

# Data Visualization Associate Early Internship

## Week – 2

## Team – 12

### 1. Looker Studio Dashboard:

Looker Studio Report:

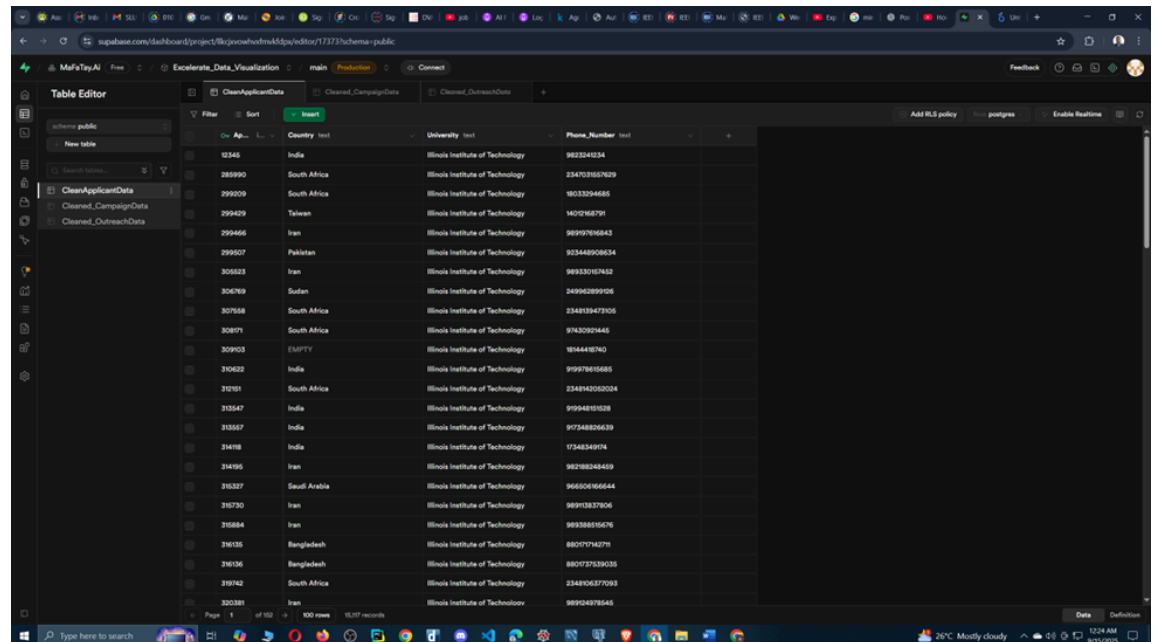
Viewable Link:

<https://lookerstudio.google.com/reporting/f5642989-5e19-4dae-9051-82b5f3a14634>

### 2. Proof of connection:

We have connected the data via supabase and via google sheet too.

- Supabase connection proofs are below:



Country	University	Phone_Number
India	Hinode Institute of Technology	9832241234
South Africa	Hinode Institute of Technology	2347031657629
South Africa	Hinode Institute of Technology	98332094685
Taiwan	Hinode Institute of Technology	9402168791
Iran	Hinode Institute of Technology	989197910843
Pakistan	Hinode Institute of Technology	933448903634
Iran	Hinode Institute of Technology	989330167612
Sudan	Hinode Institute of Technology	349943899108
South Africa	Hinode Institute of Technology	2348109473105
South Africa	Hinode Institute of Technology	97430291445
EMPTY		18144416740
India	Hinode Institute of Technology	919879615685
South Africa	Hinode Institute of Technology	234942052024
India	Hinode Institute of Technology	919948161028
India	Hinode Institute of Technology	917348805639
India	Hinode Institute of Technology	97348349194
Iran	Hinode Institute of Technology	982188248410
Saudi Arabia	Hinode Institute of Technology	966026166544
Iran	Hinode Institute of Technology	96913817806
Iran	Hinode Institute of Technology	969386105676
Bangladesh	Hinode Institute of Technology	880077942711
Bangladesh	Hinode Institute of Technology	8800727339103
South Africa	Hinode Institute of Technology	2348105377093
Iran	Hinode Institute of Technology	989104978545

