

# DATA VISUALIZATION AND ANALYSIS

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### WHAT IS DATA VISUALIZATION?

- Looking at data comprehensively.
  - More than just numbers.
  - Understanding the processes that produced the numbers.
  - Understanding the goal of the users.
- Looking at data dynamically.
  - The visualization needs to be flexible.
  - The visualization needs to be useful.
  - The visualization needs to be accurate.



## BASIC DATA ASSOCIATED WITH GRADUATE EDUCATION

#### **USING DASHBOARDS**

- Recruitment, Application, Admission
- Student Records
  - Enrollment and courses
  - **❖**Employment
  - Graduation
- Comparative Data
- Quality/Performance Assessment Data



#### THE AUDIENCE

- ❖General Public
- Faculty, Senate, BoTs, Administrators
- Campus Community
- Prospective Students
- Program Review Committees



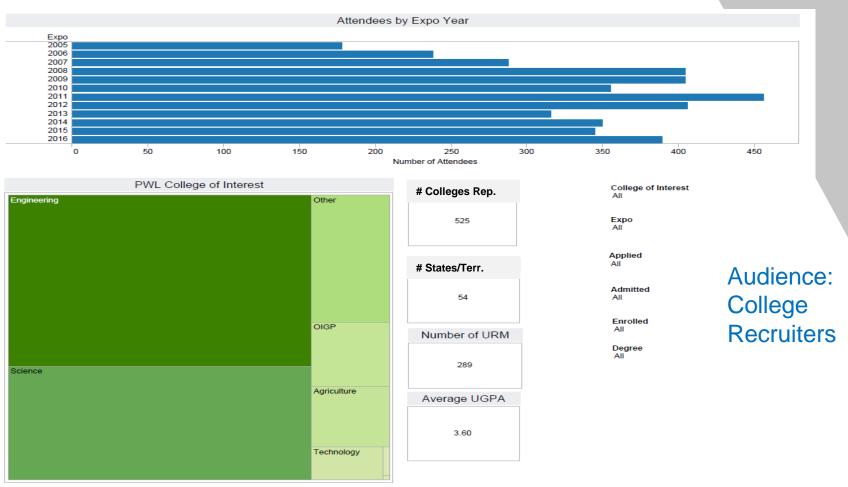
#### DATA VISUALIZATION EXAMPLES

#### (CONTEXTS)

- Grad Expo (Recruiting Event)
- Admissions and Enrollment
- The Power of Tableau
- Comparative Data Visualization
- Discussion Facilitation
- Student Success

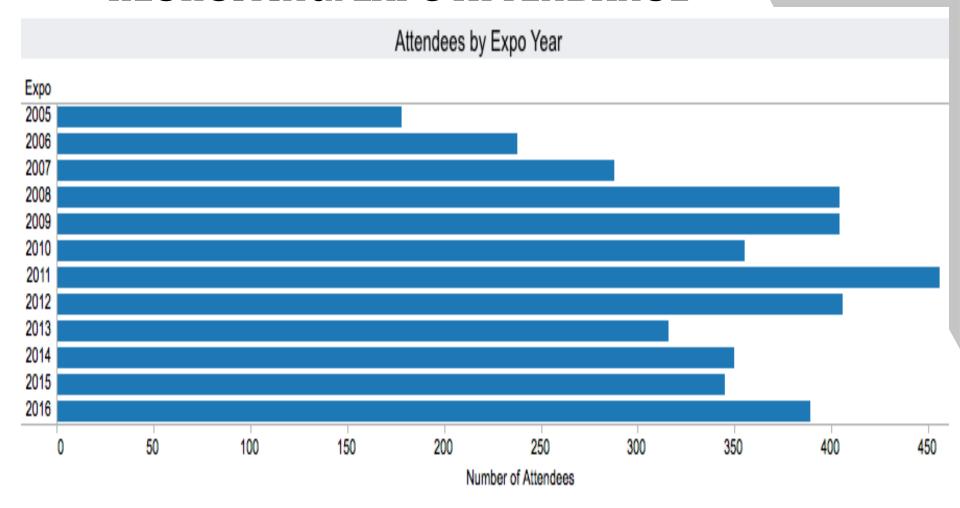


## Grad Expo Attendance Dashboard 🔼



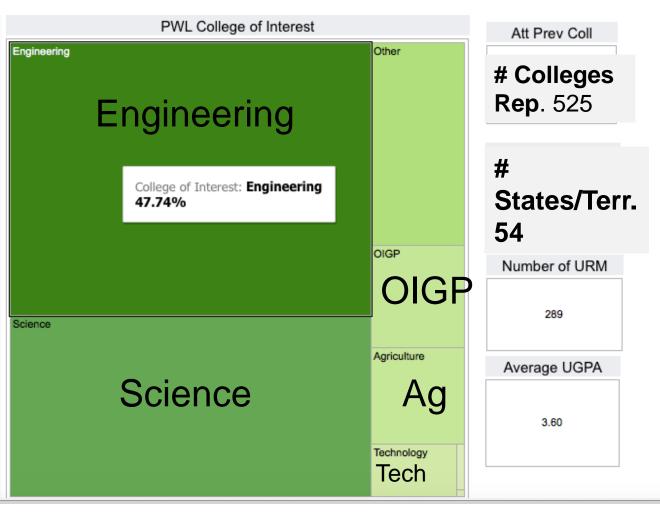


### **RECRUITING: EXPO ATTENDANCE**





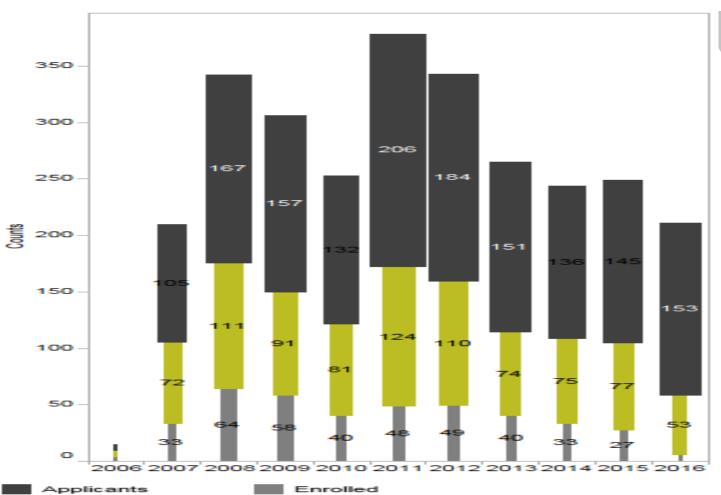
#### **RECRUITING: ATTENDANCE BY COLLEGE**



