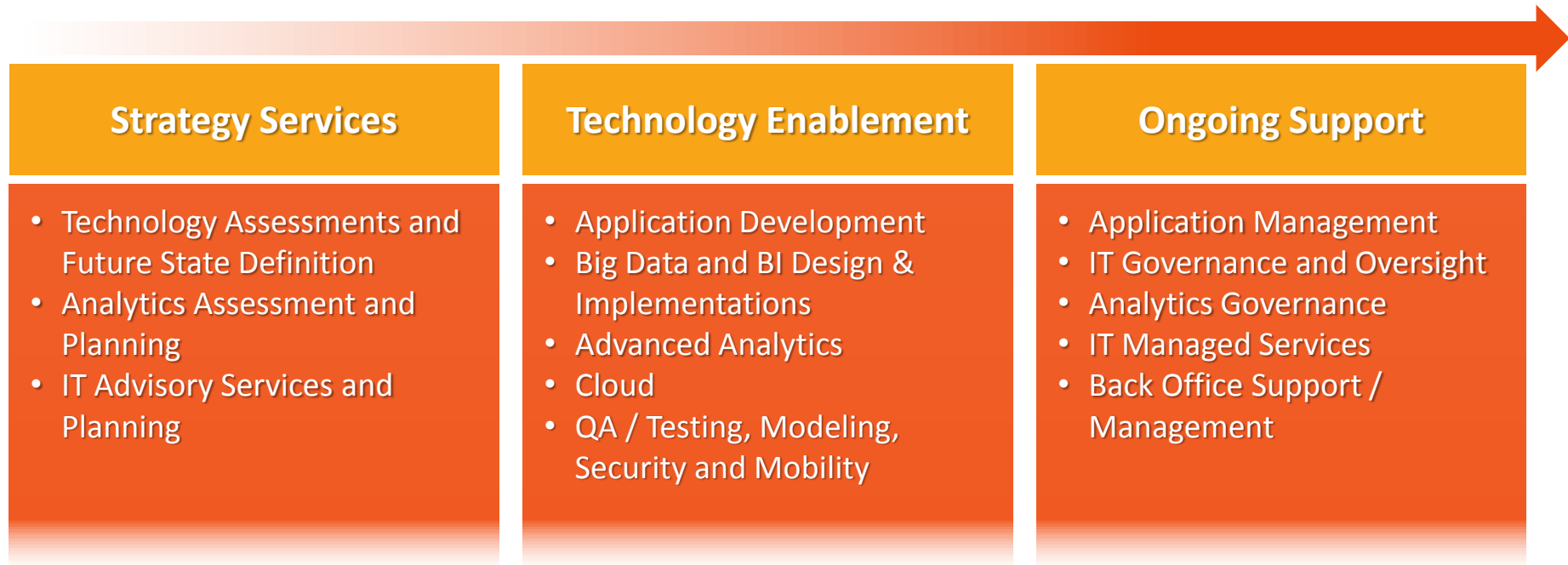


ANALYTICS SOLUTIONS - EDUCATION



ABOUT TECHMILEAGE

- Founded in 2008 / Tempe, Arizona
- Over 100 engagements
- Full range of business & technology services
- Software Development, Big Data, BI, **Advanced Analytics**, QA and support
- Cost effective and high quality delivery model





TechMileage has extensive experience with **Advanced Analytics** and **Predictive Modeling** to solve complex business problems. We have provided Advanced Analytics services in Financial, Retail, **Education**, Insurance and Healthcare domains.

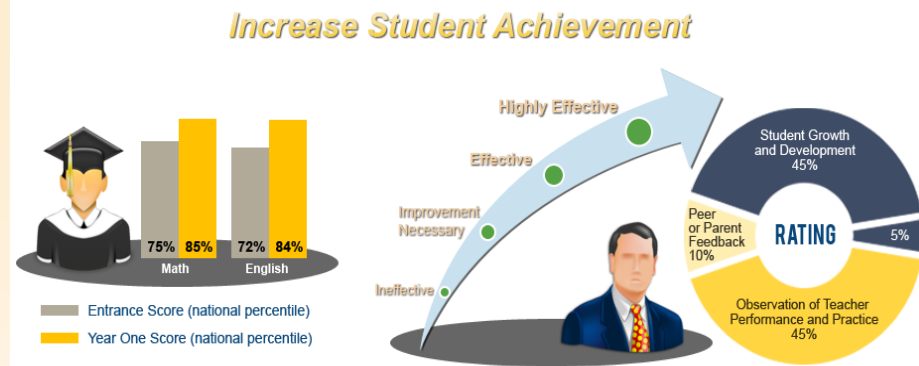
- **Predictive & Adaptive Modeling**
- Full student life cycle modeling, including acquisition, retention and risk
- Student profiling and segmentation
- Business use case modeling –predicting dropouts etc.
- Direct marketing test design and results analysis
- Business use case modeling – preventing readmissions, predicting dropouts, at risk Students, security etc.