Table Editor

Filter Sort Insert

ID	Name	Category	Intake	University	Add RLS policy	postgres	Enable Realtime
AANF23	GR GS FA24 Campaign: Admit, No Depos	Post Admission	AY2024	Windsor Institute of Technology	Completed		2024-03-20
AND23	GR GS FA24 Campaign: Deposit No Actic	Post Admission	AY2024	Windsor Institute of Technology	Completed		2024-09-11
BPANF23	GR GS FA24 Campaign: Deposit, No 1-20	Post Admission	AY2024	Windsor Institute of Technology	Completed		2024-07-11
BPND23	GR GS FA24 Campaign: In Progress	Pre Admission	AY2024	Windsor Institute of Technology	Completed		2024-03-06
CTKANF23	GR GS FA24 Campaign: Submit, Incomph	Pre Admission	AY2024	Windsor Institute of Technology	Completed		2024-03-08
DANE24	GR GS Call Campaign: India ANF	Pre Admission	AY2024	Windsor Institute of Technology	Completed		2023-04-28
DMA24	GR GS Call Campaign: India No Deposit	Post Admission	AY2024	Windsor Institute of Technology	Completed		2023-07-03
FA24AND	GR GS Call Campaign: Other ANF	Post Admission	AY2024	Windsor Institute of Technology	Completed		2023-05-16
FA24ONA	GR GS Call Campaign: Other No Deposit	Post Admission	AY2024	Windsor Institute of Technology	Completed		2023-07-05
FA24ONF	GR GS SP25 Campaign: All 1-20s Sent	Post Admission	AY2024	Windsor Institute of Technology	Completed		2024-12-05
FA24P	GR GS SP25 Campaign: Admit, No Depos	Post Admission	AY2024	Windsor Institute of Technology	Completed		2024-10-09
FA24SIC	GR GS SP25 Campaign: Deposit, No 1-20	Post Admission	AY2024	Windsor Institute of Technology	Completed		2024-10-22
IANF23	GR GS SP25 Campaign: Deferrals to SP25	Post Admission	AY2024	Windsor Institute of Technology	Completed		2024-11-05
IND23	GR GS SP25 Campaign: In Progress	Pre Admission	AY2024	Windsor Institute of Technology	Completed		2024-10-07
OANF23	GR GS SP25 Campaign: New Inquiry	Pre Admission	AY2024	Windsor Institute of Technology	Completed		2024-10-18
OND23	GR GS SP25 Campaign: Submitted, Incom	Pre Admission	AY2024	Windsor Institute of Technology	Completed		2024-10-09
SP24A25	GR GS Call Campaign: Africa ANF	Pre Admission	AY2024	Windsor Institute of Technology	Completed		2023-06-18
SP24AND	GR GS Call Campaign: Africa No Deposit	Post Admission	AY2024	Windsor Institute of Technology	Completed		2023-07-05
SP25DN1	GR GS Call Campaign: Bangladesh, Pakis	Pre Admission	AY2024	Windsor Institute of Technology	Completed		2023-05-16
SP25DISP	GR GS Call Campaign: Bangladesh, Pakis	Post Admission	AY2024	Windsor Institute of Technology	Completed		2023-07-05
SP25IP	GR GS Call Campaign: China, Taiwan, Ko	Pre Admission	AY2024	Windsor Institute of Technology	Completed		2023-05-16
SP25INQ	Deposit and Advised, Not Enrolled	Post Admission	AY2024	Windsor Institute of Technology	Completed		2024-07-17
SP25SIC	Deposit, Not Advised	Post Admission	AY2024	Windsor Institute of Technology	Completed		2024-07-17

Page 1 of 1 100 rows 10 records

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Table Editor

Filter Sort Insert

Outreach ID	Reference ID	Received At	Timestamp	University	Caller Name	Outcome 1	Remark	Campaign ID
1	12345	2023-04-28 12:15:00		Windsor Institute of Technology	Shalja	Connected		IANF23
2	12345	2023-04-28 13:04:00		Windsor Institute of Technology	Shalja	Reschedule		IANF23
3	12345	2023-05-01 11:14:00		Windsor Institute of Technology	Shalja	Connected		IANF23
4	347397	2023-05-01 11:16:00		Windsor Institute of Technology	Isha	Not connected		IANF23
5	347397	2023-05-01 11:18:00		Windsor Institute of Technology	Isha	Connected		IANF23
6	358065	2023-05-01 11:19:00		Windsor Institute of Technology	Isha	Not connected		IANF23
7	358333	2023-05-01 11:21:00		Windsor Institute of Technology	Isha	Not connected		IANF23
8	346435	2023-05-01 11:26:00		Windsor Institute of Technology	Isha	Will Submit the docx	within few days	IANF23
9	355959	2023-05-01 11:29:00		Windsor Institute of Technology	Isha	Completed application		IANF23
10	359820	2023-05-01 11:30:00		Windsor Institute of Technology	Shalja	Not connected		IANF23
11	37245	2023-05-01 11:32:00		Windsor Institute of Technology	Isha	Not connected		IANF23
12	369273	2023-05-01 11:32:00		Windsor Institute of Technology	Shalja	Completed application		IANF23
13	346595	2023-05-01 11:33:00		Windsor Institute of Technology	Shalja	Not connected		IANF23
14	348627	2023-05-01 11:35:00		Windsor Institute of Technology	Shalja	Reschedule		IANF23
15	355984	2023-05-01 11:36:00		Windsor Institute of Technology	Isha	Will Submit the docx	by next week	IANF23
16	327845	2023-05-01 11:37:00		Windsor Institute of Technology	Shalja	Not connected		IANF23
17	336070	2023-05-01 11:38:00		Windsor Institute of Technology	Isha	Not connected		IANF23
18	345428	2023-05-01 11:41:00		Windsor Institute of Technology	Shalja	Will Submit the docx	student requires scholarship doc in form	IANF23
19	352791	2023-05-01 11:45:00		Windsor Institute of Technology	Isha	Will Submit the docx	within 10 days	IANF23
20	363532	2023-05-01 11:53:00		Windsor Institute of Technology	Isha	Not connected		IANF23
21	347273	2023-05-01 11:55:00		Windsor Institute of Technology	Isha	Completed application		IANF23
22	346775	2023-05-01 12:01:00		Windsor Institute of Technology	Isha	Will Submit the docx	within few days	IANF23
23	355929	2023-05-01 12:10:00		Windsor Institute of Technology	Isha	Not connected		IANF23

Page 1 of 33 100 rows 10/19 records

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Queries in supabase

Supabase dashboard showing a SQL query and its results. The query is:

```
select * from "Cleaned_OutreachData";
```

The results table shows outreach data with columns: Outreach\_ID, Reference\_ID, Received\_At, University, Caller\_Name, Outcome\_1, Remark, Campaign\_ID, Escalation\_#\_Date, Year.

