

Southern Adventist University Creates Advanced Revenue Attribution Report Using Rapid Insight

"Consultants can never understand your institution as well as you do yourself. Their models may be effective, but they won't be as precise to the institution as a model you build yourself."

— **Ryan Harrell**

Analytics Manager
Southern Adventist University



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challenge

Southern Adventist University wanted to improve its understanding of which programs, faculty members, and degrees generate positive revenue for the institution. SAU wanted its Chairs and Deans to be equipped to make informed decisions about departments and staff to improve revenue generation.

solution

Doug Froot, SAU's Executive Director of Budgeting and Data Analysis, and Ryan Harrell, a data analyst in SAU's Enrollment Management department, partnered to build a comprehensive, multi-faceted revenue attribution report using Rapid Insight's Construct, a versatile and user-friendly data prep tool.

outcome

Froot and Harrell built a detailed net revenue analysis incorporating over 7,000 lines of data. The granular report displays revenue by course, department, and degree program, and can be aggregated to highlight the secondary financial impact that each program's enrollees have on other programs through out-of-major courses.

future plans

In the future, Froot and Harrell plan to share dashboards with the Chairs of multiple departments to help them rapidly make decisions based on up-to-date data. They will also refine their academic cost model to better serve the needs of SAU's Chairs and Deans.