Using GoToMeeting

• Polling questions will be displayed on your screen throughout today’s presentation

• Today’s webinar will be recorded. A link to the webinar will be available within the next 24 hours on Augusoft’s website. http://www.augusoft.net/webinar

• Please do not place the conference call on hold.
  • If you need to take another call, please leave the conference call and rejoin later

• Please use the Questions function in your GTW menu to ask any questions
Introducing

Kathy Brady
• Augusoft Senior Account Manager and Product Advisor

Greg Marsello
• LERN Vice President of Organizational Development
• Business Intelligence
• Why Data-Driven Decision Making Is Important
• Data to Collect
• LERN Data Analysis Tools
• Lumens Dashboards
• Lumens Reporting
Business intelligence, or BI, is an umbrella term that refers to a variety of software applications used to analyze an organization's raw data. BI as a discipline is made up of several related activities, including data mining, online analytical processing, querying and reporting.
Why Data-Driven Decision Making is Important

- Mistakes are costly
- Resources are limited
- One person does not know all the answers
- Need to be customer-driven
- Central administration believes numbers
Data to Collect

- Student registration data
- Class programming data
- Contract sales data
- Promotion data
Student Registration Data

- Student ID
- First Name
- Last Name
- Address
- City
- State/Province
- ZIP/Postal Code
- Registration Date

- Registration Amount
- Category
- Subcategory
- Course Name
- Birth Date/Year
- Gender
- Occupation
- Job Title
Class Programming Data

- Term
- Class Start Date
- Category
- Subcategory
- Course Name
- Class Name
- Students
- Run/Cancel

- Class Receipts
- Promotion Cost
- Instructor Cost
- Materials Cost
- Other Cost
- Class Type
- Quality Score
- New
Contract Sales Data

- Salesperson
- Company
- Industry
- Category
- Subcategory
- Contract
- Contract Generated
- Discussion Started
- Contract Date
- Contract Price
- Participants
- Sales Cost
- Instructor Cost
- Development Cost
- Materials Cost
- Other Cost
- Quality
- Contract Benefit
- Cancel
- Leads
- Prospects
Promotion Data

- Promotion Method
- Promotion Cost
- Promotions Distributed
- Registrations
• Market Segment/Best Customers Tool: *Student Registration Data*
• Program Planner Tool: *Class Programming Data*
• Contract Training Tools: *Contract Sales Data*
• Promotion Tracking Tool: *Promotion Data*
• Up to the minute metrics
• Key performance indicators

Augusoft Lumens®, Dashboards® 2014.
### Reports Home

Search for reports by the field below. For a complete listing, clear the search fields then press search.

<table>
<thead>
<tr>
<th>Name</th>
<th>Type</th>
<th>Action</th>
</tr>
</thead>
<tbody>
<tr>
<td>my favorites</td>
<td>Type</td>
<td>Action</td>
</tr>
<tr>
<td>my recent reports</td>
<td>Type</td>
<td>Action</td>
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<tr>
<td>accounts receivable</td>
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<td>LERN Analysis</td>
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<tr>
<td>marketing</td>
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</tbody>
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Thank You!

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