DELIVERABLE 2 BY - 0610 DVA TEAM 4

Data Visualization Associate Early Remote Internship

Project Deliverable 1

“Looker Studio Visualization”

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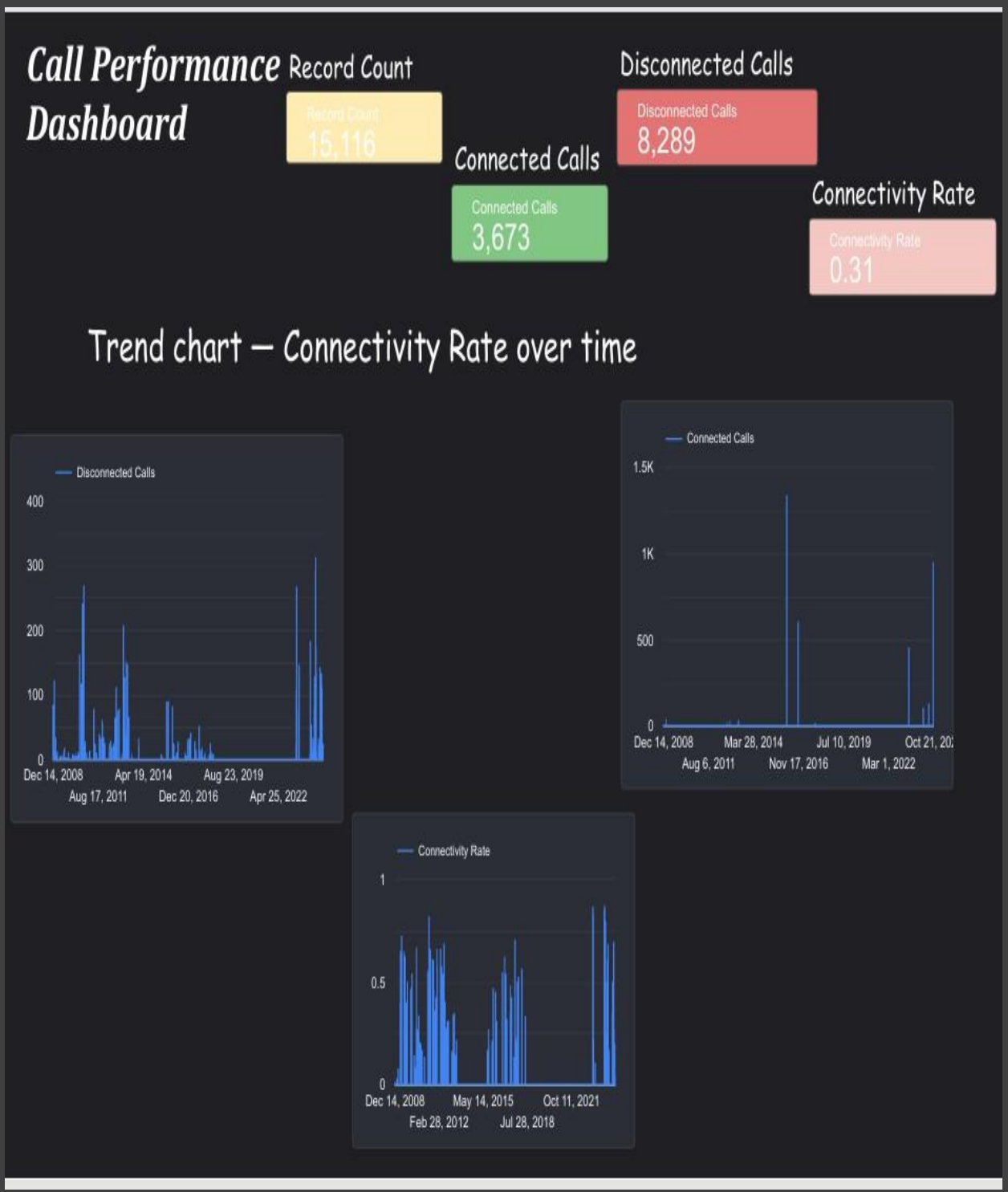
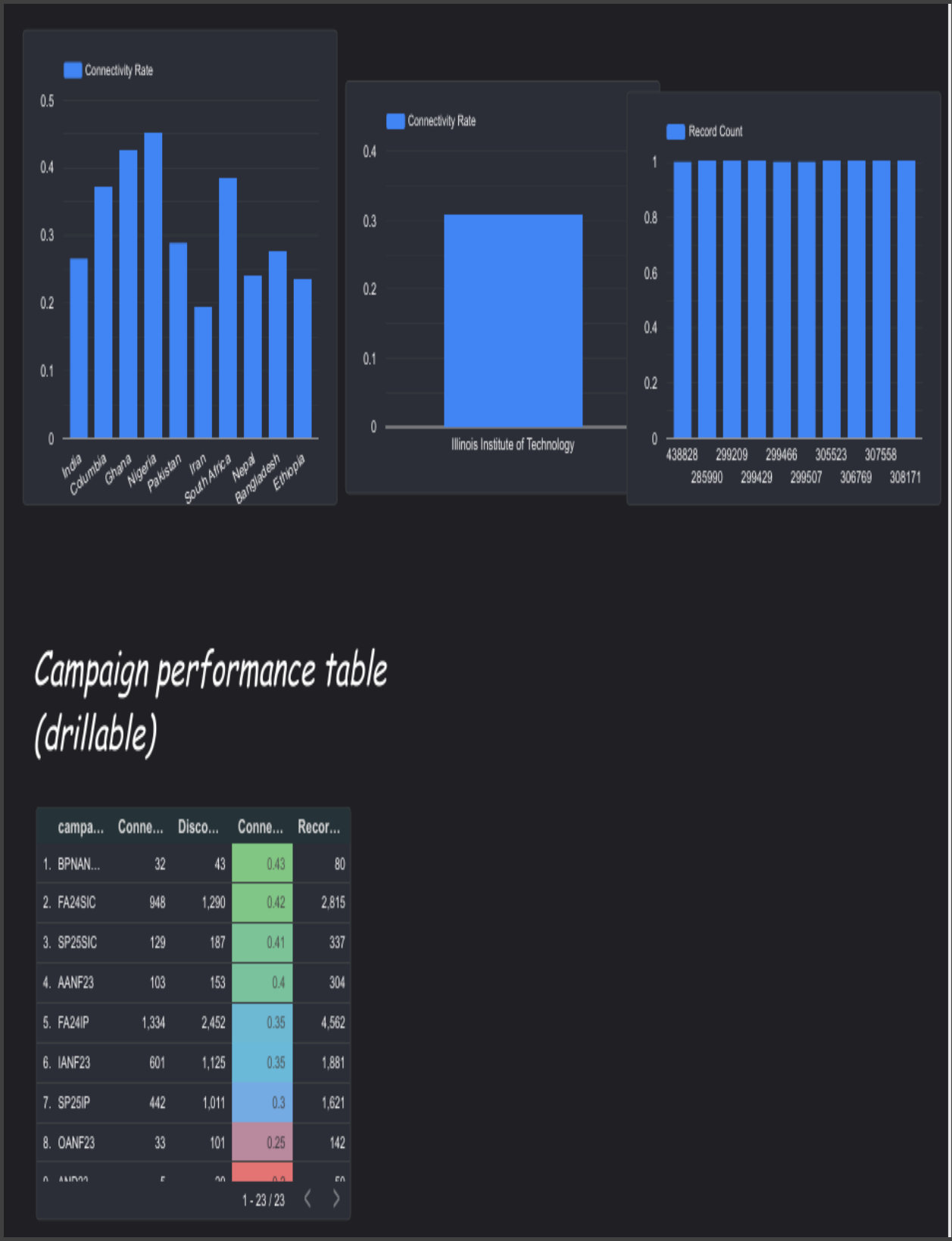
LOOKER STUDIO PDF :

