

WEB DATA

UNDERSTANDING APPLICANT PREFERENCES

Anticipating popular subject choices in the next application cycle is vital to how you promote your courses, and knowing how other institutions compare to yours can help you maintain or improve your position in the market. Foreseeing these outcomes is difficult without reliable data, but that's where UCAS can help.

Our web data gives you insight into upcoming trends through Course Search keyword data and clicks onto Entry Profiles. You can:

- see the most frequently searched for keywords
- receive monthly updates showing trends in the popularity of subjects
- compare your HEI's Entry Profile clicks with the sector.

The National Entry Profiles report shows the number of clicks onto the Entry Profiles at your HEI and nationally. The report includes the number of other HEIs with Entry Profiles in those subject areas. Be one step ahead through UCAS web data.

For more information contact the
Data Insight Team at datainsight@ucas.ac.uk

