

OxfordAQA

Data Insights Step-by-step guide

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Why Data Insights?

Get a deeper analysis of your school, subject, class and individual student results with the flexibility to build your own personalised reports and compare your student data in clear and engaging charts.

Whether you're a:

- subject teacher planning targeted topic intervention
- head of department pinpointing performance by groups, or
- head of centre, seeking a high level, comparative view.

Data Insights is an easy-to-use data tool for anyone trying to get a better understanding of results and how they can be improved.

Using Data Insights, you'll be able to see a summary of the grades for your school and identify how many students received marks within certain grade boundaries. You can compare your results to those of previous years, all OxfordAQA schools and all schools within your country.

At the beginning of the academic year, many teachers review results to influence their teaching plans for the coming year. By reviewing performance data, you can gather a quick summary of your students' performance, compare your results and identify topics and question types that may need extra focus in the coming year.

Where do I find Data Insights?

Data Insights is accessible through Centre Services. You'll find it under 'Post-exams', this is the same area that results are available for the Centre Administrator to download on results day.

You can access Centre Services through [this link](#).



This will take you to the login page where you will put in the email address you registered with and the password you set up at registration.

If you already have a Centre Services account from a specific centre and have used the same email address to register, you'll be presented with multiple options when you log in. Please then select which area you'd like to view.

In the top bar you'll be offered 'Post-exams' which is where you will find content on downloading results and where you'll find the link to 'Data Insights'.



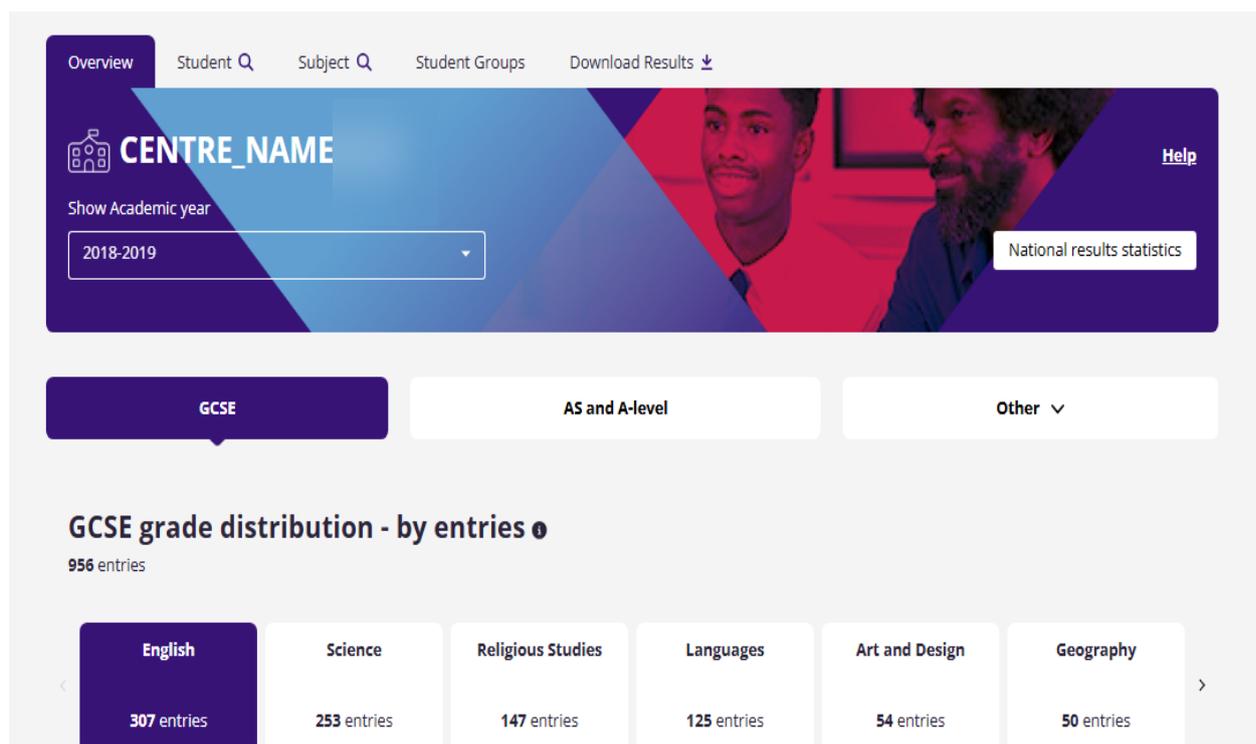
By selecting Data Insights, this will open a new window, where you'll be brought to the main Data Insights landing page.

You'll be automatically logged in if you're already logged into Centre Services. If you're arriving from a bookmarked page, you'll need to log in using your centre services contact information, which will generate multi factor authentication (MFA).

Overview dashboard

You'll arrive on the 'Overview' page. This will always default to the latest academic year with data, but you can navigate which year of data you want to review from the drop-down menu.

