

ClassSmart™

ClassGraph 2006 Guide

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DataMax™

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Birthdays

The distribution of student birth months is available from the Birthdays graph. The "<None>" category indicates that no birthday has been entered for that number of students. ClassSmart's "No Birthday" screen identifies specific student files with a missing birthday.

Membership Graph

The distribution of family memberships is available from the Membership graph. The categories on the chart correspond to the entries on the Family Membership Fees tab of the Class Fee Lists screen.

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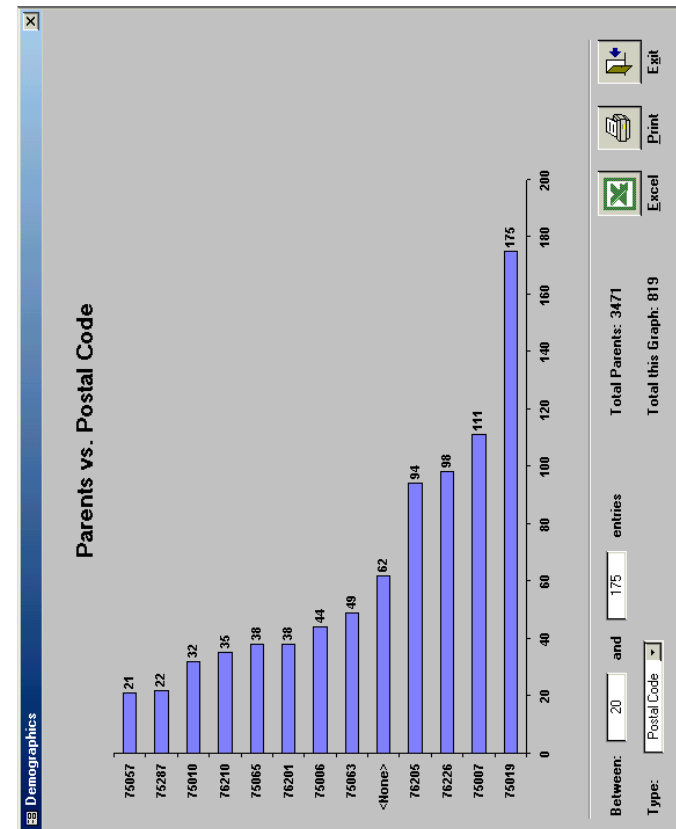


Welcome

Welcome to ClassGraph,™ the metric and graphical reporting add-in module for the DataMax™ ClassSmart™ database management system. ClassGraph enables you to easily measure the effectiveness of your marketing efforts, view your customer demographics, spot trends for student removals from class, identify your most popular retail items - and much, much more!

License Agreement

ClassSmart software use is authorized under specific terms and conditions outlined in the license agreement that you accepted when you installed the program on your computer. Any use of ClassSmart or the loading of ClassSmart on a computer constitutes full acceptance of the terms and conditions contained in the license agreement.



Customer Demographics

Demographics

ClassGraph charts various demographics of your customers, including cities, postal code, area code and academic school.

Retail Products

The number of each product sold during a time period is presented by the retail product graph. Any concession sales entered into ClassSmart's retail section of QuickClass!™ are also shown on this chart.

Profit Centers

The allocations made in ClassSmart to your profit centers from payment records are summarized by the Profit Centers graph. This data can be presented by account and subaccount.

System Requirements

Before installing ClassGraph on your computer, please verify that your computer meets these minimum requirements:

- Intel Pentium 233 MHz or faster processor (Pentium III recommended).
- A hard disk with 180 MBytes of free space.
- A double speed or better CD-ROM drive.
- A Microsoft Mouse or compatible pointing device.
- An X VGA (1024 pixel by 768 pixel) monitor display.
- 128 MBytes of RAM
- Microsoft® Windows® 2000 SP3 , Windows XP or later.
- Optional power and file backup devices
- Optional network equipment
- Optional Microsoft Excel® software

Installation and Launch

To install ClassGraph, insert the CD into your CD-ROM drive. A dialog box should automatically be displayed. Click the ClassSmart button, and when prompted, please enter the custom installation code provided to you by DataMax. Follow the instructions on the screen to complete installation.

Following installation, double click the ClassGraph icon on your Windows' desktop and enter the account name and password provided to you by DataMax. The first time you open the program, you will be asked for a computer security password.

ClassGraph creates charts and reports from ClassSmart data. Therefore, please ensure that ClassSmart files are accessible before attempting to open ClassGraph.

Referrals (cont)

The source combo box options are:

- Current referrals
- Original referrals

Anytime you enter parent referral data in ClassSmart, you are actually addressing the "Current Referral" field. When you first create a new parent, ClassSmart sets the original referral field equal to the current referral field. This allows you to change "Yellow Pages" to "Previous Customer," when a student returns to a second class, without overwriting the original referral data. Thus you can view referral data based upon the initial referral specified when the parent file was first created, or you can view referral data based upon the last update performed on the referral field.