(All)	•
Expo	
(All)	•
Applied	
(All)	•
Admitted (All)	•
	•
(All)	•
(All)	•



### APPLICATIONS, ADMITS AND ENROLLED FUNNEL GRAPH

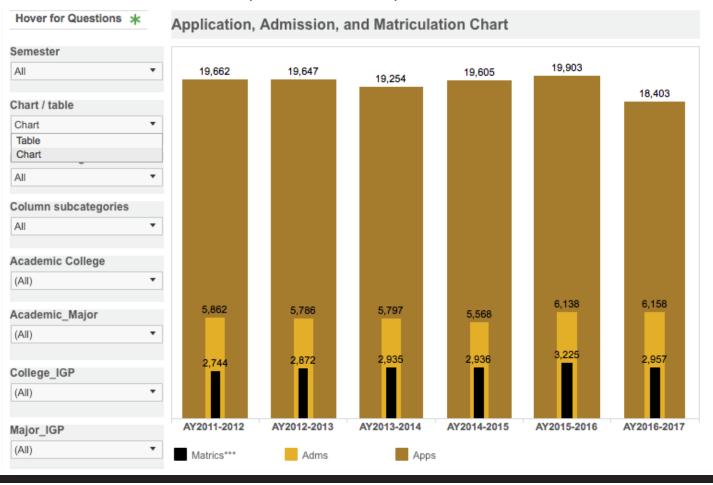


Admitted

Can filter by
College
Major
Degree Obj
Race/Ethnicity
Gender

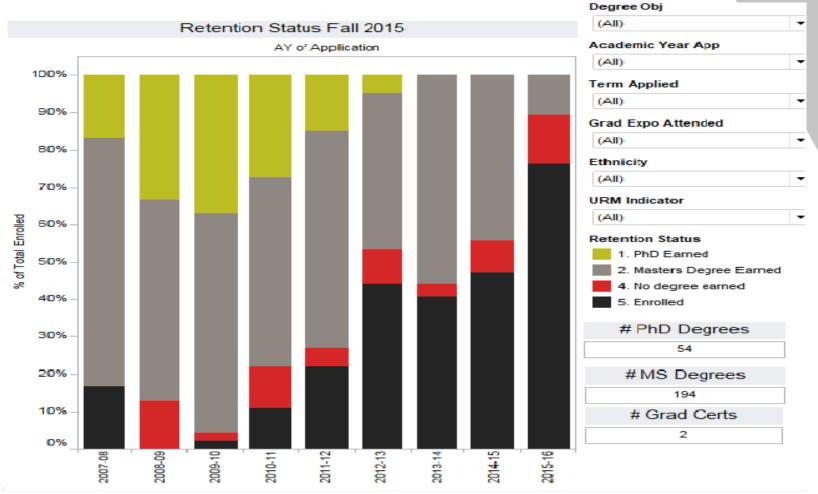


#### **APPLICATION, ADMITS, ENROLLED BAR-IN-BAR GRAPH**



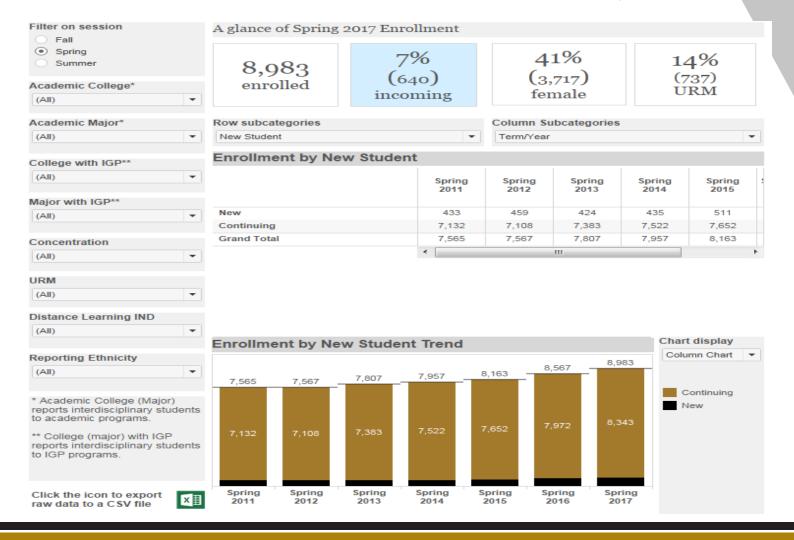


### **GRAD EXPO COMPLETION SUCCESS ANALYSIS**

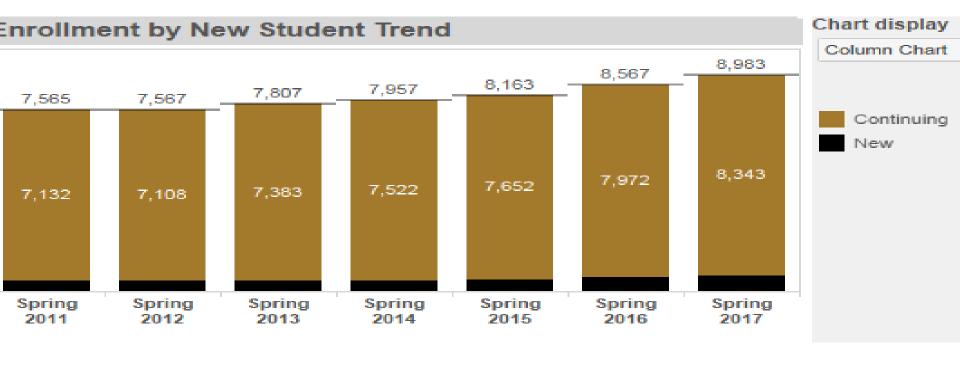




#### OFFICIAL ENROLLMENT DASHBOARD, FALL SNAPSHOT (2)

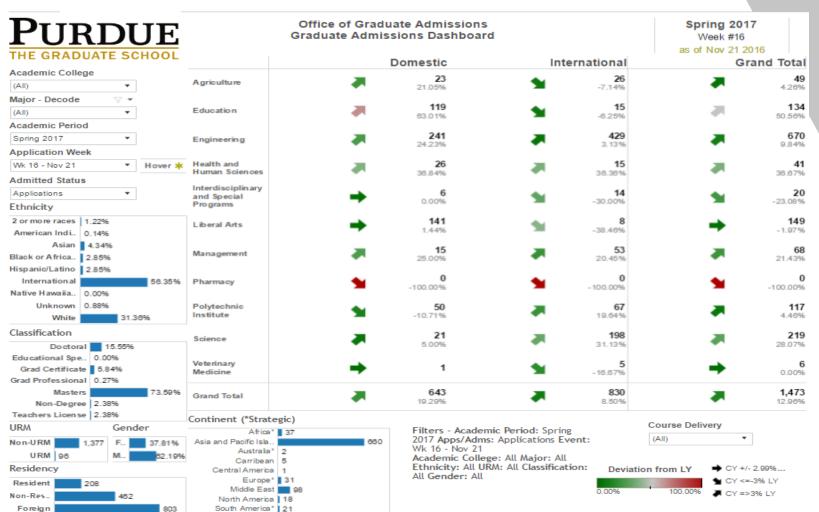


	Spring 2011	Spring 2012	Spring 2013	Spring 2014	Spring 2015
New	433	459	424	435	511
Continuing	7,132	7,108	7,383	7,522	7,652
Grand Total	7,565	7,567	7,807	7,957	8,163
	4		III		





#### **WEEKLY APPLICATION /ADMISSIONS DASHBOARD**



#### **Filters**

College
Major
Semester
Week
Status
Ethnicity
Degree

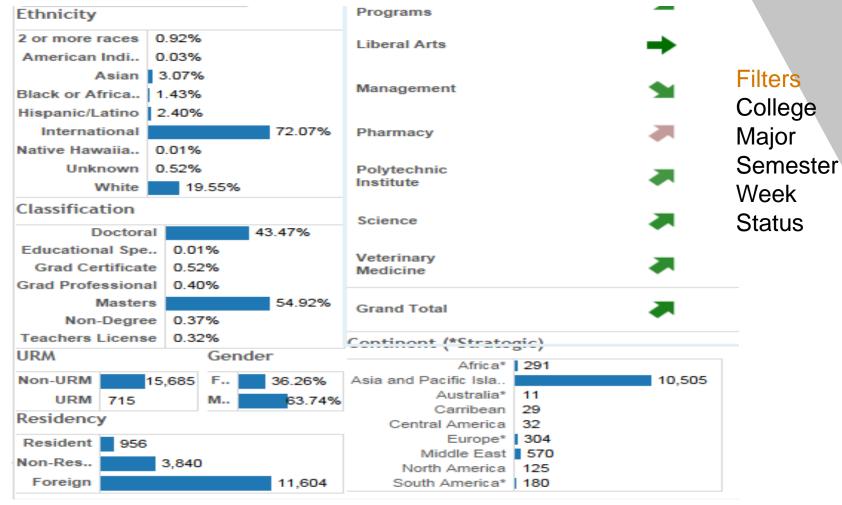


### THE APPLICATION SCORECARD

	Dom	estic	Inter	national	Gra	nd Total
Agriculture	7	<b>262</b> 26.57%	*	<b>406</b> 28.08%	<b>3</b> 1	<b>668</b> 27.48%
Education	<b>A</b>	<b>226</b> 32.16%	<b>1</b>	<b>100</b> -23.08%	<b>*</b>	<b>326</b> 8.31%
Engineering	<b>7</b>	<b>1315</b> 12.30%	<b>*</b>	<b>6184</b> 3.10%	<b>*</b>	<b>7,499</b> 4.60%
Health and Human Sciences	<b>→</b>	<b>790</b> 2.20%	<b>→</b>	<b>413</b> 0.24%	<b>→</b>	<b>1,203</b> 1.52%
Interdisciplinary and Special Programs	*	<b>104</b> -9.57%	<b>1</b>	<b>130</b> -36.59%	21	<b>234</b> -26.88%
Liberal Arts	<b>→</b>	<b>645</b> -0.92%	*	<b>330</b> -12.47%	*	<b>975</b> -5.16%
Management	<b>1</b>	<b>299</b> 13.08%	<b>(21)</b>	<b>1031</b> -23.74%	•	<b>1,330</b>
Pharmacy	<b>#</b>	<b>11</b> 37.50%	<b>*</b>	Citizenshi Academic 5.5 Previous \ Selectivity	College: <b>Manage</b> Year Count: 1352	
Polytechnic Institute	<b>*</b>	<b>140</b> 14.75%	<b>7</b>	5 Acceptant		1
Science	<b>*</b>	<b>769</b> 11.29%	*	<b>2562</b> -5.77%	<b>→</b>	<b>3,331</b> -2.32%
Veterinary Medicine	<b>*</b>	<b>20</b> 11.11%	<b>7</b>	<b>27</b> 22.73%	<b>A</b>	<b>47</b> 17.50%
Grand Total	<b>*</b>	<b>4,581</b> 7.26%	<b>→</b>	<b>11,819</b> -1.12%	<b>→</b>	<b>16,400</b>



