



Helping universities improve  
through performance analysis  
and benchmarking

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This year, THE is proud to introduce THEDataPoints™. Our new suite of data products allows you to compare your university to others like it. To compile your package, we draw on data from 1,100 institutions, 11 million academic papers and the 11,000+ academic surveys that form the backbone of the prestigious World University Rankings. With THEDataPoints™, you can access all the tools you need to understand your institution's individual performance, as well as benchmarking excellence in the industry as a whole.



**T**IMES  
**H**IGHER  
**E**DUATION | DATA



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## Overview

THEData provides an informed overview of how your university compares to similar institutions. We provide insight that will allow you to set intelligent strategic goals and to enhance your education and research environment. THEData is designed for teams who want access to useful data, but will create their own interpretation of the findings.

## Features

You can access THEData through a dedicated web link. Here you can find interactive graphs and analysis, specially designed to give you genuinely useful and actionable information. You can then compare your university to three hand-picked institutions from our World University Rankings dataset.

Our data is generated from the five pillars of the World University Rankings and the 13 metrics at institution level. You can also download or print your analysis, as and when you need to.

## Dataset Coverage

- Rank in the WUR
- 5 pillars of the WUR
- 13 metrics of the WUR, in normalised-scores

## Available Comparisons

- Your institution
- Up to three institutions from the THE university Universe (selected by the client)
- Aggregate benchmarks: region, country (select options)

## Available Analyses

- Interactive exploration of your data
- Comparisons with three selected institutions
- Visualisation against aggregate benchmarks and specific institutions

## Need more? Try THEData+

- Executive summary for sharing with senior leaders
- Greater number of peers for analysis
- Access to the raw scores on our 13 performance metrics
- Insight from the THE team on how to think about your peer group, from both an academic and student perspective
- Historical year-on-year analysis from 2016

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## Overview

THEData+ goes beyond THEData and compares your institution with a wider range of other institutions. We also provide subject level insight and advanced analytics, to help you understand how prospective students compare your institutions to others.

THEData+ also provides an executive summary of the factors that have differentiated your institution from your peers.

## Features

You can access THEData+ through a dedicated web link. Here you can find interactive graphs and analysis, specially designed to give you genuinely useful and actionable information. The link shows detailed comparisons between institutions, as well as unattributed statistics around larger datasets – giving you the opportunity to analyse the data in detail or as broadly as required.

You can choose from these comparisons:

- Up to six individual institutions (selected by the client)
- Institutions from within the same academic cluster (as identified by THE analysis)
- The institutions most likely to be selected alongside yours by prospective students (as identified by THE analysis)

Your data is provided from the five pillars of the World University Rankings, the 13 metrics and the data used to create the metrics. We provide your information at both subject and institution level.

You can also download or print your analysis, as and when you need to for further investigation offline.

## Dataset Coverage

- Rank in the World University Rankings (WUR)
- 5 pillars of the WUR
- 13 metrics of the WUR, in normalised-scores and actual values
- Thumbnails of comparison institutions

## Available Comparisons

- Your institution
- Up to six institutions from the THE university Universe (selected by the client)
- Aggregate benchmarks: region, country (select options)
- Historical year-on-year analysis from 2016

## Available Analyses

- Executive summary highlighting relevant comparisons
- Interactive exploration of your data
- Comparisons with six selected institutions
- Visualisation against aggregate benchmarks and specific institutions
- Subject level analytical data, grouped in the six THE subject groups; Clinical and preclinical, Physical sciences, Life sciences, Arts and Humanities, Engineering and Technology, Social Sciences
- Deep learning based analysis of university similarities
- Universities that students view as similar, and the relationship between institutions

## Comparison

Product	THEData	THEData+
3 year subscription	✓	✓
Access to previous years' data (starting 2016)	✓	✓
<b>Dataset Coverage (depth)</b>		
Rank	✓	✓
5 pillars / 13 metrics (normalised score)	✓	✓
5 pillars / 13 metrics (value)		✓
Subject level analytical data		✓
<b>Dataset Coverage (breadth)</b>		
Your Institution	✓	✓
Up to 3 Peers	✓	
Up to 6 Peers		✓
More than 6 Peers		On request
<b>Benchmarking Options:</b>		
Region	✓	✓
Country (for countries with $\geq 10$ institutions)	✓	✓
User-selected	✓	✓
THE Peer Group BETA (institutional academic similarity)		✓
THE Peer Group BETA (student perspective)		✓
<b>Visualisations:</b>		
Tables	✓	✓
Box plots	✓	✓
Scatter plots		✓
New visualisations		On request
<b>Insights:</b>		
Factual overview summary	✓	✓
Explanatory executive summary		✓
Consultative interpretation	On request	On request
<b>Delivery Options:</b>		
Print and PDF option	✓	✓
Data download for manipulation offline	Basic	Enhanced
Institutional Logins (password protected)	4	8

## Data sources

The World University Ranking includes data from Elsevier's Scopus database, the World Reputation Rankings, and data provided by ranked and unranked institutions. The raw data is combined into 13 metrics, each of which is designed to illuminate an aspect of university performance. These metrics are then normalised to allow them to be combined. The metrics are combined into five pillars: Citations, Research, Teaching, Industry Income, and International Outlook. These are then combined to give a final score that is evaluated to generate the University Rank.

**T**IMES  
**H**IGHER  
**E**DUCTION | NEW  
DATA





## Overview

If your institution is yet to be featured in a THE university ranking, then THENewData is for you. THENewData provides an insight into your institution's characteristics and is based on the same analysis as our World University Ranking.

You gain access to data that thinks about your institution's relative performance on a global scale. We also provide an opportunity to analyse your potential global peer group. Using our advanced analytics, we give insight into how prospective students compare your institution to others.

## Features

You can access THENewData through a dedicated web link. Here you can find interactive graphs and analysis, specially designed to give you genuinely useful and actionable information. The link shows detailed comparisons between institutions, as well as unattributed statistics around larger datasets – giving you the opportunity to analyse the data in detail or as broadly as required.

You can choose from these comparisons:

- Up to three individual institutions (selected by the user)
- Institutions from within the same academic cluster (as identified by THE analysis)
- Institutions most likely to be selected alongside similar institutions to yours by prospective students (as identified by THE analysis)

Your data is provided from the five pillars of the World University Rankings, the 13 metrics and the data used to create the metrics. We provide your information at both subject and institution level.

You can also download or print your analysis, as and when you need to.

Why not upgrade to NewData+ and get a free online profile, allowing students to view your key statistics.

## Dataset Coverage

- Rank in the World University Rankings (WUR)
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