Outreach_ID	Reference_ID	Received_At	University	Caller_Name	Outcome_1	Remark	Campaign_ID	Escalation_#_Date	Year
1	12345	2023-04-28 12:15:00	Illinois Institute of Technology	Shailja	Connected		IAMP23	No	2023-04-28 2023
2	12345	2023-04-28 13:04:00	Illinois Institute of Technology	Shailja	Reschedule		IAMP23	No	2023-04-28 2023
3	12345	2023-05-01 11:14:00	Illinois Institute of Technology	Shailja	Connected		IAMP23	No	2023-05-01 2023
4	347397	2023-05-01 11:16:00	Illinois Institute of Technology	Isha	Not connected		IAMP23	No	2023-05-01 2023
5	347397	2023-05-01 11:18:00	Illinois Institute of Technology	Isha	Connected		IAMP23	No	2023-05-01 2023
6	350465	2023-05-01 11:19:00	Illinois Institute of Technology	Isha	Not connected		IAMP23	No	2023-05-01 2023
7	351333	2023-05-01 11:21:00	Illinois Institute of Technology	Isha	Not connected		IAMP23	No	2023-05-01 2023
8	346435	2023-05-01 11:26:00	Illinois Institute of Technology	Isha	Will submit the doc	within few days	IAMP23	No	2023-05-01 2023
9	355959	2023-05-01 11:29:00	Illinois Institute of Technology	Isha	Completed application		IAMP23	No	2023-05-01 2023
10	351528	2023-05-01 11:30:00	Illinois Institute of Technology	Shailja	Not connected		IAMP23	No	2023-05-01 2023
11	372185	2023-05-01 11:32:00	Illinois Institute of Technology	Isha	Not connected		IAMP23	No	2023-05-01 2023
12	369273	2023-05-01 11:32:00	Illinois Institute of Technology	Shailja	Completed application		IAMP23	No	2023-05-01 2023
13	365995	2023-05-01 11:33:00	Illinois Institute of Technology	Shailja	Not connected		IAMP23	No	2023-05-01 2023
14	348627	2023-05-01 11:35:00	Illinois Institute of Technology	Shailja	Reschedule		IAMP23	No	2023-05-01 2023
15	350814	2023-05-01 11:36:00	Illinois Institute of Technology	Isha	Will submit the doc	by next week	IAMP23	No	2023-05-01 2023

Connected data of Supabase with looker studio show below:

Looker Studio report showing connected data from Supabase. The report is titled "Untitled Report" and displays a list of data fields available for visualization.

Fields listed in the Data panel:

- applicant\_university
- col\_time
- col\_hour
- col\_month
- col\_year
- Caller\_Name
- campaign\_category
- campaign\_ID
- campaign\_name
- campaign\_region
- campaign\_start\_date
- campaign\_status
- campaign\_type
- Completion\_Status
- Country
- Deposit\_Status
- Outcome\_1
- Phone\_Number
- Received\_At
- Remark
- Status\_Category
- Record Count

- CSV upload connection proofs are below:

Merged Data

Scope: Reusable

Data credentials: Stephanie Kattah

Data freshness: 15 minutes

Community visualizations access: On

Field editing in reports: On

CREATE REPORT

EXPLORE

EDIT CONNECTION

FILTER BY EMAIL

ADD A FIELD

ADD A PARAMETER

Field	Type	Default Aggregation	Description
App_ID	RBC Text	None	
Caller_Name	RBC Text	None	
Campaign_ID	RBC Text	None	
Campaign_Type	RBC Text	None	
Category	RBC Text	None	
Country	Country	None	
Date	Date	None	
Deferal_To_SP5	Boolean	None	
Deposit	RBC Text	None	
Escalation_Required	RBC Text	None	
Hour	Hour	None	
Intake	RBC Text	None	
Month	RBC Text	None	

