

# Insight Advisor



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## Unlock the Power of Data and Revolutionize Your Program Economics

With Insight Advisor, you can simply search for what you need in plain English and immediately get the data you need to make informed decisions about your academic programs.



### FAST AND EASY ANALYSIS

Quickly view and download reports that make analyzing your data faster and easier. No need to be technical or wait for a data analyst to come to your rescue.



### QUERY IN PLAIN ENGLISH

Search for what you need using plain english by typing or speaking. Then, dig deep and fine tune your results.



### GET CHARTS AND VISUALIZATIONS

Choose among several different charts and visualizations to download and use in a presentation or as part of your larger program economic evaluation report.



### MADE FOR YOU

Get empowered with a tool that anticipates what you are trying to say and works with your institution's vernacular and the terms you use for your metrics.

The screenshot displays the Insight Advisor web application interface. At the top, there is a navigation bar with tabs for Summary, Rank, Scorecard, Analysis, Data Table, Additional Analysis, Benchmarking, Predict: Margins, and Definitions. Below this is a search bar with the text "Ask a question" and a language dropdown set to "en". On the left side, there is a sidebar with a "Fields" section containing a list of master items: Academic Unit, Academic Year, Academic\_Period, adj\_fac\_amt, Age Group, aop\_charge\_amt, Award Level, AWL\_Code, Calendar\_Year, Calendar\_YR, CIP Code, College, Concentration, course, Course Code, and Course Fees. The main content area is divided into three columns. The first column is titled "Explore your data" and includes the instruction: "Make selections in fields or master items on the left. Insight Advisor will generate analyses related to the items you choose." The second column is titled "Ask a question" and includes the instruction: "Use the search bar above to ask a natural language question. Insight Advisor will respond with analyses based on your intent and references to data in the app." The third column is titled "Create an analysis" and includes the instruction: "Choose an analysis type below. Insight Advisor will offer suggestions to help you build a comprehensive analysis that goes beyond simple charts." Below these columns, there is a section titled "Pick analysis type" with six options: "Calculated measure (KPI)" (Show calculated measure. Example: +3.1M), "Ranking" (Show dimensions in order of contribution. Example: horizontal bar chart), "Breakdown (geospatial)" (Show geographical contributions. Example: world map), "Breakdown" (Show multiple dimensions in order of contribution. Example: stacked bar chart), "Overview" (Show distribution of measures for one or more dimensions. Example: line chart), and "Trend over time" (The performance of a measure over time, optionally broken down by a dimension. Example: line chart with area fill).