

DATA ANALYTICS

CUSTOMER STORY

# Beyond 12

Helping low-income and first-generation students move to higher education with Qlik AutoML.



## CUSTOMER STORY

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“One of the things we love about Qlik is having ownership over the model. We don’t have to submit change requests to an external team and then wait for the results. We can control what data is going in, see how it affects the outcome, and make changes instantly.”

- Corrina Calanoc, Data Engineer at Beyond 12

### About

Beyond 12 is a technology-based services organization whose mission is to increase the number of low-income and first-generation students who graduate from U.S. colleges and universities. Beyond 12 serves students by empowering high schools to track alumni progress through college, connecting students to critical campus resources and to each other, and supporting students through college with a full-time staff of college coaches who are recent college graduates and from the same communities as the students they serve.

### Objective

Beyond 12 does not currently have a data scientist on staff who can build a predictive analytics model. To bridge that gap and to refine Beyond 12’s approach to addressing their analytics needs, pro bono engagements with volunteer data scientists and machine learning engineers were conducted. Through those efforts, Beyond 12 recognized that a robust in-house tool managed by their existing engineering staff could be a viable and scalable solution.

The added predictability will help coaches and partners effectively isolate contributing factors to low success rates in higher education. These learnings will serve as a feedback loop to pre-collegiate organizations so that they can better prepare their graduating students for college and life success.

### Outcome

Using Qlik AutoML™, Beyond 12 is building a predictive analytics model which will allow Beyond 12 to identify which students need the most help and when, and influence the types of support that college coaches, the MyCoach app, and colleges themselves can provide.

Qlik AutoML has the potential to give Beyond 12 the ability to leverage their historical data and past outcomes to provide coaches with a bird’s-eye view of their students. Coaches will be able to provide the right assistance to the right students at the right time.



### About Qlik®

Qlik’s vision is a data-literate world, where everyone can use data and analytics to improve decision-making and solve their most challenging problems. Qlik provides an end-to-end, real-time data integration and analytics cloud platform to close the gaps between data, insights and action. By transforming data into Active Intelligence, businesses can drive better decisions, improve revenue and profitability, and optimize customer relationships. Qlik does business in more than 100 countries and serves over 50,000 customers around the world.

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