### **EXPANDED VIEW**





## STUDENT QUALITY DASHBOARDS [4]

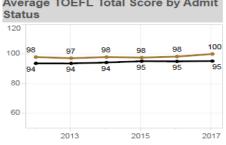
Academic College*	Data ia haa			- ODE 7	0551	4 41-	O d '			
(All)	School. It does not Data is reported by	Data is based on students who sent the GRE/TOEFL score to the Graduate School. It does not include all students coming/applying to the department. Data is reported based on academic year. i.e. 2012 refers to Fall 2011,								
Academic Major*	Spring 2012, and Category items at			rtina sianii	ficant fact	ors in a re	aression			
(All)		Category items are identified by selecting significant factors in a regression model which took UGPA as the dependent variable.								
	* Academic College	ge / Acade	emic Majo	r reports i	nterdiscip	linary stud	dents to			
College with IGP**	their academic pr	their academic programs based on major code only.								
(All)		** College with IGP / major with IGP reports interdisciplinary students to their IGP programs based on program code first, then report them back to								
Major with IGP**	academic prograr	ns based	on major	code.						
(All)	-									
(/ 111/	Average GRE	Score	and C	ount						
Filter on admit status		2012	2013	2014	2015	2016	2017			
(All)	GRE Quantitative	156	156	157	157	157	157			
Admitted	GRE Verbal	153	153	153	153	153	153			
Rejected	GRE Writing	3.8	3.8	3.7	3.7	3.7	3.8			
Filter on gender	GRE total	309	309	310	310	309	310			
(All)	Count	14,778	18,601	16,052	16,356	16,253	14,846			
Null Female										
Male	Average TOE	FL Sco	ore and	l Count						
Not Reported		2012	2013	2014	2015	2016	2017			
	Listening Score	24	24	24	24	25	25			
Filter on Int'I/Dom	Reading Score	25	25	25	25	25	26			
(All)	Speaking Score	22	22	22	23	23	23			
O Domestic	Writing Score	24	24	24	24	24	24			
International	Total Score	95	95	96	96	96	97			
	Count	11,428	11,867	11,666	11,765	11,681	10,610			
Filter on URM										
(All)	HCDA Score	and Co	Num*							
	O N UGPA Score and Count									
O Y	uon.	2012	2013	2014	2015	2016	2017			
Filter on classification	UGPA	3.45	3.46	3.45	3.43	3.45	3.47 5.725			
(All)	COUNT	8,134	8,789	10,207	9,991	9,435	5,725			
Doctoral										
Masters										

