



BRIGHTPOINT AI

AI Driven **Student Retention Solution** Forecasting Student Success rate

AI Driven Solution that predicts dropout patterns with High Accuracy



Through Machine Learning and AI solutions, we empower higher education institutions to increase the success rate of their students. Foresight (Student Retention Solution) provides advanced persistence-related warnings on a one-to-one basis, as well as key metrics that can be leveraged to improve retention.

Key Institutional Problems we need to Address

- High dropout rates
- Lack of understanding of the causes of desertion
- Lack of indicators to predict dropout
- Loss of revenue due to lack of retention

Imagine if you could know what the chances are that each student would drop out from day one. What would you do?

Foresight Artificial Intelligence Solutions will help you solve these problems.



AI Solutions for Higher Education

At Brightpoint AI we help universities to be more competitive by solving specific problems through advanced analytics. Our solutions empower educational institutions by integrating machine learning and artificial intelligence techniques for predictive, prescriptive, and cognitive analytics.

Foresight (Student Retention Solution) Modules

Our retention solution provides an advanced warning related to student persistence. The student experience seeks satisfaction, the best learning, the ideal accompaniment, and timely support with the tools and the specific content they require. The 3 Foresight modules help to identify the probability of a student dropping out including individual risk variables.



Dropout Risk

- Decreases the dropout rate using artificial intelligence methods
- Based on the integration of information from different sources we create a unique profile per student with which it is possible to generate models that calculate the probability of a student dropping out at a specific point in time
- Based on this analytical input, early retention strategies can be designed to reduce the dropout rate

Engagement Index

- It shows the level of commitment of each student with the institution.
- We use information that shows the commitment that a student has with the university beyond their academic performance to generate an index.
- It is possible to identify vulnerable students with high level of commitment with the university in order to establish intervention strategies.

Probability Of Success

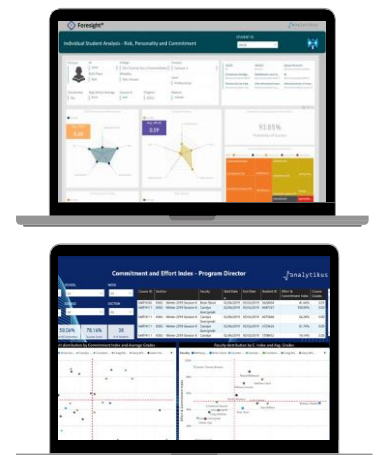
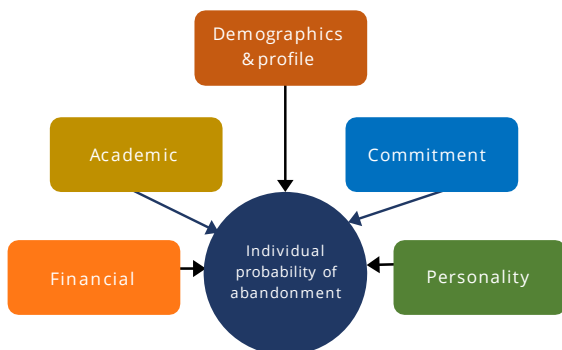
- An x-ray of students' personalities to understand their potential for success based on personality traits
- We use texts they have written (essays, assignments, exams) to understand their personality and calculate their potential success from different perspectives
- Based on these insights, the university can help its students reach their full potential

How it Works

Retention | Attraction | Student Success

Understanding student risk and to what degree it is manifests, as well as the underlying causes, is key to successfully communicating and intervening with students and ensuring their success. Our 360° Student Experience Ecosystem allows for decisions to be made in precisely this method, allowing for enhanced decision-making for each student.

Predict the probability of dropout. Individual risk factors. We integrate the student's academic, financial, profile/demographic, engagement and personality information. Each institution is unique and the variables that will feed into the Foresight model will also be narrowed to the relevance for each university.



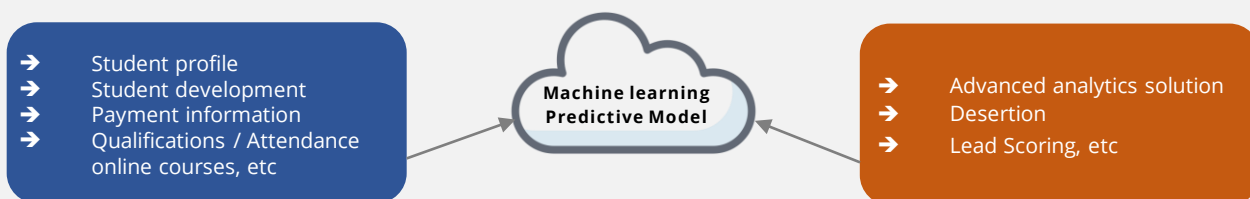
Data Integration

Foresight

Power BI & CRM Integrated Reports

Work Methodology-steps

Using SAAS software, an advanced analytics solution is proposed based on a cloud service, interlinking connectors for automated ingestion in addition to hosting, storage, calibration and automated running. From this analytics input, early retention strategies can be designed to decrease the desertion rate and build an architecture that will serve to lay the analytics foundation for the institution.



Why Brightpoint AI

VALUE PROPOSITION

- Decrease the dropout rate using artificial intelligence methods
- Based on the integration of information from different sources we create a unique profile per student with which it is possible to generate models that calculate the probability of a student dropping out at a specific point in time

SOLUTION

- Based on this analytical input, early retention strategies can be designed to reduce the dropout rate
- Likewise, this architecture will serve to lay the analytical foundations of the university. Visualization of results on dashboards
- Periodic interventions to boost student retention

BENEFITS

- Foresight identifies potential academic trouble points for each student
- Develops a comprehensive understanding of each student's characteristics
- Creates an individualized commitment index using data related to motivation, aspirations, and cognitive engagement histories
- Performance and interaction data is accumulated into the model to pinpoint precisely when a student will experience difficulties and identify multidimensional solutions that can be implemented in real time

Brightpoint AI provides scalable Industry-specific AI Solutions & Services that accelerates Digital Transformation. Our AI solutions are fine-tuned for Industry-specific functionality, each can be quickly personalized to solve unique business challenges. We are also a Microsoft Gold Partner and have delivered Microsoft Solutions and Services for over 15+years.

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