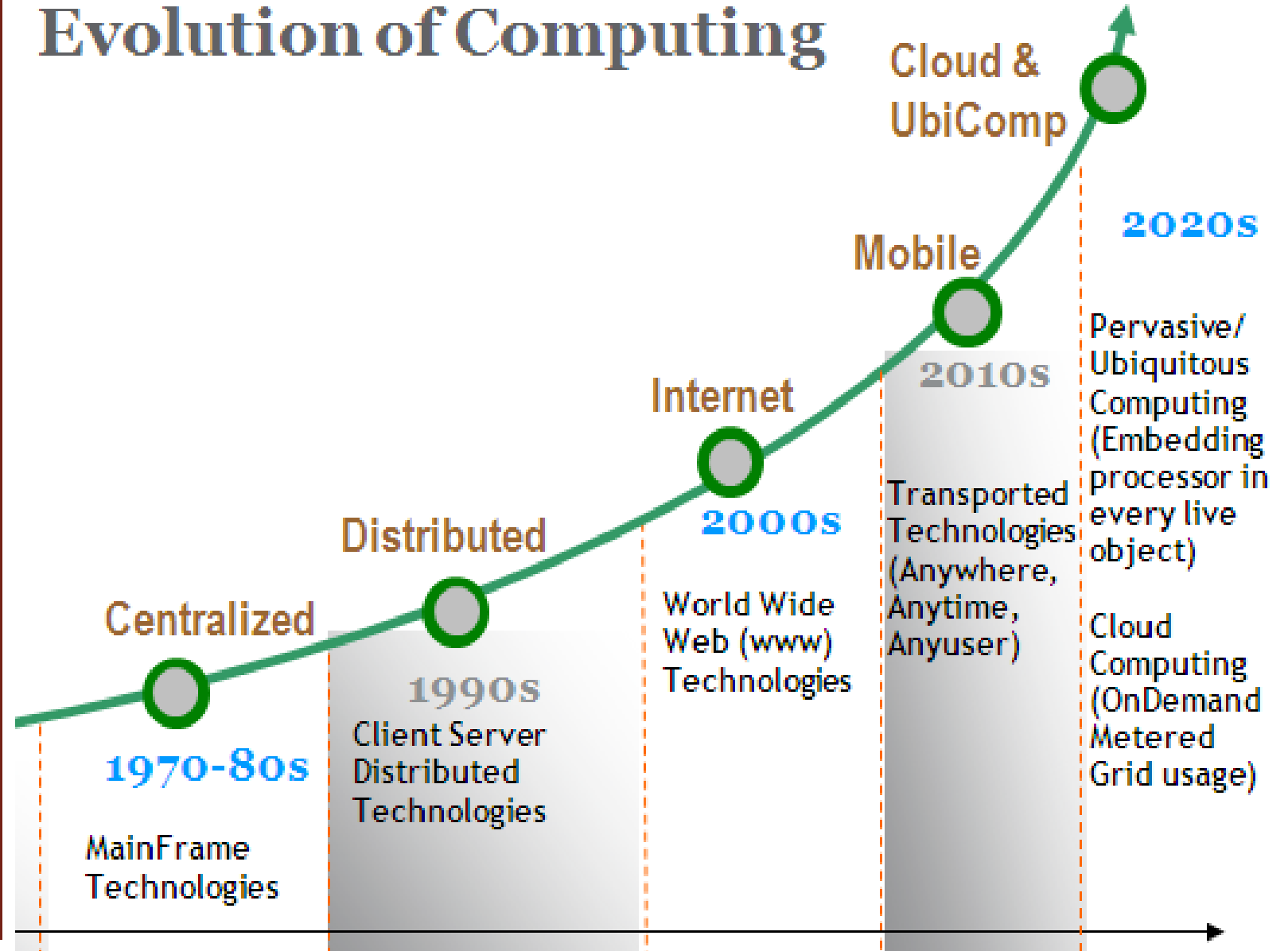
Agenda: Data Alone is Not Enough

1. Technology and Innovation
2. The Near Past and Future
3. Business Intelligence
4. Predictive Analytics
5. Changing the Culture
6. Q&A