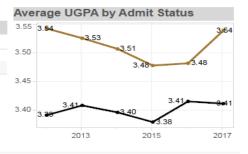
Category

Admitted

Rejected

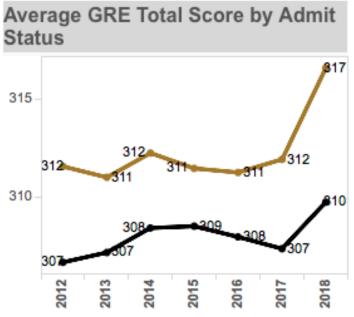
Select to view comparison by category:
Admit Status ▼
Average GRE Total Score by Admit
Status
312 312 311 311 311
310 –
308 - 308 308 308
307-307
2012 2013 2016 2016
Average TOEEL Total Seers by Admit

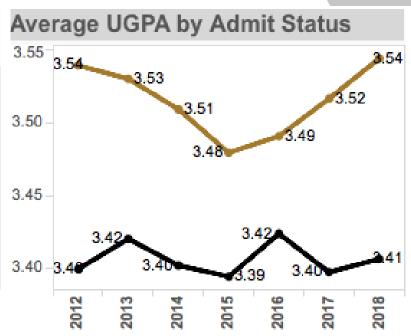






#### **EXPANDED VIEW: ADMITTED AND DENIED APPLICANTS**













#### **ADMITTED SCORES BY DEGREE CLASSIFICATION**

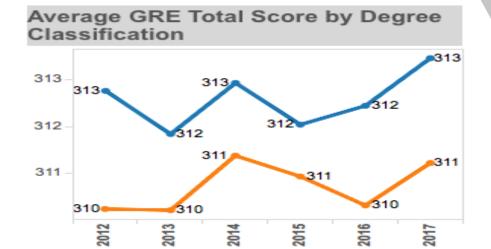
#### Filter on admit status

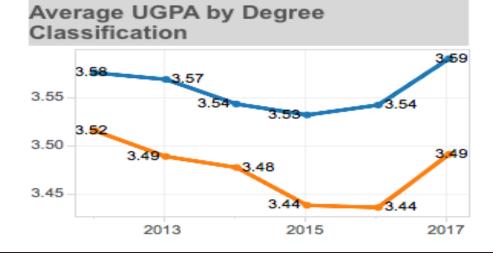
- (All)
- Admitted
- Rejected

#### Category

Doctoral

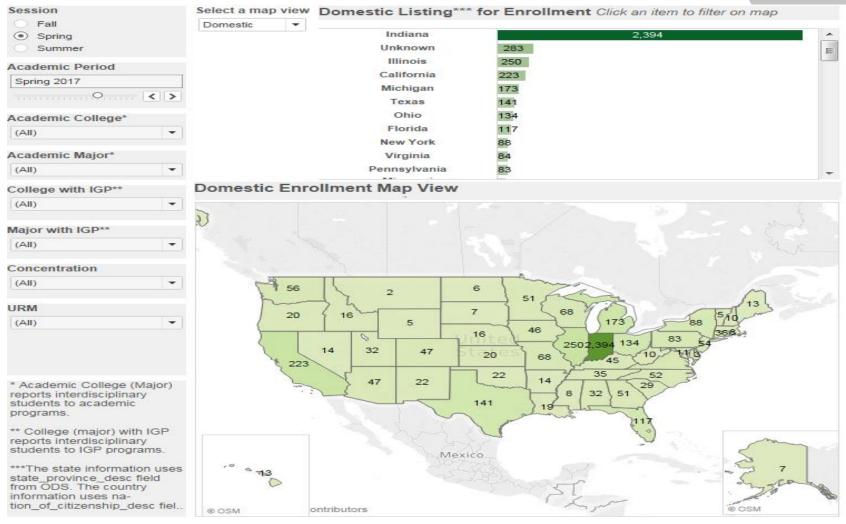








### **GEOGRAPHICAL DATA-DOMESTIC**





### **GEOGRAPHICAL DATA-INTERNATIONAL**

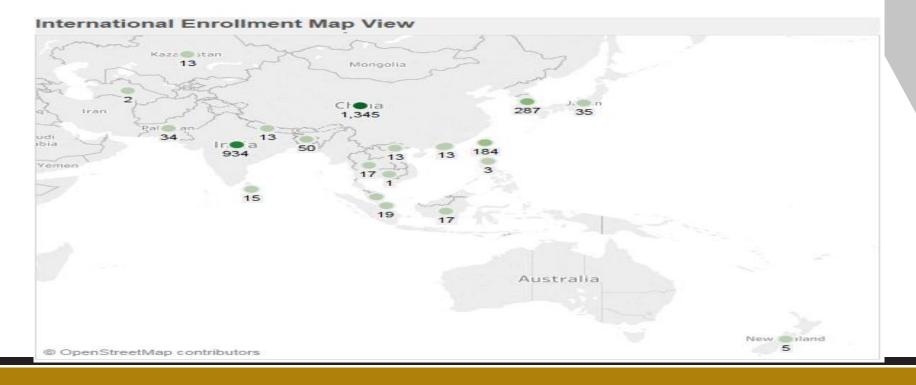
International Enrollment Map View





#### FILTERING BY GEOGRAPHY-EXAMPLE

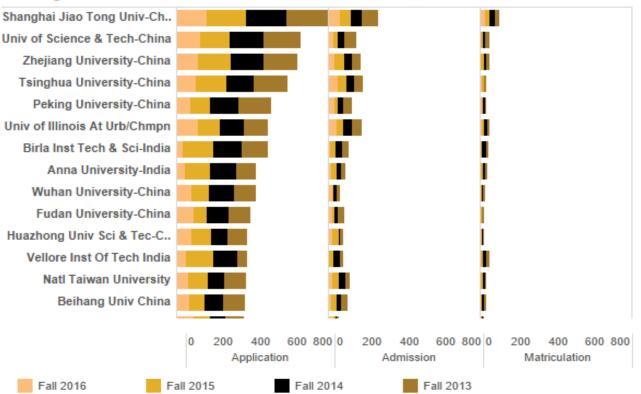






## WHERE ARE STUDENTS COMING FROMP APPL., ADMISSION, ENROLLMENT

#### Undergraduate Institutions Click to filter on a semester or apps/adm/matrics



Avg. GRE Total

314.9

Avg. TOEFL Total

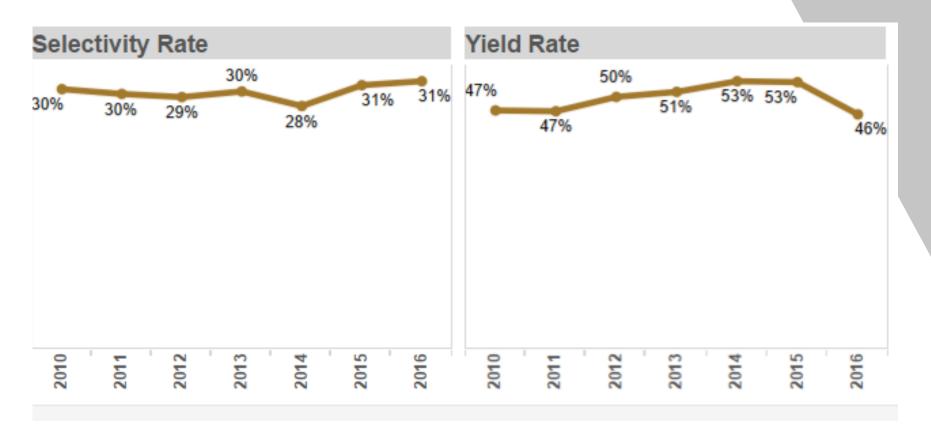
99.30

Avg. UGPA

3.52



#### **APPLICATION AND ADMISSIONS**



% of applicants admitted

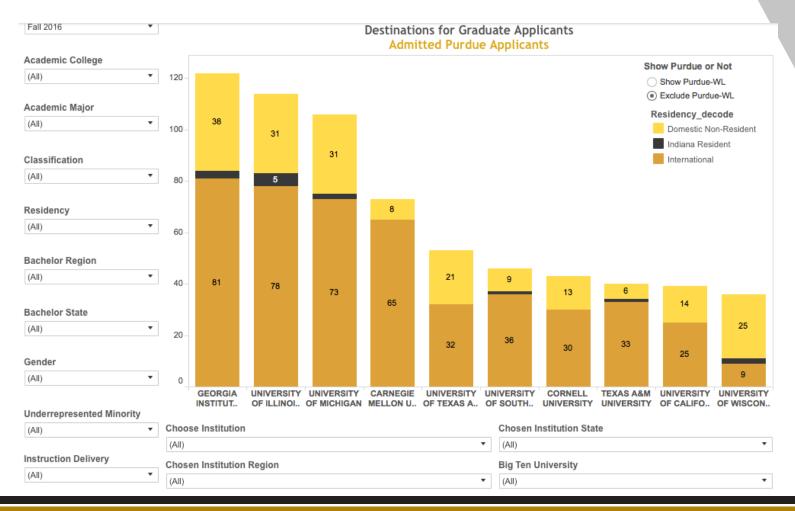
% of admits who enroll



## PROGRAMS ARE SOMETIMES INTERESTED IN COMPARATIVE DATA AND NATIONAL DATA



## WHERE DO ADMITTED AND DENIED STUDENTS GO? NATIONAL COLLEGE CLEARINGHOUSE DATA



Logged in as smith@upperstate.edu

## Example: Anonymous display of peer data

DEPARTMENT HEADS ASSOCIATION

**Data Entry** 

**Query Data** 

My Account

View Peer Data: 2011-12

Select a question to examine. Questions are written in blue.

- 2011–12 ECEDHA DEPARTMENT SURVEY
- · I. Faculty Demographics (Fall Term)
