ACCESS: INSIDE KNOWLEDGE
SEE YOUR ADMISSIONS DATA AND ANALYTICS DIFFERENTLY

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Data analytics, availability and visualisations

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What visualisations are available?

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Public data

Over 8 million data points published annually

Provider reports

Available throughout cycle

Publicly available data

Applicants

Applications

Accepted applicants

Offers

Self-release

Clearing +

October deadline

Equal consideration deadline

June deadline

Confirmation & Clearing

End of cycle

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Publicly available data

Geographical

Widening participation

HECoS subject group

Qualifications

Individual provider

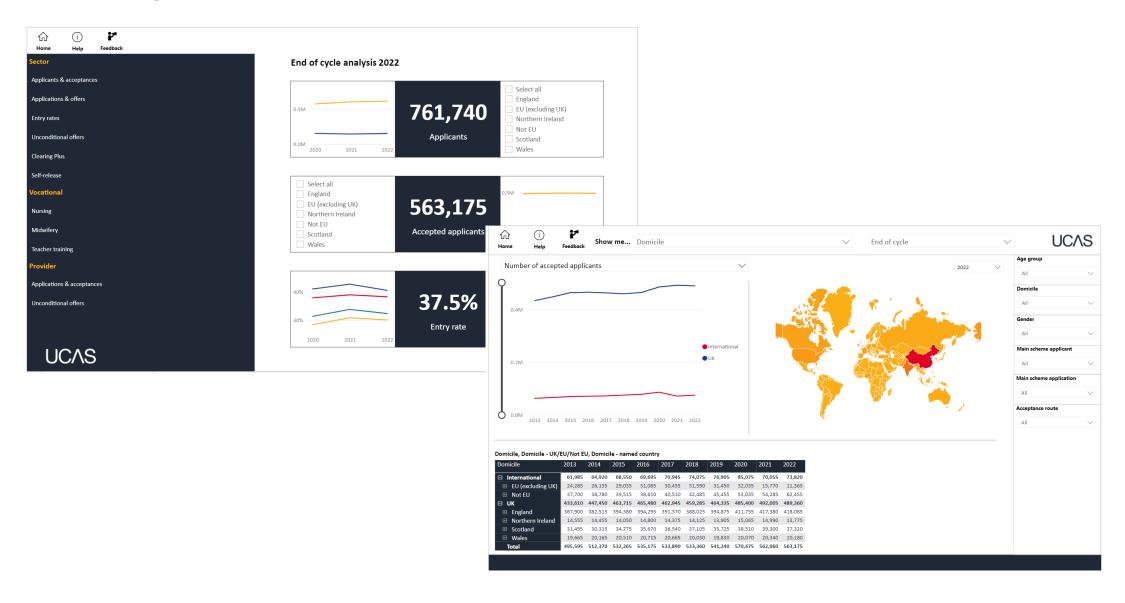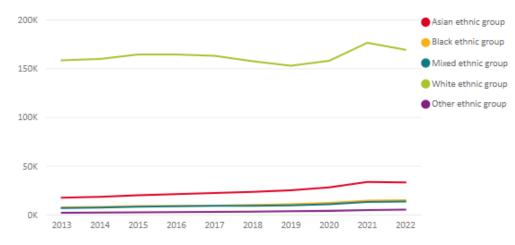| October deadline | Equal consideration deadline | June deadline | Confirmation & Clearing | End of cycle |

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Publicly available data

Is offer-making fair?

