



## The Importance of Learning Analytics for Universities and Students

Every time a student interacts with their university - be that going to the library, logging into their virtual learning environment or submitting assessments online - they leave behind a digital footprint. Learning analytics is the process of using this data to improve learning and teaching.

Learning analytics refers to the measurement, collection, analysis and reporting of data about the progress of learners and the contexts in which learning takes place. Using the increased availability of big datasets around learner activity and digital footprints left by student activity in learning environments, learning analytics take us further than data currently available can.

To maximise the benefits of learning analytics here are our customer top 3 features to watch out for:

### 1. Improving the quality of teaching

Analytics have been used to improve teaching - the value of dashboards for enhancing teaching or future course provision is a key factor in learning analytics. Learning

analytics can furnish teaching staff with better information on the quality of the educational content and activities they are providing, and on their teaching and assessment processes, to enable its continual enhancement.

Obtaining better data on the student experience potentially enables an institution to identify and address issues of concern to learners such as inadequate feedback. Analytics can be used by lecturers and tutors to monitor the performance of their students while the module is taking place; they can then adapt their teaching if, for example, they identify that students are struggling.

### 2. Boosting Retention

A better understanding of data about learners and their learning can help universities to tackle high attrition rates, which results in adverse impacts on the lives of those affected, and wasted expense for the institutions.

Student data analytics can be used to predict which students will not progress to the next academic year. Analytics have



had a positive impact on retention. Once an at-risk student has been identified, personalised interventions such as advice or support from a tutor can then be taken to help to try and retain those students.

### 3. Enabling students to take control

Giving students better information on how they are progressing and what they need to do to meet their educational goals is another important application of learning analytics.

Learning analytics can provide students with the opportunity to take control of their own learning, give them a better idea of their current performance in real-time and help them to make informed choices about what to study.

### Conclusion

Learning analytics has the potential to transform the way we measure impact and outcomes in learning environments - enabling providers to develop new ways of achieving excellence in teaching and learning, providing students with new information to make the best choice about their education. Universities should grasp this opportunity to lead the world in the development and use of learning analytics.

SEAtS delivers integrated learning analytics using the power of predictive analytics and the SEAtS data repository. These powerful tools will help your team drive student success by identifying critical early interventions that will increase engagement, retention and achievement ratios on your campus.

For further information on how we can assist your University :

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