



Power BI Case Study Enrollment Insights Dashboard

Case Study



THE CLIENT

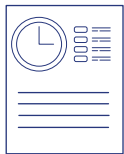
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The Galen College of Nursing is a nationally accredited nursing school with multiple campuses across the United States. With a vision to shape the future of healthcare, the client provides a plethora of programs for future nurses.



CHALLENGES

Driven by the increasing flow of enrollment numbers and outdated manual enrollment processes, Galen faced challenges related to data management and monitoring of enrollment progress. Their manual, excel-based reporting landscape was fragmented and inefficient. Enrollment data was scattered across Microsoft Dynamics CRM and other internal systems, preventing centralized visibility. A few other key roadblocks are:



Time-Consuming Manual Reporting

Weekly reporting required hours of manual work in Excel. It resulted in increasing the risk of data errors as well as consuming more time spent by Admissions counselors and BPCs.



Poor Decision-Making

Due to a lack of unified view into enrollment metrics, the leadership encountered difficulties analyzing and retrieving insights from enrollment data.



Unreliable Metric Tracking

A standardized tracking across regional and counselor-levels to measure performance has become a constant challenge.

SOLUTION

To turn Galen College of Nursing's admission data into actionable insights, V-Soft Consulting created a custom Power BI solution. The solution offered:

- **Unified Data Visualization:** It allows users to easily visualize the data at the Region, Campus, Counselor, Program, and Term levels with simple filters, facilitating dynamic analysis of the data.
- **KPI Focus:** The dashboard offers a central view of KPIs, including Total Applications, Enrollments, Conversion Rates, and Goal Achievement percentages, providing users with strategic insights.
- **Optimized Data Models:** Used SQL and Power Query to organize and clean the data. This made the dashboard faster and more accurate. It also ensured quick load times and dependable reporting.
- **Real-time data access:** With scheduled updates and publishing through the Power BI Service, business users can access real-time data from anywhere, at any time.



Unified Insights

Reduced hiring errors and improved candidate-job fit through data-driven insights.



Strategic Clarity

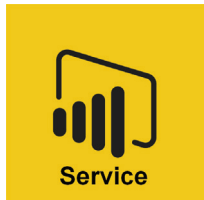
Delivers real-time KPIs on applications, enrollments, and conversions to track performance against goals.



Reliable Performance

Optimized data models and automated updates ensure accurate, fast, and dependable reporting.

TECHNOLOGY



RESULTS

With the new Power BI solution, Galen College of Nursing experienced a significant transformation in how data supported their enrollment strategy. The results are:

- Over 70% reduction in manual reporting time, allowing the admissions team to focus on student engagement.
- Real-time access to KPIs provided leadership with valuable insights into enrollment trends and performance metrics.
- Standardized metrics across campuses created consistency, lowering confusion and bringing teams together around shared goals.
- Leadership gained the ability to monitor enrollment performance by region, campus, and counselor, allowing for targeted and strategic decisions.

70%

Reduction in
Manual Effort

80%

Improvement in
Data Visibility

65%

Increase in User
Adoption

60%

Smarter Enrollment
Tracking