The "<None>" category indicates that no referral has been entered for that number of families.

Referrals (cont)

For these three options, each parent is counted only once in the graph, regardless of how many students are in classes from their family. When you specify one of the first three options, ClassGraph interprets the two date fields on the referrals graph as parent entry dates into the database.

The last two entries in the referrals combo box ignore parent inquiry status and instead scan all current registration records. The "Based on Student Registration Date" option looks at the enrollment date of each student, while the "Based on Class Start Date" option looks at the class start date attribute for all active classes.

Two Referrals!

In addition to the referral combo box setting, the source combo box also plays a critical role in determining the data displayed on the referrals graph.

The Main Screen

When ClassGraph is opened, a screen is displayed that enables you to access all of the metric and reporting features of the program. There are two major divisions of features:

- Class Graphics and Metrics
- School Graphics and Metrics

The **class graphics and metrics** features present summary data about your current and completed classes. You can compare enrollment levels between time periods and view student deletion reasons as well. The Student Metrics screen provides a complete summary of your active classes, history classes, special lessons and absences.

The **school graphics and metrics** features focus on demographics for your customers, such as referral sources, city, postal code, occupation, academic school and student birthdays. Retail charts and profit centers are also included.

The Menu Bar

The ClassGraph menu bar, located at the top of the main screen, enables you to add administrator accounts, change your password, and view the on-line Help file.

Total Classes and Students

Perhaps the single most useful and powerful ClassGraph chart is the "Total Classes and Students" graph, which displays the following information for all active classes:

- Number of classes in session
- Number of class slots represented by these classes
- Number of students enrolled in the classes
- Number of openings in the classes
- Student to class ratio

The combo boxes are used to filter the classes shown on the graph by activity, session, location, class level, class type class start date and class start time.

Referrals

Be sure to record referral information when a new customer is entered into ClassSmart, so that this data can be summarized by category and presented by ClassGraph to give you a power means of measuring the effectiveness of your marketing activities.

Specifying the data sources

The data presented on the referrals graph is based upon the referral combo box and the source combo box. The referral combo box options are:

- Parents only - include inquiries
- Parents only - exclude inquiries
- Parents only - inquiries only
- Based on student registration date
- Based on class start date

The first three choices operate on the parent inquiry status. Option one includes all parents in the data set regardless of inquiry status. Option two removes inquiry parents from the graph's data, while option three limits the data set to just inquiry parents.

Student Metrics (cont)

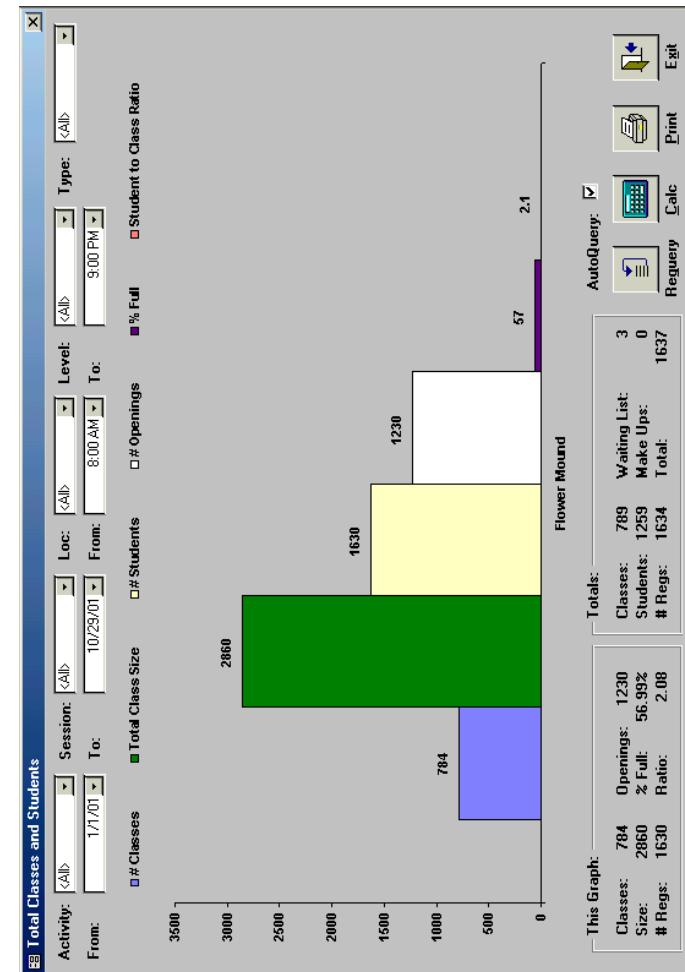
The "Regular Enrollments" field counts the number of registration records. This represents the number of students in active and completed classes. This field is not sensitive to student names; it simply counts registration records.