  - A. Full-time university faculty (FTE) Full time faculty
  - · B. Part-time faculty (FTE)
- · II. Faculty Numbers, Salaries, and Diversity
- · III. Department Head's Compensation
- · IV. Research Staff
- · V. Faculty support
  - A. Department funded travel expenditures
  - · B. Clerical employees
  - · C. Number of technicians (FTE)
  - D. Number of graduate assistants (RAs and TAs)
  - E. Average Graduate Stipends (in \$ per month)
  - · F. Average faculty office size
  - · G. Department space
  - H. Space breakdown in terms of percent of total space
- · VI. Laboratory Equipment Expenditures and Donations
- VII. Productivity Measures
  - A1. Degrees Completed
  - · A2. Degrees completed by women and underrepresented minorities
  - A3. Undergraduate Student Enrollments
  - A4. Undergraduate Student Enrollment Diversity
  - A5. Graduate Student Enrollment
  - A6. Graduate Student Enrollment Diversity
  - · B. External federal, state, and industrial research funds
  - · C. Research-active faculty teaching load in semester courses per year
  - D. Non-research active teaching load
  - · E. Percent of salary per term needed to buy out of teaching one course.
- Comments

#### Your Peer Group

- 00. Upper State University
- 01. Golden State University
- · 02. Orange State University
- · 03. Mellon State University
- · 04. Lower State University
- 05. Out-of-State University
- · 06. In-State University
- 07. Private University
- · 08. Eastern Canada University
- · 09. Western Canada University
- · 10. Richie Rich University
- · 11. Sunshine Institute of Technology
- Modify Peer Group

🟠 🕶 🔝 🔻 📑 🛖 🕶 Page 🕶 Safi · 02. Orange State University

Subpart D, titled "New Assistant Professors" refers to the subset of Assistant Professors counted in subpart C who were hired in the last 12 months.

