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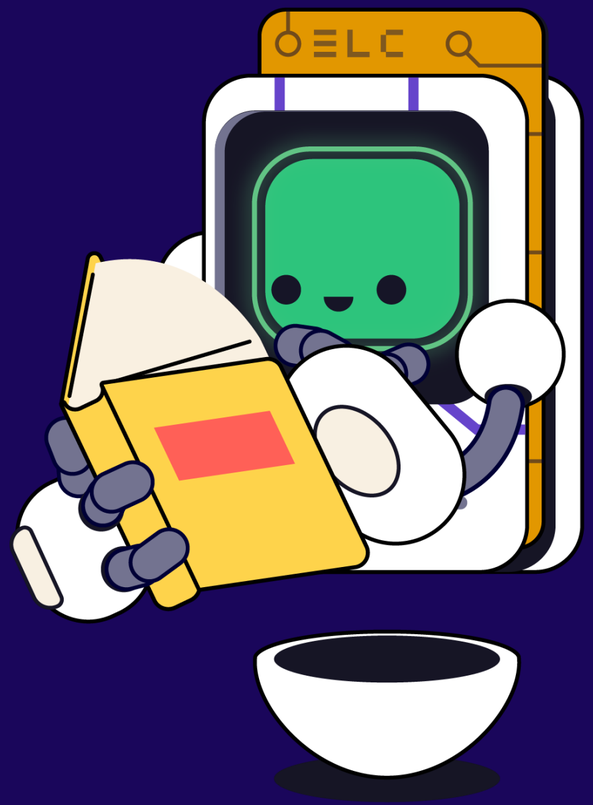

Blue Machine Learning (BlueML)

Turning Qualitative Data into Actionable Insights

Samer Saab
CEO

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Accelerating Success for 25M+ Students Every Day

Brandon Hall Group

Most organizations are sitting on a goldmine of employee data that can drive better talent decisions.

This type of technology can fundamentally change how organizations assess and address employee experience and can have a tremendous positive impact on talent retention.