Home | Help | Back

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Country of provider

18 year old Placed June deadline applicants
in All UK providers by Ethnic group

- Asian ethnic group
- Black ethnic group
- Mixed ethnic group
- White ethnic group
- Other ethnic group

Dimension	2013	2014	2015	2016	2017	2018	2019	2020	2021	20
Asian ethnic group	17,255	18,085	19,740	20,845	22,025	23,240	24,895	27,950	33,465	32
Black ethnic group	7,390	7,720	8,625	8,945	9,230	9,765	10,520	11,855	14,190	14
Mixed ethnic group	6,555	7,125	8,010	8,370	8,840	8,900	9,405	10,550	12,760	13
White ethnic group	158,190	159,495	164,105	164,205	162,690	157,240	152,485	157,620	176,070	16
Other ethnic group	1,805	2,050	2,330	2,415	2,705	2,860	3,305	3,745	4,600	5,0

Percentage point difference between offer rate and average offer rate
in All UK providers by Ethnic group (only available for 18 year olds)

Grey dots show the upper and lower statistical variation resulting from the
calculation of the average offer rate for each group

2022

Asian ethnic group | Black ethnic group | Mixed ethnic group | White ethnic group | Other ethnic group

How to interpret the difference between offer rate and average offer rate

The **average offer rate** is the offer rate that you might expect if the predicted grades and subject choice of applicants were the only factors that influenced whether an applicant was made an offer by the provider.

The **percentage point difference between offer rate and average offer rate** can be compared to the expected range of statistical variation resulting from the calculation of the average offer. When the value of the percentage point difference lies outside the range of random variability (i.e. when the bar is not within the two grey dots in the chart above), the offer rate can be considered to be different from

Age
- 18 year olds
- All ages

Equality Dimension
- Ethnic group
- Gender
- POLAR4 quintile
- Total

Provider Country
- All UK providers
- English providers
- Northern Irish providers
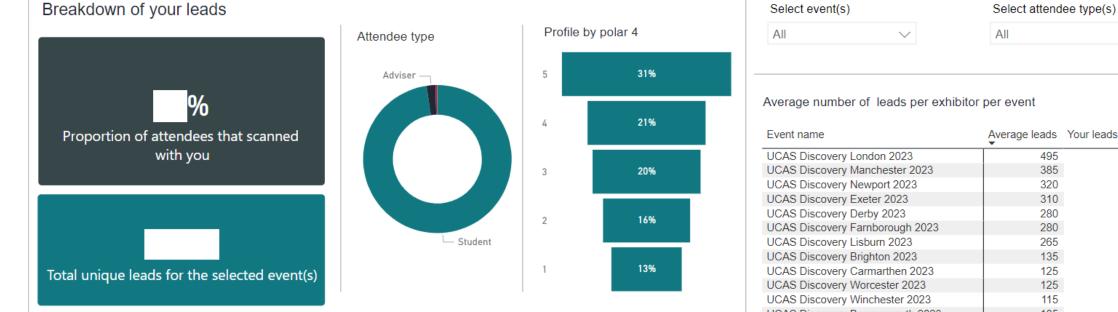- Scottish providers
- Welsh providers

Statistic
- All entry rate
- All placed applicants
- Average offer rate
- Contribution of group
- June deadline applicants
- June deadline application rate
- June deadline applications
- June deadline entry rate
- Offer rate
- Offer rate difference
- Offers
- Placed June deadline applicants

Provider reports on ucas.com

Breakdown of your leads

Attendee type

Profile by polar 4

5	31%
4	21%
3	20%
2	16%
1	13%

Adviser

Student

Proportion of attendees that scanned with you

__%

Total unique leads for the selected event(s)

Select event(s)

All

Select attendee type(s)

All

Average number of leads per exhibitor per event

Event name	Average leads	Your leads
UCAS Discovery London 2023	495	
UCAS Discovery Manchester 2023	385	
UCAS Discovery Newport 2023	320	
UCAS Discovery Exeter 2023	310	
UCAS Discovery Derby 2023	280	
UCAS Discovery Farnborough 2023	280	
UCAS Discovery Lisburn 2023	265	
UCAS Discovery Brighton 2023	135	
UCAS Discovery Carmarthen 2023	125	
UCAS Discovery Worcester 2023	125	
UCAS Discovery Winchester 2023	115	
UCAS Discovery Bournemouth 2023	105	
UCAS Discovery Middlesbrough 2023	80	
UCAS Discovery Stoke-On-Trent 2023	55	

Top 10 subjects of interest

Subject	Proportion of leads
Psychology	6%
Biology	6%
Medicine	5%
Law by Area	5%
Business studies	5%
Applied criminology	4%
Computer Science	4%
Sport and Exercise Science	3%
English studies	3%
Economics	3%

Profile by age

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What other data are available?