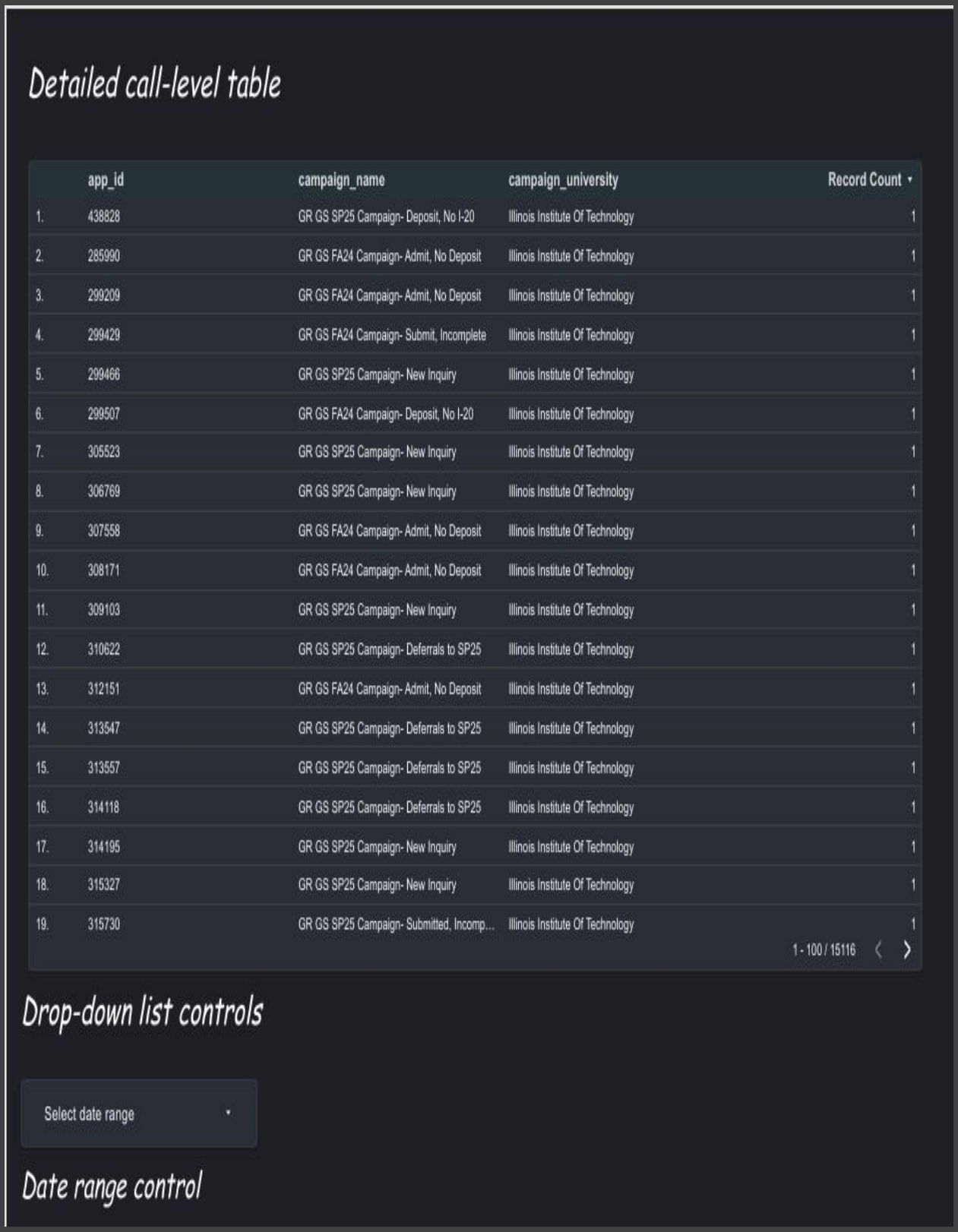


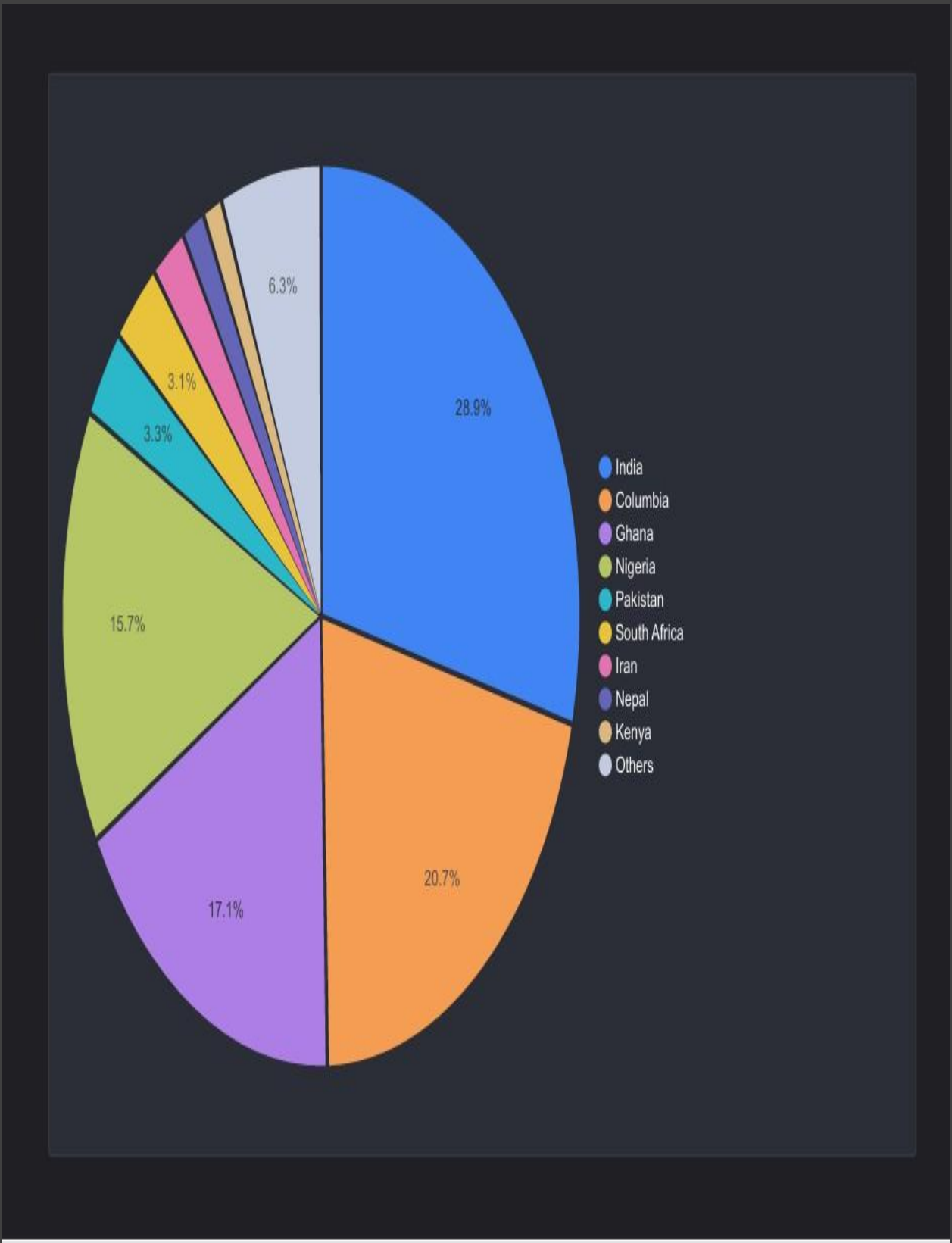
Heatmap / Hourly pattern

	country	Connectivity Rate
1.	Myanmmar	1
2.	Grenada	1
3.	Mauritius	1
4.	C���Te Divoire	1
5.	Latvia	1
6.	Japan	0.67
7.	Na	0.6
8.	Netherland	0.5
9.	Lesotho	0.5
10.	Netherlands	0.5
11.	Nigeria	0.45
12.	Ghana	0.42
13.	Kazakhstan	0.42
14.	South Africa	0.38
15.	Columbia	0.37
16.	Kenya	0.37
17.	Italy	0.32
18.	United Kingdom	0.31
19.	Pakistan	0.29
20.	Uganda	0.28
21.	Bangladesh	0.27
22.	India	0.26
23.	Sierra Leone	0.26
24.	Qatar	0.25

1 - 100 / 145 〈 〉


Connectivity Rate
0.5
0.4
0.3
0.2
0.1
0
India
Columbia
Ghana
Nigeria
Pakistan
Iran
South Africa
Nepal
Bangladesh
Ethiopia
Connectivity Rate
0.4
0.3
0.2
0.1
0
Illinois Institute of Technology
Record Count
1
0.8
0.6
0.4
0.2
0
438828
299209
299466
305523
307558
285990
299429
299507
306769
308171
Campaign performance table (drillable)
campa...
Conne...
Disco...
Conne...
Recor...
1. BPNAN... 32 43 0.43 80
2. FA24SIC 948 1,290 0.42 2,815
3. SP25SIC 129 187 0.41 337
4. AANF23 103 153 0.4 304
5. FA24IP 1,334 2,452 0.35 4,562
6. IANF23 601 1,125 0.35 1,881
7. SP25IP 442 1,011 0.3 1,621
8. OANF23 33 101 0.25 142
1 - 23 / 23


Detailed call-level table
app_id
campaign_name
campaign_university
Record Count
1. 438828 GR GS SP25 Campaign- Deposit, No I-20 Illinois Institute Of Technology 1
2. 285990 GR GS FA24 Campaign- Admit, No Deposit Illinois Institute Of Technology 1
3. 299209 GR GS FA24 Campaign- Admit, No Deposit Illinois Institute Of Technology 1
4. 299429 GR GS FA24 Campaign- Submit, Incomplete Illinois Institute Of Technology 1
