



**TATA  
Prashikshan  
Unpaid Summer  
Internship**

# **DATA ANALYSIS PROJECT REPORT**

**TOPIC:**

**TABLEAU DASHBOARD**

**DATASET:**

**TATA STEEL COURSERA**

**VT NUMBER: VT20243337**

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# Preface

In today's data-driven world, the ability to transform raw information into actionable insights is paramount. Tableau stands at the forefront of empowering users to explore, analyze, and present data in intuitive and compelling ways.

This project aims to harness the power of Tableau to create a dynamic and insightful dashboard. Through careful design and meticulous data integration, we endeavor to provide a comprehensive view of describe the scope of your project.

# **Contents**

- **INTRODUCTION**
- **WHY TABLEAU??**
- **Department Count**
- **Course Count**
- **Employee Count**
- **Completed**
- **Top 5 Courses Sold (Pie Chart)**
- **Top 5 Months with Highest Sales (Line Graph)**
- **Top 5 Departments Based on Course Sale (Horizontal Bar Chart)**
- **CONCLUSION**

# INTRODUCTION

The Coursera Analytics Dashboard provides a comprehensive overview of Coursera's performance metrics, enabling stakeholders to make informed decisions. This dashboard includes key sections such as:

1. **Department Count:** Displays the number of departments involved.
2. **Course Count:** Shows the total number of courses available.
3. **Employee Count:** Indicates the number of employees.
4. **Completed:** Tracks the completion status of various tasks.
5. **Top 5 Courses Sold:** A pie chart highlighting the most popular courses.
6. **Top 5 Months with Highest Sales:** A line graph showing the peak sales months.
7. **Top 5 Departments Based on Course Sale:** A horizontal bar chart ranking departments by course sales.
8. **Total Enrollments:** Summarizes the total number of enrollments.

This dashboard is designed to provide a clear and concise view of Coursera's key performance indicators, helping to identify trends, measure success, and pinpoint areas for improvement.

# WHY TABLEAU??

Tableau was likely chosen for this project due to several key advantages it offers:

1. **User-Friendly Interface:** Tableau provides an intuitive drag-and-drop interface, making it accessible for users with varying levels of technical expertise.
2. **Powerful Data Visualization:** Tableau excels at creating interactive and visually appealing dashboards, which can help in better understanding and communicating data insights.
3. **Integration Capabilities:** Tableau can connect to a wide variety of data sources, including databases, spreadsheets, and cloud services, allowing for seamless data integration.
4. **Real-Time Data Analysis:** Tableau supports real-time data analysis, enabling users to make timely and informed decisions based on the most current data.
5. **Community and Support:** Tableau has a large user community and extensive resources, including tutorials, forums, and customer support, which can be very helpful during the development and deployment of projects.
6. **Scalability:** Tableau can handle large datasets and complex calculations, making it suitable for both small and large-scale projects.

These features make Tableau a powerful tool for data analytics and visualization, which is likely why it was chosen for the Coursera Analytics Dashboard project.



# Department Count

Department Count is a metric that indicates the total number of departments within an organization or system. In the context of the Coursera Analytics Dashboard shown in the image, it signifies that there are 19 different departments contributing to the course offerings on Coursera's platform.

## Importance of Department Count

**Diversity of Offerings:** A higher department count often means a wider variety of courses, catering to different fields and interests. This can attract a broader audience.

**Resource Allocation:** Understanding the number of departments helps in efficient resource allocation, ensuring that each department has the necessary support to create and manage courses.

**Performance Tracking:** It allows for tracking the performance of individual departments, identifying which ones are excelling and which might need additional support or resources.

**Strategic Planning:** Helps in strategic planning and decision-making, such as identifying areas for expansion or improvement based on departmental performance.

# Course Count

**Course Count** refers to the total number of courses available on a platform or within an organization. In the context of the Coursera Analytics Dashboard shown in the image, it indicates that there are 1,162 courses offered on Coursera's platform.

## **Importance of Course Count**

**Variety of Learning Options:** A higher course count means more options for learners, catering to diverse interests and educational needs.