REFRESH FIELDS

All Fields

Data Preview

29 / 29 Fields

Data

Search

RBC App\_ID

RBC Caller\_Name

RBC Campaign\_ID

RBC Campaign\_Type

RBC Category

Country

Date

Deferal\_To\_SP5

RBC Deposit

RBC Escalation\_Required

Hour

RBC Intake

RBC Month

RBC Name

RBC Outcome

RBC Outreach\_ID

Add Data

### 3. Design Documentation:

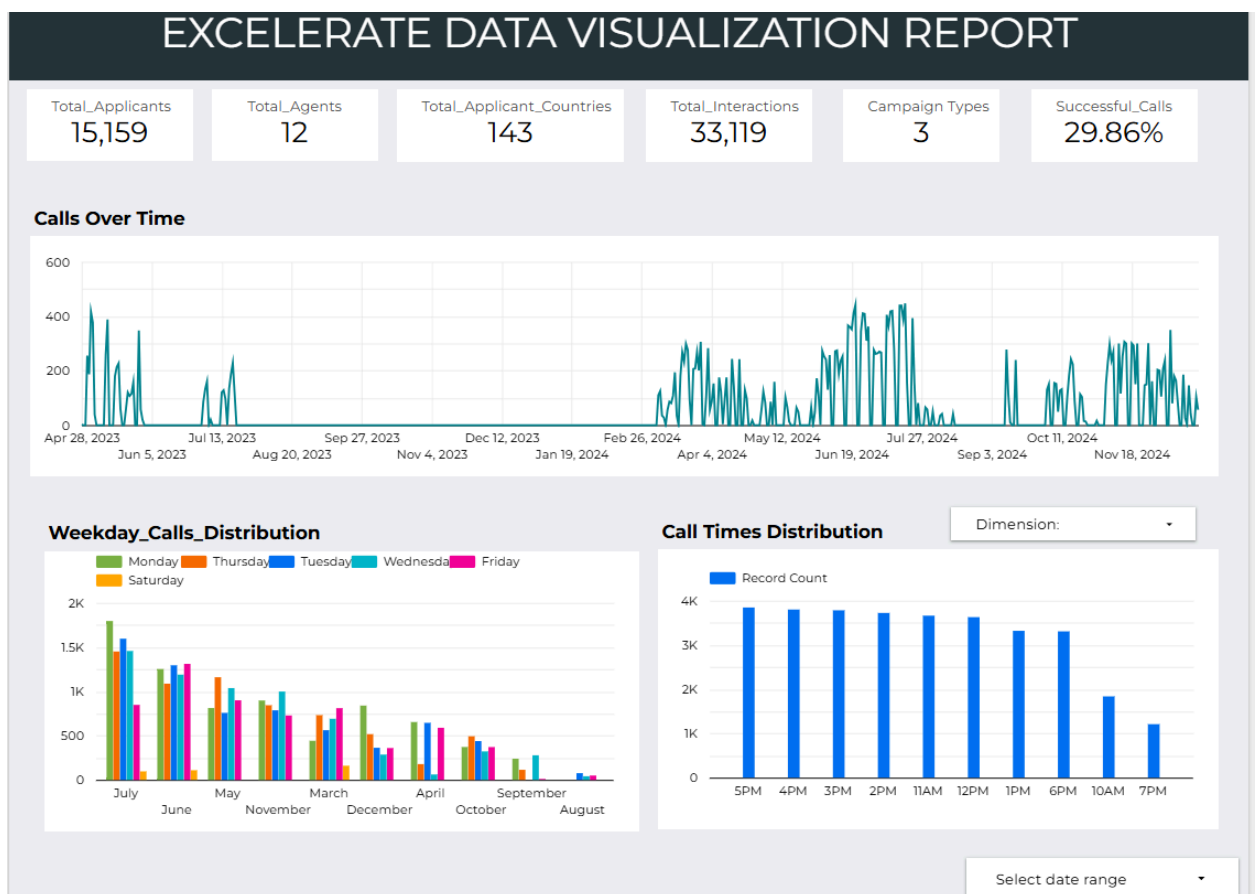
#### The report follows this structure:

Page 1: Shows general statistics on the calls and the different times at which were received.

Page 2: Dives into campaign distribution and agent performance.

Page 3: shows nationality distribution of the applicants

#### PAGE 1



Firstly, created 6 scorecards which illustrate total number of applicants, total number of callers/agents, number of countries where applicants are from, total calls occurred between applicants and agents, total active campaigns, and lastly Successful conversations happened between Agents and applicants.

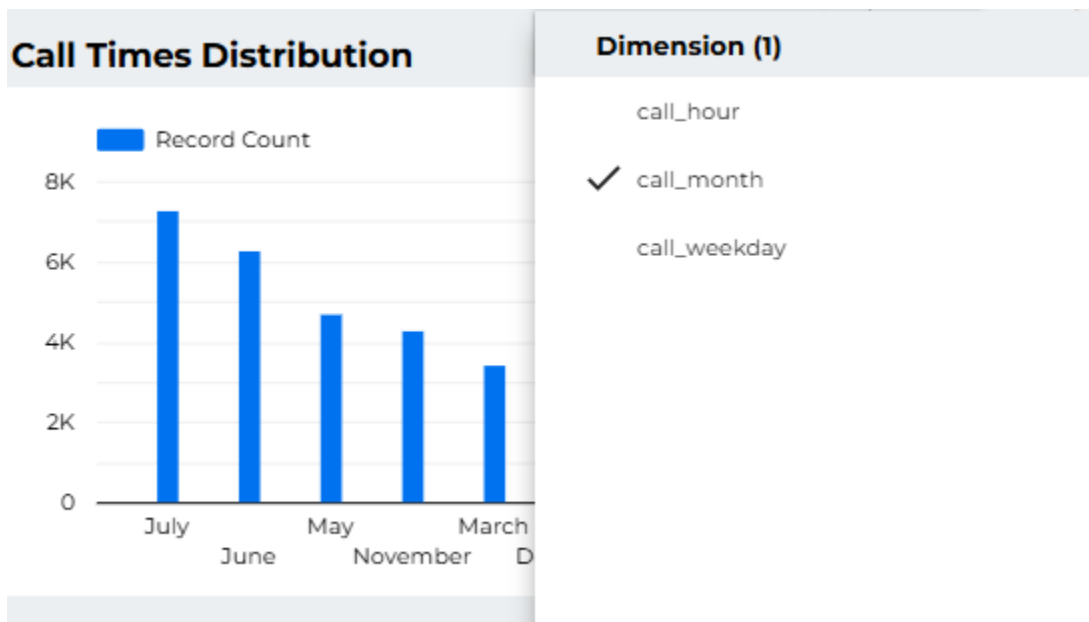
Throughout all pages of the Dashboard, the date range can be selected by the viewer.

Additionally, a time series chart called **Calls Over time**, shows the frequency of applicant calls across the selected time range. The most calls are received during June - July. Other peak seasons are in the months of May- June, March, October - December.