5. 299466 GR GS SP25 Campaign- New Inquiry Illinois Institute Of Technology 1
6. 299507 GR GS FA24 Campaign- Deposit, No I-20 Illinois Institute Of Technology 1
7. 305523 GR GS SP25 Campaign- New Inquiry Illinois Institute Of Technology 1
8. 306769 GR GS SP25 Campaign- New Inquiry Illinois Institute Of Technology 1
9. 307558 GR GS FA24 Campaign- Admit, No Deposit Illinois Institute Of Technology 1
10. 308171 GR GS FA24 Campaign- Admit, No Deposit Illinois Institute Of Technology 1
11. 309103 GR GS SP25 Campaign- New Inquiry Illinois Institute Of Technology 1
12. 310622 GR GS SP25 Campaign- Deferrals to SP25 Illinois Institute Of Technology 1
13. 312151 GR GS FA24 Campaign- Admit, No Deposit Illinois Institute Of Technology 1
14. 313547 GR GS SP25 Campaign- Deferrals to SP25 Illinois Institute Of Technology 1
15. 313557 GR GS SP25 Campaign- Deferrals to SP25 Illinois Institute Of Technology 1
16. 314118 GR GS SP25 Campaign- Deferrals to SP25 Illinois Institute Of Technology 1
17. 314195 GR GS SP25 Campaign- New Inquiry Illinois Institute Of Technology 1
18. 315327 GR GS SP25 Campaign- New Inquiry Illinois Institute Of Technology 1
19. 315730 GR GS SP25 Campaign- Submitted, Incomp... Illinois Institute Of Technology 1
1 - 100 / 15116
Drop-down list controls
Select date range
Date range control


28.9%
20.7%
17.1%
15.7%
3.3%
3.1%
6.3%
India
Columbia
Ghana
Nigeria
Pakistan
South Africa
Iran
Nepal
Kenya
Others

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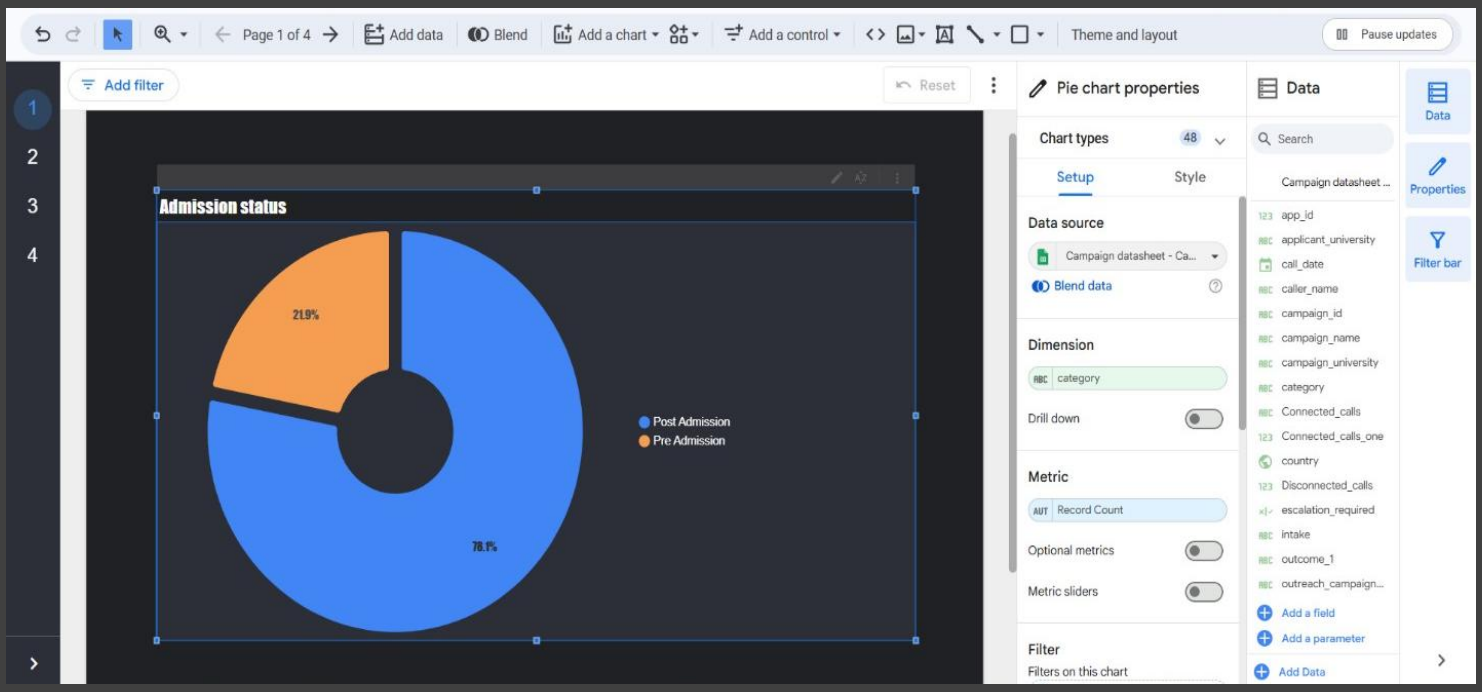

