

EXCELERATE INSIGHT WIREFRAME

Platform Activity

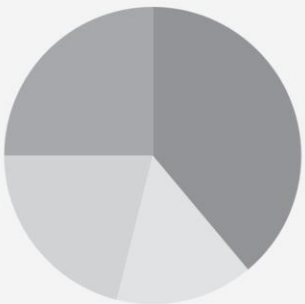


Total Users

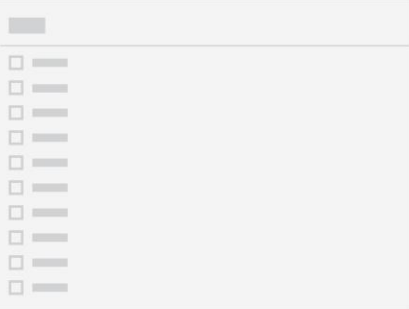
Signup Rate



Global Reach



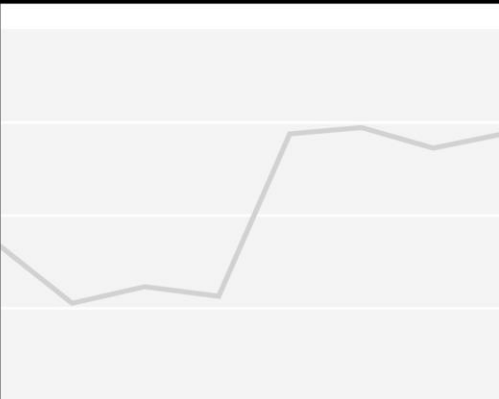
Demographic Analysis



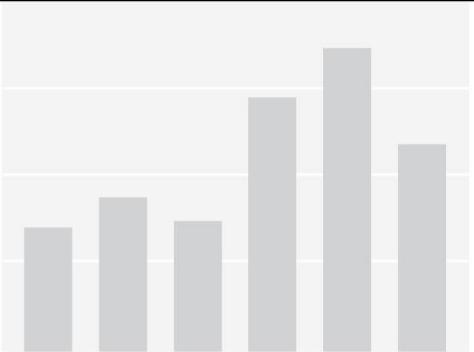
Opportunity Category



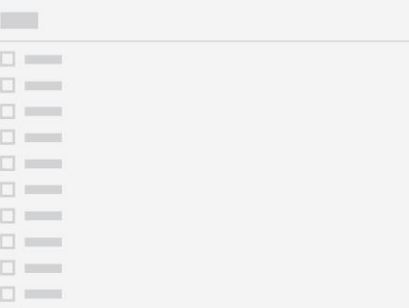
US City Insights



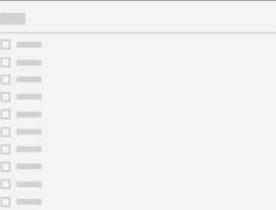
Completion Trends



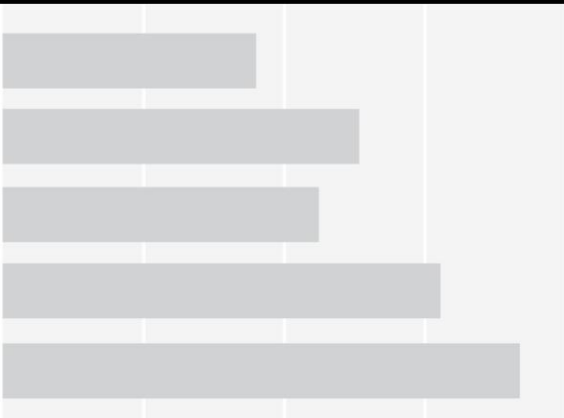
Skill Development



Gender



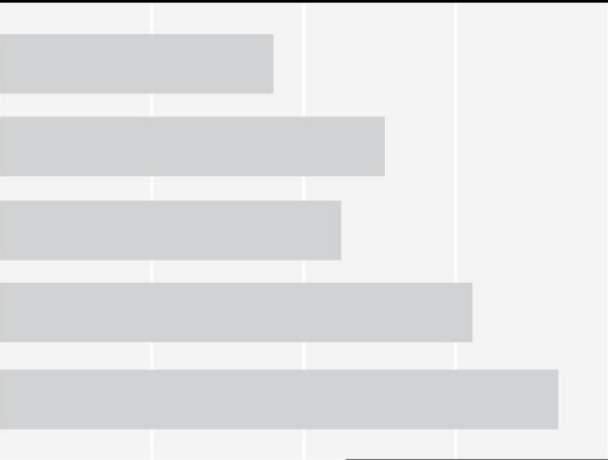
Date Range



Opportunity Popularity



Scholarship Impact



ANNOTATIONS

"Opportunity Insights Dashboard": This heading reflects the focus on extracting actionable insights from the data related to user engagement, opportunity access, and impact measurement.

1. PLATFORM ACTIVITY

Visualization: Gauge Chart.

Purpose: Display real-time metrics on total users and the signup rate to measure the platform's engagement and growth.

Usage:

Total Users: Reflects the platform's reach and adoption over time.

Signup Rate: Tracks the pace at which new users are joining, indicating marketing effectiveness or demand.

2. GLOBAL REACH

Visualization: Map.

Purpose: Show geographical distribution of users or opportunities.

Usage: Visualize countries/regions with the highest engagement or opportunity access.

Identify underrepresented regions where outreach efforts could be increased.

3. DEMOGRAPHIC ANALYSIS

Visualization: Pie Chart.

Purpose: Highlight user demographics, such as age, gender, or profession, in proportions.

Usage: Understand the dominant user groups accessing the opportunities.

Tailor marketing or resources to meet specific demographic needs.

4. OPPORTUNITY CATEGORIES

Visualization: Checklist with Filters.

Purpose: Provide a quick overview and filtering options for opportunity types (e.g. internships, scholarships, jobs).

Usage: Enable users to drill down into specific opportunity categories. Analyze which types of opportunities are most popular or impactful.

5. GENDER INSIGHTS

Visualization: Checkbox Filter.

Purpose: Allow filtering and analysis by gender participation rates in opportunities.

Usage: Measure gender diversity and inclusion. Highlight areas for improvement in accessibility or representation.

6. US CITY INSIGHTS

Visualization: Heatmap.

Purpose: Show user or opportunity distribution across cities in the US.

Usage: Pinpoint hotspots where opportunities are concentrated.

Identify underserved cities for potential expansion.

7. COMPLETION TRENDS

Visualization: Line Chart.

Purpose: Highlight the trends of completed opportunities over time.

Usage: Measure user persistence and success in completing programs.

Identify any seasonal trends or dips in completion rates.

8. SKILL DEVELOPMENT

Visualization: Horizontal Bar Chart.

Purpose: Showcase the types of skills gained by users from the opportunities.

Usage: Provide insights into the most in-demand skills. Align platform offerings with industry needs and trends.

9. DATE RANGE FILTER

Visualization: Slider.

Purpose: Allow users to select data from a specific time range.

Usage: Enable analysis of trends over different periods. Focus on recent performance or historical data.

10. OPPORTUNITY POPULARITY

Visualization: Bar Chart.

Purpose: Show the most accessed or applied-for opportunities.

Usage: Identify top-performing opportunities to replicate their success.

Understand user preferences and demand.

11. SCHOLARSHIP IMPACT

Visualization: KPI & Bar Chart.

Purpose: Quantify the impact of scholarships using key metrics and detailed distribution data.

Usage: Track metrics such as total awarded funds, number of recipients, or geographic distribution.

Illustrate trends and success stories to attract more sponsors.