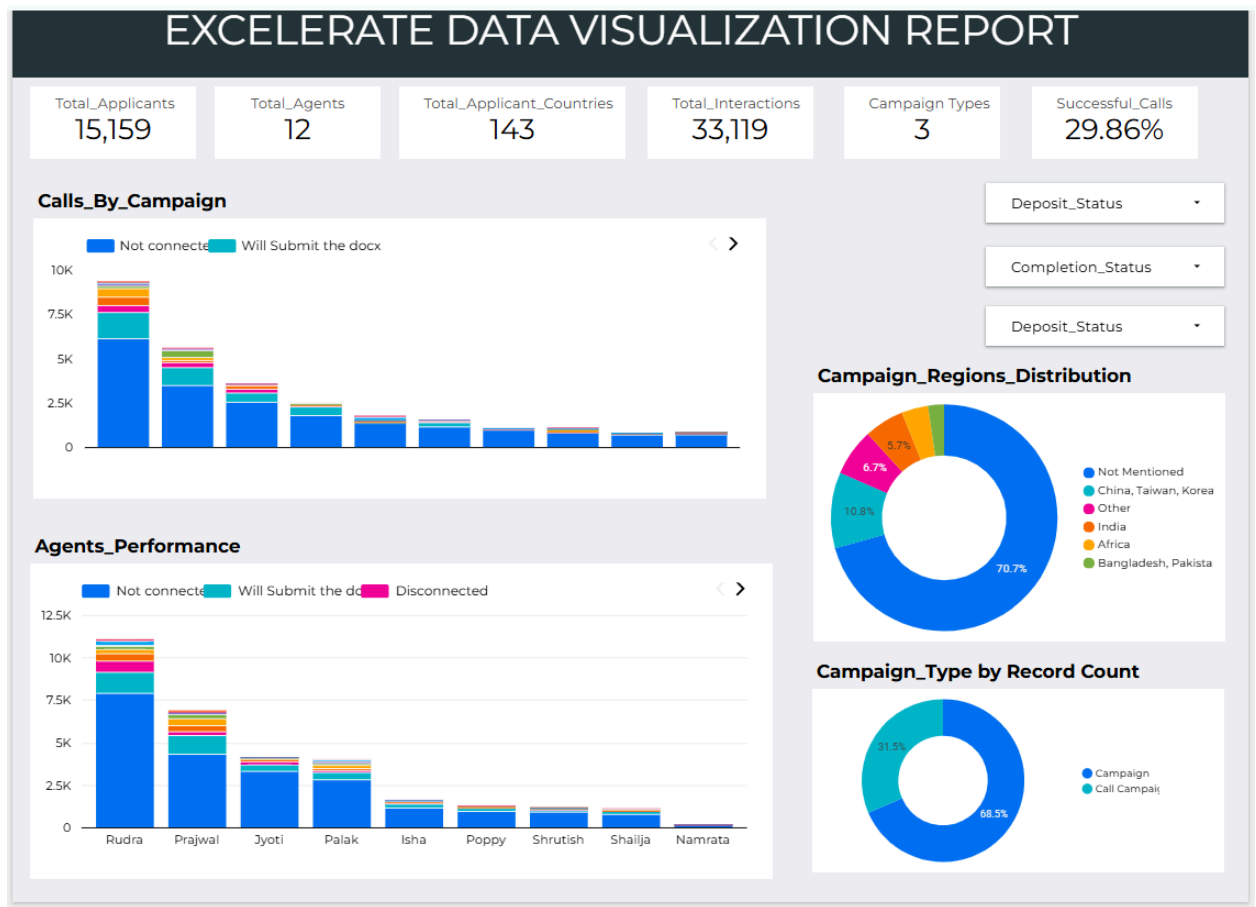
**Weekly\_Calls\_Distribution** shows the distribution of calls across the months and days of the week.

**Call\_Hour\_Distribution** shows that most calls are received during 7pm and 5 pm.

Only 29.86% of the calls were connected. This reveals something that must be worked on.



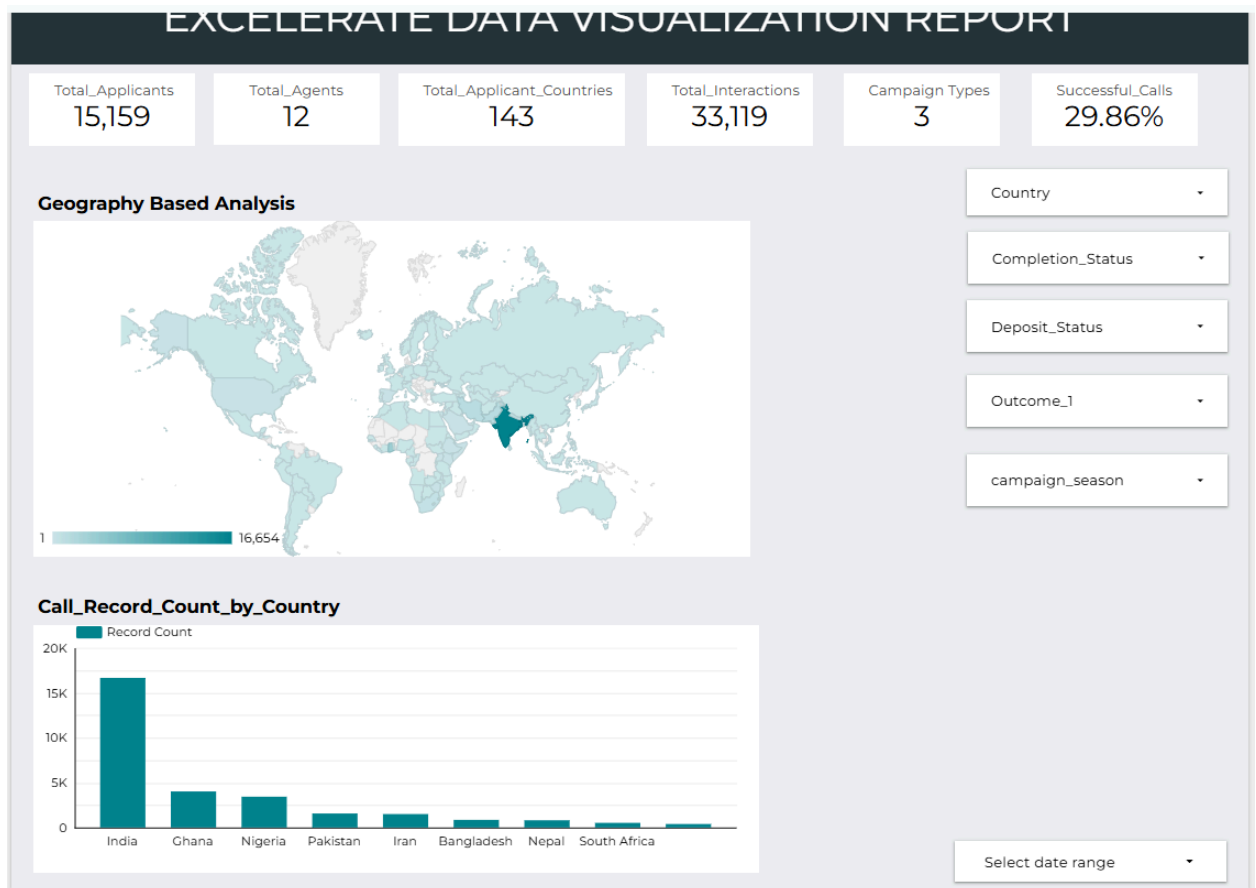
The dimensions of the bar chart can be changed to see the frequency of calls by: hour, month, weekday.