The overview dashboard gives you a high-level view of your school's attainment for all specifications within a chosen academic year and session. The qualification tabs are below the header and are shown in order of highest entries to lowest. The subjects within the qualification, below, are also in order of highest entries to lowest.

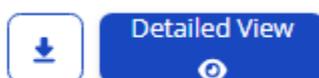


The first data set you'll find is the **Grade distribution by entries**. This is available for every qualification and allows you to identify strengths and weaknesses at a higher level. This data can give you an understanding of how students have performed.

The **Grades overview – all** graph will show for any qualification where there is data for 5 or more specifications. This combines grade information for all specifications in the qualification and plots your data alongside all OxfordAQA data and your past data. This is useful as a high-level overview of all your school data in one view.

For schools that have entries for GCSE Maths **and** English, there is a graph that shows **GCSE highest English and Maths grade distribution**. This shows the percentage of candidates who have achieved each grade band for both GCSE English and GCSE Mathematics. Where both English Language and English Literature have been achieved, the highest grade is used.

As with any of the graphs, they can be downloaded as a PDF and shared with senior leaders in your school. Also, wherever you see the 'detailed view' button, you're able to delve into a deeper view of results.



Ideas for analysis

Grade Distribution by Entries

You'll be able to quickly and easily review trends and assess your school's performance. You can also compare this to other OxfordAQA schools, and/or previous years' results.

This high-level data is useful to share with senior leadership and stakeholders and can be used against previous years to monitor progress.

Real world example:

Your school's English GCSE grades are skewed towards the lower end compared to similar schools. By using this data, you can pinpoint areas to dive deeper to assess any specific challenges in this assessment, address issues effectively and plan focussed Continuous Professional Development (CPD).

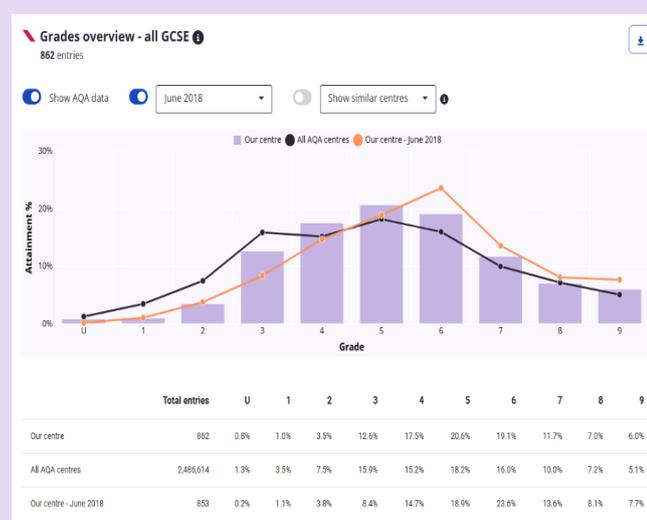
Grades overview – all

Here you can see the percentage of students that received a specific grade over all the specifications in a qualification.

You can view previous year data via the drop-down menu and overlay similar centre as well as OxfordAQA data to compare with your data.

Real world example:

If you have a lower percentage of grades 7-9 compared to the national average, it may indicate a need for targeted academic interventions. The leadership team may meet to analyse trends over time and work with subject heads to develop action plans. This is useful to help you judge the ability of the overall cohort.



Detailed view

Many teachers use our data analysis tools to influence their teaching plans for their upcoming school year. Deep dive into your subject to gain the real benefits.

Going into the detailed view of a subject opens the data to cover more than just the grade distribution and breakdown. It also reveals performance over time, performance by component and mark distribution.

Subject performance

When you select 'detailed view' of a subject from the overview page, it will take you into the detailed subject results. You can also access this using the Subject search on the top menu bar. Select the year of results, qualification and subject you would like to review and select 'Go'.

Overview

Student 

Subject 

Student Groups

Download Results 

SUBJECT SEARCH

Academic year *

Qualification *

Subject *

GO

You'll be presented with the awards related to that subject. You can select any of the below and it will take you into the selected area.

GCSE English Language 8700

CENTRE_NAME_

June

160 entries

Component 1: Explorations in creative reading and writing 8700/1

June

160 entries

Component 2: Writers' viewpoints and perspectives 8700/2

June

160 entries

If you select the Subject as a whole, you will be shown data that covers all components. You'll see data such as the grade distribution chart from the overview page, but you're now able to compare student groups and demographics in an overlay when you select the blue 'Compare' button. With many of these graphs, you're able to toggle between the way you view your data, either as a graph or a table.

Compare student groups and demographics

Graph Table

Once you're looking into a specific subject, you'll be able to navigate to the components of that subject via the drop down menu. But there's more to see at subject level, you're now able to view **grade breakdown**, **grade performance by year**, **mark performance by component** and **mark distribution**. Once you've reviewed the paper overview, you may want to view in greater detail performance by individual papers, and eventually drill down into topics, skills and even individual performance.

