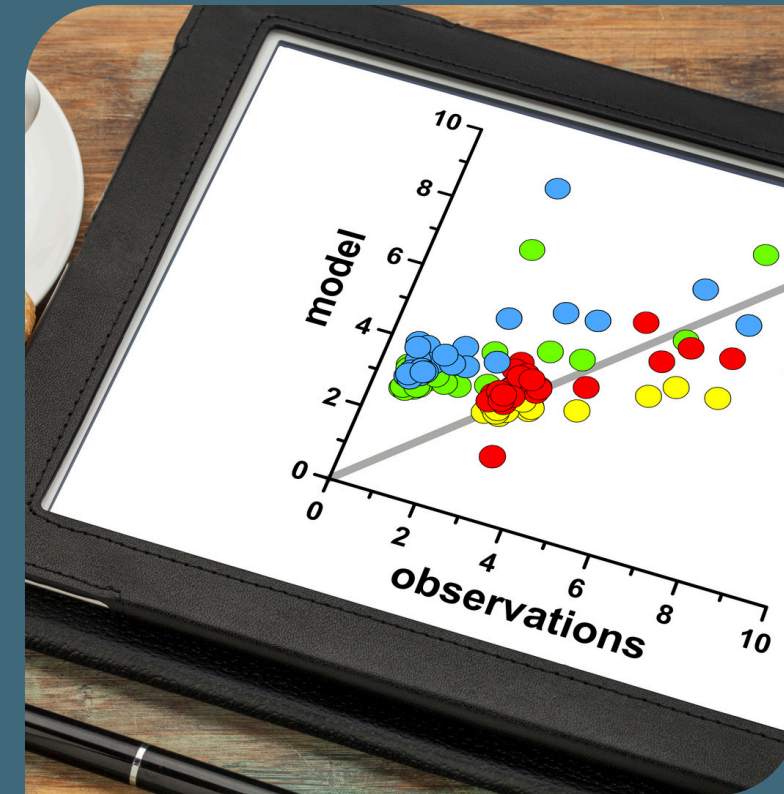
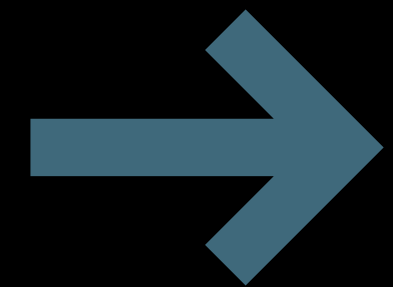


# A Data-Driven Journey

## Enhancing Learner & Marketing Analytics



This presentation outlines our team's approach to tackling challenges and delivering **valuable insights** through comprehensive data analysis and strategic solutions.

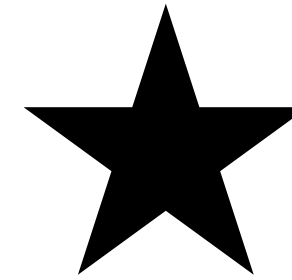


### Presented by Team 44

- Fouzia Ashfaq
- Laiba Shabbir
- Saavri dua
- Abdullah dar

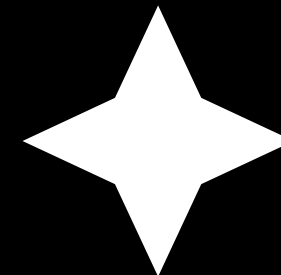
# The Challenge

Addressing fragmented data  
to achieve unified insights



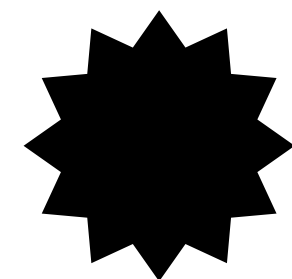
## Fragmented Data

Our **dispersed data** sources lead to inconsistent insights and hinder decision-making processes.



## Goal

To achieve a **cohesive strategy** that aligns all data for better analysis and reporting.



## Impact

The resulting **improved outcomes** can significantly enhance our overall business performance.

