

State of Data Analytics in Higher Education 2024



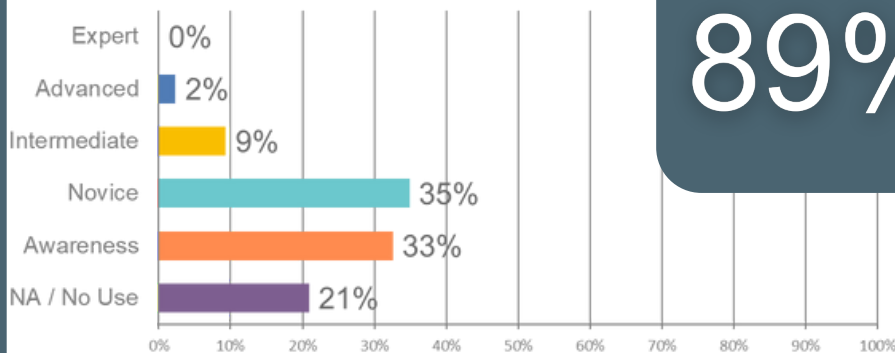
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KEY FINDINGS:

- The **top three barriers to improving data analytics** reported are 1) **staffing levels** (66%), 2) **data is not organized or integrated** (59%), and 3) **financial resources** (49%)
- The majority of survey respondents (51%) rate their institution's **culture of data maturity** as **"Data Savvy,"** where data used for decision-making is inconsistent and in silos.
- The **majority of institutions are already using generative (61%) AI tools/applications,** while less than half report using Predictive (48%) or Pattern Recognition (35%). However, **only 11% reported any implementation of AI tools in data analytics.**
- **Most higher education institutions do not have AI policies** and are not yet developing them.

AI TOOLS IN HIGHER EDUCATION

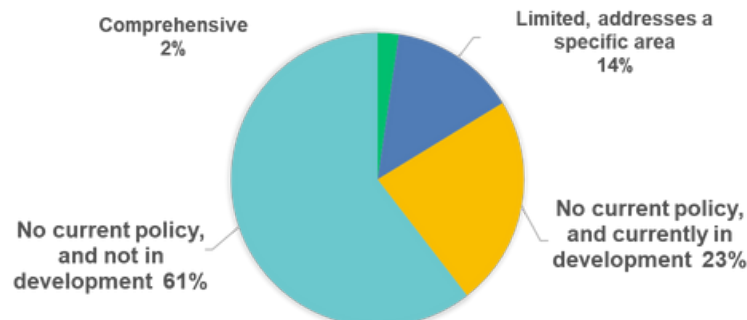
Institution's Implementation of AI Tools in Data Analytics



89%

of respondents were Novice and below in the implementation of AI tools

Institution's Policy on AI regarding Data and Analytics



61%

of Higher Education institutions do not have an AI Policy

About the Survey:

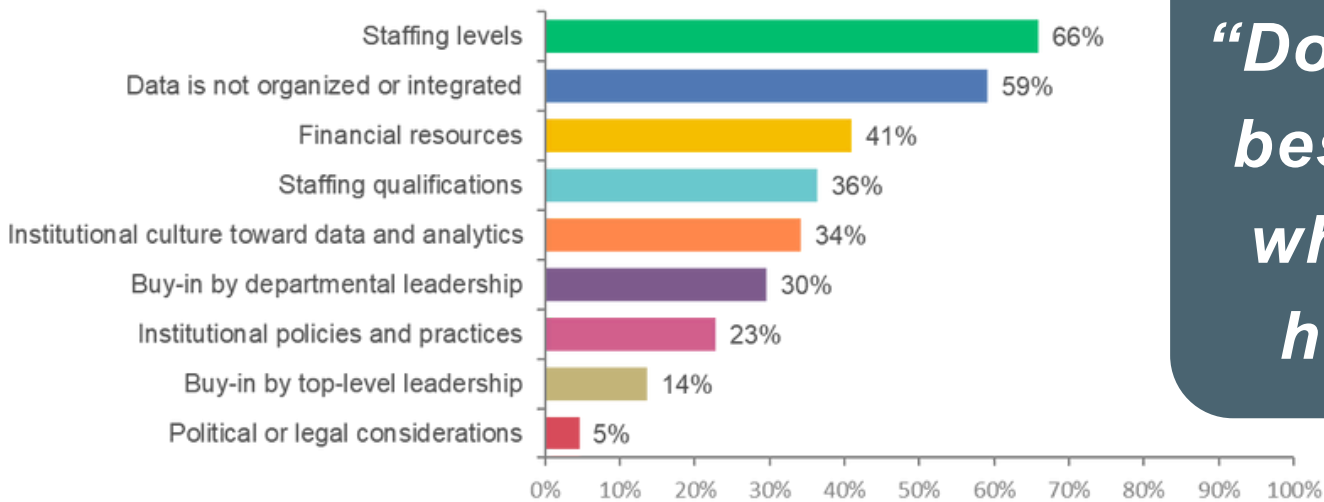
This is an executive summary of our inaugural survey on the state of data analytics in higher education. Participants answered seven questions about their 1) role, 2) the institution's culture of data maturity, 3) top three barriers to improving data analytics, with or without AI tools, 4) actions taken to address barriers over the next year (open-ended), 5) AI tools already in use, 6) implementation of AI tools to data analytics, and 7) policy on AI related to data and analytics.

Respondents were in key roles at higher education institutions emphasizing data analytics.

BARRIERS TO IMPROVING DATA ANALYTICS >

Respondents were asked to provide their top 3 barriers; the graph below shows the most frequent responses.

Top Barriers to Improving Data Analytics, with or without AI Tools



Common comment

“Doing the best with what we have.”

PLANS FOR THE NEXT YEAR TO ADDRESS BARRIERS >

We asked about actions the respondents or institutions are taking to address the top barriers over the next year, and here were the top themes.



- **Data Governance and Integration** - developing frameworks, integrating data, and improving data management.
- **Staffing** - working to increase staffing through employees, interns, and outside consultants despite resource constraints.
- **Technology and Tools** - implementing new technologies such as data lakes, centralized CRMs, and AI tools.
- **Training and Education** – training staff on data, technology, and AI tools.
- **Strategic Planning** - working to align data initiatives with institutional strategic goals.
- **Stakeholder Buy-in** - using small analytic projects to improve buy-in for larger projects.

To request a full copy of the survey results, please email marketing@datatelligent.ai.

ABOUT DATATELLIGENT

Datatelligent enables the use of data to make our communities better. Our unique approach, Data Analytics as a Service (DAaaS), helps remove barriers for organizations to make data-informed decisions.



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