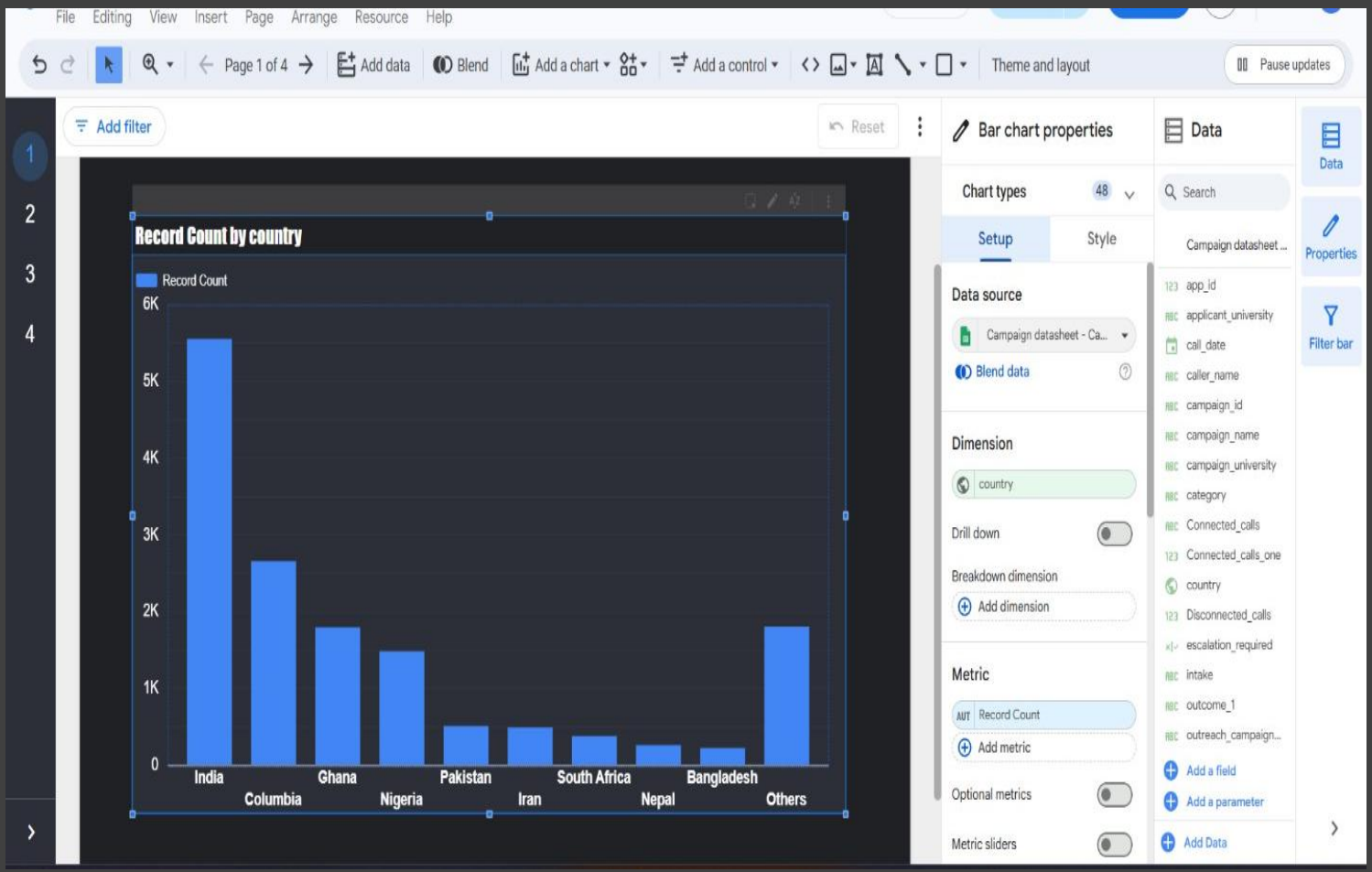

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