InformSU

Admissions Grad Funnel Report Training Manual

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Introduction to Power BI

What is Power BI?

Power BI is a Microsoft business analytics service designed to analyze business data and share live, interactive insights. SU faculty and staff will be able to quickly and accurately view tailored reports from multiple data sources through a single, user-friendly platform. Users are able to drill down into data as much or as little as they want. Not only will Power BI be able to surface current reporting needs, but it will empower SU to harness the power of their data in new and innovative ways. Through Power BI, SU will be able to transform data into effective decision-making.

Navigating to the Power BI service

Official InformSU reports will be available to users on the Power BI service (app.powerbi.com). You can navigate to the service in multiple ways:

1. Type app.powerbi.com into any browser window. You will be asked to enter your Office 365 credentials the first time you enter.
2. Go to seattleu.edu/mysu/ and click the InformSU button.
3. From within another Office 365 product, click the App Launcher waffle at the top left of the screen and search for Power BI in the list of apps.
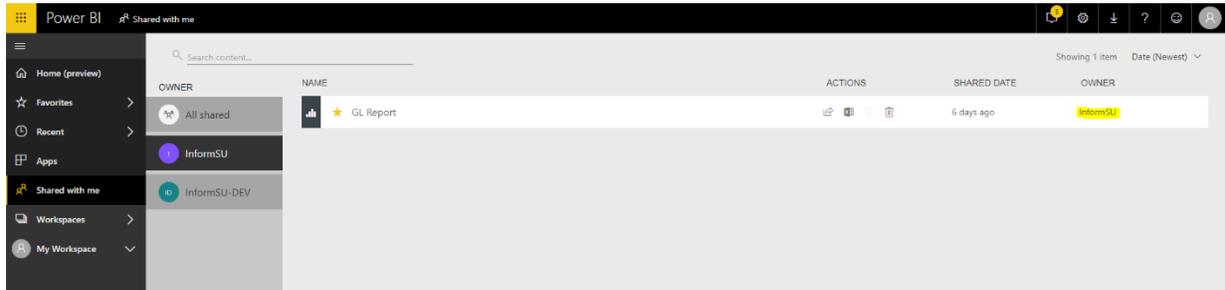
Accessing reports

All reports that you have been approved to have access to will be found in the "Shared with me" selection of the left-hand navigation pane. In order to make it easier to find reports that are relevant to your needs, individual reports and/or dashboards are being shared rather than entire report folders or groupings. This not only makes for a better user experience, but it also reduces security risks as users will now only have access to the specific data they need rather than general buckets of data.

Requesting access to reports in Power BI is handled the same way as current reporting. Please refer to the InformSU website for further information on requesting access.

Upon viewing the reports that have been shared with you, you will see that each report has an Owner, which is a reference from the Workspace the report has been shared from (if you have had reports shared with you from multiple workspaces, you will find them grouped by Owner

under the All Shared link on the left side). All official reports and dashboards will show the Owner as InformSU.

Report Security

Once a report has been shared with a user, that user will not be able to then share the report with a different user. While report data can be exported to Excel or to a PDF, please remember that SU's FERPA and Data Security policies will be enforced in regard to any data shared that has been generated within Power BI. If you have questions as to whether or not you should be sharing report data, please contact your manager or one of the university's data stewards.

Data Sources and Data Refreshes

Data for these reports is being sourced from our new Enterprise Data Warehouse (EDW) which resides in an Amazon Web Services cloud environment. The system of record for admission data is a combination of Colleague, Slate, and TargetX and there is a nightly process that pulls data into the EDW. Our new cloud-based EDW allows greater flexibility in development of data marts and enhanced reporting performance.

As with the existing SSRS admissions reports, the data that is presented will be "day old" data, meaning it will be representative of any transactions that were processed by the end of the previous day. Specifically, the Colleague to EDW load happens at 12:00 AM, and the reports themselves are refreshed at around 7:00 AM.