If your students are entered for multiple awards within the same specification, you can now see the combined results, as well as be able to view individual awards.

There is an option to review the specification overview or to select student performance. Selecting 'Students' will take you to a view where you can see every entry to that subject, the scaled mark they received and the grade boundaries and where their mark falls within the grade boundary.

Overview

Students

The following graph is a useful quick glance for Exams Officers to review where a student grade sits within a boundary when thinking about sending in for any post results services.



Ideas for analysis

Grade breakdown*

This shows attainment at all grades individually and can be compared to various datasets.

Real world example:

If your grade breakdown shows a higher proportion of students that are achieving lower grades compared to similar schools, this could indicate areas where additional support is needed. By analysing the data, leaders can investigate whether this trend is consistent across different student groups or demographic.

Mark performance by component

Here you can see your exam performance for all components that make up your selected award next to each other.

Real world example:

If students in English consistently perform lower on an essay-based component, this may suggest a need for more structured support in long-form writing and idea formulation. Schools could introduce targeted writing workshops and model answer breakdowns to support students.

Mark distribution

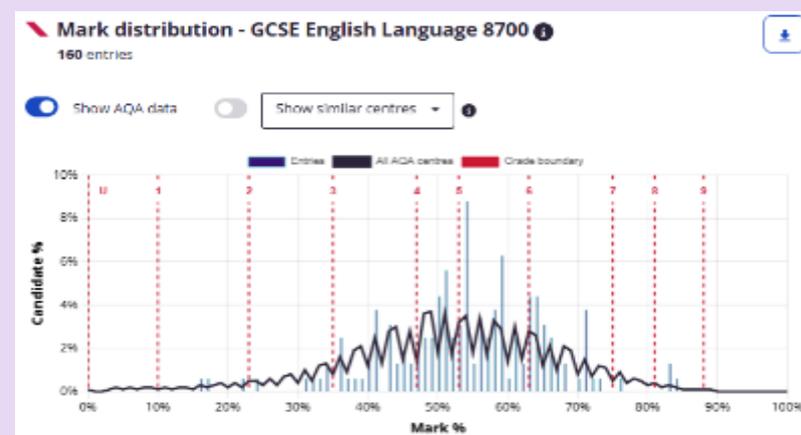
This shows you how your students have performed at mark-level. The grade boundaries are overlaid so you can see how the marks translate into grades.

Real world example:

If your school consistently outperforms in a specific subject, you might think about ways that you can showcase effective teaching strategies, provide insight into building student ability and confidence, and how to raise attainment in other subjects.



*This graph will be available from September 2025



Component Performance

When you search deeper into the individual components you'll be able to analyse performance by skills and topics, question analysis and mark analysis.

You can also download the question paper and mark scheme for that component. If available, you can also download the examiner report.

Skills and topics

Question analysis

Mark analysis

When doing a deeper dive into the **skills and topics**, you can compare demographics and add any created student groups in to your analysis.

Assessment objectives overview

This graph shows how the marks achieved at your centre contribute to each assessment objective/skill/ topic/spec reference

Real world example

Your students in one class have excelled in their A02 questions, but in another class appear to have struggled, this will give you opportunity to address any issues quickly and focus planned CPD more effectively.

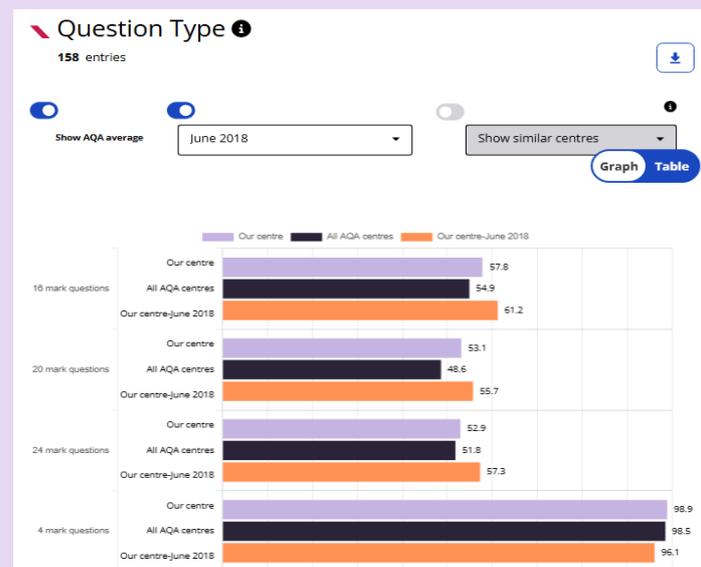


Question type

This graph shows how the marks achieved at a centre are apportioned to questions of different marks.

Real world example

You may notice that your school is better at the one-mark questions or longer essay type questions – schools could introduce targeted writing workshops and model answer breakdowns to support students.



When you select 'Question analysis', you'll have the opportunity to delve into the individual question data in more depth. You can also filter by assessment objectives/skill/topic/question type to assess your students' responses to some of the more heavily weighted questions. The filters affect both graphs on the page.