BYoC (bring your own calculator)

CDS & MCDS

- ## What's its purpose?
  - To enable contextual admissions (offers, confirmation decisions etc) and for reporting on Widening Access / Participation

- ## What's in it?
  - Contextual data (MEM quintile, indices of deprivation, IDACI, school % free school meals (FSM), self declared FSM information, verified FSM information

- ## Who's signed up?
  - 130 providers currently receive MCDS data – if you're not, and would like to be, please contact your CSD or mcds@ucas.ac.uk

- ## How do I access?
  - Through MoveIT currently (SFTP connection also available to support automation), but being on-boarded into UCAS Link for the 2024 cycle

PERS data

- What's its purpose?
  - Regular snapshots of your recruitment position, helping you understand in-cycle performance, using EXACT raw data. Used for statutory data returns and internal analysis.

- What's in it?
  - Standardised individual level applicant and application data throughout the cycle

- How do I access?
  - Through MoveIT currently (SFTP connection also available to support automation), please contact your CSD or exact@ucas.ac.uk for more information

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End of cycle data via the link products

- What's in it?
  - A full view of applicants, their applications (including to other institutions) and outcomes after invisibility rules have lifted.

- What's it used for?
  - Internal analysis of cycle trends using application level information

- How do I access?
  - Available via the link products, some presentations of the data (eg Star X) are opt-in so contact to your CSD about what's available and to access
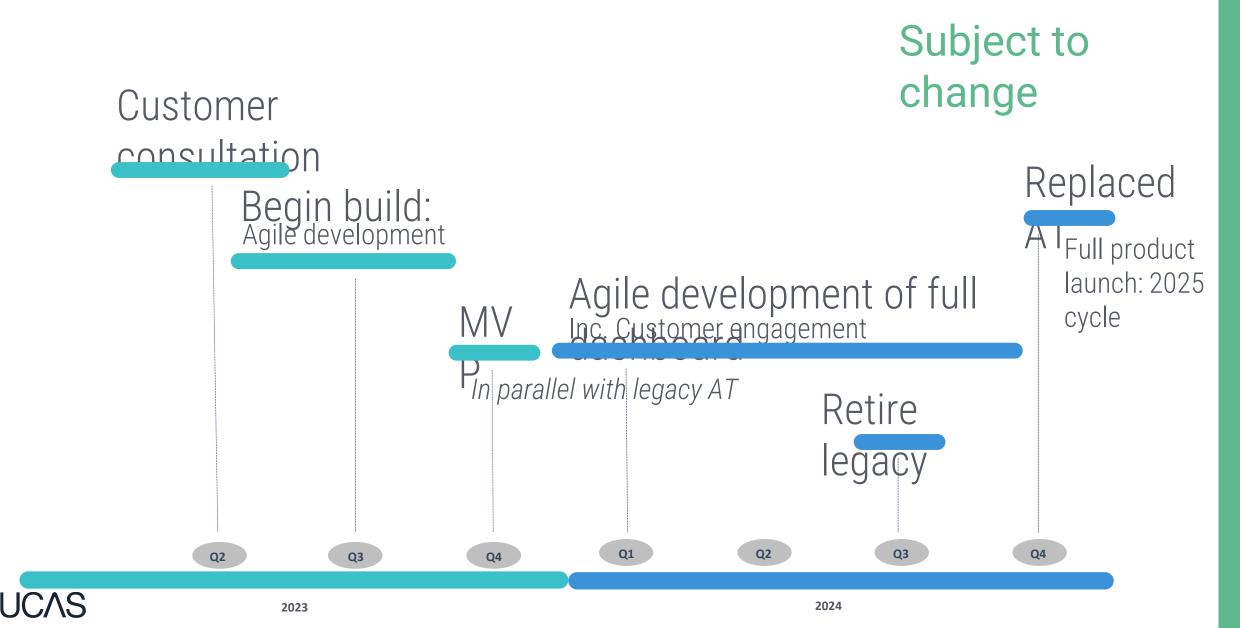
What is coming next?