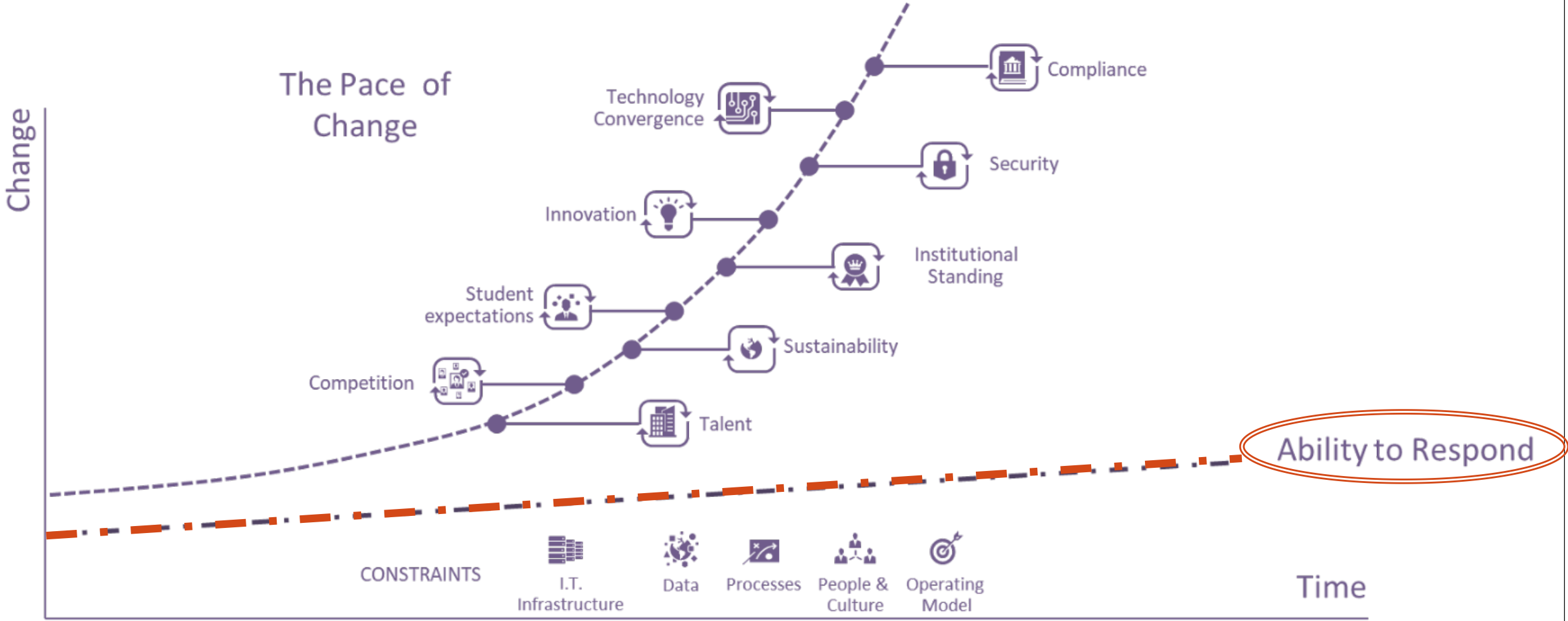
EVOLUTION

1. Any process of formation or growth.
2. A process of gradual, peaceful, progressive change or development....
3. A motion incomplete in itself, but combining with coordinated motions to produce a single action, as in a machine.
4. A gradual process in which something changes into a different and usually more complex or better form.
5. A process of continuous change from a lower, simpler, or worse to a higher, more complex, or better state.