#### · 03. Mellon State University

- · 04. Lower State University
- · 05. Out-of-State University
- · 06. In-State University
- · 07. Private University
- · 08. Eastern Canada University · 09. Western Canada University
- 10. Richie Rich University
- · 11. Sunshine Institute of Technology

#### Faculty: (select one or more)

✓ A. Professor

averages.

- ▼ B. Associate Professor
- C. Assistant Professor
- D. New Asst Profs hired within 1 yr

#### Measures: (select one)

- Number of faculty members
- C Average Salary
- O Number of African-American, Hispanic-American, and Native American faculty (FTE)
- Number of women faculty

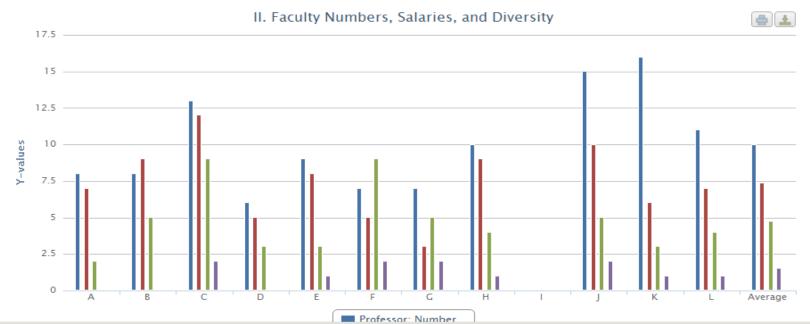
#### Charting options:

- ☐ Include explicit zero responses in average calculations
- ☐ Normalize applicable values per faculty

#### **Update Chart**

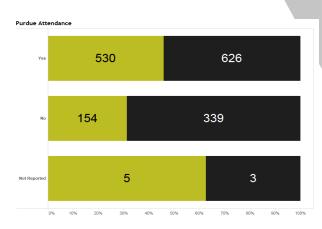
The chart below shows data from your peer group. To assure anonymity, peers are assigned a random letter on each chart generation. The most recent data from each peer data shown. If data were collected before the most recent survey session, it is noted.

Zoom in on a portion of the chart by clicking and dragging your mouse to select a region of the chart. Print or download the chart using the icons in the upper right corner of the chart.



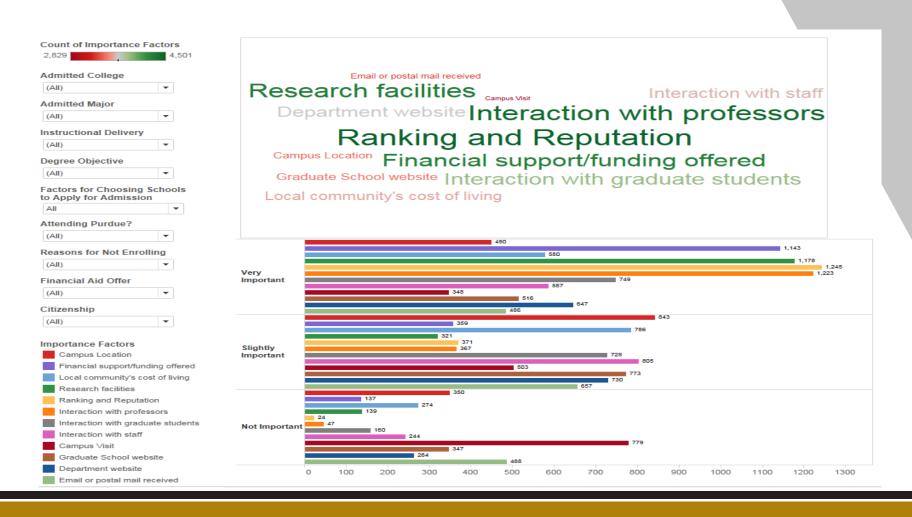


### **ADMITTED STUDENT SURVEY**





#### **ADMITTED STUDENT SURVEY: ATTENDANCE FACTORS**





#### **WORD CLOUD REPRESENTATION**

Email or postal mail received

#### Research facilities Campus Visit

Interaction with staff

Department website Interaction with professors Ranking and Reputation

Campus Location Financial support/funding offered

Graduate School website Interaction with graduate students

Local community's cost of living



## BY COLLEGE, COLLEGE OF AGRICULTURE FROM ADMITTED STUDENT SURVEY

Email or postal mail received

#### Research facilities

Ranking and Reputation

Campus Location

Interaction with graduate students

## Financial support/funding offered

Interaction with staff Interaction with professors

Local community's cost of living

Graduate School website

Department website



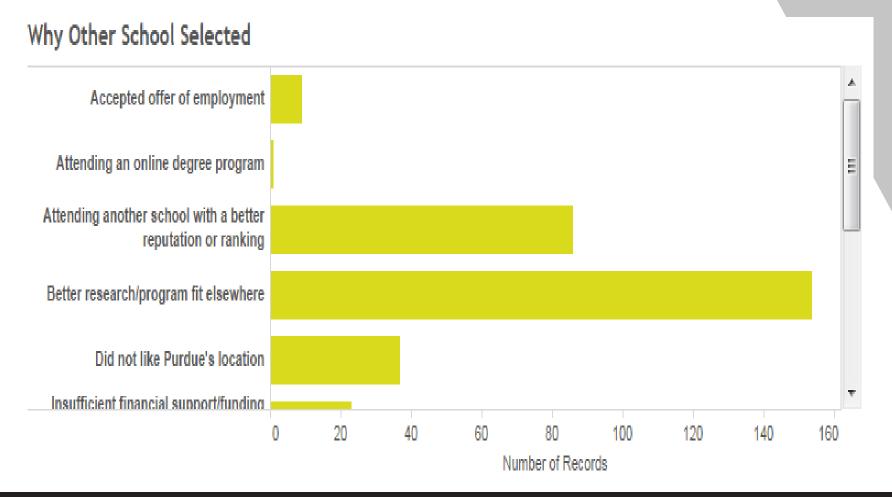
## OTHER UNIVERSITIES THAT ADMITTED THE STUDENTS ADMITTED STUDENT SURVEY

#### Other Schools Admitted to Count of Arizona State University 81.0 Admitted College California Institute of Technology (All) Carnegie Mellon University 72.0 Admitted Major Columbia University 58.0 (All) **Duke University** 36.0 Georgia Institute of Technology 126.0 Instructional Delivery Indiana University 55.0 (All) Massachusetts Institute of Technology 20.0 Degree Objective Michigan State University 47.0 (All) Northwestern University 50.0 100 200 300 400 500 600 Factors for Choosing Schools

to Apply for Admission



## REASON FOR SELECTING ANOTHER SCHOOL ADMITTED STUDENT SURVEY





## STUDENT RECORDS DASHBOARDS MAINLY USED FOR PROGRAM REVIEWS

- ❖Official Enrollment
  - ❖Basic and comparative enrollment
  - Geographic demographics
- Student Employment
  - ❖ Average salaries
  - ❖Types of employment
- Student Outcome
  - Degrees awarded
  - Retention and Time to Degree
- Exit Survey
  - Student satisfaction
  - Employment post-degree