Mike Cooke
CEO

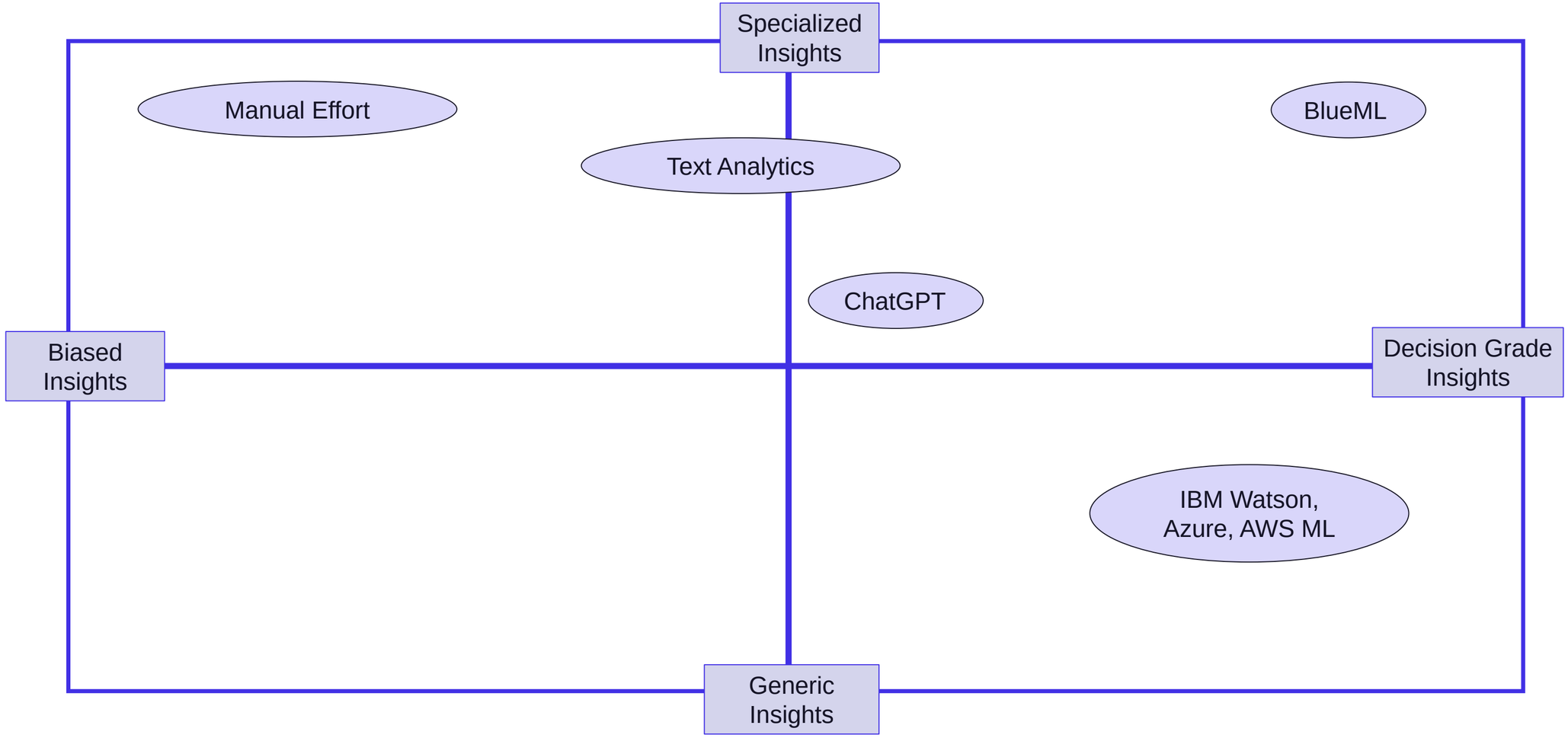
THE UNIVERSITY OF NEWCASTLE AUSTRALIA

I am honored to work with a sector leading team known for thought leadership and cutting-edge innovation.

Our team's dedication and expertise in harnessing the power of machine learning to derive actionable intelligence from unstructured data sets us apart in the field and this is only made possible by the strong partnership between Explorance and University of Newcastle.

Meagan Morrissey
Manager: Student and Staff Insights

The Genesys of BlueML



BlueML - Features & Functionality

BlueML is a comment analysis solution which allows organizations to analyze qualitative feedback from students and employees during their academic and employment journeys.

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Your Student Sentiment and Feedback at a Glance

Deeper Insights

With an Academic-Specific Feedback Analysis Solution

Because student contextualization matters, BlueML caters specifically to the student learning experience.

More Insights

From Student Writings: Comment Source-Agnostic

Harness collective intelligence wherever it comes from:

- End-of-term course evaluations
- Midterm course evaluations
- Student wellness surveys
- Undergraduate admissions surveys
- Graduation surveys
- Learning and Development platforms
- External review sites

Beyond Insights

Dive Into Crowdsourced Recommendations

Turn free-text feedback and reviews into timely, data-driven, and actionable recommendations, by distilling what your organization should:

- Start or stop doing
- Do more or less of
- Change

BlueML Infrastructure

INPUT

Student comments & reviews from anywhere

- **Reviews on external websites**
  (e.g. Best College Review.org, etc.)
- **Comments through LMS**
  (e.g. Cornerstone, Blackboard, Canvas, etc.)
- **Comments through surveys**
  (e.g. Explorance Blue, Qualtrics, SurveyMonkey, etc.)
- **Comments through course evaluations**
  (e.g. Explorance Blue, Watermarks, Qualtrics, etc.)

BlueML Machine Learning Services

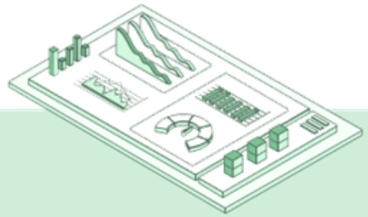
1. **Student Experience Categorization**

Insights from Over XX,000
Student Experience-Specific Potential Topics

1st LEVEL CATEGORIZATION

- Quality/delivery
- Engagement
- Readings
- Labs
- Tutorials/workshops
- Difficulty

2. **Sentiment Polarity**
3. **Recommendations**
4. **Sensitive Information Alerts**



OUTPUT

Harness *indirect feedback* to understand the *why* behind the *what* of survey data *(direct feedback)*.

Discover

- Most popular topics
- Areas to improve
- Topic-specific sentiment
- Bottom-up recommendations
- Risks hidden in commments and reviews
- Much more

All this at scale and timely through enriched institutional data, automated reports, and intuitive dashboard widgets

Use Case no 1
INSTITUTIONAL DATA ENRICHMENT
(AUTOMATED)

IN **API**

AND/OR

Use Case no 2
SELF-SERVICE
INSIGHT DISCOVERY

IN **Drag and drop**

- Excel files (.xlsx & .csv)

BlueML
Self-Service Portal

OUT **API**

3rd Party Data Analytics Software
E.g.: Tableau, Power BI, Data Warehouse, etc.