Skills and topics

Question analysis

Mark analysis

Question results overview

In this view, you'll be able to see a detailed heat map of how your students have responded to the questions in this paper. It will show you from dark green to dark red where they performed within the question.

Dark green: > 80 – ≤100%

Light green: > 60 – ≤ 80%

Yellow: > 40 – ≤ 60%

Light red: > 20 – ≤ 40%

Dark red: 0 – ≤ 20%

Grey: Didn't attempt an answer

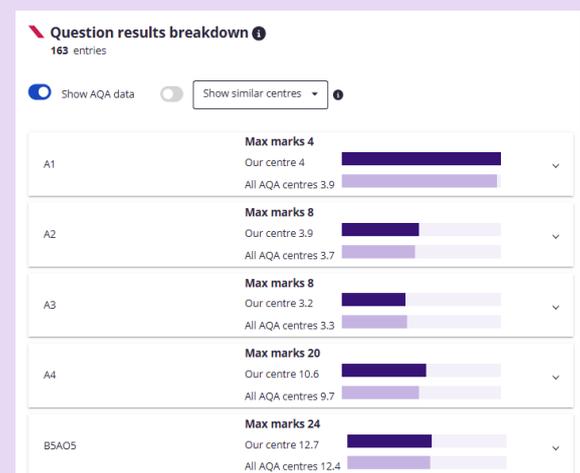
Question results overview 163 entries

Sort by: A to Z

	Total	A1	A2	A3	A4	B5A05	B5A06
Our centre	54.6	4.0	3.9	3.2	10.6	12.7	9.2
All AQA centres	52.4	3.9	3.7	3.3	9.7	12.4	8.7
Maximum mark	80	4	8	8	20	24	16
ABAYA, STACY	69	4	6	5	15	23	16
ABELA, LYNNA	40	4	5	3	9	12	7
AMERICAN, LOURDES	49	4	5	5	14	11	10
AMES, LAETITIA	39	4	3	1	10	14	7
ANKROM, JACKELINE	69	4	5	5	20	21	14

Question results breakdown

This graph demonstrates how the marks achieved at your centre contribute to each assessment objective/skill/topic/specification reference.



Real world example

You may notice your students' average marks for question A3 are lower than expected when compared to the national average. You may want to download the paper to analyse the difficulty of the question and use this in future preparation sessions.

The final option in the component section of Data Insights explores mark analysis. You can view two graphs - one covering the difference between marks achieved and the maximum achievable mark at question-level, and a second that mirrors the mark distribution that is available at specification-level, but this time it's at component-level.

Skills and topics

Question analysis

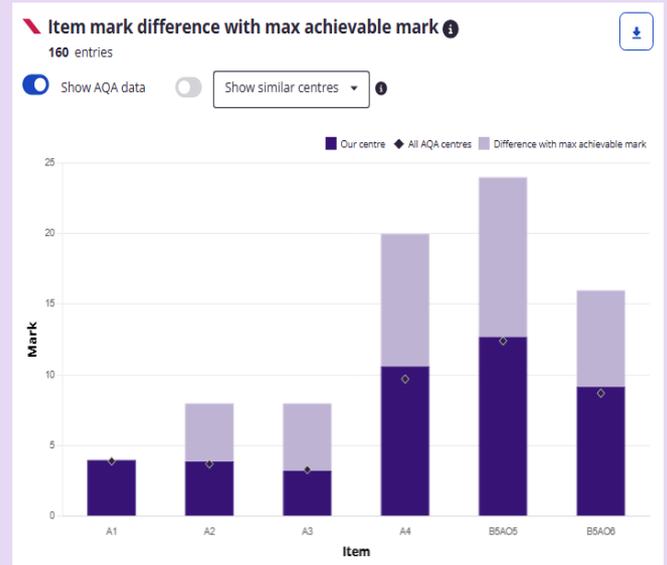
Mark analysis

Item mark difference with max achievable mark

Here, you can quickly see the average marks achieved per question for your centre in comparison to the number of marks available per question.

Real world example

If students have performed poorly on the high mark questions, a subject head will be able to spot quickly the averages and put in targeted plans for those questions going forwards.

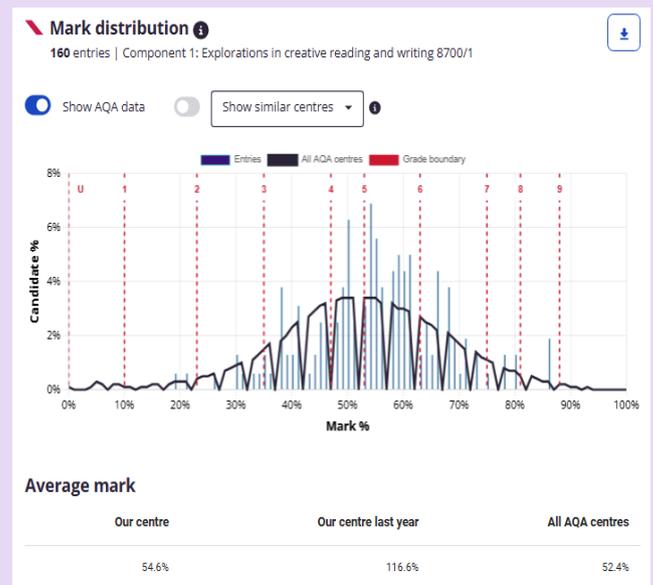


Mark distribution

This shows you how the student has performed at mark-level. The grade boundaries are overlaid so you can see how the marks translate into grades.

