



# About Academic Analytics

## Academic Analytics Helps Build Stronger Research Institutions

University presidents, provosts, and other academic leaders strive to build stronger research institutions. This requires making crucial decisions about which research opportunities to pursue and how to win them, which collaborations and partnerships to drive, and how to allocate resources. Historically, these decisions have been made with little supporting data. **Academic Analytics helps senior academic leaders make more informed decisions, resulting in stronger research institutions.**

## What We Do: Data and Solutions

Academic Analytics aggregates valuable information on scholarly research activity and provides user-friendly business intelligence tools. These solutions help academic leaders better understand the research accomplishments of faculty members, departments, programs, and the entire institution. Tools help senior administrators view research activity in context, identify funding opportunities, form expert teams to win funding, and increase the visibility of the institution's research enterprise to companies, foundations, and potential collaborators.

All tools are based on the **Academic Analytics Database** which is:

- **Robust**, with information on over 227,000 faculty members, associated with more than 9,900 Ph.D. programs and 11,000 departments at 472 U.S. universities.
- **Comprehensive**, with data on the primary areas of scholarly accomplishment such as journal articles, citations, books, grants, conference proceedings, and awards.
- **Longitudinal**, with data covering a decade or longer.
- **Configurable**, enabling users to create custom peer groups, time windows, and custom weights for individual variables.
- **Comparative**, enabling exploration of scholarly activity across departments, programs, institutions and disciplines.

## How Universities Use Our Data

Administrators view Academic Analytics data and related information as part of a matrix of inputs to deliver significant value to their institution.

Academic Analytics is used within a wide variety of strategy and planning workflows at research universities and other institutions. Some of the most frequent uses of Academic Analytics data, as part of a mosaic of information, include:

- Strategic planning
- Faculty development
- Annual program review
- Award nomination strategies
- Publication strategy development
- Understanding graduate placement
- Institutional advancement
- Curating faculty profiles
- Analyzing collaborative networks
- Foster team science
- Targeting funding opportunities
- Subject matter expertise identification
- Creating a research center or institute
- Showcasing faculty accomplishments

Academic Analytics is also used to promote the university by the advancement and communications offices, which use our data to develop compelling positive stories about the university.

## Senior Administrators Saw the Opportunity for Analytics

Academic Analytics was founded in 2005 by a former senior administrator who understood the challenges leaders face and saw opportunities to use data and analytical tools to build a stronger research enterprise. Members of the Academic Analytics Steering Committee come from institutions such as MIT, Duke, and The Ohio State University. The Senior Academic Advisors who help guide Academic Analytics spent the majority of their careers at research institutions such as Duke University, Indiana University – Bloomington, the University of Illinois at Urbana-Champaign, and the University of California at Berkeley. Academic Analytics tools are used by the country's most prominent research institutions.

Request a demonstration to see the value of Academic Analytics at your institution. Contact us at [info@academicanalytics.com](mailto:info@academicanalytics.com).