OUT **Pre-Packaged Dashboard Widgets**

- Intuitive to people with no data expertise

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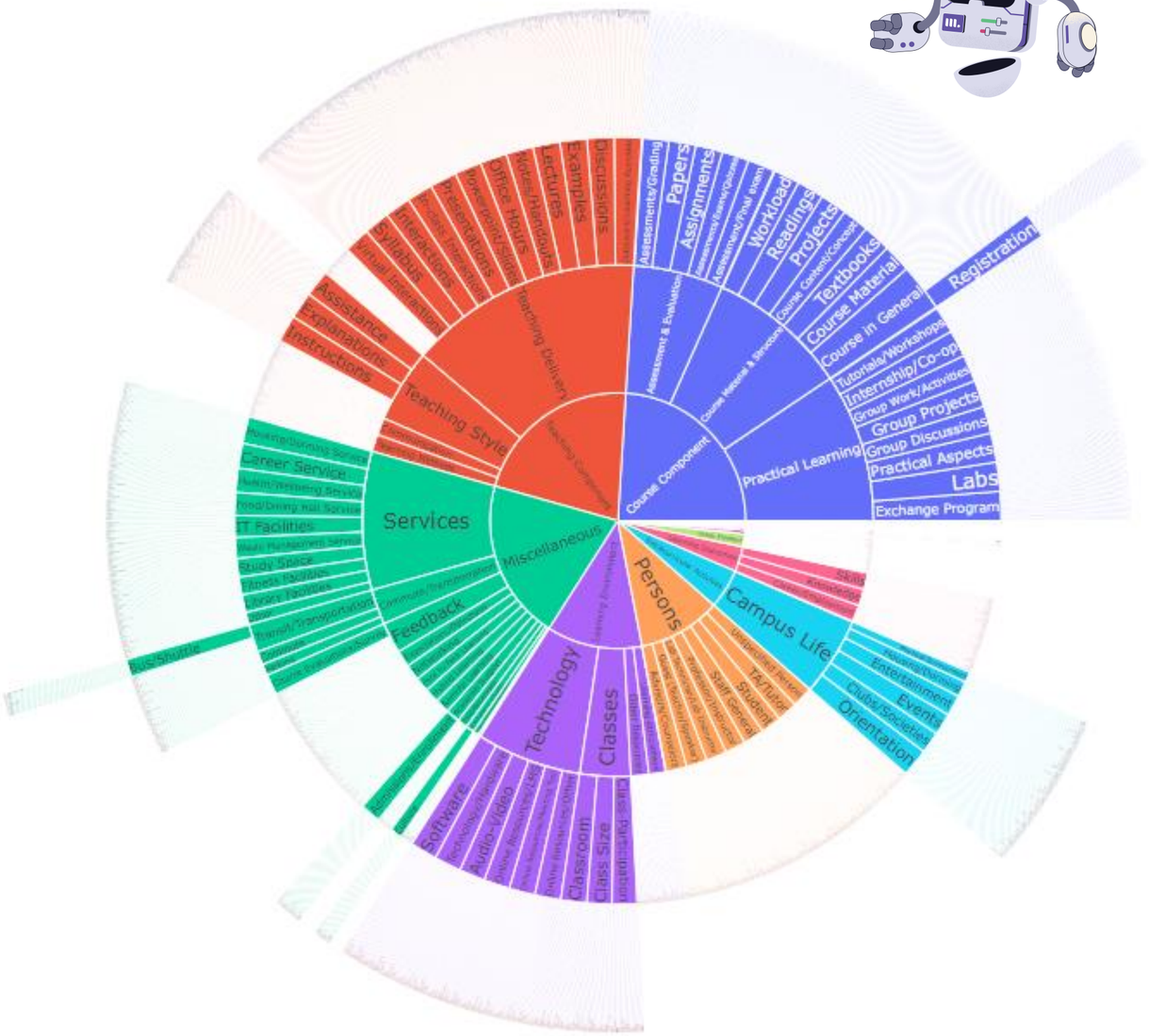
BlueML Models



4 Connected Evolutionary Models

❖ SEC (Student Experience Categorization)

- ❖ Institution brand, culture insights, engagement indicators, inclusion drivers, and more …

❖ Polarity

- ❖ Qualify your insights with the students' dominant sentiment

❖ Recommendation

- ❖ Find out what your students are recommending you do more of, less of, start/stop doing, or change

❖ Alerts

- ❖ Uncover critical issues that stem from your students' comments

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BlueML: The Future

Moving forward at the speed of light

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BlueML Roadmap and Commitments

Just Released

Major model update and augmentation

- Enhanced EEC and ELC to incorporate applicant, effectiveness, and offboarding insights
- Expansion of Alerts and Recommendation models
- Multilingual models, including Arabic, French, German, and Japanese
- APIs to support mixed-models analysis

Coming Soon

Short term features and enhancements

- Continued model evolution
- One Stop Shop – Multi-model analysis
- Multi-column analysis
- Quick Analysis tool
- Recommendation widget
- Rich analysis summary block

What is Ahead

Medium term features and enhancements

- Time trend analysis
- Breakdown by demographic data
- List most relevant comments for a topic/sentiment combination
- Multilingual interface
- Dashboard view sharing
- Date support for continuous analysis
- Advanced filter support (and, or …)
- Clipboard management for document output

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Person vs. Machine

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Comment 2

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The job is great, but the workload is very high. They want you to do the work of 4 people. The benefits are great and the outlook going forward is great, but they need to hire more people.