# Project Journey Overview



## Week 1

- Conducted **exploratory data analysis** to identify trends.
- We set up our foundational environment by installing pgAdmin in PostgreSQL."

## Week 2

- Completed **ETL process** to gather and clean data.
- A key achievement was designing and building a Mater table to structure our data for efficient analysis.

## Week 3

- Using that as our guide, we designed a detailed wireframe—the visual blueprint for the final dashboard you'll see today.



# Dashboard Finalization Steps

- **Dashboard Development:**  
Build the dashboard in Looker Studio from the wireframe.
- **Dashboard Refinement:**  
Add interactive filters and polish the visuals.
- **Presentation Content:**  
Create the narrative and extract key insights.
- **Presentation Delivery:**  
Design the slides and deliver the final presentation.
- **Outcome:**  
A professional, data-driven presentation that demonstrates the value and insights gained from the project.





# Key Insights Overview

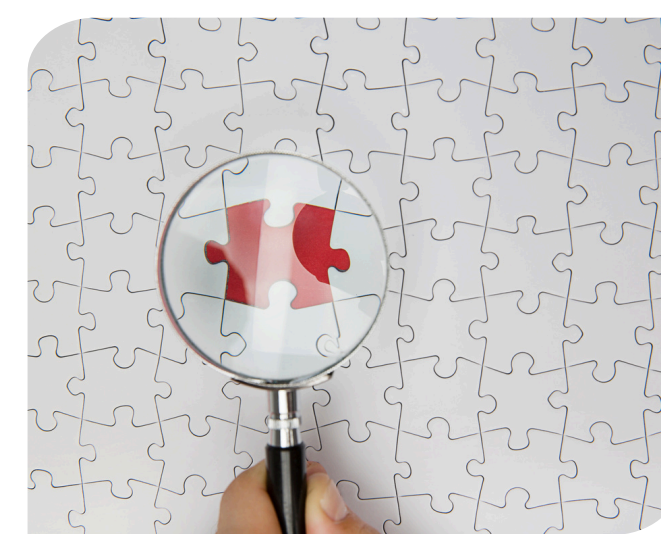


## Learner Demographics & Geographic Focus

- We see a clear concentration of our learners in two key regions: India and Nigeria.
- Furthermore, our primary audience is in higher education —specifically Undergraduateand Graduate students.

## Data Gaps

A major finding is that a significant portion of our opportunities are labeled 'Not Provided.' This is the single largest category in our data.



