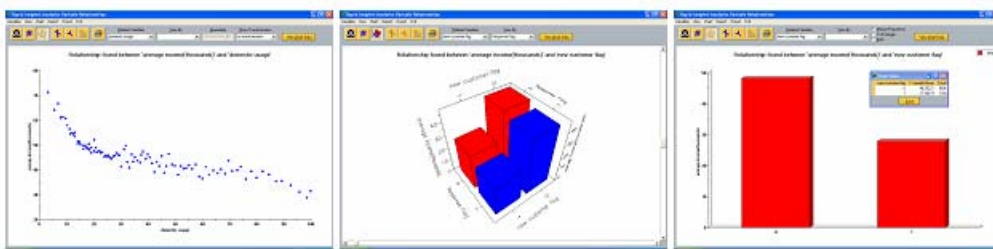


Rapid Insight has developed a data mining and predictive modeling solution for **Institutional Research and Admissions Offices**. The software is **simple to use** and can have a significant impact on **managing your enrollment process**.

- Understand and **predict each applicant's probability of enrolling**.
- Understand and **predict each inquiry's probability of enrolling**.
- View relationships between enrollment likelihood and other variables like SAT scores, high school GPA, gender, state, major, and the distance the student lives from your institution.
- **Extract information from your data** like you never could before.



Use this information to **keep your costs down**. Aggressively pursue students with high probabilities of enrolling. **Save money** by less aggressively pursuing those students with very low enrollment probabilities.

How does this all work? A couple of simple steps:

- 1) Take data from previous years' applicants.
- 2) Use Rapid Insight® Analytics to clean up the data, to create new variables, and to explore and analyze your data.
- 3) Rapid Insight® will automatically find the attributes that are related to student enrollment probability and present these relationships to you graphically.
- 4) Rapid Insight® makes it easy to create predictive models to predict enrollment probabilities for each of this year's inquiries and applicants.



Visit us on the web at www.rapidinsightinc.com/enrollment. Contact us to schedule a demo or to request pricing at: information@rapidinsightinc.com 603-447-1980.

• Automated Relationship Finding • Automated Modeling • Automated Profiling • Easy to use Filtering • Cross-tabs and frequency analysis • Means Analysis • Univariate Analysis • Multivariate Analysis • Automated Outlier Detection • Correlation Analysis • Variable Statistics • Drag and Drop Reporting • Variable Creation • What If Analysis • Decile Analysis • Automated Scoring

Rapid Insight® makes analyzing your data easy, fast, and efficient. Here's a summary of the features and capabilities:

Automatically find relationships in your data:

Perhaps you would like to see what attributes are related to the probability of enrollment. The software will automatically search through all of your data to find relationships. It will then show you all of these relationships graphically.

One touch reporting/presentations: Any interesting findings that you come up with can be captured with a drag and drop. These can then be exported into a PowerPoint presentation or put into a Rapid Insight® report.

Automated Modeling: Quickly build powerful statistical models to figure out things like:

- Which Inquiries are going to apply?
- Which Applicants will enroll?
- Retention/Attrition Models

Automated Scoring: Save any models that you create and have the software use them to automatically score a dataset or a database table.

Automated Profiling: Compare one group to another group and automatically find how these groups are different.

Filtering: Easily filter your data with the push of a button. Once a filter is set, all of your analysis is based on the filtered data. You can have multiple analyses open on the same dataset at once, each with a different set of filters set.

Cross-tabs: Easily run cross tabs and frequency analysis just by clicking on the variables that you'd like to cross tab.

Means Analysis: Easily run means analysis by clicking on the variables that you'd like to analyze.

Univariate Analysis: Graphically view the distribution of each variable in your dataset.

Multivariate Analysis: Graphically view the relationships between two or more variables. Easily drill down to the underlying data.

Automated outlier detection: Let the software automatically find outliers in your data. The outliers will then be shown to you so you can choose to handle them.

Correlation Analysis: View the correlations between any variables by clicking on the variables of interest.

Variable Statistics: See the statistics on all of the variables in your dataset by clicking into the statistics tab.

Variable Creation: Easily create new variables with the touch of a button. Once a variable is created, it's available everywhere in your analysis.

What-If Analysis: Perform What if analysis using any of the models that you've created

View/Analyze your data: View the entire dataset even if there are hundreds of thousands of observations and hundreds of variables. Quickly scroll through the data. Perform searches to find certain records. Also, perform multiple types of analyses when viewing the data.

