EduDataHub Launches Market Intelligence Solution for Higher Education Academic Publishing

A powerful tool to help academic publishers make data-driven business decisions

SAN DIEGO (PRWEB) January 23, 2019 -- EduDataHub, a data-centric market research firm, announces the release of Academic Publishing Dashboard, the only comprehensive market intelligence solution for an estimated $3.4 billion U.S. higher education publishing industry. Leveraging EduDataHub’s database of more than two decades of textbook adoptions and sales data, the solution is designed to help publishers, Ed-Tech and other companies operating within the space to make informed decisions in matching their products to courses offered in colleges and universities.

Building upon historical dataset and proprietary discipline taxonomy of PubTrack HE product, EduDataHub further improved data quality and incorporated several long-awaited features requested by publishers. In order to maximize utility and bring sophisticated, yet easy-to-use analysis to a wide user base, EduDataHub partnered with Qlik®, a leader in data analytics, to build a data discovery application that provides users with unparalleled insights into the textbook market.

"It’s well documented that top performing companies are data-driven and most importantly, ensure that analytics and actionable intelligence is accessible to all levels of the organization," said Dmitry Shpak, Founder and CEO of EduDataHub. “Our mission is to provide a wide array of decision-makers with relevant and accurate information that will help them to discover opportunities and reduce costs: from publishers’ day-to-day product and marketing decisions to university administrators and professors’ selection of best-fit learning content for the course. Greater access to vital industry information will lead to a more efficient market that will in turn, drive innovation and potentially lower cost of education for students.”

Academic Publishing Dashboard is geared to publishers and provides more than 20 reports along with drill-down, search, bookmarks, and data filtering functionality that provides easy access to non-technical users to perform comprehensive market research and gives on-the-go sales reps detailed school and course information with competitive intelligence. Most common use cases include:

• Trends, market share, geographical distribution, and other high-level reports for sales operations, financial analysts, and executive management
• Discipline macro analysis, adoption trends, and textbooks competition analysis for acquisition editors
• Easy creation of targeted peer-review lists and title positioning analysis for editorial and marketing groups
• Granular view on history of courses, enrollments, and instructor textbook choices for intelligent adoption matching and lead targeting by sales teams

EduDataHub continues to invest in expansion of its data assets and enhancements of client-facing applications that will increase value for its customers. For more information or to request a hands-on evaluation of Academic Publishing Dashboard, contact EduDataHub via email at contact@edudatahub.com

About EduDataHub:
EduDataHub, LLC is a market research and analytics firm focusing on higher education. The company is headquartered in San Diego, CA. For more information, visit http://www.edudatahub.com