Real world example:

If your student has performed exceptionally in the high mark questions, you could showcase their answers as sample answers for future students.



Student View

Many teachers use our data analysis tools to influence their teaching plans for their upcoming school year. You can gather a summary of your students' performance and compare results to those of previous years.

Student search overview

By searching in 'Student' view, you can get a comprehensive view of a student's performance. The student search can be populated in any box, so if you only had the surname (family name) or candidate number of a student, you'd be able to find them.

Overview **Student** Subject Student Groups Download Results

STUDENT SEARCH

Last name First name Candidate number Academic year* **GO**

2023-2024

Once selected, it will take you into the entire grade history of a student. From here you can go into a view of their results from either award, unit or component.

If you select detailed view, you'll be able to see data on the overall performance of a student within the subject level. You can further drill down into component on a drop-down menu at the top of the screen.

Student Search >

BAGNASCHI, TRISH 2004 [Help](#)

DOB: 10 June 2001 [Female](#)

CENTRE_NAME_

ULN: 2161604545 UCI: 100150939535Y UPN: V208280805052 [National results statistics](#)

June 2019

A-level English Literature 7717AA [Detailed View](#)

Grade: E

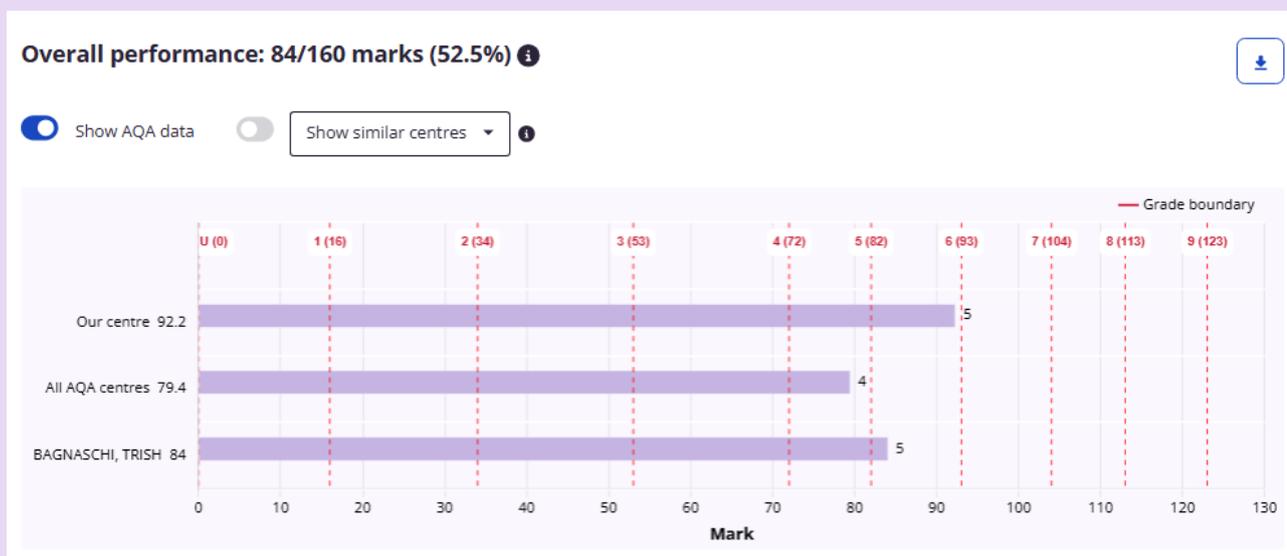
144/375 marks achieved (38%)

June 2019

Component	40% of total marks
Component 1A: Literary genres - aspects of tragedy 7717/1A	
60/150 marks achieved (40%) View component	
Component 2A: Texts and genres - crime writing 7717/2A	
42/150 marks achieved (28%) View component	

