

CASE STUDY | Become Education



Enhancing a Data Visualisation Dashboard Solution For a Leading EdTech

October 2021

The Project

As a pioneering EduTech startup, specializing in career counseling software for schools, Become Education recognized the need to enhance their product to better serve students and teachers in high school years. The software aimed to enlighten older age kids about the myriad of career paths available to them. To achieve this goal, the startup enlisted the expertise of Felipe Rego to redevelop an existing solution. The objective was to revamp the software's reporting feature, providing schools with insightful analytics on student engagement and interests in various careers.

Objectives

More Accessible, Meaningful and Actionable Insights

The primary aim was to redesign and rebuild the existing PowerBI report to offer more meaningful insights and improve the overall user experience (UX) for the software's diverse audience, including:

- **Enhancing the dashboard's speed and aesthetic appeal with branding themes and more relevant metrics.**
- **Tailoring the dashboard to cater to the specific needs of school principals, career counselors, and students.**
- **Strengthening the startup's ability to showcase the software's impact on student career exploration, aiding in fundraising efforts and grant applications.**

Methodology

Collaboration and Co-Design Efforts for Lasting Success

The approach to this project was methodical and collaborative, starting with a comprehensive analysis of the existing PowerBI solution. It also involved:

- **Discovery Phase:** In-depth discussions with key internal stakeholders to pinpoint the most valued aspects of the solution.
- **Prototype Phase:** Engaged in a co-design process with these stakeholders, developing prototypes and emphasized collaboration and feedback.
- **Delivery Phase:** After testing to ensure optimal functionality and user experience, this phase highlighted the smooth transition and successful implementation of the revamped dashboard.

Results

Better Customer Engagement and Funding

The redevelopment of the career counseling software's PowerBI reporting feature was met with immediate adoption and acclaim. The new, sleeker dashboard was not only faster but also on brand and with key, relevant metrics that resonated with audience segments. Further, the solutions also became a cornerstone of the organization's capabilities and it significantly enhanced its ability to secure new clients and additional funding.

"The transformation brought about by the new data visualization approach has been a game-changer for our product. It not only elevated our software's functionality but also bolstered our mission to empower students in making informed career choices. This redevelopment has been pivotal in our fundraising efforts, marking a significant milestone in our journey." - Liv Pennie, CEO and Co-Founder, Become Education

About

Felipe Rego, Data Science & Analytics Partner | feliperego.com.au



Felipe is a leading advanced analytics and data science partner, helping teams build, manage and enhance their data science, analytics and data visualisation solutions in a strategically-aligned, commercially-oriented and customer-centred way.

With extensive industry experience as well as deep, technical analytical expertise, Felipe is often required by analytics, marketing, sales, finance, technology and strategy teams to provide support and to deliver robust solutions that are easy to use, understand and implement. Felipe's unique methodology focuses on a holistic organisational approach to using data science and data visualisation to increase transparency, improve performance and reduce costs.

Felipe helps organisations and teams with Data Science and Analytics Strategy and Governance, Predictive Analytics and Machine Learning solutions, Data Visualisation and Insights Automation and Analytical Training and Workshops.

Felipe is a passionate analytics instructor helping disseminate practical, actionable analytics and data visualisation techniques in both classrooms and online settings. Organisations that partner with Felipe end up with a more engaged workforce and individuals feel more prepared to step up to their next challenge using data and analytics in their day-to-day jobs.

Felipe received an M.Phil. in Electrical and Information Engineering with specialization in Learning Analytics from The University of Sydney. He is a Google Cloud certified Data Engineer and he also served as a data visualisation and storytelling advisor for the South Australian Health Department's Commission on Excellence and Innovation in Health's Clinical Informatics Group.

Felipe is a v/blogger in predictive analytics, statistical learning and data visualisation. Last year alone, Felipe had thousands of visitors to his blog from hundreds of countries. His articles have been ranked #1 in google search and referenced by many sources and leading educational organisations worldwide.

For more, visit: feliperego.com.au

Are you truly harnessing the power of data and analytics to stay ahead of the competition?
I would love to hear your story, share my experience and learn about your challenges.