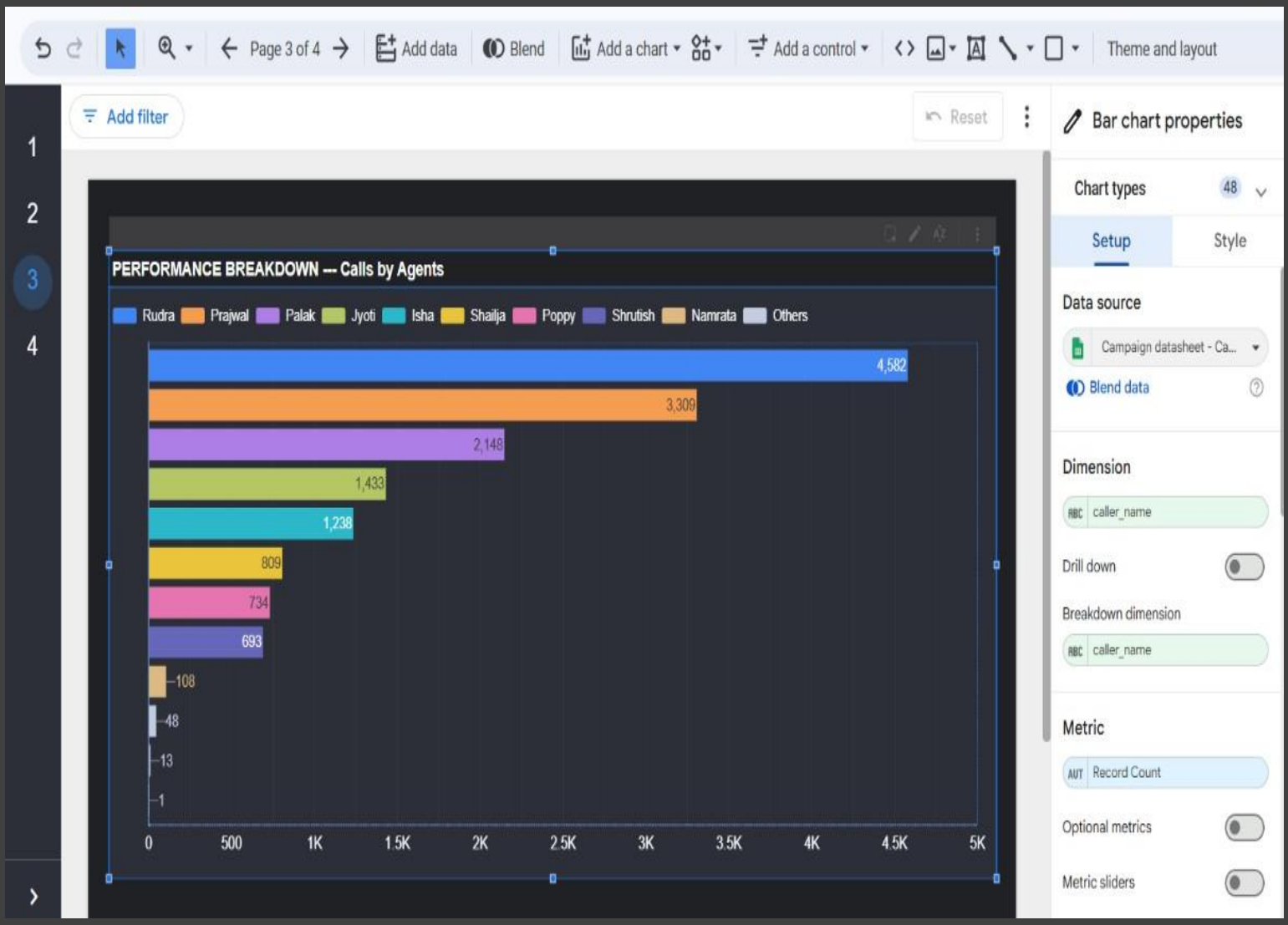
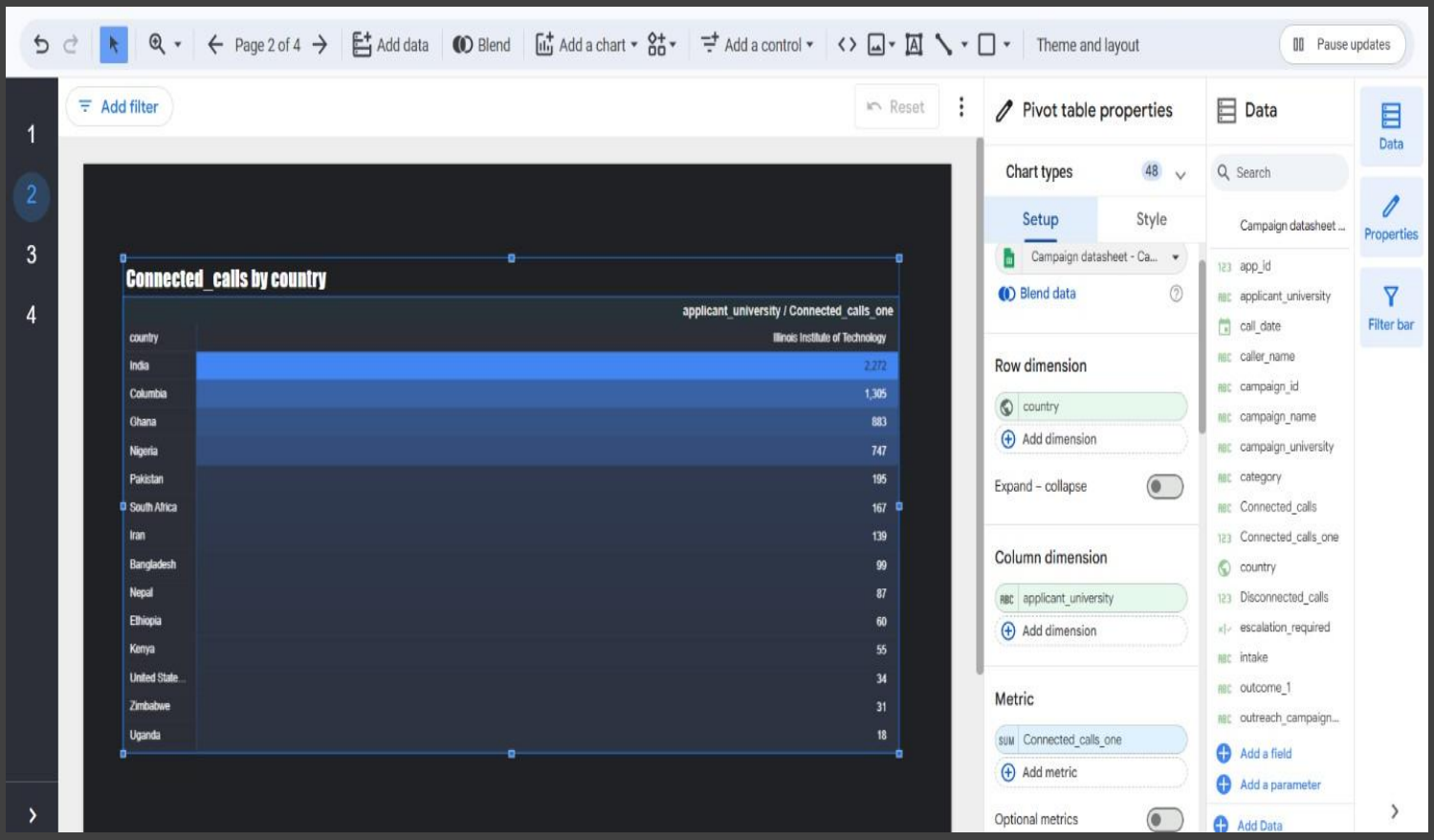
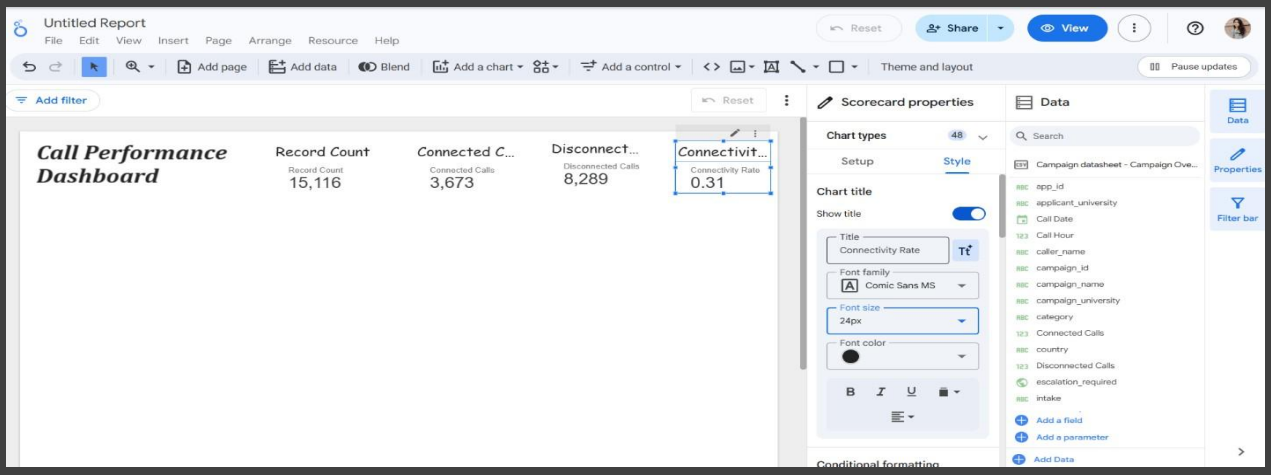