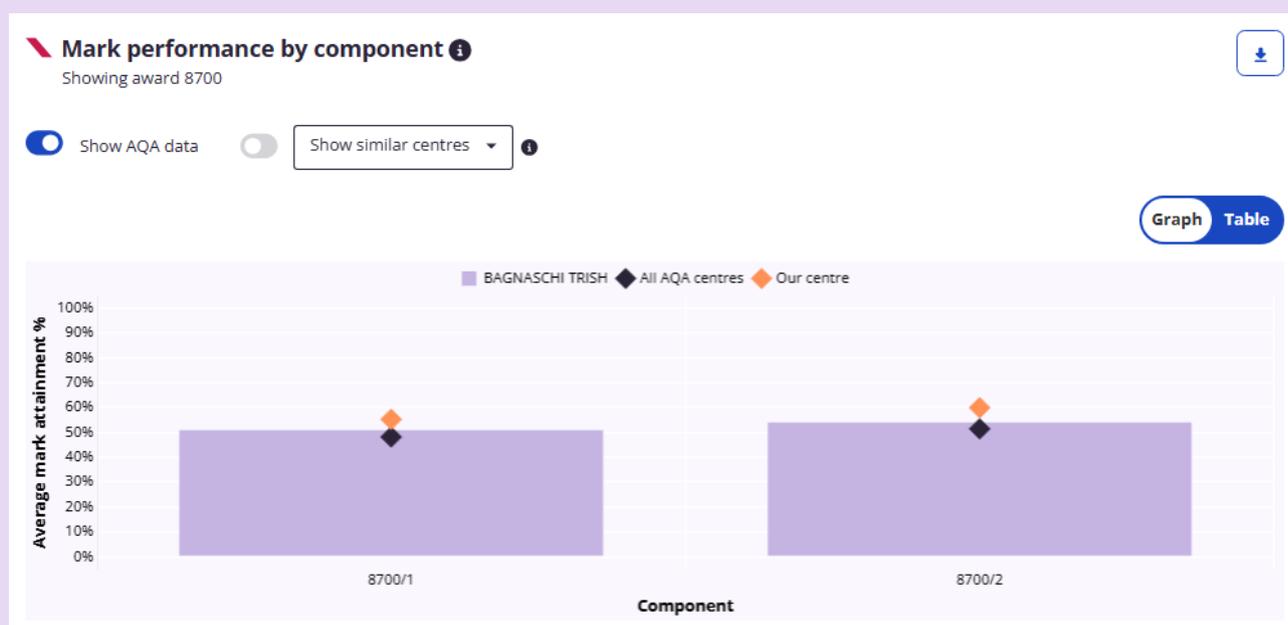
Overall performance

This graph shows your students' mark and grade in comparison to your school and all OxfordAQA schools. This can help you see the difference between your overall student average and your chosen individual student. Again, the grade boundaries are displayed as default, which may inform your decision to request a Review of Marking.



Mark performance by component

Here you can see what marks an individual student has achieved on each exam for the overall subject. You can easily compare their results with other students in your school, and to all OxfordAQA schools.



Ideas for analysis

When you click into component level, you're able to select from two different data journeys, **Skills and topics** and **Question analysis**. This allows you to really dive deep into the data and review a student's performance; their strengths and weaknesses.

Change component

Component 1A: Literary genres - aspects of tragedy 771... ▾

Skills and topics

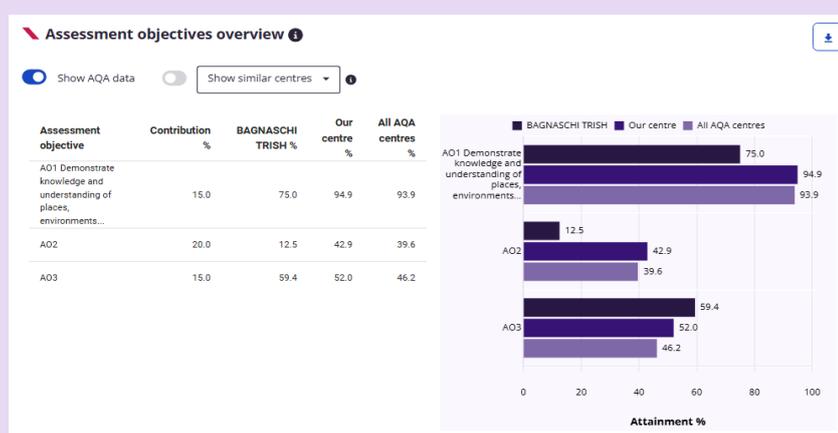
Question analysis

Under skills and topics, you'll be offered a look into the assessment data for your chosen student on the paper you are reviewing. This may vary due to subject, but will cover assessment objectives, topics, skills, specification references and question types.