- Use and Behavior Analytics & Modeling
- Multi-perspective, dynamic data mining
- Decision tree modeling
- Data quality assessment
- Analytics readiness assessment
- Analytics tools evaluation
- **Analytics validation and governance**

ANALYTICS SOLUTIONS - EDUCATION

TechMileage team has extensive experience in Education domain. Advanced Analytics and Predictive Modeling is helping institutes to maximize student results & satisfaction. In Education, Predictive Analytics can help in improving outcomes for multiple scenarios.

- Improve quality of lead sources and media that drives them. Hence Improve the return on investment (ROI) on acquisition costs
- Likelihood of a lead → student → begin school → graduate
- Identifying most effective interventions at each stage to reduce dropout probability, improve student retention, hence maximizing graduation rates
- Matching admissions counselor with prospective student for maximizing acquisition
- Improve student engagement
- Improve course effectiveness
- Optimize operations & curriculum
- Improving student learning outcomes
- Help demonstrate success in a key area of focus



WHY TECHMILEAGE?








- **Proven Competency**
 - Proven analytics competency in education domains and use cases
- **Complete Picture**
 - Full coverage across complex modeling & implementation work streams
- **Flexible & Partnership Approach**
 - Partnership oriented flexible engagement model provides best value to clients
- **Strong Team**
 - Analytics group leader with 30+ years experience in predictive modeling, research and business intelligence



CASE STUDIES

ANALYTICS SERVICES – CROSS-INDUSTRY MODEL PERFORMANCE

Industry	Model Type	Top Score Range Performance*	Overall Lift** (Top Range vs. Avg.)	Key Benefits
Secondary Education	Retention	45%	319% 	<ul style="list-style-type: none"> • Early warning of high school dropout • Best intervention to reduce probability
For-Profit Education	Acquisition	52%	475% 	<ul style="list-style-type: none"> • Better selection of media for lead generation • Improved resource allocation for Admissions
Politics	Acquisition	30%	202% 	<ul style="list-style-type: none"> • Identification of best candidates for campaign contributions
Technology Call Center	Acquisition/ Cross-selling	38%	207% 	<ul style="list-style-type: none"> • Prioritization of best candidates for high-tech call campaigns
Identity Theft Protection	Retention	46%	188% 	<ul style="list-style-type: none"> • Early identification of attrition risk • Feed member services agents predictive drivers and best offer

* The percentage of model targets found in the top 10% of model scores

** The ratio of top score range response to population response

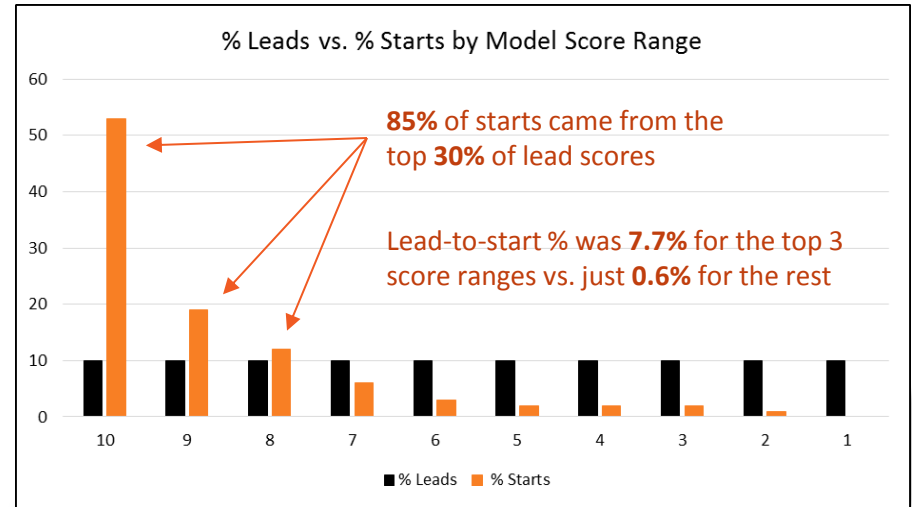
EDUCATION— STUDENT ACQUISITION

Challenge

- Reduce cost of customer acquisition
- Multi-campus vocational/technical institute knew it was overspending to get qualified leads to enroll and start
- At \$35-\$50 per lead with total cost of \$40+ million, better decisions about whom to pursue were critical