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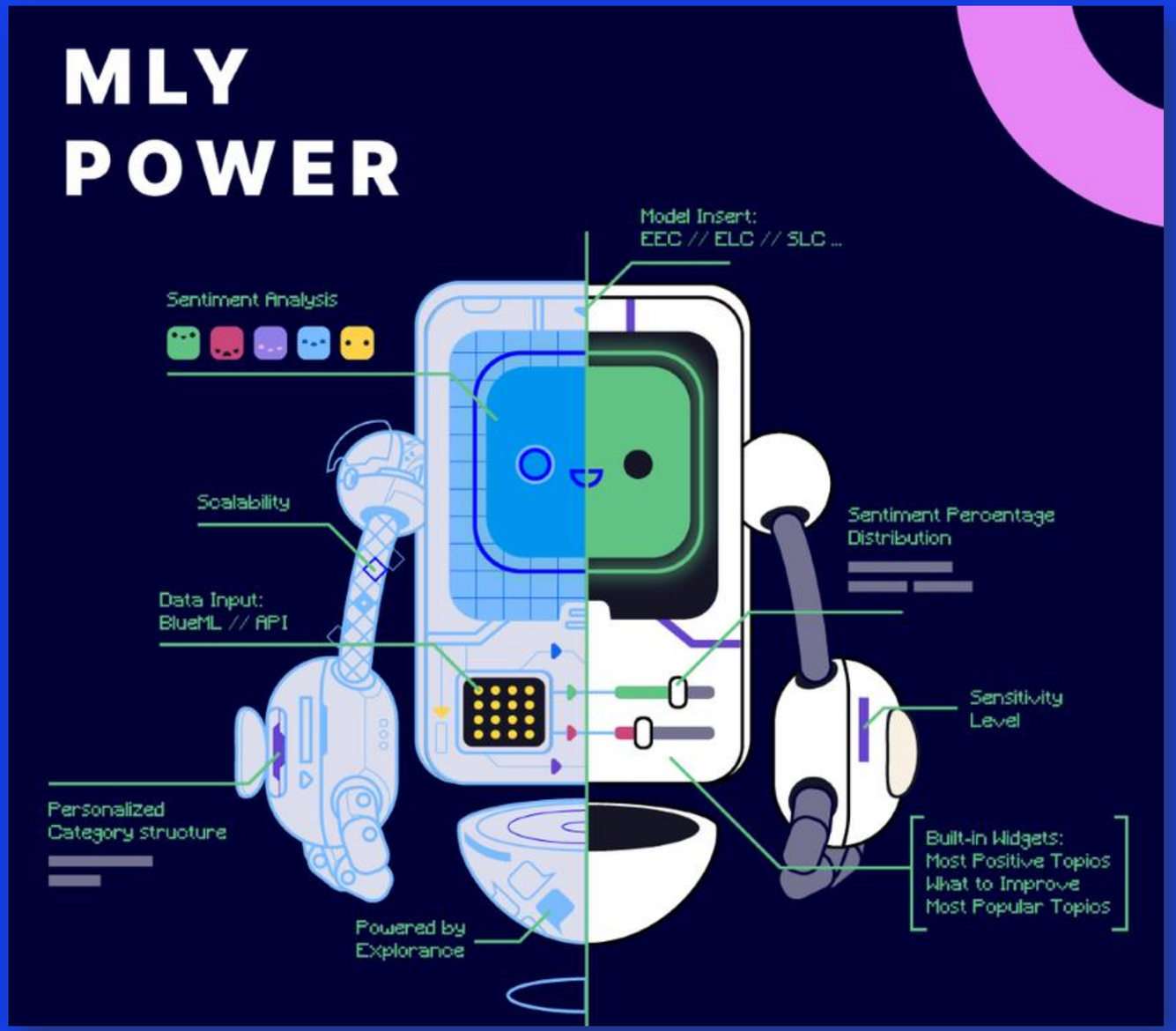
If possible more interaction. Slides can get a bit boring. Maybe a breakup into groups for tasks to achieve and learn something collaboratively?

Get to Know MLY



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Thank you