Assessment objectives overview

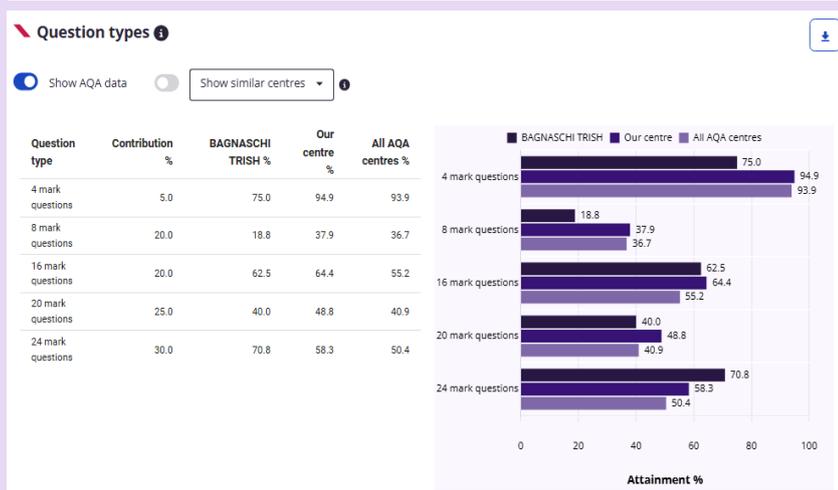
Here you're able to see an overview of how your student has performed in specific assessment objectives (AOs).

This can be compared to your school and all OxfordAQA schools.



Question types

It's useful to see an overview of the types of questions that students performed well/poorly on. This graph identifies types of questions that you can use as model answers or areas that might need work.



Real world example

It may be that your average score for the 24-mark question is 8, you could put teaching plans in place to support writing technique.

When reviewing **Question analysis**, you're able to filter through the individual AO types and the question types. This gives you the opportunity to really assess your student's understanding of the content and assessment objectives.

Skills and topics

Question analysis

Filter by AO

Select

Filter by question type

Select

In this section you're able to see the maximum marks available, the marks that your student received, and you can compare these to your school and all OxfordAQA schools.

Question results breakdown ?

Show AQA data



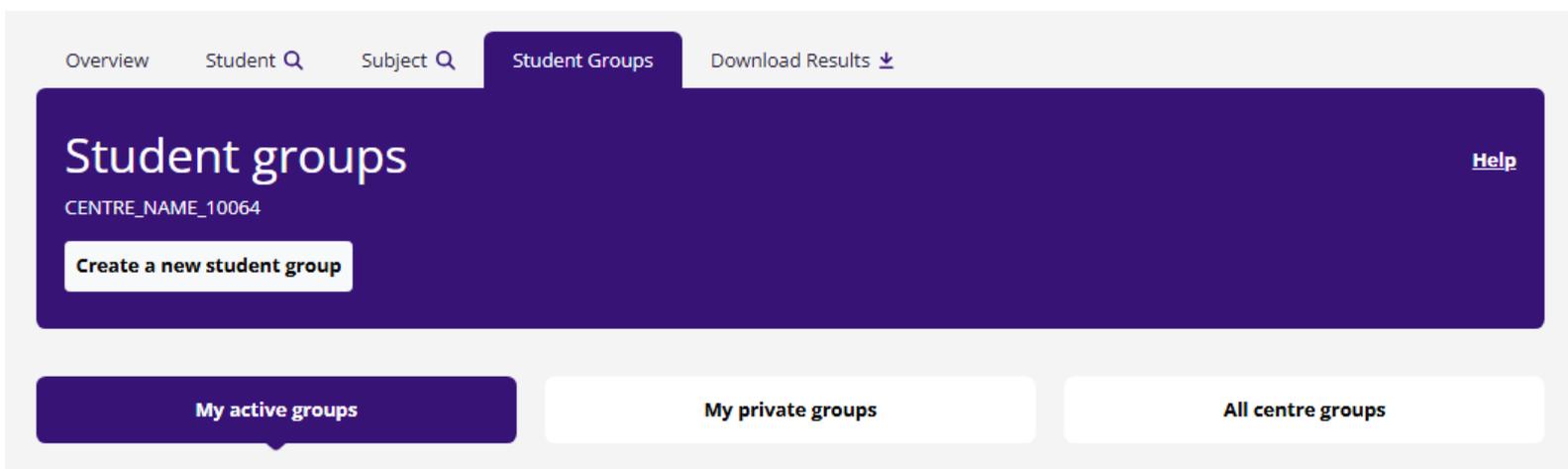
Show similar centres ?

A1	<p>Max marks 4</p> <p>Student marks 3 </p> <p>Our centre 3.8 </p> <p>All AQA centres 3.8 </p>	▼
A2	<p>Max marks 8</p> <p>Student marks 1 </p> <p>Our centre 3.4 </p> <p>All AQA centres 3.2 </p>	▼
A3	<p>Max marks 8</p> <p>Student marks 2 </p> <p>Our centre 2.6 </p> <p>All AQA centres 2.7 </p>	▼
A4	<p>Max marks 20</p> <p>Student marks 8 </p> <p>Our centre 9.8 </p> <p>All AQA centres 8.2 </p>	▼
B5A05	<p>Max marks 24</p> <p>Student marks 17 </p> <p>Our centre 14 </p> <p>All AQA centres 12.1 </p>	▼
B5A06	<p>Max marks 16</p> <p>Student marks 10 </p> <p>Our centre 10.3 </p> <p>All AQA centres 8.8 </p>	▼

Student Groups

The 'Student Groups' functionality is a powerful tool to support detailed analysis of exam outcomes to identify possible areas for action and development, and target any actions to specific groups within your cohort.