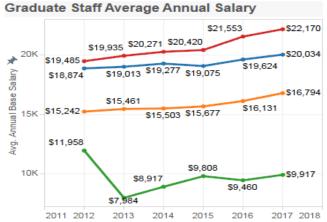
#### **GRADUATE STUDENT STAFF DATA (3)**



#### **Graduate Staff Head Count** Snapshot Fiscal Year 2012 2013 2014 2015 2016 2017 RA 2,471 2,432 2,628 2,453 2,417 2,343 TA 1,621 1,723 1,693 1,757 1,832 1,799 GΑ 128 137 164 115 128 125 Fellow admin 127 162 176 166 184 as assist Fellowship 350 358 381 415 401 403 Grand Total 4,710 4,798 4,817 4,806 4,959 5.139

Graduate Staff Head Count					
4,710	4,798	4,817	4,806	4,959	5,139
2,471	2,453	2,417	2,343	2,432	2,628
1,621	1,723	1,693	1,757	1,832	1,799
350	358	381	415	401	403
2012	2013	2014	2015	2016	2017
RA		Fellow ad	min as		
TA		Fellowship	p		
GA					
Graduate Staff Average Annual Salary					

#### Graduate Staff Average Annual Salary Snapshot Fiscal Year 2017 2012 2015 2016 2013 2014 RA 18,874 19,013 19,277 19,075 19,624 20,034 TΑ 15,503 15,677 16,131 16,794 GΑ 9,460 11,958 7,984 8,917 9,808 9,917 Fellow admin 19,485 19,935 20,271 20,420 21,553 22,170 as assist 17,300 17,285 17,442 17,478 17,956 18,572 Grand Total



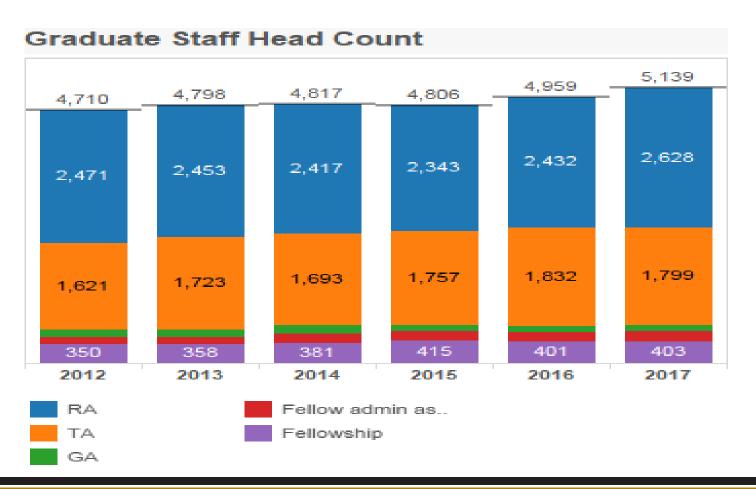
Click the icon to export raw data to a CSV

file



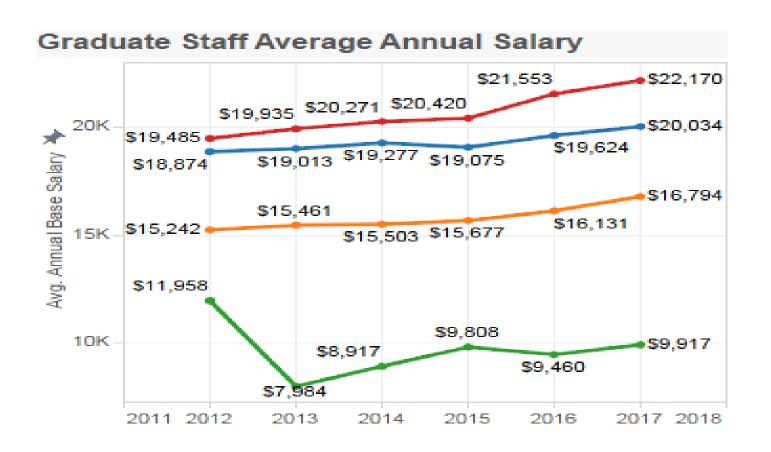


### **TYPES OF EMPLOYMENT**





### TRENDS IN SALARIES FOR GRADS



Fellows RAs TAs GA

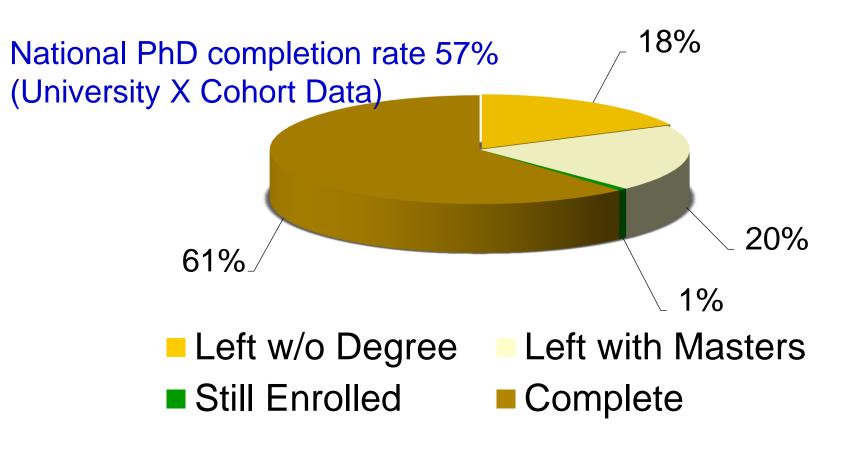


## Visualizing Completion Data Consider PhD completion asan example

- 1) Conventional Cohort Representation
- 2) Alternative Annual Completion Representation