Evolution of Computing



Change is Accelerating



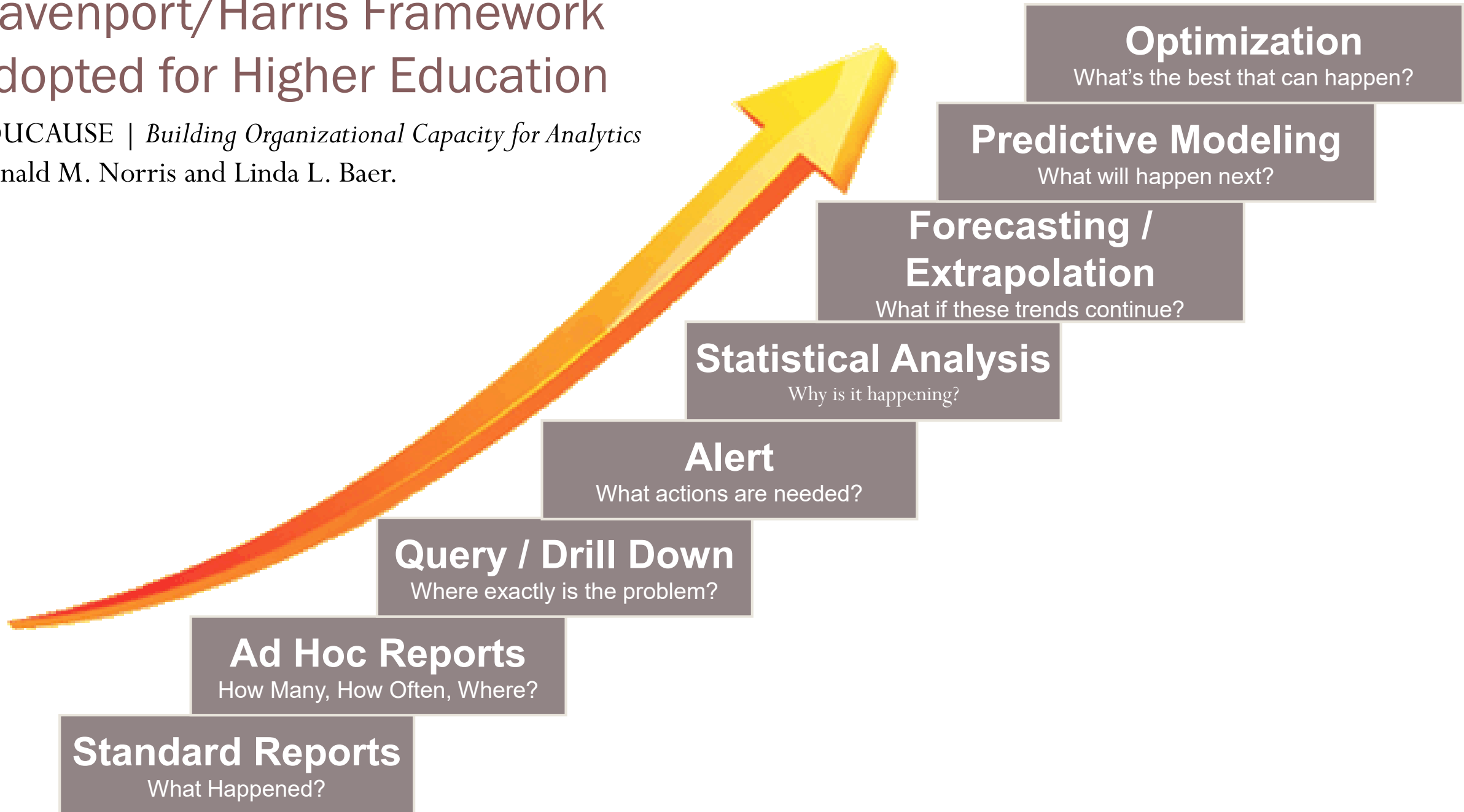
Source: Oracle, 2019

The Need to Create Tomorrow's Enterprise Today Is Accelerating

Davenport/Harris Framework Adopted for Higher Education

EDUCAUSE | *Building Organizational Capacity for Analytics*

Donald M. Norris and Linda L. Baer.