Foundations we're working on...

**Integratio
n**

**Access
control and
personalisat
ion**

**Lead
indicator
data**

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DRAFT App Track Development Roadmap

Subject to change

Customer consultation

Begin build:
Agile development

Replaced AT

Full product launch: 2025 cycle

MVP
In parallel with legacy AT

Agile development of full dashboard
Inc. Customer engagement

Retire legacy

| Q2 | Q3 | Q4 | Q1 | Q2 | Q3 | Q4 |

2023

2024

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Filter the page
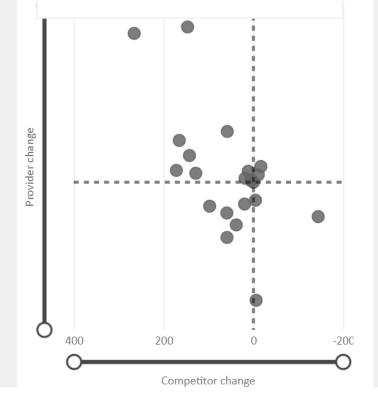
Statistic

Main scheme applications ⌃

○ Accepted applicants
○ Applicants
◉ Main scheme applications
○ Main scheme offers

You are growing | Competitors are growing

Main scheme applications | One year change

(CAH02) subjects allied to medicine

(CAH04) psychology

(CAH06) agriculture, food and related studies

(CAH09) mathematical sciences

(CAH10) engineering and technology

(CAH11) computing

(CAH13) architecture, building and planning

(CAH17) business and management

(CAH20) historical, philosophical and religious stu...

You are growing | Competitors are shrinking

Main scheme applications | One year change

(CAH07) physical sciences

(CAH25) design, and creative and performing arts

You are shrinking | Competitors are growing

Main scheme applications | One year change

(CAH01) medicine and dentistry

(CAH03) biological and sport sciences

(CAH16) law

(CAH19) language and area studies

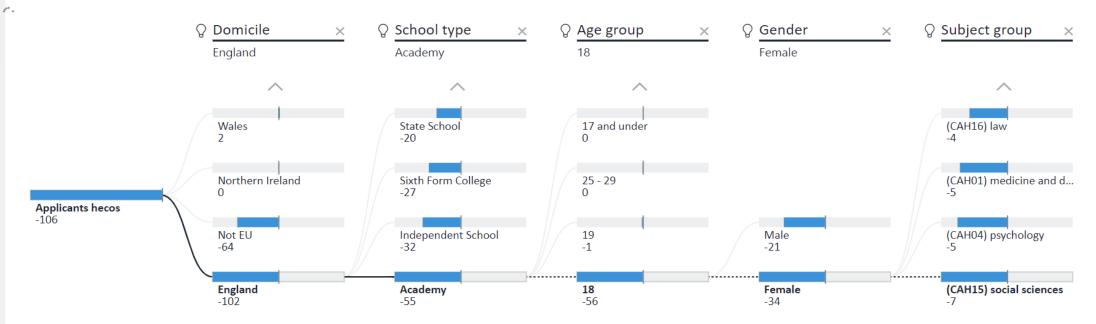(CAH26) geography, earth and environmental stu...

You are shrinking | Competitors are shrinking

Main scheme applications | One year change

(CAH05) veterinary sciences

(CAH15) social sciences

(CAH22) education and teaching

Unassigned

Provider change

Competitor change

400   200   0   -200

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Questions:

- Which areas would be most valuable for UCAS to focus on for data?
- What would be a good balance across descriptive, predictive and prescriptive analysis?
- Q&A