



Data Preprocessing and Transformation

TEAM 2F

Project Coordinator : Ayushi Gupta

Meet Our Team:



Nandini Reddy
(Team Lead)

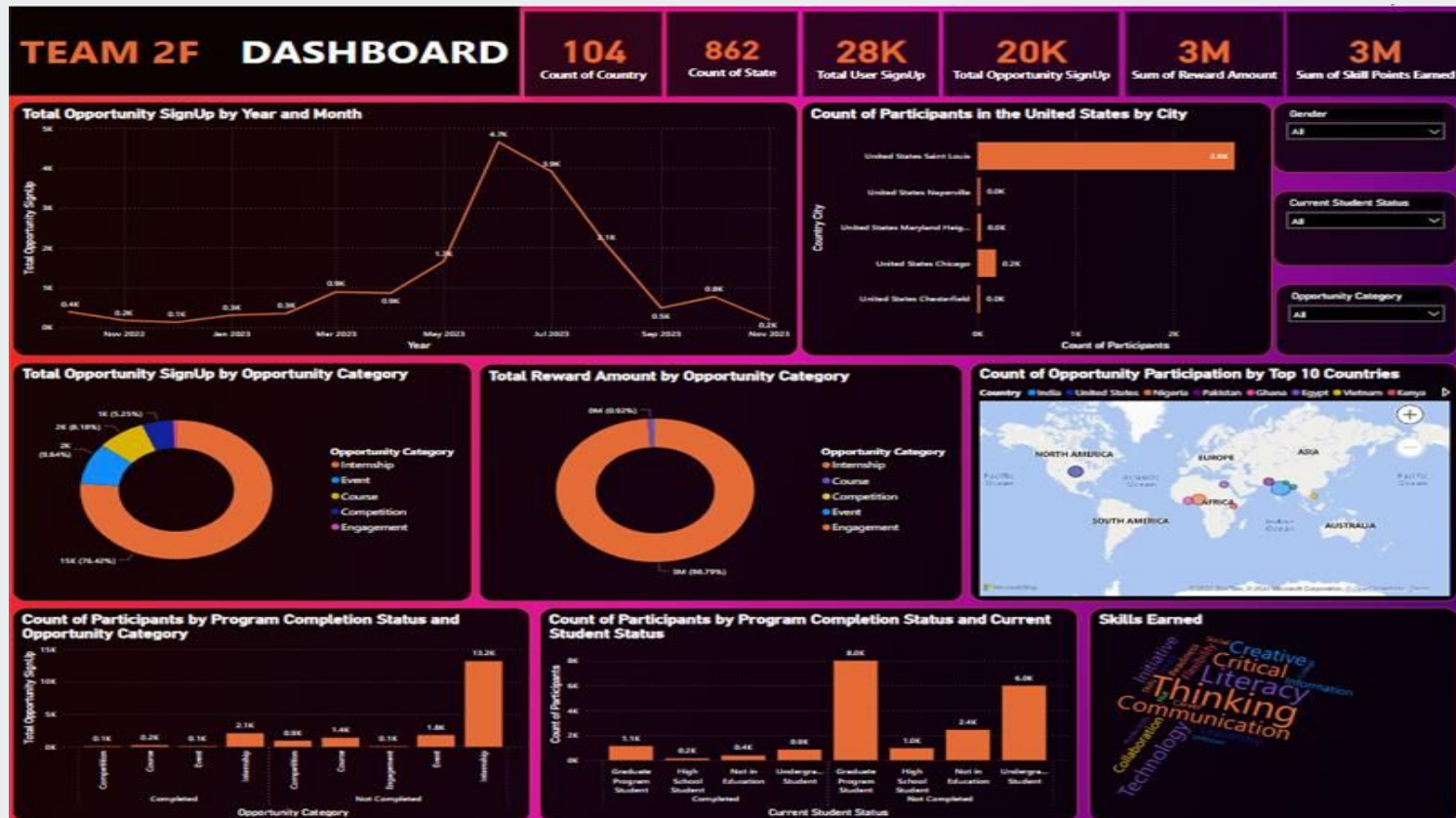


Gabriel Yashim
(Project Manager)



Kartik Guggari
(Project Manager)

Overview of Dashboard





- Focus on Key Metrics
- Use of various Visuals
- Drill-down capabilities
- Geo Mapping



- Balancing Information Density and Clarity
- Geographic Data Visualisation
- Visualising trends over time
- Gender, Opportunity Category and Student Status Segmentation



- Focus on Key Visuals and Use Clear Visuals
- Incorporating Interactive Map
- Implement time-series visualisation for sign-ups by year and month
- Include Slicers for Gender, Opportunity Category and Student Status Segmentation

INSIGHTS DERIVED



Internship Dominance

Finding: Over 70% of all participants have registered for "Internship" as their Opportunity Category.

