

Emily Brick

Athena Analytics



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Emily Brick turned her passion for data into a business by building a suite of analytics products to help schools analyse their students' exam results, to support students and help them achieve their academic potential.

Now based in Tralee, Co Kerry, Emily was inspired to set up Athena Analytics in 2017 after spending a year working in the Department of Education in Melbourne, Australia as a Data Scientist.

While there, she noticed that schools were analysing exam results to help their students reach their full potential. After doing some research, Emily discovered that secondary schools in Ireland did not have the same processes in place and so, Athena Analytics was born.

The main product, the Athena Tracker, provides an immediate view of how a student is progressing in terms of their own potential. It ensures that no student gets lost within the busy school system.

It was during her involvement in ACORNS that Emily built the Athena Tracker. This development was accelerated through encouragement from her fellow ACORNS participants and under the guidance of her ACORNS lead, Caroline Reidy.

Overall, the support that Emily received from her fellow ACORNS participants has helped her business flourish – with some of the other business women even going as far as to help promote Athena Analytics to schools in their local areas.

Over half the post primary schools in Ireland are now using the Athena products. The team behind the business has grown quickly with teams in both customer support and software development. The Athena Tracker also has a growing number of schools using it in the UK and South Africa.

Providing early stage female entrepreneurs, living in rural Ireland, with the knowledge, support and networking opportunities to meet and even exceed their current aspirations.



An Roinn Talmhaíochta,
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