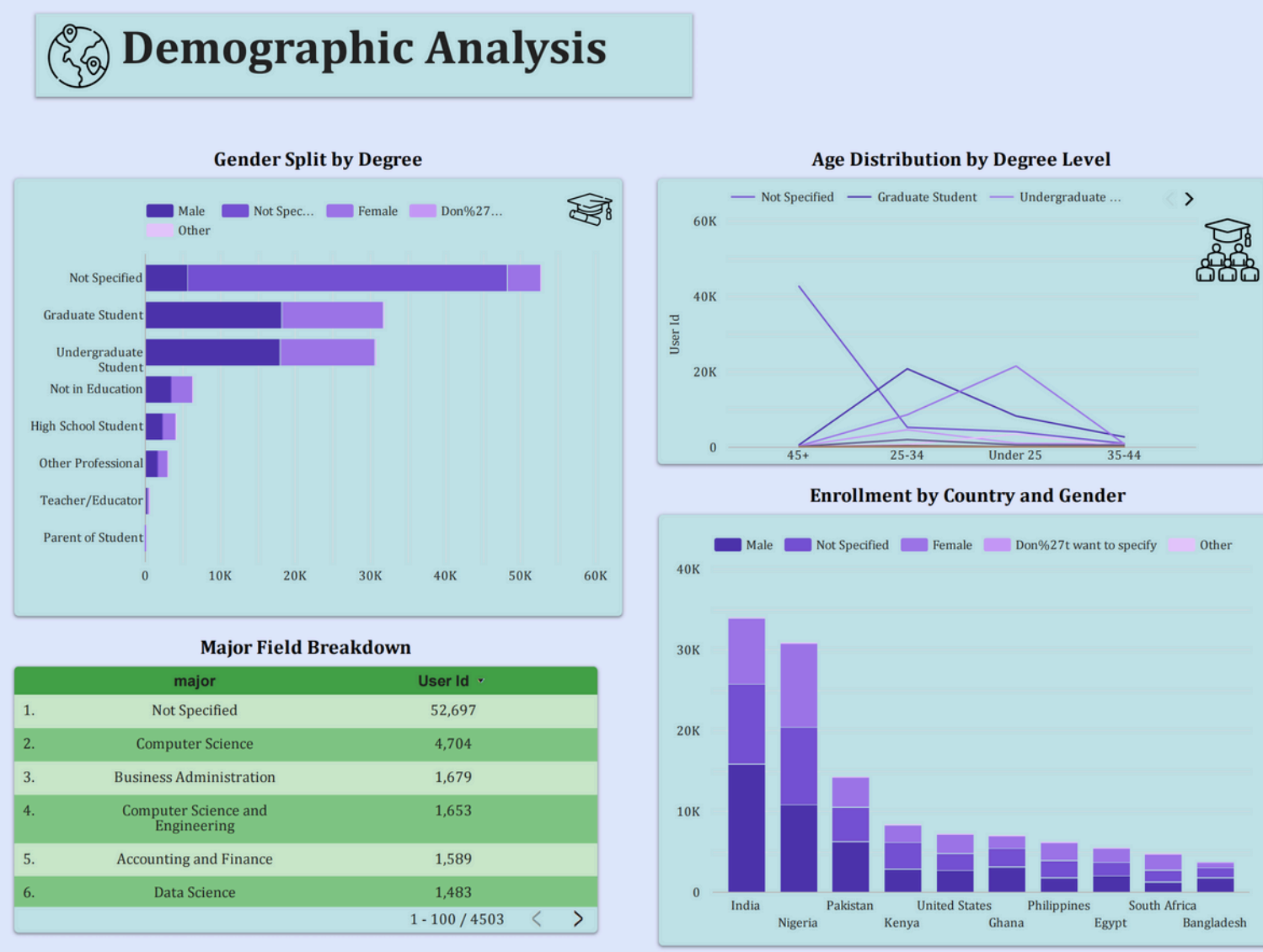