You can access the Student Groups tab from the main page in the top bar.



Creating your Student Groups

- a. As you select the Student Group tab, there's a 'Create a new student group' button which will give you the option to narrow down the specific information you need for your student group. When you've built your first student group, they will appear under the tab 'my active groups'.
- b. To create your groups, you'll need to populate the following in descending order:
 - Centre
 - Group Type (Class/Demographic/Other)
 - Academic Year
 - Session
 - Qualification
 - Subject group (you can select 'all')
 - Gender
- c. Once these areas are completed, it will show a blue button to 'Show matching students' which will show students that meet the filter criteria. You'll be asked to select the students you want to include in your group, and then to select the final options. These final options are not filters but rather to name the group and access control.
- d. Give your new group an identifiable name. Best practice would be to have subject and group designation or teacher initials, just to avoid the chance of duplication if someone else also creates 'Set 1'. Year is optional because groups are specific to exam series, but it's easier to navigate if you clearly name specific groups.

- e. You can set access permissions on your student groups. So, if you set your permissions as 'share with other users' your group will be shown in the 'all centre groups' tab. When you choose to share the group, you can also set whether to allow others to edit it. If you set permission to 'private group' this will only be seen by yourself and the main admin for your school and it will be listed under 'my private groups'.
- f. Once you're happy with your selection, you can create your student group, which will cause a 'successful' pop up window. Once closed, if you have less than 10 active groups, you will be able to see your created group in your 'active groups'.
- g. If you have fewer than 10 groups active, then any new group will be automatically activated. A group needs to be activated to be used in Data Insights. The maximum number of groups that can be activated at any one point is 10 per user. You can activate and deactivate using the check box on the right-hand side of your group. If you have 10 groups activated and create another, you will be presented with 'All centre groups' and your group will be in an inactive state.

Changing active groups makes them immediately available on the report screens. You can add shared groups from All centre groups, or add your own new ones.

Group type	Session	Qualification	Subject	Filter
All	All	All	All	

Group name	Type	Session	Qualification	Subject	Students	Created by	Active
Class 1 Y11	Class	June 2019	GCSE	English	1		<input checked="" type="checkbox"/>

Group Ideas to consider:

- Teaching classes
- Groups by ability (target grade/prior attainment)
- Special Educational Needs (SEN)
- Intervention
- Attendance

In these latter suggestions, you may need to control for ability too, so you're comparing like with like.

It's worth noting that when you create a group for the first time, it will only be available once OxfordAQA has calculated the group's aggregate value. As this can contain a significant amount of data, this will take an hour. This is also true for if you go in to edit a group. A group that is not yet ready to be used will say 'updating' next to it.

Looking at groups created by colleagues in ‘**All centre groups**’ also has the functionality to edit or delete a group. This is available to you and the Data Insights main administrator on any group that you have created, including if you did not give permission to edit. Other staff members in your organisation will be able to edit students in the group if you selected ‘allow others to edit this group’.

My active groups

My private groups

All centre groups

These are all the groups created for use by anyone in the centre. Mark as active to add groups to your active groups for immediate use.

Group type Session Qualification Subject Filter

Group name	Type	Session	Qualification	Subject	Students	Created by		Active
Laura's Y11 Class	Class	June 2019	GCSE	All	7	Laura Bristow		<input checked="" type="checkbox"/>
Year 115	Class	June 2019	APG	All	4	Veera Raj		<input type="checkbox"/>
Chris 2024 10064	Class	June 2024	GCE	All	5	Chris Revell		<input type="checkbox"/>

When you select to edit a group, it will show all students that meet the filter criteria, and the students that are in your group will be highlighted by the ‘include’ checkbox. You can check and uncheck the ‘include’ checkbox to add and remove any students from the group, you can’t edit the criteria once you’ve set it.

To view a group without editing it, click on the group name in the group list. This will show the filter criteria applied when the group was created and the students that have been selected for this group.

Ideas for analysis

You may set up your groups according to whatever criteria suits you, however, here are a few examples:

- a. Groups by ability – what did the high achieving groups appear to struggle with? Where did they excel? Which questions/topics/skills proved most challenging for the different ability groups?
- b. Groups by teacher – did any specific groups stand out in performance in a particular question/topic/skill? What did they do differently? Resources/timing/lesson structure/content?
- c. Intervention groups – did the group receiving a specific intervention do better in any aspect of the assessment? Which question types/topics/skills did they do better/worse/the same in?

You're now able to navigate to 'Subject' to dive into the detail of your selected groups' performance compared to your whole cohort and the OxfordAQA cohort.

Click into Subject, select your chosen year, qualification and subject, select 'go'. Student groups are available in the specification overlays (where you see a blue 'compare' button), component level graphs on the skills and topics tab and download results.