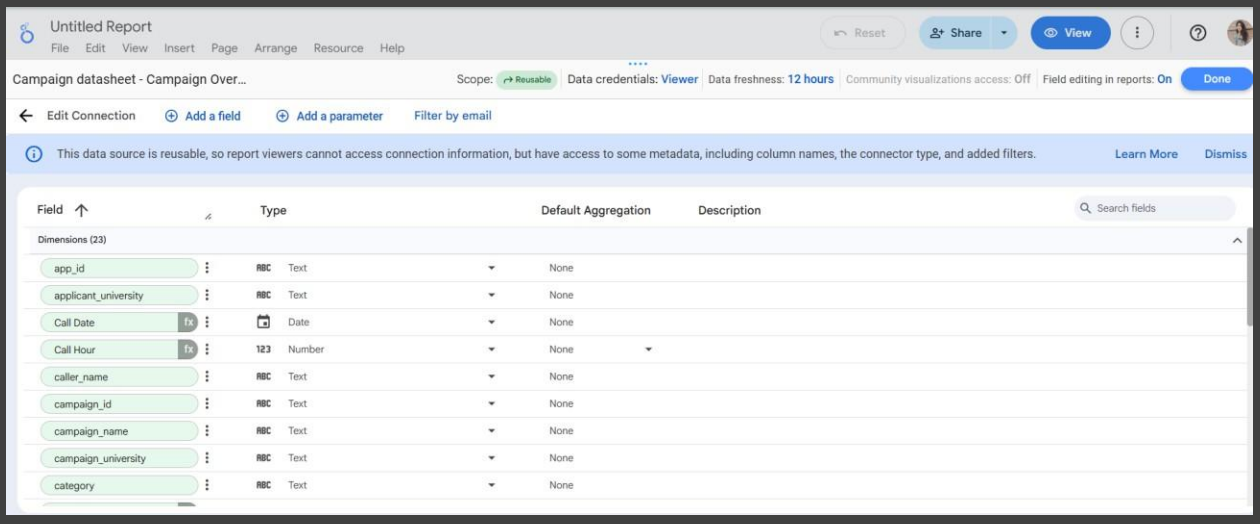


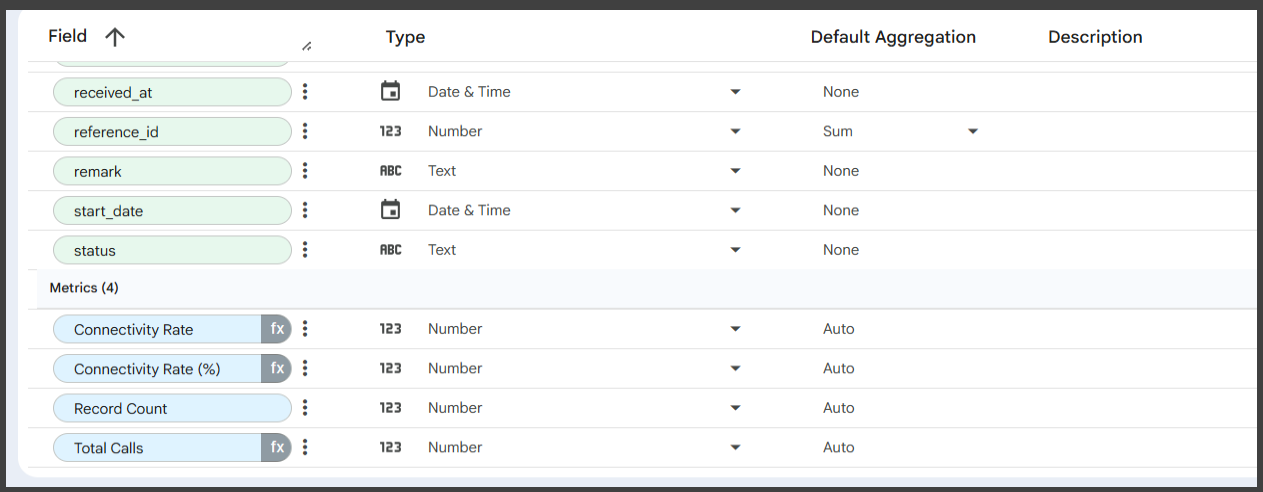
DASHBOARD LINK FOR LOOKER STUDIO :

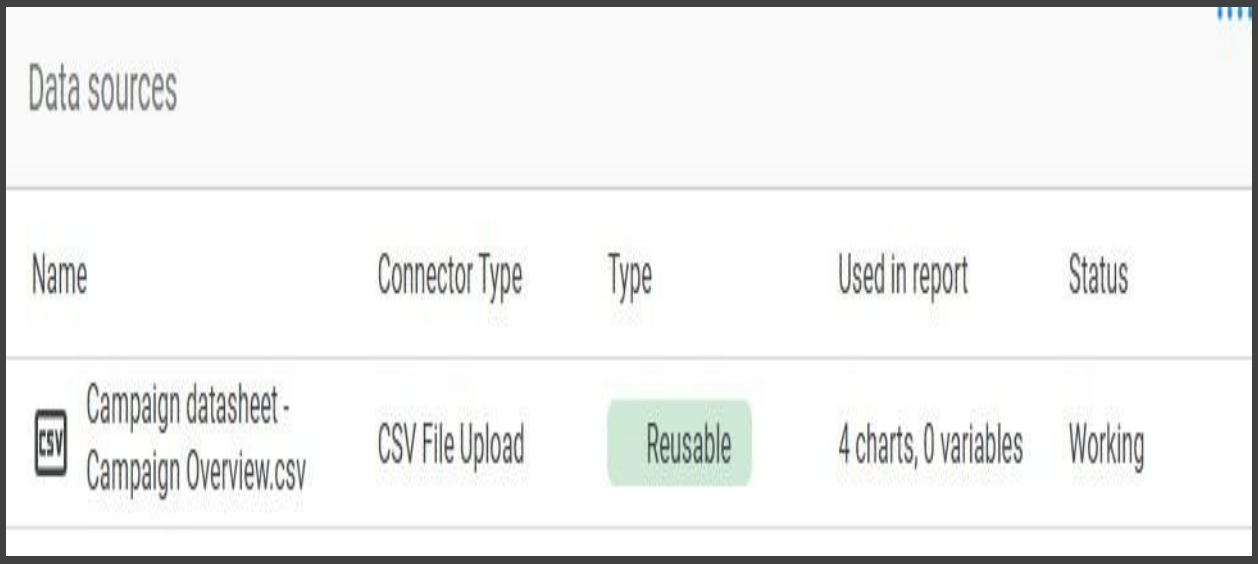
https://lookerstudio.google.com/reporting/b5ab4901-6589-45f9-b4f5-71e9e54c2f49

PROOF OF DATA CONNECTION ON LOOKER STUDIO :









Data sources

Name	Connector Type	Type	Used in report	Status
Campaign datasheet - Campaign Overview.csv	CSV File Upload	Reusable	4 charts, 0 variables	Working

DESIGN DOCUMENTATION SLIDES FOR THIS DASHBOARD :

The following slides data had been written manually according to our dashboard formation on pptx and then imported into PowerPoint presentation creator to make it more visually appealing.

