

[Coaching Association of Canada]



The Coaching Association of Canada unites stakeholders and partners in its commitment to raising the skills and stature of coaches and ultimately expanding their reach and influence. Through its programs, the CAC empowers coaches with knowledge and skills, promotes ethics, fosters positive attitudes, builds competence, and increases the credibility and recognition of coaches.

Project Description

The main goals are: 1) to support the CAC in a holistic evaluation of its current E-Learning modules available for its coaches and 2) to help them analyze and find key insights from their to-be completed coaching demographics survey. More specifically, the project will:

- Conduct a thorough demographic analysis of current E-Learning users based on existing datasets to provide suggestions for pricing, user retention, and target audience
- Analyze and suggest improvements to the User Experience (UX) and accessibility of the E-Learning platform
- (2nd half of the semester) Analyze the completed coaching demographics survey to generate visualizations, insights, and potential recommendations for the CAC

Internal Partners: Chief Operating Officer, Director of Sport Safety

Datasets:

1. Internal "Locker" Data (internal database used for E-Learning/Demographics)
2. Coaching Demographics Survey to be completed by March 2024

Coding Languages: Python

Specific Skills

1. Data visualizations - the management is a non-technical audience and wants to see clear, intuitive visualizations

Expected Technical Difficulty: **Easy/Medium**