

# Report automation at a business school

## **Business objective**

Commercial Performance

## **Sector**

Academia

## Context & objectives

A lifelong learning organisation was facing a complex data architecture that gave poor visibility on the funnel of conversion of each program. Reporting was done manually and was particularly time-consuming when it was not simply impossible to achieve. They turned to Agilytic to bring clarity by developing an automated reporting tool.

## Approach

After an initial phase of data collection and audit, we worked with the internal teams to

- Conceptually formalise the different conversion paths for each program
- Consolidate data sources to map these paths
- Format reporting in the most convenient way for internal teams
- Industrialise scripts to automate update and on-demand reporting

## Results

The final reporting tool allowed to publish up-to-date spreadsheets and graphs on demand. Doing so, we provided the marketing and operational teams with insights that were previously difficult to get and freed hours of work to be re-invested in value-adding tasks

## About Agilytic

Since 2015, Agilytic helps innovative leaders solve their biggest challenges through the smarter use of data. With over 150 successful projects to date, we have perfected a pragmatic approach to putting data at the service of business goals, be they commercial, operational, financial, or human. Reach out today for a quick introduction, we'd love to hear from you.