Solution

- Built multi-variable prospect ranking model that separated out low-performing lead sources and low likelihood prospects
- Saved millions in student acquisition costs



- Key Predictive Drivers**
1. Distance from campus
 2. Lead source
 3. "Comfort With Debt" (financial variables)
 4. Age of applicant
 5. High school attended

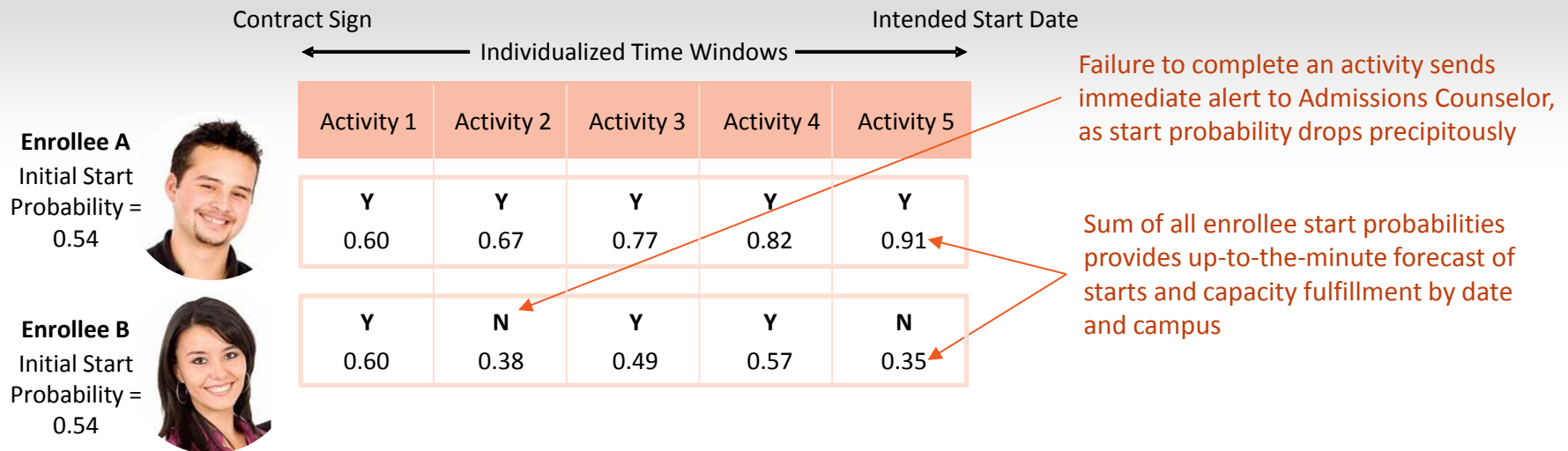
EDUCATION – STUDENT RETENTION

Challenge

- The same multi-campus vocational/technical institute was losing 50% of its potential starts between the signing of an enrollment contract and the student's intended start date
- Five critical activities were identified between enrollment and start

Solution

- An innovative, dynamic model in which start probability constantly adapted based on completion or non-completion of the five critical activities



MODELING STUDENT LIFECYCLE

Challenge

Modeling student life cycle and identifying individualized interventions for each student to improve graduation rates.

Lead

- Identification of lead sources and prospects with the highest estimated start probability

Prospect

- Determination of the best timing and message to move the prospect from lead to enrollment
- Delivering the prospect to the right Admissions representative to maximize chances of success

Enrollee

- Early warning of potential cancellation, while there is still time to intervene
- Predicting the best intervention to fit the situation

Student

- Examination of individual student history to ensure progress toward graduation
- Identification of the proper course of action for student counselors when potential dropout situations arise

Graduate

- Prediction of best placement options
- Identification of high likelihood alumni donors