Data and Information (old school)

1. How long does it take on average to get a new report created? (hours, days, weeks, months)
2. How are you using data to make decisions and provide support where needed?
3. Must you find information or does information find you?

```
06-MAY-2004      03:12 PM
REPORT: GURADDR                                     Address Report

ID              Name                               Address
Q62100933      Clifford, Stephanie                          22 EAST MAPLE ROAD
                                                    DETROIT, MI 82134

Q81337923      Serum, Tracy                                  6658 NORTH 69TH STREET
                                                    HOUSTON, TX 02344

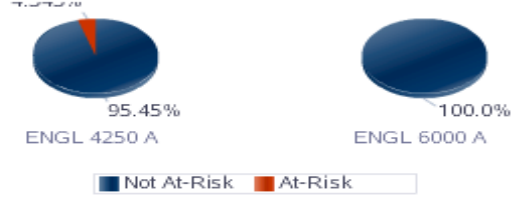
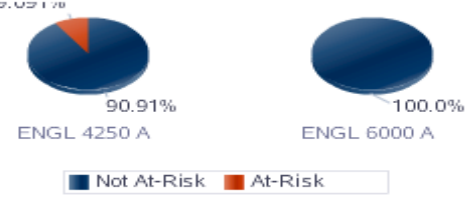
PAGE: 2                                               BANNER University
06-MAY-2004      03:12 PM
REPORT: GURADDR                                     Address Report

ID              Name                               Address

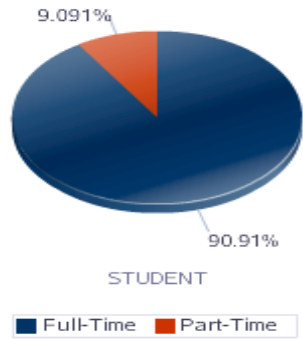
*****REPORT CONTROL INFORMATION*****
Report Name: GURADDR
Term Code: 200210
```

Business Intelligence (BI)

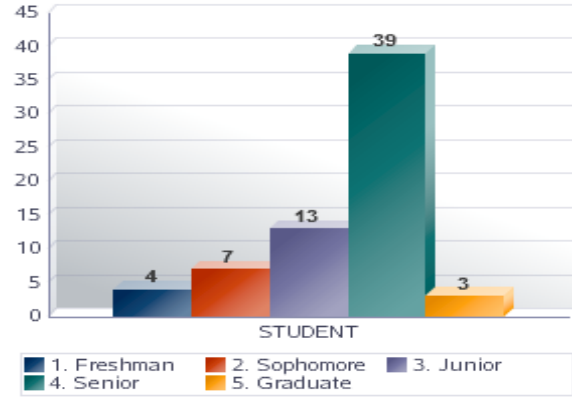
- Ability of an organization to take all its capabilities and convert them into knowledge
- The tools and systems that play a key role in the strategic planning process of the corporation
- An umbrella term that refers to a variety of software applications used to analyze an organization's raw data