Opportunity Sign Up Trends

Finding: A noticeable upward trend in Opportunity Signups from April to June 2023, followed by a swift downward trend from July to September.

U.S. Opportunity Signup Insights

Finding: The United States is the country with the second-largest number of Opportunity Signups.

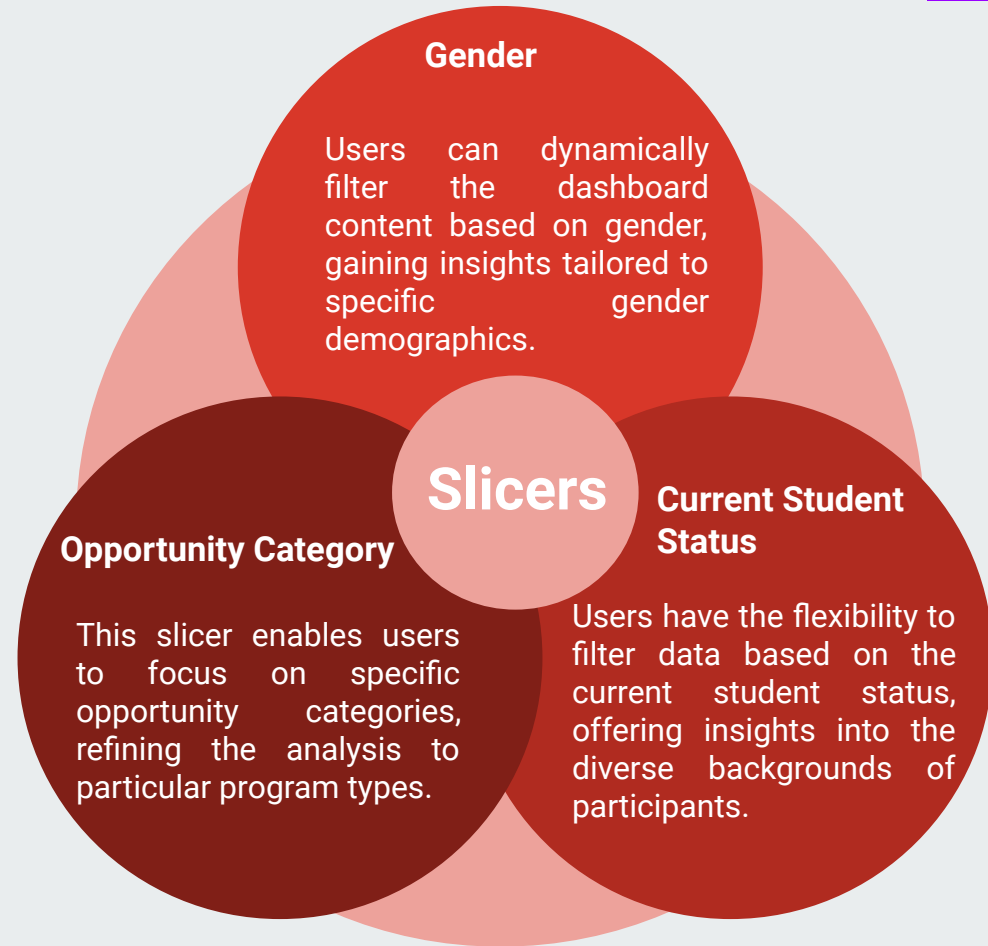
Insight: Over 70% of participants registering from the United States are specifically from Saint Louis.