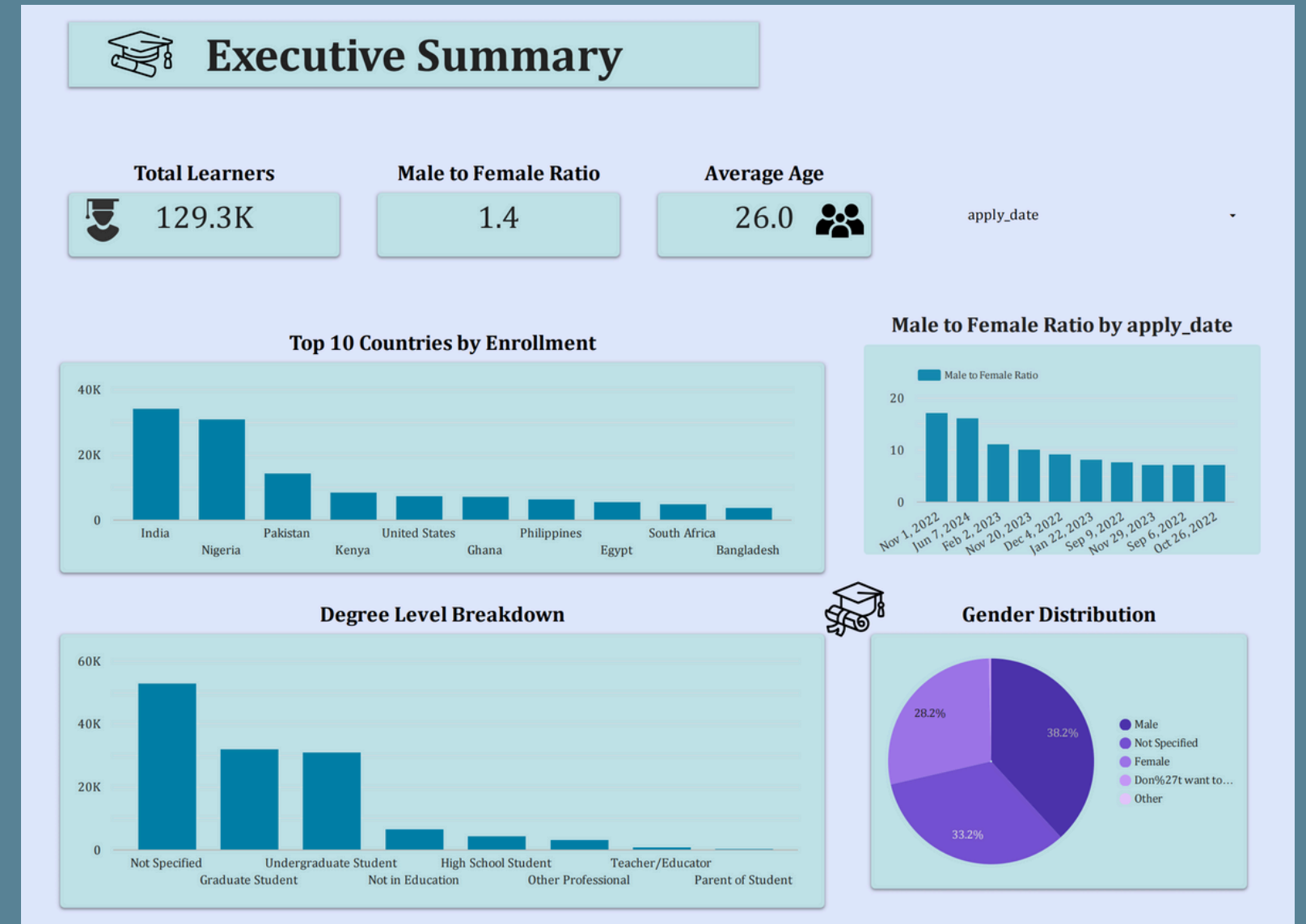
## Marketing Insights

