

DUSA Data: Mining data to design our campaigns.

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Data: How we gather it.

We gather data in various ways:

- Surveys
- Focus Groups
- Research Project with Marketing Students

What data tells us...

- Tells us that there are specific students with specific needs.
- It allows us to understand our student body
- It tells us what we need to do

Time to play...

On your table, there is an extract of the data that we use to design our campaigns. Identify a “Nugget” of information that your tables finds appealing and design a campaign around how you would tackle it.

Feedback...

And the result is...

Going forward

We have developed partnerships with University departments and made critical friends

Developed a Data sharing agreement with the University specifically registry to gain access to retention and progression data.

Developing the survey further to ensure we are asking the “Right” questions.

Questions?



Thank you