For up to date information on the status of report data, any issues with degraded service, or planned outages, please subscribe to InformSU notifications on the IT Service Desk Status Page. This is our primary method for communicating reporting issues.

Navigation of the Admissions Grad Funnel Report

YTD Funnel

The first page of this report shows a year to date (YTD) view of the current year through three years prior across all stages of the funnel. This matrix also contains final data and registration goals to help users contextualize the YTD values. By expanding the hierarchy with the + icons or the drill down icons in the visual header, users can see a breakdown by school, department, program group, and academic program codes.

These data can be filtered with the slicers at the top of the page. Note that these slicers are synced throughout the report so a selection on one page will affect values on other pages.

A drill through is also configured for the Current YTD, Prior YTD, and 2 Years Prior YTD columns which can be accessed by right clicking on the desired application stage within the appropriate column and selecting the drill through option in the menu.

Current Year Detail

Academic Level	Admit Group	Term	School, Department	Grouping, Academic Program	CIP Code
All	All	Summer	All	All	All

Graduate, Unknown Academic Level, Undergraduate, Non-Matric, Post Baccalaureate, Law, English as a Second Language, , Freshmen, Unknown, Non-Matriculated, Transfer/Post-Baccalaureate, New And Continuing Studies, Doctorate, Graduate, Readmit, Graduate Certificate, Law, , 21RQ, All Program Academic Levels, All Schools, All Departments, All Academic Programs

Current Year Detail (Unduplicated)

School	Inquired	Applied	Application Rate	Application Completed	Completion Rate	Admitted	Admit Rate	Gross Deposited	Net Deposited	Ad
⊞ Albers School of Business	279	185	66.31%	167	90.27%	150	81.08%	114	94	
⊞ College of Arts & Sciences	129	32	24.81%	31	96.88%	30	93.75%	23	21	
⊞ College of Education	248	81	32.66%	73	90.12%	60	74.07%	48	34	
⊞ College of Nursing	835	457	54.73%	166	36.32%	125	27.35%	95	87	
⊞ College of Science & Engr	121	73	60.33%	73	100.00%	73	100.00%	54	46	
⊞ School of Theology and Ministry	8	0	0.00%	0		0		0	0	

As the name would indicate, this page is geared towards the current year view. The matrix shows the funnel stages as columns and includes conversion rates for some of the key transitions. The school, department, program group, and academic program hierarchy is available to collapse and expand for a high-level view across schools or a granular view of specific academic programs.

Registration to Target

Graduate, Unknown Academic Level, Undergraduate, Non-Matric, Post Baccalaureate, Law, English as a Second Language, , Freshmen, Unknown, Non-Matriculated, Transfer/Post-Baccalaureate, New And Continuing Studies, Doctorate, Graduate, Readmit, Graduate Certificate, Law, , 21RQ, All Program Academic Levels, All Schools, All Departments, All Academic Programs

Registration to Target

Term	Current YTD Registered	Current Year Enrollment Goal	Current Proportion to Enrollment Goal	Prior YTD Registered	Prior Year Enrollment Goal	Prior Year Proportion to Enrollment Goal	Prior Year Final Enrolled	2 Years Prior YTD Registered
Summer	**250**	**256**	**97.66%**	**277**	**294**	**94.22%**		**257**
Albers School of Business	84	62	135.48%	43	78	55.13%		32
College of Arts & Sciences	19	13	146.15%	22	26	84.62%		27
College of Education	28	38	73.68%	61	30	203.33%		39
College of Nursing	85	97	87.63%	90	102	88.24%		96
College of Science & Engr	34	46	73.91%	56	50	112.00%		42
School of Theology and Ministry				6				21
Total	**250**	**256**	**97.66%**	**277**	**294**	**94.22%**		**257**

The final page of the report allows for easy tracking of current YTD registration counts against the enrollment goal for each term. A proportion % value is also displayed to normalize the comparison across large and small schools, departments, and programs. Prior year and two years prior values are also included to help show enrollment trends over time.