

WEEK 4 Deliverables

Final Presentation:

Project Objective. Completed a 4-week Data Visualization Virtual Internship that focused on end-to-end data handling, including cleaning, integration, transformation, visualization, and dashboard creation.

Data Preparation. Built a consolidated Master Table with over 57,000 learners and 113,000 applications by merging datasets from multiple sources. Resolved missing values, duplicates, and inconsistent formats.

Mapping & Design. Developed a Mapping Table for KPIs, metrics, and transformations to ensure data lineage and consistency. Designed dashboard wireframes for clear insights.

Dashboard Development. Created interactive Looker Studio dashboards that provide both global and detailed views of learner demographics, cohort engagement, institutions, and marketing campaign performance.

Key Insights. Most learners come from India, Nigeria, and Pakistan. STEM majors are the most common. Female participation is slightly higher at 59%. High marketing spend is concentrated in a few campaigns, but efficiency varies; a high click-through rate does not always lead to high conversions.

Final Presentation Link:

https://docs.google.com/presentation/d/1S5bQZw927x2BIB-w4bdJ8f0GN8dmlkgbdNp4fJ-Oji4/edit?usp=drive_web

Dashboard Links:

<https://lookerstudio.google.com/s/oLDPiay-ZVY>

<https://lookerstudio.google.com/reporting/cf16186c-1200-4990-bbb2-77a9057bbd65>

<https://lookerstudio.google.com/reporting/bd1e9c30-e73b-4ab0-836a-074fd4c445ff>

Presentation Recorded Video:

The below link consists the summary video of the presentation about the 4-week internship.

This link is a compressed zip file which contains the mp4 video.

Link:

<https://drive.google.com/file/d/17IpcFqfwraRmaARmVuKUw4FD9PI61Ffw/view?usp=sharing>