From the “**Agents\_Performance**” chart we can see, Rudra has the most calls which did not connected and also had the most conversations with the applicants. After Rudra, it is Prajwal whose performance was good. There was a close competition in terms of performance between Jyoti and Palak.

After analysing both **Calls\_By\_Campaign** and **Agents\_Performance** it is pretty prominent that most calls were not connected.

Both **Campaign\_Regions\_Distribution** and **Campaign Type by Record Count** exhibit a similar split of approximately 70% to 30%. This pattern arises because online Call Campaigns capture applicant location information, resulting in regions being recorded, whereas offline campaigns do not have region data since they were conducted in person without explicit regional tagging.



Geography Based (a geo chart) Analysis and Call\_Record\_Count\_by\_Country shows the distribution of applicants from the countries. Most of the applicants are from India, followed by Ghana and Nigeria.

Controls on the left of the graph allow users to customize the output based on Deposit\_status, Outcome, Completion\_status or Country Selection.



# EXCELERATE DATA VISUALIZATION REPORT

Total\_Applicants  
15,159

Total\_Agents  
12

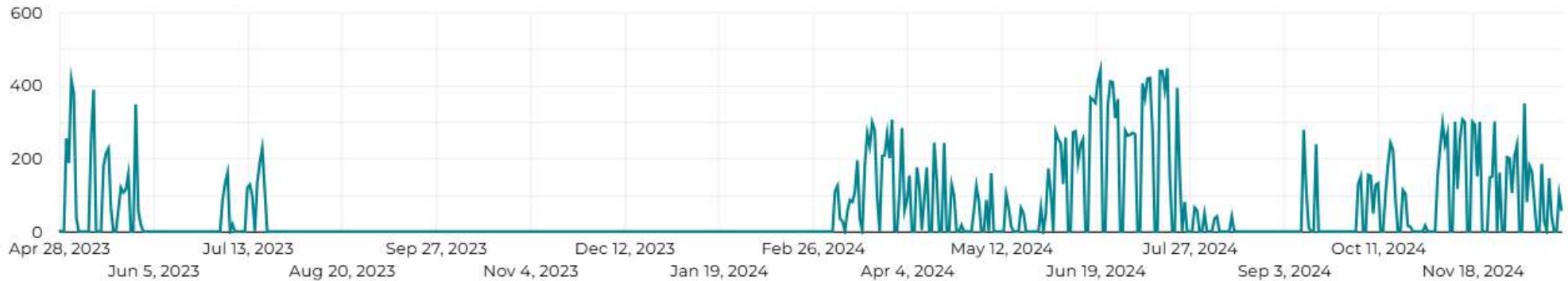
Total\_Applicant\_Countries  
143

Total\_Interactions  
33,119

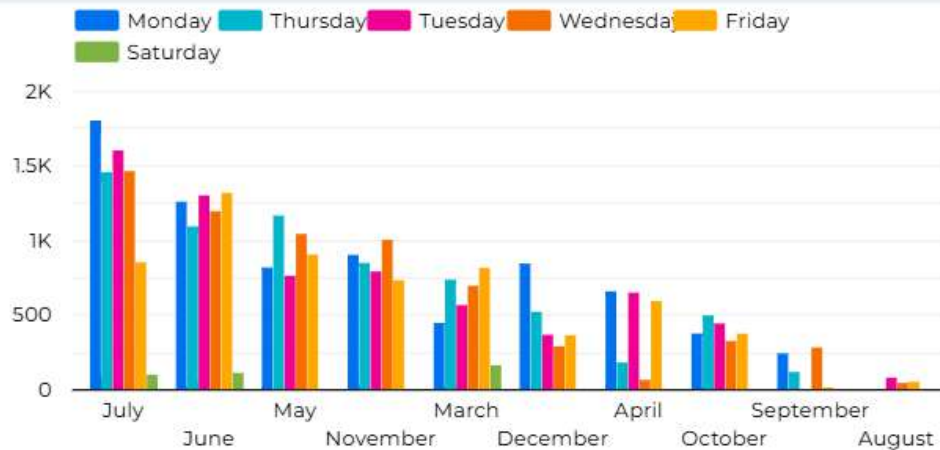
Campaign Types  
3

Successful\_Calls  
29.86%

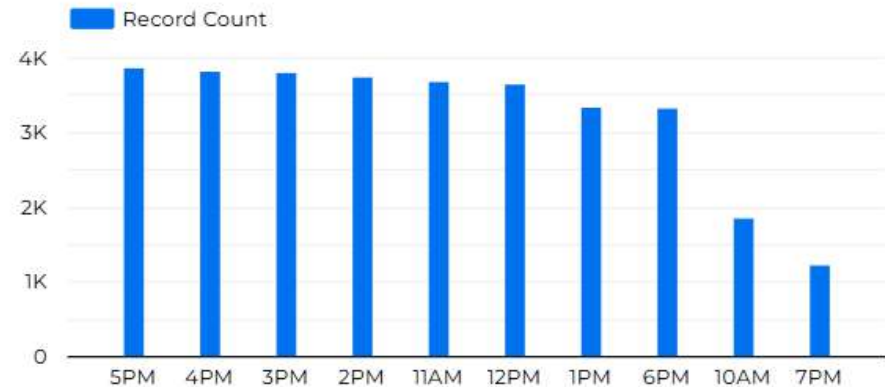
## Calls Over Time



## Weekday\_Calls\_Distribution



## Call Times Distribution



Dimension: ▼

Select date range ▼

# EXCELERATE DATA VISUALIZATION REPORT

Total\_Applicants  
15,159

Total\_Agents  
12

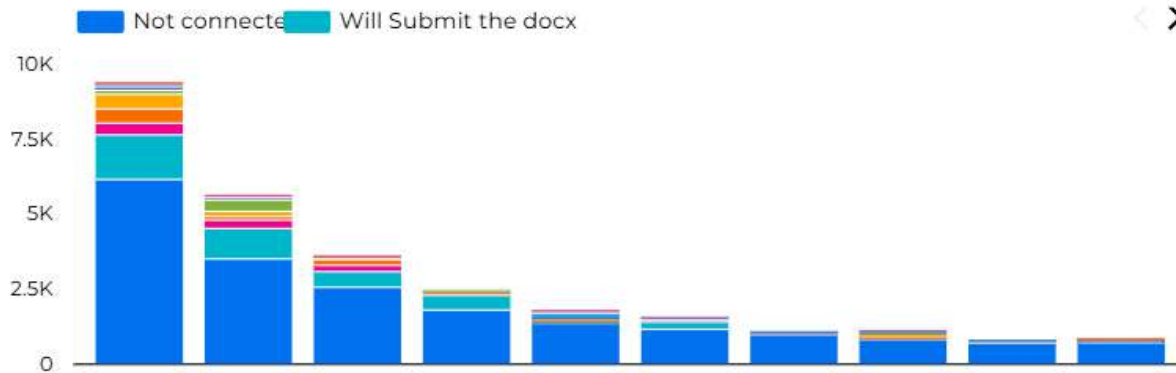