LINK OF SLIDES:

https://www.pi.inc/docs/370796524950455?share_token=VYBAZ VYGRZGIA

Design Documentation Call Connectivity Dashboard

Author: Asma Batool
Created with Pi

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. Agenda

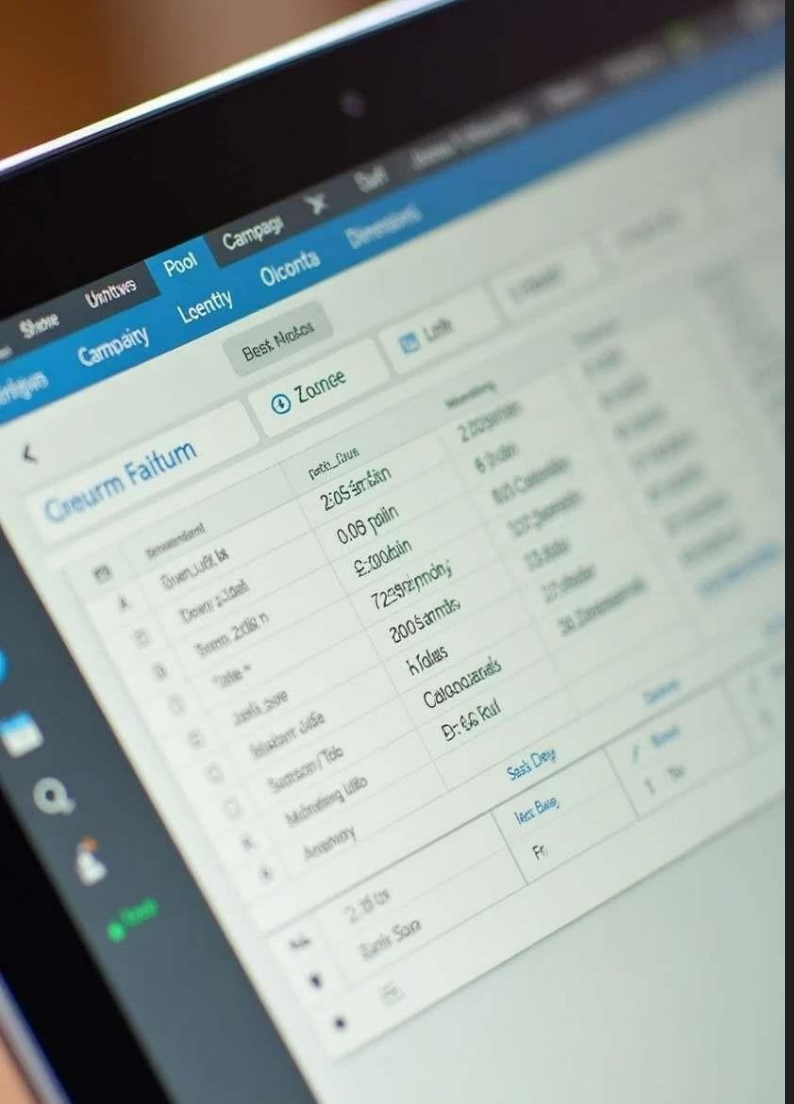
- Project purpose and what we built
- Data prep & field types (what I did)
- Calculated fields and formulas (copy-paste ready)
- Step-by-step build actions taken so far (completed up to Date dropdown + Country pie chart)
- Remaining steps to finish the interactive report
- Visual design, color decisions, and accessibility
- Validation and testing

. Project Purpose Simple and Practical

We built a dashboard to answer:

- How many calls connect vs disconnect?
- Which campaigns, agents, and countries perform best?
- When during the day problems occur (hourly patterns)?

Goal: Turn raw call logs into quick, actionable insights for operations and leadership.



. Data Preparation & Field Types (what I used)

Source columns used: app_id, country, applicant_university, phone_number, campaign_id, campaign_name, category, intake, campaign_university, status, start_date, received_at, outcome_ , remark, escalation_required.

Key field types set in Looker Studio:

app_id, campaign_id, phone_number, campaign_name, country → Text (Dimension)

start_date, received_at → Date / DateTime (parsed)

outcome_ , status, remark → Text (Dimension)

escalation_required → Text (Yes/No)

. Calculated Fields Formulas

Connected_Calls

counts rows considered successful

CASE WHEN outcome_ IN ("Will Submit The Docx","Reschedule","Not Interested") THEN ELSE END

Disconnected_Calls

counts rows considered failed / unreachable

CASE WHEN outcome_ IN ("Not Connected","Disconnected","Voicemail","Wrong Number") THEN ELSE END

Connectivity Rate (percent)

(safe divide using IF)

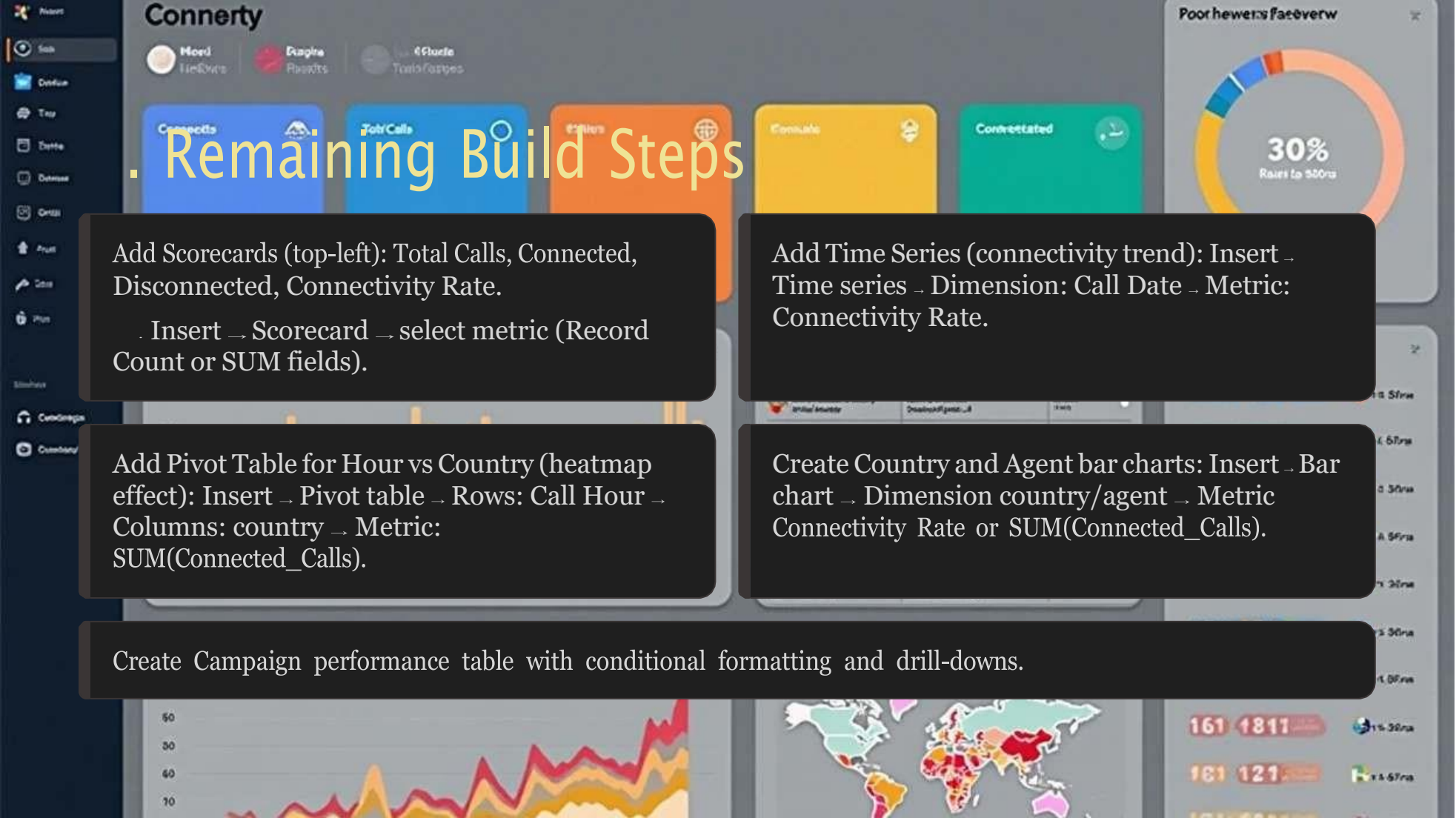
IF((SUM(Connected_Calls)+SUM(Disconnected_Calls))= , , SUM(Connected_Calls)/(SUM(Connected_Calls)+SUM(Disconnected_Calls)))

These fields are created in the Data Source editor (Resource → Manage added data sources → Edit). Use Number type for counts and Percent for rate.

