Analytics Open Labs:
Introduction to IRAA Website & Tableau
In the Business of Data

- The IRAA team makes use of two major data tools:
  - SAP HANA - database that stores information on students, classes, human resources, financials, and more
  - Tableau - visual reporting tool with multiple platforms that allows users to create, consume, and interact with data; can be used with multiple data sources

- Data is provided to users through:
  - IRAA Website - contains embedded Tableau dashboards
  - Tableau Server - collection of many Tableau dashboards created by IRAA and super users
Making Use of Data

- Data can be used to answer questions related to operations at the University

- Common questions that can be answered with data:
  - Q1: Has the number of undergraduate students enrolled in my college grown over time?
  - Q2: How many faculty in my college are underrepresented minorities?
  - Q3: What percent of degrees awarded by my college last year were Master’s degrees?
  - Q4: What were the top 5 states incoming students came from in Fall 2016?
Where to Start?

IRAA Website - uky.edu/iraa

- Interactive Fact Book (all the data that used to be available in printed Fact Book, but in the form of Tableau dashboards)
Next Steps

Choose a category of data:

- **Quick Facts**
  - High-level numbers about the university

- **Student Data**
  - enrollment, admissions, degrees, retention rates, etc.

- **Faculty & Employee Data**
  - faculty & employee headcounts, faculty salaries, etc.
Quick Facts

- Unsure of what data to look for? Begin here
- Brief overview of all the dashboards available
- Title of sections links directly to dashboard with more information
Next Steps

- Otherwise, choose category of data directly
- Choose a dashboard
Explore the Dashboard

- Utilize dashboard features to answer generic or specific questions with the data
How to Answer Q1

- Has the number of undergraduate students enrolled in the College of Engineering in the Fall grown recently?
- IRAA Home -> Interactive Fact Book -> Student Data -> Enrollment & Demographics -> Timeseries
- Choose Undergraduate population and filter for College of Engineering
- Answer: yes!
How to Answer Q2

- How many underrepresented minority faculty were in the College of Medicine in the 2016-2017 academic year?
- IRAA Home -> Interactive Fact Book -> Faculty & Employee Data -> Faculty Appointments & Demographics-> Faculty Demographics
- Filter for ethnicities with URM label and College of Medicine
- Answer: 46
Characteristics of IRAA Website

Interactive Fact Book

The University of Kentucky Interactive Fact Book is a series of "dashboards" that contain selected facts related to our students, faculty and staff. The data represented in the Interactive Fact Book are:

- "frozen" on the census date and submitted to our regulatory bodies, Council on Postsecondary Education (CPE) and Integrated Postsecondary Education Data System (IPEDS) - major census dates are **October 15th** for Fall enrollment, **March 15th** for Spring Enrollment, and **November 1st** for Faculty and Employee data
- updated only once they have been approved by regulatory bodies - see individual dashboards for approximate update schedule
- high-level aggregates about the University consistent with other historical reporting
- protective of personal identifying information - values less than 10 display as '<10'
Need More Detail?

- Use link at bottom of webpage to access the same workbook on Tableau Server
  - Must have access to Tableau Server - request access here: https://docs.google.com/forms/d/e/1FAIpQLSfxxqI0F09m4ehUiDwQbI3KYz46M_i1XEQn-nuZP8NrG-1sPQ/viewform?c=0&w=1
  - Sign in using Link Blue credentials
- Or go to analytics.uky.edu
What’s on Tableau Server?

- Same information as on the website... but more!
  - Current information
  - Deeper drill down (department, major, etc.)
  - Individual details
- Utilize same dashboard features to answer questions about the data
Structure of Tableau Server

- Projects - collections of related workbooks
  - University wide (Student Reports)
  - College/Business Unit specific (College of Nursing/Provost & Deans)

- Workbooks (AKA dashboards) - custom-built reports created by IRAA team or Super Users
What Do You Have Access To?

- Automatic access
  - User Resources - information related to HANA data elements (codebook), users in Tableau Server, etc.
  - Open Labs - workbooks shown during Open Labs, test environment for editing

- Request access
  - Your College/Business Unit project(s)
  - Student Reports
  - Other projects
Favorite Workbooks

- Star a workbook that you visit often for quick access by clicking on the icon to the left of it.
- View all starred workbooks using top right of navigation pane.
Want to Build Reports?

- Tableau Desktop allows users to build reports that can be shared on Tableau Server
- Connect up to 40+ data sources (SAP HANA, Excel, etc.)
- Create custom visualizations to represent data
- License cost: $1,200
Let’s Talk

● There is someone from the IRAA team sitting at your table - introduce yourself and discuss why you are here/what you’d like to do with Tableau

● If you have questions later:
  ○ Reach out to the super user within your college or business unit - http://www.uky.edu/iraq/tableau-super-users
  ○ Set up a time to chat with one of our analysts at the next Open Labs session by filling out our contact form - http://www.uky.edu/iraq/contact-us