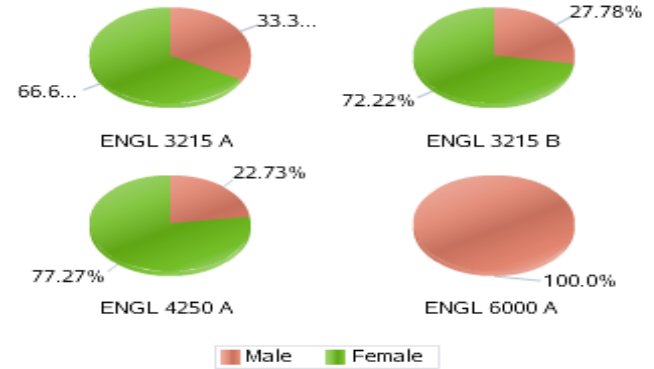
Time Status



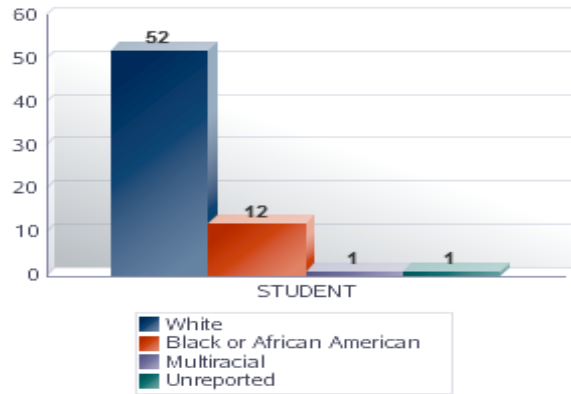
Student Classification



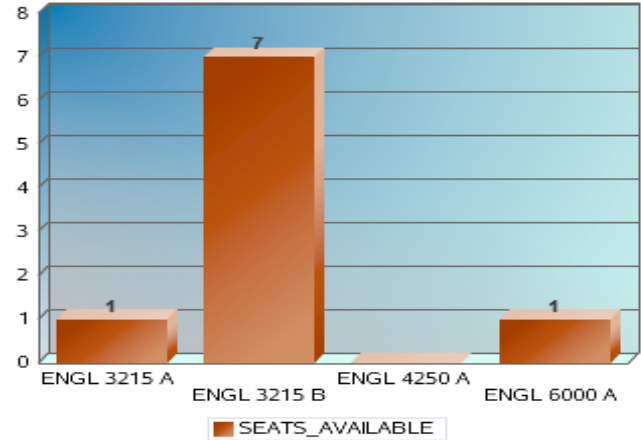
Gender



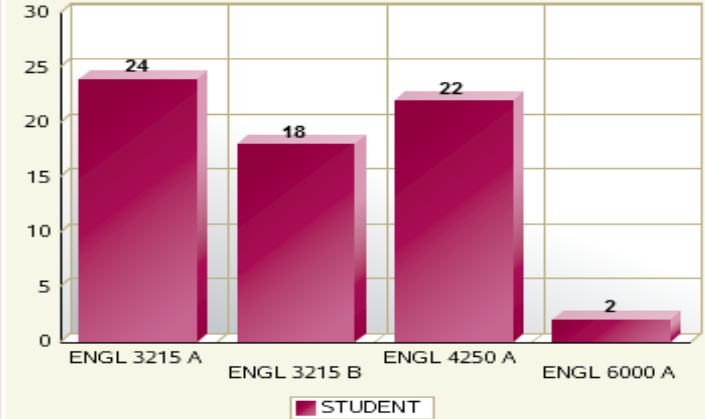
Race



Seats Available by Course

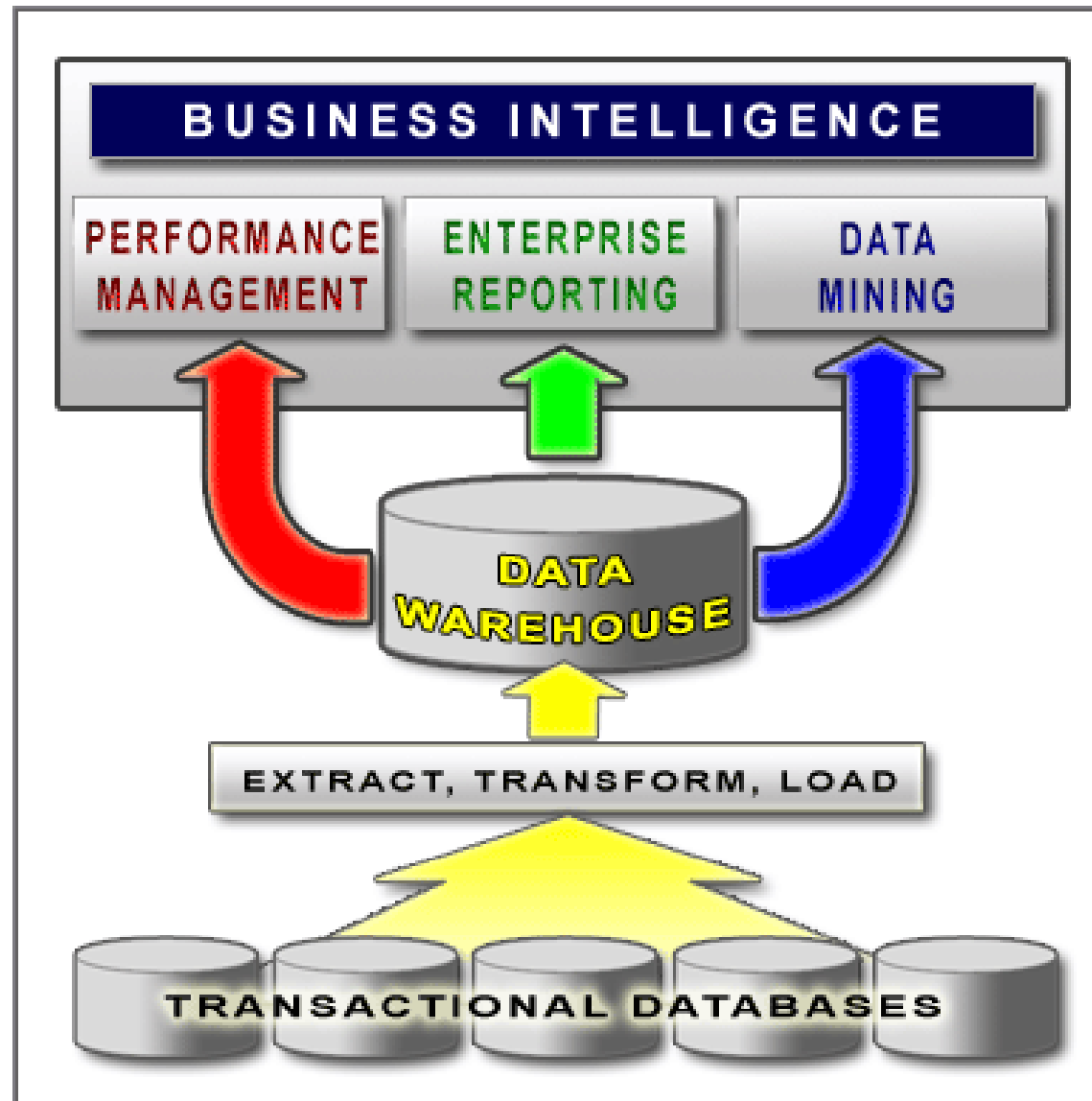


Seats Taken by Course



COURSE	FIRST NAME	MIDDLE NAME	LAST NAME	MAJOR	FTFT COHORT TERM	TRANSFER TERM
--------	------------	-------------	-----------	-------	------------------	---------------

Unidirectional Concepts and Designs



You have data. Now What?

- Data-driven decision making
- Predictive Modeling
- Operational Performance



Models Running in Memory

Decision Tree Model that Determines At-Risk in Math

Displays rules that were generated from decision tree model to determine if a student is at risk

Time run: 8/13/2014 10:38:35 AM

Rule Number	Rule that Determines At-Risk
10	(HSGPA in ("2")) AND (HSRank in ("1" "2"))
11	(HSGPA in ("2")) AND (HSRank in ("3" "4" "9"))
12	(SAT_MATH <= 485) AND (HSGPA in ("3")) AND (HSRank in ("1" "2"))
13	(SAT_MATH <= 485) AND (HSGPA in ("3")) AND (HSRank in ("3" "4" "9"))
14	(SAT_MATH <= 485) AND (HSGPA in ("4"))
15	(SAT_MATH > 485) AND (HSGPA in ("3"))
16	(SAT_MATH > 485) AND (HSGPA in ("4"))
8	(HSGPA in ("1")) AND (SAT_MATH <= 485)
9	(HSGPA in ("1")) AND (SAT_MATH > 485)

[Analyze](#) - [Edit](#) - [Refresh](#) - [Print](#) - [Add to Briefing Book](#) - [Copy](#)