Addressing Key Questions

S/N	Key Questions	Answer with Plot
1.	How many people are signed up on the platform, and how many of those have signed up for opportunities?	The provided KPIs in the form of Cards answer this question.
2.	What are the top 10 countries learners have signed up from?	The Map visualization provides insights into the geographic distribution of participants.
3.	What are the cities in the US learners have signed up from?	The Bar Chart visualizes the distribution of participants across cities in the United States.
4.	Which is the most popular opportunity learners have signed up for?	The Doughnut Chart highlights the popularity of different opportunities based on sign-ups.
5.	Which is the most popular opportunity learners have completed?	The Clustered Column Chart visualizes completion trends, indicating the most completed opportunities.
6.	What is the demographic breakdown (gender, student status, etc.) of those who have signed up and completed?	The Column Chart, accompanied by slicers, provides insights into the demographics of participants.
7.	What are the most gained skills on Excelerate?	The Word Cloud offers a visual representation of the most prevalent skills acquired.
8.	How much is the total scholarship awarded and through which opportunities?	The Doughnut Chart illustrates the distribution of scholarship amounts across opportunities.



A number of interactive features have been added to the dashboard in order to improve user experience and engagement:

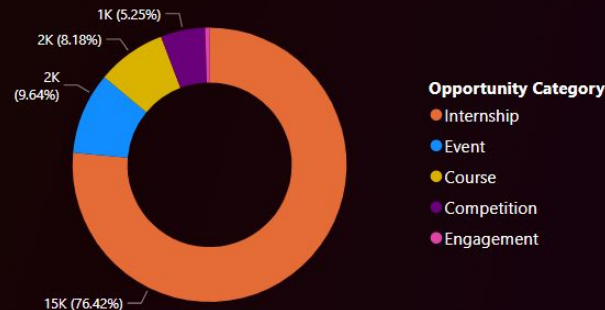


Visual Highlights

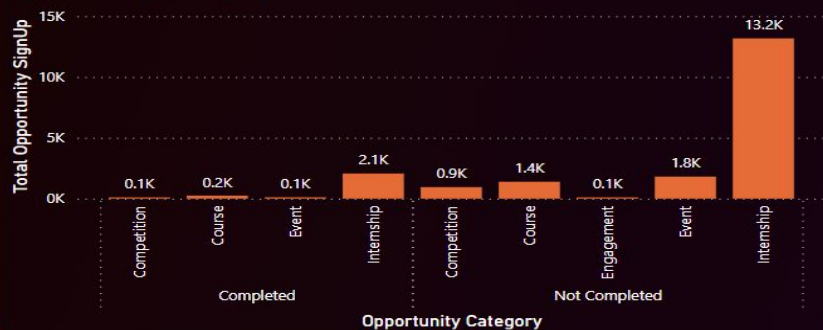
Total Opportunity SignUp by Year and Month



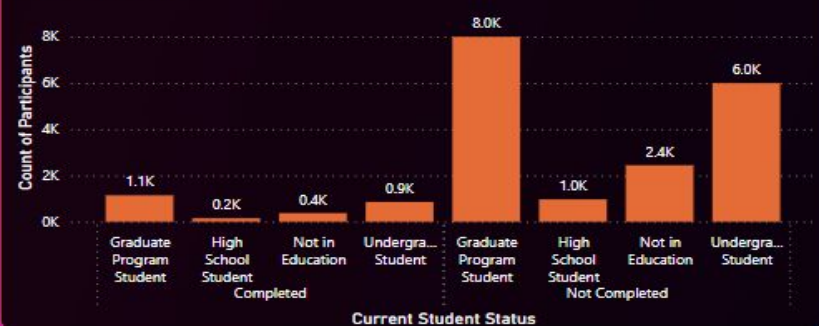
Total Opportunity SignUp by Opportunity Category



Count of Participants by Program Completion Status and Opportunity Category



Count of Participants by Program Completion Status and Current Student Status



Focus on Internship Division

Excelerate should allocate more personnel and resources to the Internship Division, recognizing its popularity among participants. This targeted focus can lead to more tailored programs, improved participant engagement, and potentially increased success rates.

Observing Trends in Opportunity Signups

Excelerate should closely monitor and analyze signup trends in the coming year (2024). Anticipating surges in participant numbers during specific months can inform resource planning, ensuring the platform is well-prepared to handle increased activity during those periods.

United States Signup Analysis

Excelerate can strategize marketing and outreach efforts in the United States, particularly focusing on regions like Saint Louis that contribute significantly to participant numbers. Tailored regional approaches can enhance local engagement and impact.



Thank You