Total\_Applicant\_Countries  
143

Total\_Interactions  
33,119

Campaign Types  
3

Successful\_Calls  
29.86%

## Calls\_By\_Campaign

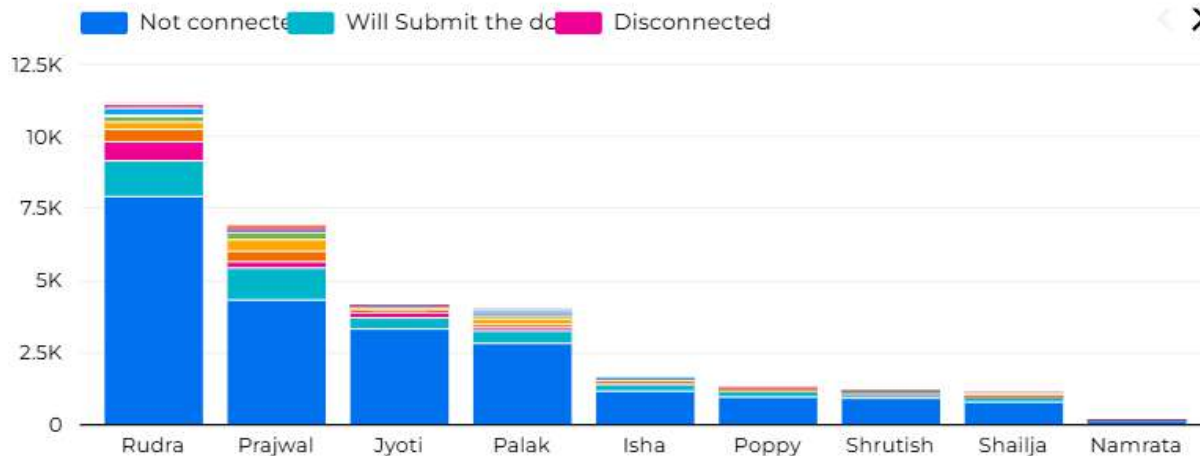


Deposit\_Status

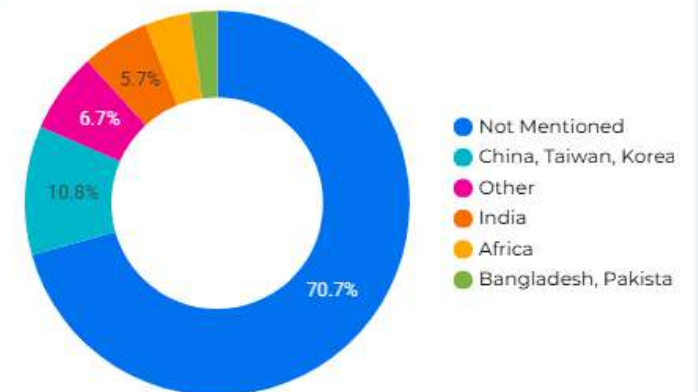
Completion\_Status

Deposit\_Status

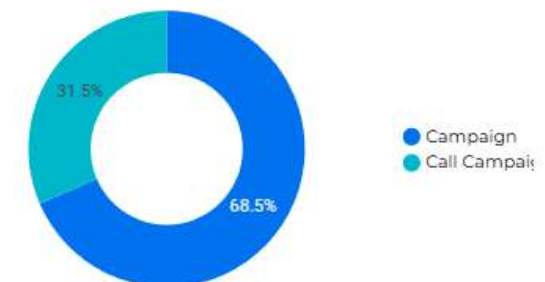
## Agents\_Performance



## Campaign\_Regions\_Distribution



## Campaign\_Type by Record Count



# EXCELERATE DATA VISUALIZATION REPORT

Total\_Applicants

15,159

Total\_Agents

12

Total\_Applicant\_Countries

143

Total\_Interactions

33,119

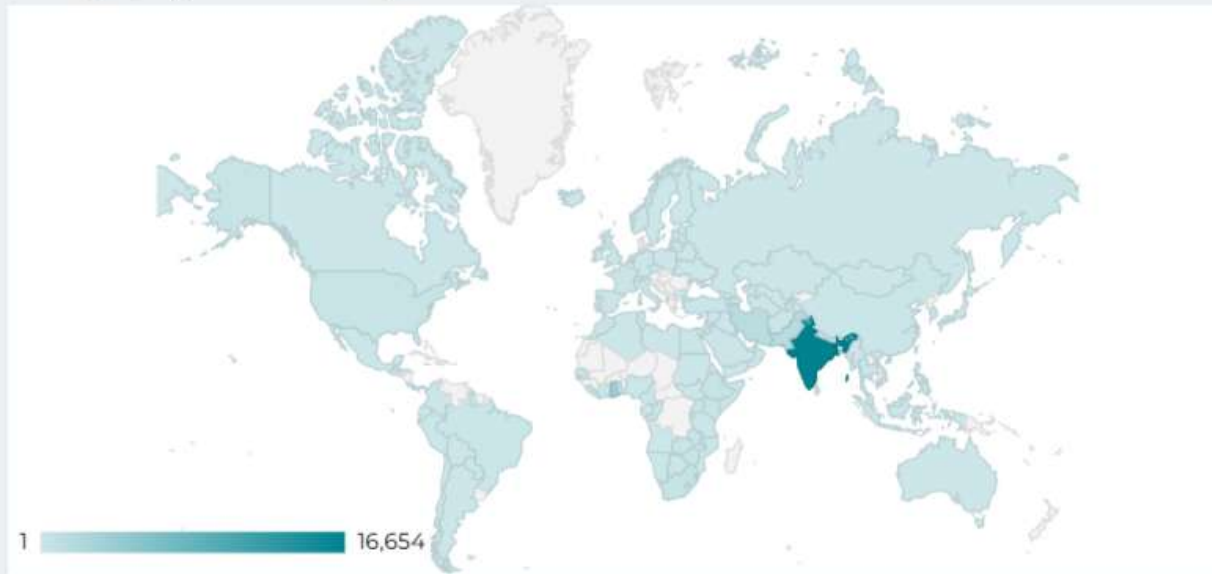
Campaign Types

3

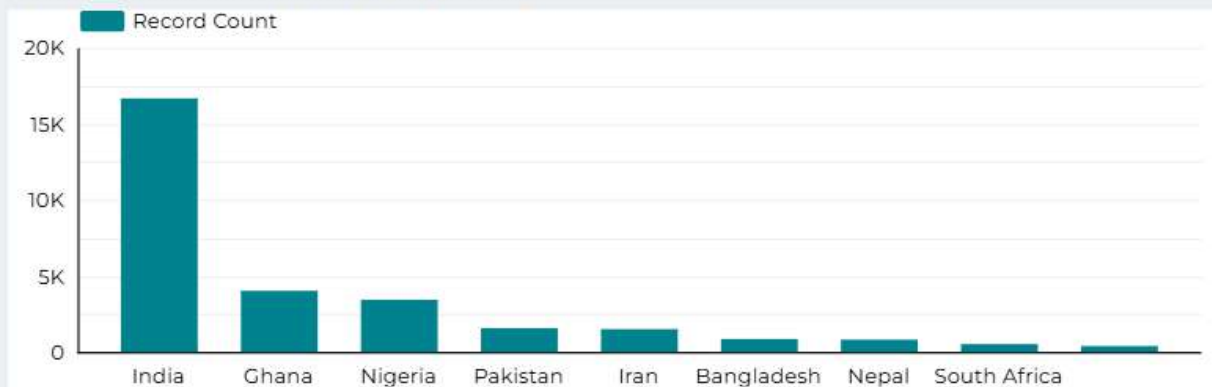
Successful\_Calls

29.86%

## Geography Based Analysis



## Call\_Record\_Count\_by\_Country



Country

Completion\_Status

Deposit\_Status

Outcome\_1

campaign\_season

Select date range