MultiClass Tab

The MultiClass tab on the Student Metrics screen displays all students who are in more than one active class, allowing you to spot multiple-bookings of the same student during a specified date range. MultiClass also shows you the total number of students on file, the number of unique students in classes, and the number of students who are not in any class. Detailed MultiClass data is available from ClassSmart's MultiClass screen.

Student Names

The Student Names tab shows you the frequency of the occurrence of the first names of your students.



Total Classes and Students Graph

Students vs. Class Levels

This graph plots the number of students in each class level. It is simply a summary of all the regular registration records grouped by class level.

You can plot the number of students in each class level for all locations or just one location using the "Select Facility" combo box. Similarly, you can also filter the data by session.

If you have many class levels, the data may not be able to fit on the screen. In this case, you will notice missing labels along the graph's vertical axis. In order to resolve this situation, enter a number in the "Minimum Number" box to filter out the class levels with only a few students enrolled. This will allow the remaining data to fill the available space on the screen.

Select the "Excel" button to generate Microsoft Excel spreadsheet containing the data shown on the graph.



Student Metrics

Student Metrics

The "Student Metrics" screen displays snapshots of enrollment status from several different angles. There are three tabs on the screen that present various Student Metrics data:

- Class and Lessons – matrix of your enrollment statistics
- MultiClass – students in more than one active class
- Student Names – the most popular names of your students

Classes and Lessons Summary

The Classes and Lessons tab on the Student Metrics screen presents a breakdown of all classes and lessons in the database over a period of time. All class record types are represented in the matrix. Active classes and history classes are included in the data. In addition, student absences, removals from classes and cancelled lessons are summarized.

Class Levels vs. Facilities

This graph plots the number of active classes for each class level at each facility. The class levels shown on the graph are identical to ClassSmart's class level list. If you used short class level names when creating classes, screen space will be conserved and graphs will be easier to read.

You can display the data for each class level for all locations or for just one location using the select facility combo box.

Select the "Print" button to generate a report of the data on the screen.

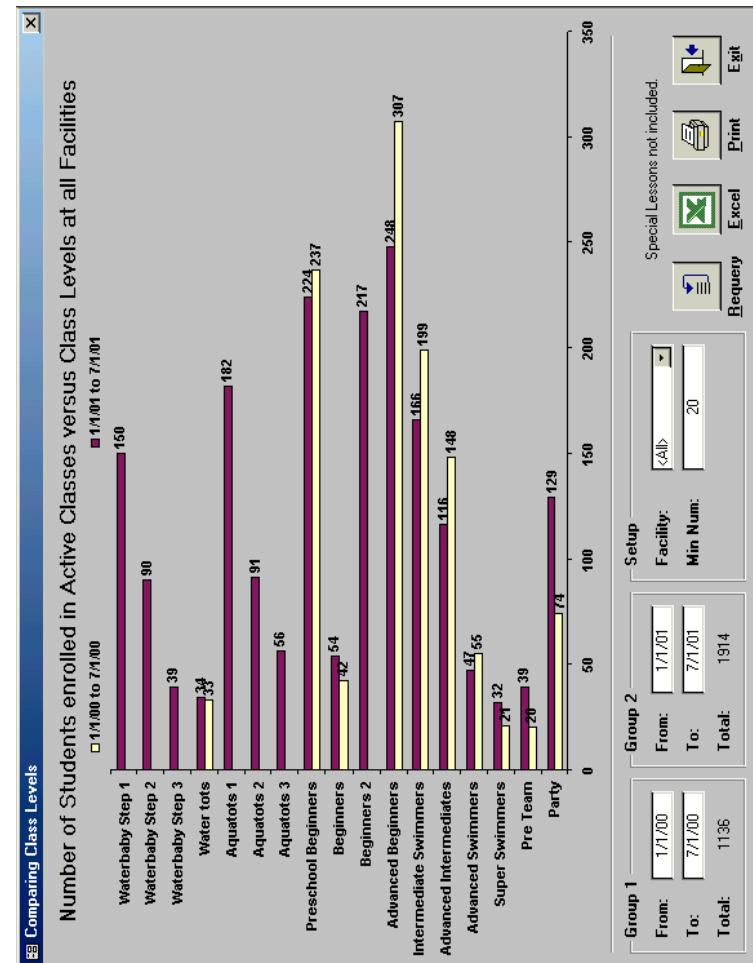
Select the "Excel" button to generate Microsoft Excel spreadsheet containing the data shown on the graph.

Removals Graph

This graph summarizes the reasons for students being removed from classes. The removal categories displayed on the screen are identical to the removal reasons list that you created in ClassSmart. When you remove a student from a class or transfer a student to another class, you must specify a reason for the change. The removal reasons specified for each class removal or transfer are what constitute this graph.

Compare Graph

This graph compares the enrollment levels for all class levels for two specified date ranges, thereby allowing you to easily identify enrollment trends. The compare graph looks at both active classes and archived classes when displaying data.



Comparing Enrollment Between Time Periods