



CASE STUDY

EAB Equips Educational Institutions with GoodData-Powered Analytics

GoodData's dashboards and data visualization capabilities enable EAB to empower colleges and universities in driving student success



A GoodData customer since 2016, EAB is a leading provider of education research, technology, and advisory services. EAB equips over 2,500 educational institutions and companies with the tools to propel data-driven results across enrollment management, student success, and institutional operations and strategy.

Today, EAB's solutions leverage more than 1,900 GoodData workspaces that are integrated into its product portfolio. As a result, partner institutions have access to custom dashboards and can visualize data to better serve their students.

CUSTOMER SINCE**2016****COMPANY SIZE****Mid-sized****HEADQUARTERS****Washington, D.C.****INDUSTRY****Education Technology** **CHALLENGES**

- Years ago, EAB's tailored data reports for each partner school could only be manually created internally in a complicated Excel template and then presented in PowerPoint.
- EAB needed to increase the utility and accessibility of these reports, as well as provide self-service tools for institution-specific analyses.



SOLUTION

- GoodData's pricing structure struck the right balance of affordability for both EAB and its partner institutions.
- GoodData's data and analytics platform supplies flexible KPI dashboard templates and project-specific insights that EAB's partners can leverage and optimize across institutions.



RESULTS

Powered by GoodData, EAB's analytics offerings are now customized to meet partner institutions' needs based on their technical capabilities — rather than only providing a static platform across all levels of technical and data expertise.

GoodData's dashboards are easy to build for users with varied technical skills, regardless of coding experience. Because GoodData's user-friendly dashboards don't require all EAB engineers to have Python or HTML skills, more junior team members are able to work on dashboard development projects.

GoodData's professional services team continually serves as an extension of EAB's own product team.

Before working with GoodData, building data reports for partner institutions was a slow and laborious process. EAB's research teams had to consult with each partner institution, identify specific campaigns or metrics to analyze, manually derive insights from complicated Excel spreadsheets, and then finally present the findings in PowerPoint.

Knowing the company could offer more value to partners, Jimmy Chiang, Vice President of Data and Analytics Engineering at EAB, sought to enhance EAB's analytics capabilities. EAB wanted to provide the data tools and visualization capabilities that colleges and universities needed to better manage their initiatives and gain insights about their work. After exploring several solutions on the market, EAB's product team selected GoodData as its analytics partner.



“It’s amazing to see how quickly we can create powerful partner dashboards and see results using GoodData.”

Jiaxin Zhang - Senior Technical Product Manager at EAB

Many of EAB's higher education partners have resource constraints that limit their ability to conduct analytics projects that accurately display relevant insights. As such, it was important for EAB to meet their end users where they are and help them to display data in a consumable way, with the appropriate amount of context. To achieve this, EAB enlisted GoodData's professional services team to build out new KPI dashboards templates for their partners.

Today, EAB has taken full advantage of GoodData's new data visualization capabilities and can quickly spin up a customized dashboard to show detailed insights that are tailored to each partner institution's needs and business processes.



“With GoodData, we’ve enabled higher ed experts and designers to focus more on the substance of reports and the quality of data in those reports than on the technical details of how to create those reports. This allows us to continuously equip our partners with valuable, data-driven insights.”

Emily White - Director at EAB

ENROLLED IN START TERM: Spring 2022

ENROLLED IN END TERM: Spring 2022

Population A

Intervention Information

APPT. CAMPAIGN A: All

CAMPAIGN APPT. STATUS A: Attended

STUDENT LIST A: All

Current Student Information

ASSIGNED TO STAFF A: All

IN /NOT IN (TAG /CATEGORY) A: In

TAG A: All

CATEGORY A: All

GENDER A: All

RACE/ETHNICITY A: All

Student Information as of the End of the Start Term

DEGREE IN THE START TERM A: All

CLASSIFICATION IN THE START TERM A: All

COLLEGE IN THE START TERM A: All

MAJOR IN THE START TERM A: All

CUM GPA BUCKET(S) IN THE START TERM A: All

Population B

Intervention Information

APPT. CAMPAIGN B: All

CAMPAIGN APPT. STATUS B: Did Not Attend

STUDENT LIST B: All

Current Student Information

ASSIGNED TO STAFF B: All

IN /NOT IN (TAG /CATEGORY) B: In

TAG B: All

CATEGORY B: All

GENDER B: All

RACE/ETHNICITY B: All

Student Information as of the End of the Start Term

DEGREE IN THE START TERM B: All

CLASSIFICATION IN THE START TERM B: All

COLLEGE IN THE START TERM B: All

MAJOR IN THE START TERM B: All

CUM GPA BUCKET(S) IN THE START TERM B: All

Enrollment Summary	Start Term Spring 2022	End Term Spring 2022	Percent of the Start Term
A: Enrolled	97	97	100.0%
B: Enrolled	403	403	100.0%

In partnership with GoodData, EAB’s education leaders can efficiently track items such as student enrollment, demographics, which classes are being filled and at what rate, and how students are performing. Colleges and universities using EAB’s solutions can also quickly identify resources to encourage student success through data-driven interventions, such as course capacity adjustments, course redesigns, supplemental instruction and tutoring, academic advising, and much more.

Looking ahead, GoodData will continue to support EAB on a customization journey in helping its partners obtain the business-critical data they need.

Want to learn more about how GoodData can enable your business growth via analytics?

Schedule a demo

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The GoodData advantage

Business:

1. One platform for all: internal teams, client companies, external partners
2. Self-service visualization for business users
3. Your own branding
4. Predictable pricing to suit your business, no pay-per-user
5. The highest data privacy and security certifications

Technical:

1. Automated scaling to different departments and companies
2. Embedded dashboards in your application or software product
3. Streamlined multi-tenant change management
4. Abundant data-source options
5. Fully hosted or deployed as a container in your private or public cloud (on premises)