The dashboard gives us clear visibility into our spending. Our 'March Brand Awareness' campaign had the highest investment, which we can now analyze against its results.

# Learner Demographics Comparison Across Regions

# Insights on educational engagement in India and Nigeria

The chart illustrates **distinct trends** in engagement levels between India and Nigeria. Notably, Indian learners show higher participation rates, while Nigerian data highlights significant opportunities for growth and outreach strategies.



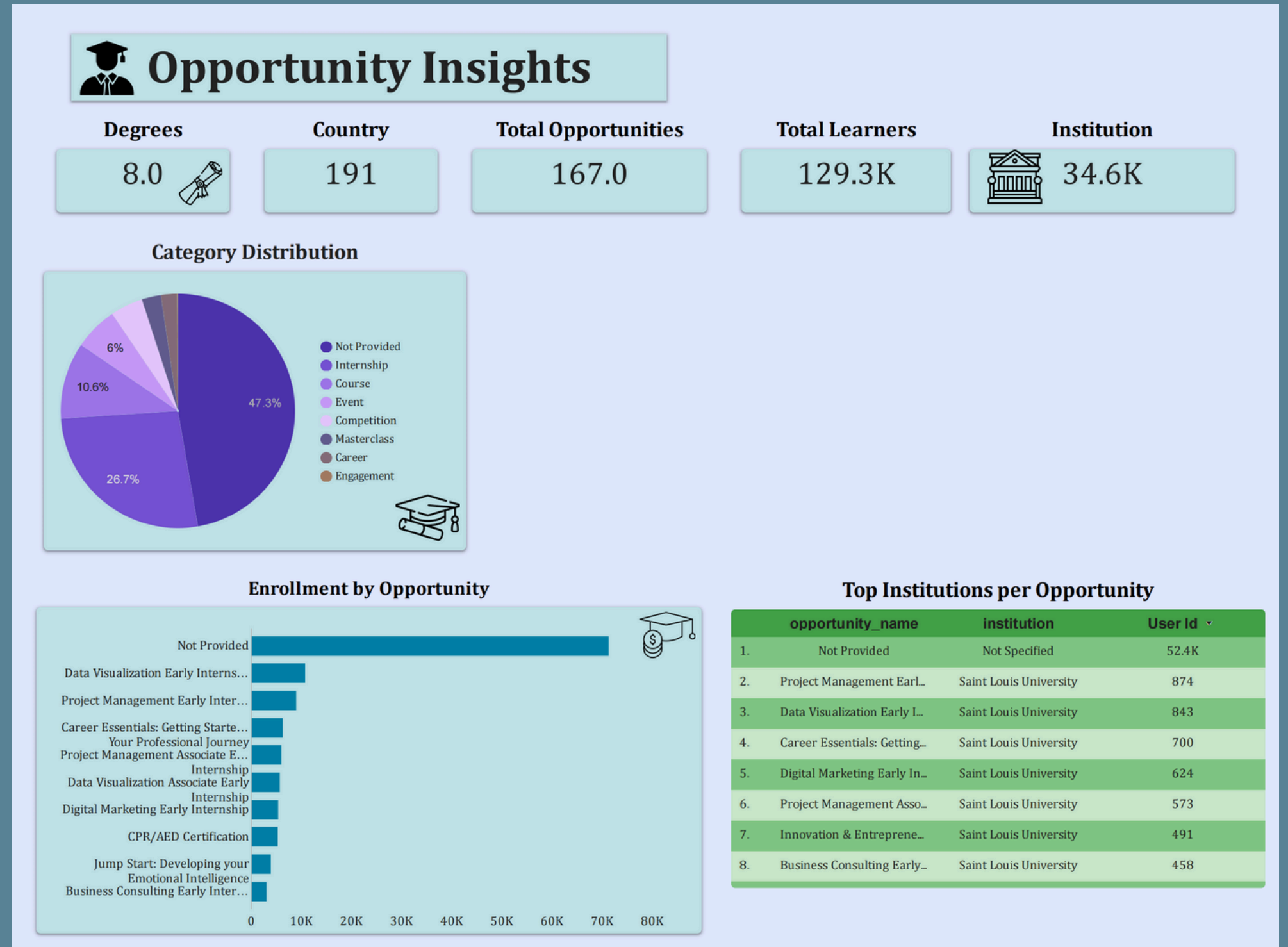
This insight is a powerful guide for our marketing and outreach efforts.

By focusing on these key regions and educational segments, we can tailor our programs and campaigns to where our most active audience is already located.

This allows us to optimize our resources and target our efforts more effectively.

# Insights on educational engagement in India and Nigeria

- The dashboard now gives us clear visibility into our marketing expenditure, which was previously difficult to track.
- The March Brand Awareness campaign was a major investment. Now we can start to evaluate its return on investment against enrollment and conversion metrics.
- This will enable us to optimize our future marketing budgets, scaling up what works and re-evaluating what doesn't.





# Marketing Spend and ROI Analysis

Evaluating campaign effectiveness and return on investment over time

- The dashboard now gives us clear visibility into our marketing expenditure, which was previously difficult to track.
- The March Brand Awareness campaign was a major investment. Now we can start to evaluate its return on investment against enrollment and conversion metrics.
- This will enable us to optimize our future marketing budgets, scaling up what works and re-evaluating what doesn't.



## Marketing Campaign Insights

Amount spent (AED)