**Market Competitiveness:** A large number of courses can make a platform more competitive in the online education market.

**Resource Utilization:** Helps in understanding the extent of resource utilization and the potential need for additional resources to manage and update courses.

**User Engagement:** More courses can lead to higher user engagement, as learners have more opportunities to find courses that match their interests.



# Employee Count

Employee Count refers to the total number of employees within an organization or system. In the context of the Coursera Analytics Dashboard shown in the image, it indicates that there are 909 employees associated with Coursera's platform.

## Importance of Employee Count

**Workforce Size:** Indicates the size of the workforce, which can impact the organization's capacity to manage and develop courses.

**Resource Management:** Helps in planning and allocating resources effectively to ensure smooth operations.

**Performance Metrics:** Useful for tracking employee performance and productivity, which can influence overall organizational success.

**Strategic Planning:** Assists in strategic planning and decision-making, such as hiring needs and workforce development.

# Completed

**Completed** refers to the total number of courses that have been finished by learners. In the context of the Coursera Analytics Dashboard shown in the image, it indicates the number of courses that have been successfully completed by users.

## **Importance of Completed**

**Learner Success:** A high completion rate signifies that learners are successfully finishing their courses, which is a positive indicator of course quality and learner engagement.

**Course Effectiveness:** Helps in assessing the effectiveness of the courses offered, providing insights into which courses are most engaging and beneficial.

**Platform Credibility:** High completion rates can enhance the credibility and reputation of the platform, attracting more learners.

**Resource Allocation:** Assists in identifying which courses may need additional support or resources to improve completion rates.

# **Top 5 Courses Sold (Pie Chart)**

**Top 5 Courses Sold** refers to the five courses with the highest sales on the platform. In the context of the Coursera Analytics Dashboard shown in the image, this information is represented by a pie chart.

**Importance of Top 5 Courses Sold**

**Market Trends:** Identifies which courses are most popular among learners, providing insights into current market trends and learner preferences.

**Revenue Generation:** Highlights the courses that contribute the most to the platform's revenue, helping in financial planning and resource allocation.

**Course Development:** Guides future course development by showing which topics or formats are most successful.

**Marketing Strategies:** Assists in refining marketing strategies by focusing on promoting high-performing courses.

# **Top 5 Months with Highest Sales (Line Graph)**

Top 5 Months with Highest Sales refers to the months during which the platform achieved the highest sales figures. In the context of the Coursera Analytics Dashboard shown in the image, this information is represented by a line graph.

**Importance of Top 5 Months with Highest Sales**

**Seasonal Trends:** Identifies peak sales periods, helping to understand seasonal trends and customer behavior.

**Marketing Strategies:** Assists in planning marketing campaigns and promotions during high-sales months to maximize revenue.

**Resource Allocation:** Helps in allocating resources efficiently during peak periods to handle increased demand.

**Business Planning:** Provides insights for strategic business planning and forecasting future sales trends.

# **Top 5 Departments Based on Course Sale (Horizontal Bar Chart)**

**The horizontal bar chart titled “Top 5 Departments Based on Course Sale” from the Coursera Analytics Dashboard highlights the departments with the highest course sales.**

**Here are the key points:**

**Top Department:** The department with the highest sales is represented by the longest bar.

**Sales Comparison:** Each bar shows the total sales for a department, allowing for easy comparison.

**Visual Insight:** The chart provides a quick visual insight into which departments are performing best in terms of course sales.

**Strategic Planning:** This information is valuable for business analysis and strategic planning within the organization.

# CONCLUSION

Based on the Coursera Analytics Dashboard , we can conclude the following:

- **Top Performing Departments:** The horizontal bar chart indicates the top 5 departments based on course sales, highlighting which departments are leading in sales.
- **Departmental Insights:** The dashboard provides a comprehensive view of department counts, course counts, and employee counts, which can help in understanding the overall structure and performance.
- **Completion Rate:** The completion percentage is relatively low at 20%, suggesting there might be room for improvement in course completion rates.

- **Strategic Planning:** These insights are valuable for making informed decisions regarding departmental growth, course offerings, and staffing needs.



**THANK  
YOU**