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**2026 Annual Quality Report Innopharma Education**  
**CASE STUDIES RELATED to**  
**Academic Year September 2024 –**  
**August 2025**

## CASE STUDY 2

**Title:** Building Student Demographic Dashboards for Annual QA Reports: A Case Study

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**Theme:** Data Analytics, Efficiency, Error Reduction

### Short Abstract:

A project was launched to develop a dashboard for each programme - automating and modernising demographic data visualisation from a learner filled form at registration. This initiative reflected a broader commitment to digitalisation, process improvement, and enhancing institutional QA workflows.

### Introduction

Educational institutions depend on accurate student demographic data to compile internal Quality Assurance (QA) annual reports that support compliance and strategic planning. Traditionally, these reports involved manually preparing Excel lists and producing static charts—a process that was cumbersome, time-consuming, and prone to error. To overcome these limitations, a project was launched to develop a dashboard for each programme - automating and modernising demographic data visualisation from a learner filled form at registration. This initiative reflected a broader commitment to digitalisation, process improvement, and enhancing institutional QA workflows and was undertaken by the Data Analysis Coordinator as an outcome with the Head of academic Programmes on Continuous Improvement opportunities around the manual task of compiling annual reports.

### Challenges Encountered

The manual process raised several issues:

- **Inefficiency:** Staff spent considerable time creating charts from raw Excel data for each reporting cycle, duplicating effort year after year.
- **Error Risk:** Manual data handling increased the chance of inconsistencies and inaccuracies, undermining data reliability.

- **Limited Insight:** Static Excel charts offered little interactivity or capacity for deep analysis.
- **Fragmented Access:** Data was siloed within teams, restricting transparency and collaboration across departments.

These challenges highlighted the need for a more agile, accurate, and transparent approach to managing demographic data within QA framework for the programme annual reports.

### **Solutions Implemented**

The project introduced a student demographic dashboard using our CRM capabilities, with these key features:

- **Automated Data Integration:** Real-time data feeds from student records systems eliminated manual data entry and ensured up-to-date information from learner inputted data through learner profile forms.
- **Interactive Visualisations:** Users could dynamically explore data by gender, age group, regional distribution, programme, and other demographics, fostering richer understanding.
- **Secure Access:** Role-based permissions provided controlled, institution-wide transparency enabling wider data accessibility while maintaining data governance.

These improvements transformed demographic reporting from a static, manual task into a streamlined, insightful process.

### **Impact**

The dashboard's deployment had far-reaching benefits on QA and institutional practices:

- **Time Savings:** Report preparation time was drastically reduced, freeing up staff to focus on analysis and improvement rather than manual data work.
- **Enhanced Accuracy:** Automated updates and standardised data models improved consistency and reliability of demographic insights across reports.
- **Improved Decision-Making:** The interactive format enabled deeper exploration of demographic trends, helping leadership identify equity gaps, target recruitment, and support diverse student needs effectively.

- **Greater Transparency:** Wider access facilitated data-driven conversations among departments, promoting cross-functional collaboration and continuous quality improvement.
- **Cultural Shift:** The dashboard symbolised a commitment to digitalisation and modernised QA, reinforcing the institution's embrace of technology to enhance operational excellence.

In summary, this case study exemplifies how adopting digital dashboards for student demographics can revolutionise annual QA reporting by making processes more efficient, accurate, and strategically valuable for higher education institutions. It offers a concrete example of integrating technology to support quality assurance, continuous improvement, and data-informed decision-making.