340.83K dh

Reach

240.1M

Results

365.0M

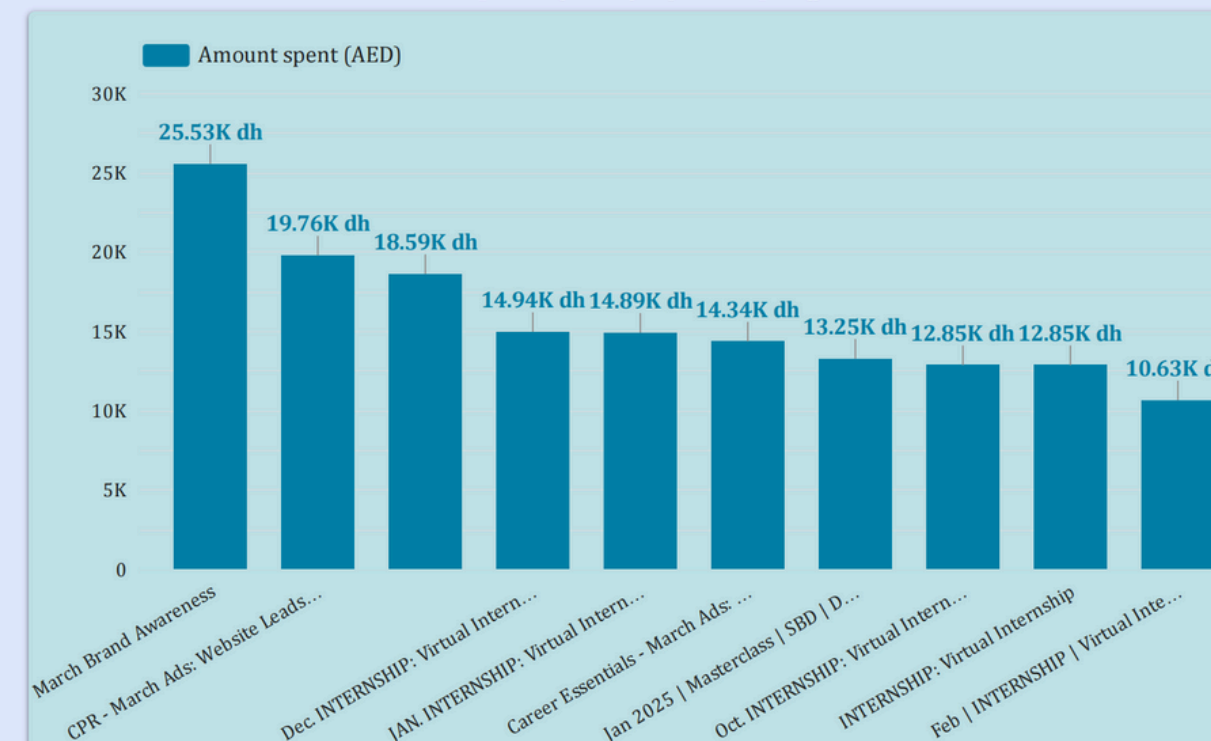
Cost per result

4.16 dh

CPC (cost per link click)

1.06 dh

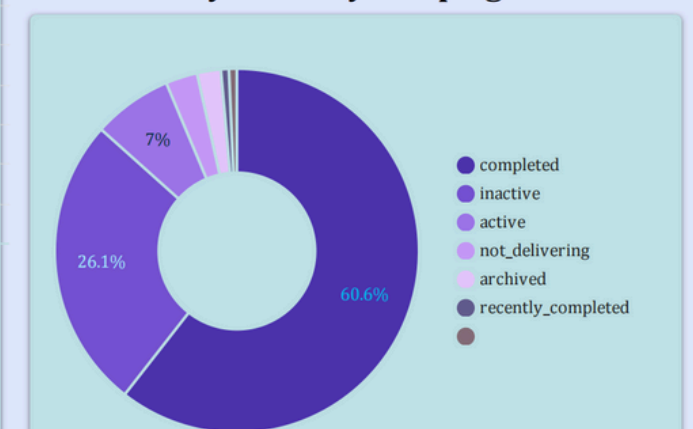
Amount spent (AED) by Campaign name



Campaign name

Delivery status

Delivery status by Campaign name





# Summary of Recommendations

Here are our key takeaways for future success

This project was a huge learning experience. I now have hands-on experience with the entire data lifecycle—from data engineering to building a final product."

- Focus on **data quality** for better insights
- Enhance **engagement strategies** for target audiences
- Regularly review **marketing spend** for efficiency
- Address **data gaps** to improve analysis
- Invest in **training programs** for team growth



"This project transformed our understanding of data."

"A remarkable journey that exceeded our expectations!"

**Thank You!**

**Any Questions?**