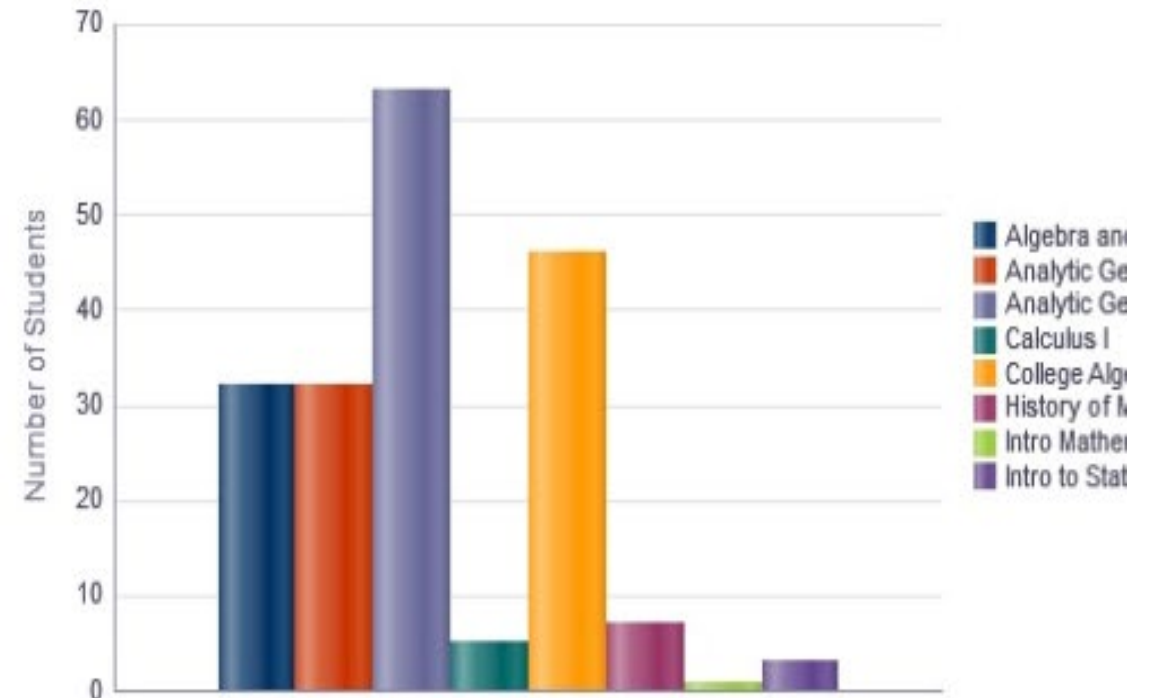
At-Risk Students by Course Name

Displays At-Risk Students by Course Name

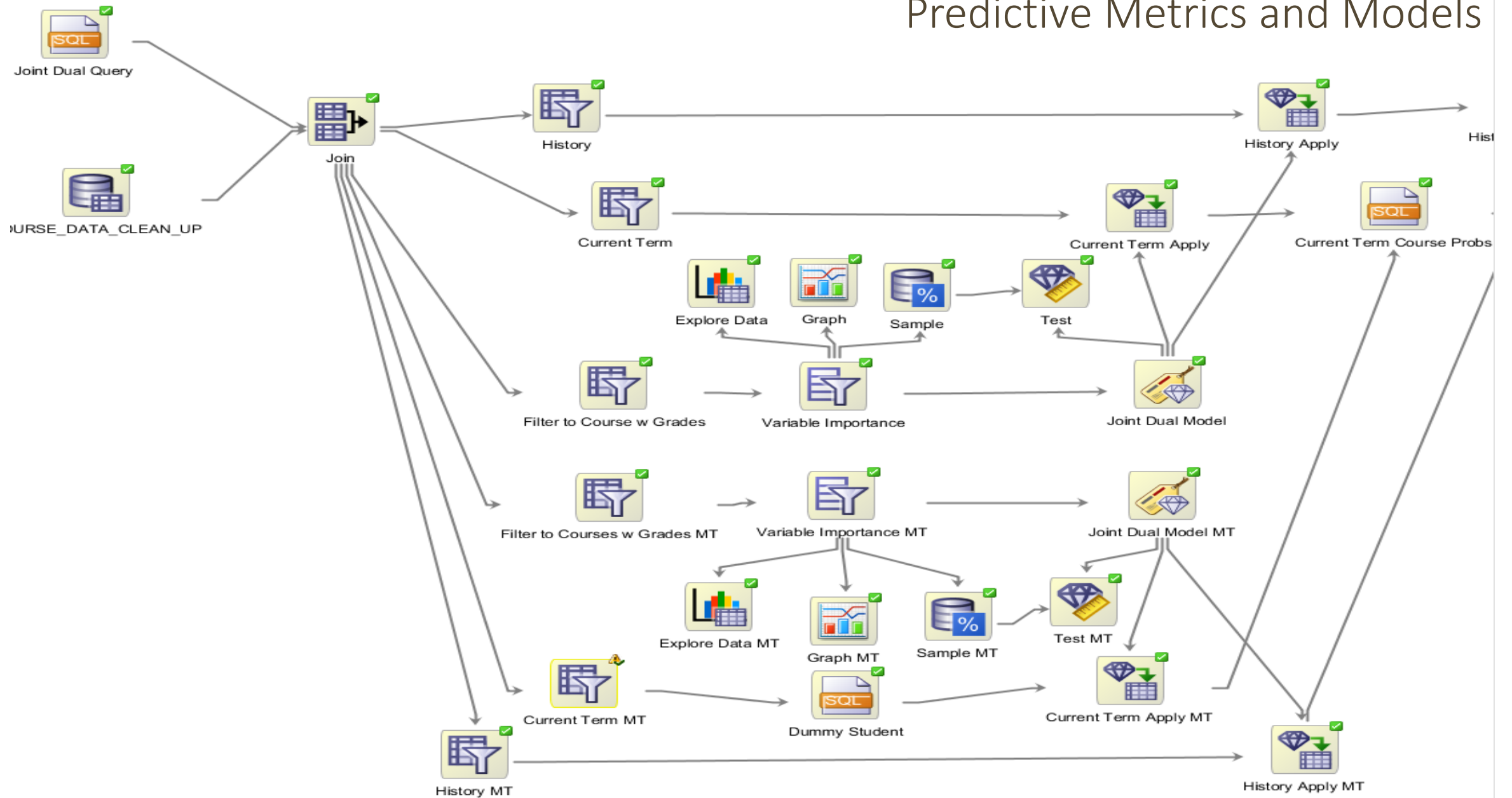
Time run: 8/13/2014 10:38:35 AM



Number of At-Risk Students by Class



Predictive Metrics and Models





You have a new message. Click Here.

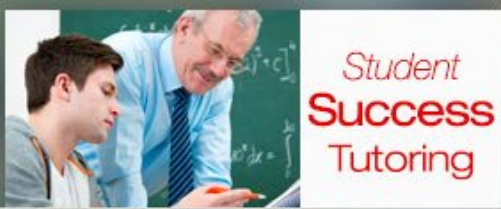
View Background | Inbox | Help | Logout



VSU Email S	BlazeVIEW D2L S
Banner Registration S	GoVIEW
Parking and Transportation	CampusConnect S
Orientation for Online Students S	1Card Online Card Office
ADP/Shared Services	

Valdosta Forecast

TODAY	THU	FRI	SAT
66 88	66 87	65 88	65 82



Analytics Driven
 Information and advertisements
 tailored to each individual student
 in real-time



Stuck? Need Help?

Writing trouble? Use our [writing resources](#) just for graduate students!

Need some specific graduate student resources? You can find our [Student Resources](#) here!

Working on a paper and need professional resources? Not on campus? No problem! Use our Libraries [Call Use Anywhere Access!](#)

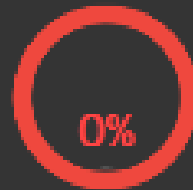
Need some help with Odum Library? [Chat with a Librarian now!](#)

Courses

BlazerLink & Blazer Briefcase

Event Goal
2/10

Blazer Briefcase
Score



Did You Know? Attending events on campus increases your chances of being selected for awards. Undergrad students, sign into 10 events this semester and be entered to win a \$200 scholarship!

Get Involved!

Calendar

30 OCT YSB Help Session #2
Odum Library, Lab 3270
11:00am | 03:00pm

30 OCT Speaker Re-Broadcast-Valerie Jarrett
Bailey 1011
07:00pm | 08:30pm

30 OCT M&P Meeting
Meeting Room 2
05:00pm | 06:00pm

See More Events

My Success Team

GS Gerald Siegrist
Academic Advisor

FA Financial Aid Office
Financial Advisor

Financials & Holds

3 Withdrawals Remaining



Tip of the Week

Thinking Ahead

No matter your grade level, consider scheduling time to speak with Career Opportunities. Their office is available to provide you with guidance regarding your career aspirations, as well as how to achieve those through workshops, internships and career counseling. It's never too early to think ahead.

Reminders

Portals

Banner

lv BlazerVIPW Tool

Access OneUSC Connect

PeopleSoft E-Pro

Hold for Video

Questions?