### **COHORT MODEL EXAMPLE-10 YR WINDOW**

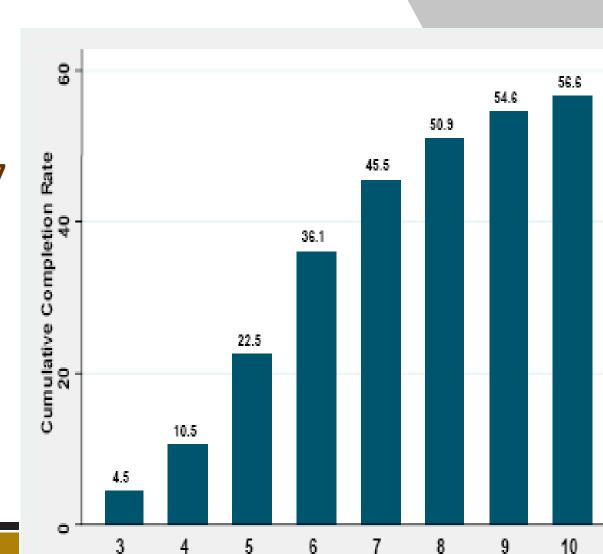


Cohort starting in 2007



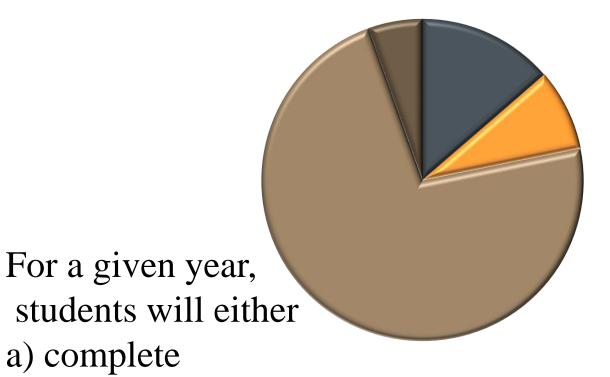
### 10 YR. PH.D. COMPLETION RATE

University X
Class starting 2007





#### Alternative representation—attrition/completion model

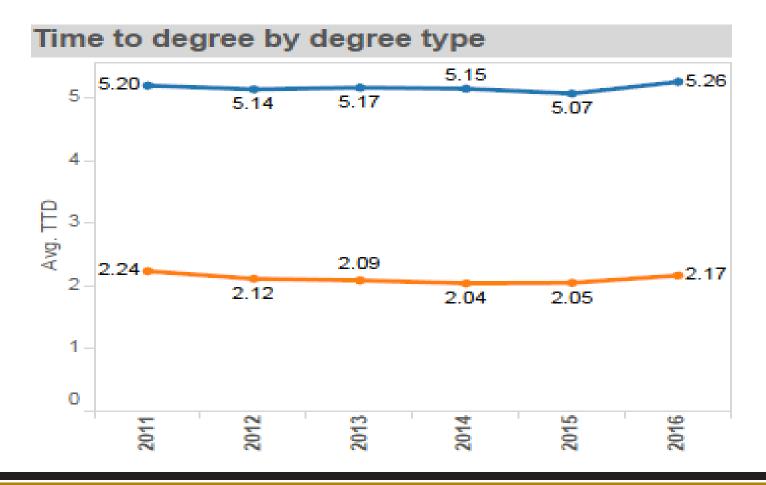


- PhD students who completed
- PhD students who left program
- PhD students who returned
- PhD students who left with MS degree

- a) complete
- b) leave without degree
- c) leave prematurely with MS
- d) continue



### **TIME TO DEGREE BY YEARS**





### **USING DIGITAL CLICKERS**

Provides real-time graphic visualization



### **USING DIGITAL CLICKERS**

Provides real-time graphic visualization







### **Examples:**

- 1) Using clickers at conferences and in meetings
- 2) Using clickers to facilitate discussion



# ECE Department Heads Association Annual Conference

Are you interested now in having your Master's program accredited by ABET?

- A. Yes
- B. Possibly
- C. Very unlikely
- D. No way
- E. N/A



# ECE Department Heads Association Annual Conference

Are you interested now in having

your Master's program accredited by ABET?

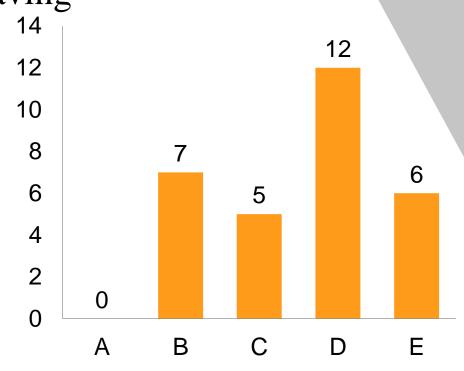
A. Yes

B. Possibly

C. Very unlikely

D. No way

E. N/A





### **Examples:**

- 1) Using clickers at conferences
- 2) Using clickers to facilitate discussion



### **USING DATA ANALYTICS TO HELP STUDENTS**

### WHAT IS SIGNALS



- Signals is an interactive student feedback device that allows us to identify and intervene when students are at risk of performing poorly in a course.
- Instructors can utilize signals to send personalized emails to students to inform them of poor performance, direct them to campus resources for assistance, and can even remind them of office hours.
- Signals is convenient for faculty and students, it can even be accessed via mobile device.

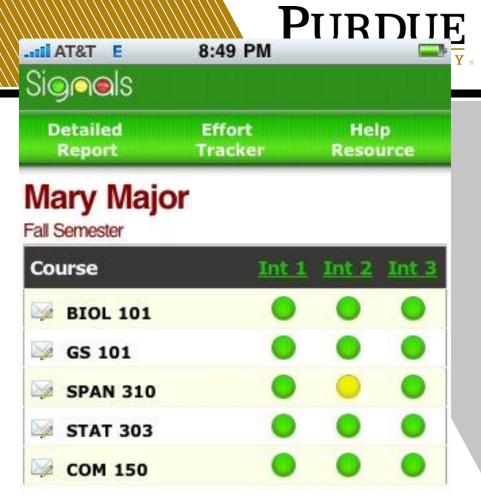
## USING DATA TO HELP STUDENTS





#### MARILEWIEW

- Students have mobile access increasing the likeliness of their using signals.
- Information is readily available for consultation with instructor.





### USING DATA TO HELP STUDENTS



- Mining non-traditional data sources
- Employing statistical analyses and machine learning
- Presenting patterns and correlations visually to students
- Suggesting interventions



# THANKYOU

**Questions and Comments**