. What We Completed So Far

- Connected the data source and inspected columns.
- Set field types for the main fields (text/date).
- Created calculated fields for connected/disconnected calls and connectivity rate (if not, create in Data Source).
- Added a Date dropdown (Date range control) to the report canvas.
- Added a Country pie chart to visualize distribution by country.

It's important to record what you have done; this helps reviewers know the current status and what remains.



. Remaining Build Steps

Add Scorecards (top-left): Total Calls, Connected, Disconnected, Connectivity Rate.

. Insert → Scorecard → select metric (Record Count or SUM fields).

Add Time Series (connectivity trend): Insert → Time series → Dimension: Call Date → Metric: Connectivity Rate.

Add Pivot Table for Hour vs Country (heatmap effect): Insert → Pivot table → Rows: Call Hour → Columns: country → Metric: SUM(Connected_Calls).

Create Country and Agent bar charts: Insert → Bar chart → Dimension country/agent → Metric Connectivity Rate or SUM(Connected_Calls).

Create Campaign performance table with conditional formatting and drill-downs.

. Conditional Formatting Table Heatmap (Step-by-Step)

Add a Table chart: Dimension = campaign_name (or country), Metric = Connectivity Rate (%).

Select the table → Style tab → Scroll to Conditional Formatting → Add rule.

Choose Field = Connectivity Rate (%) → Format style = Color Scale.

Set colors and thresholds: e.g., < % red, – % amber, > % green.

Apply to Cell; set min/max values (% to %) for consistent scale.

If the metric is blank, ensure Connectivity Rate is numeric and not text. Use Refresh Fields if new fields don't show up immediately.

. Drill-Downs & Interactive Controls

Drill-down example: Country → Campaign → Agent

On a bar chart, under Data, add a hierarchy: country (top) then campaign_name then caller_name.

Toggle 'Enable drill down' in chart settings. When users click a country, they will see campaigns in that country.

Cross-filtering: Enable clicking a chart to filter others in Report settings (Interaction / Cross-filtering).

Add filters (controls): Date range, Country dropdown, Campaign dropdown, Agent dropdown, Status.

Drill-downs help non-technical users move from overview to detail in two clicks.

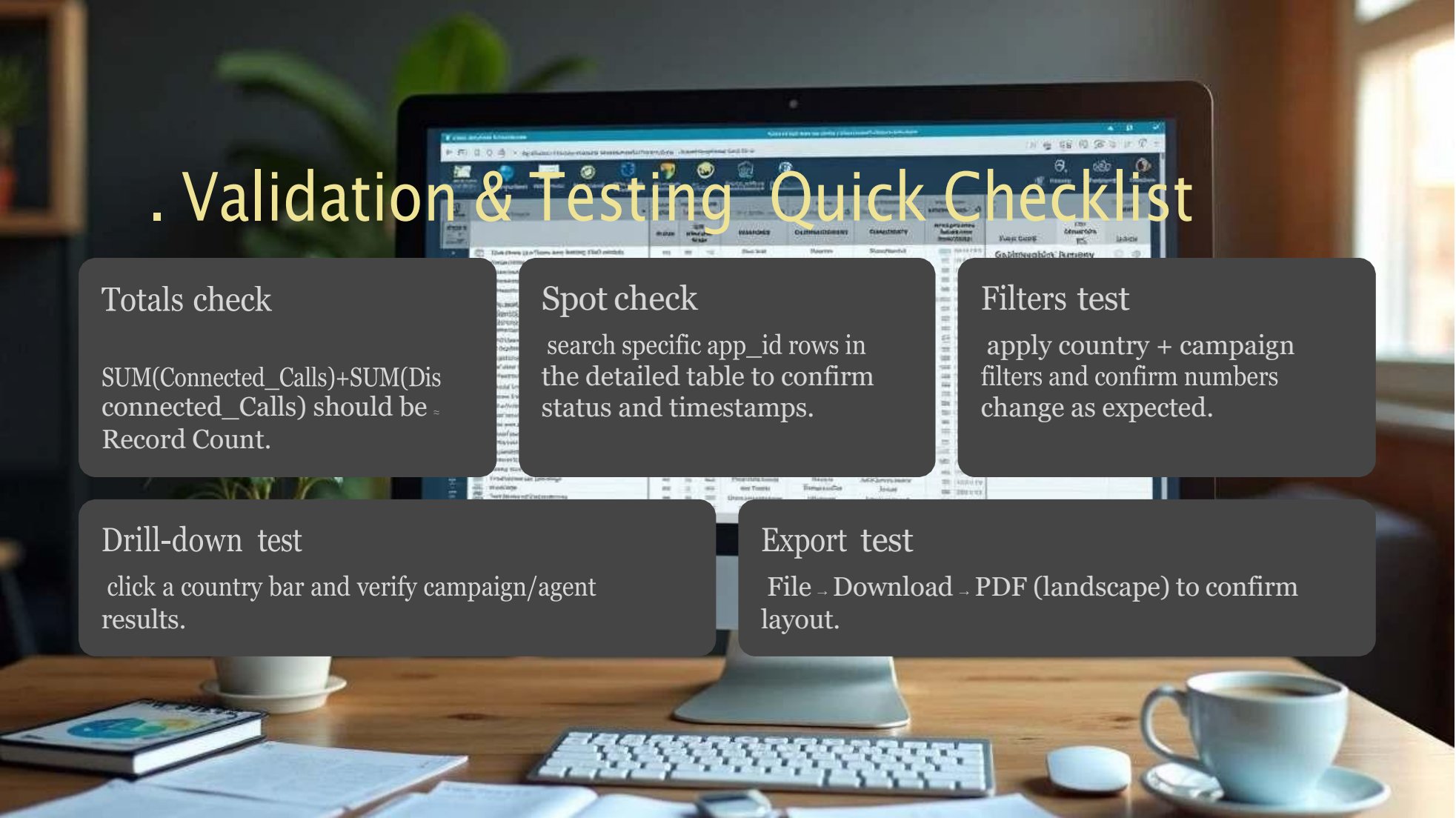
. Design Decisions Black Theme & Colors

Theme: Full black background to match dashboard look and reduce visual fatigue in dark rooms.

Text: Use white (/#FFFFFF) for primary text and light grey for secondary.

Accent colors: Positive = Green (/#), Highlight = Gold (/#B E C), Negative = Red (/#).

Use bold large numbers for scorecards and smaller captions under charts to explain the meaning.



. Validation & Testing Quick Checklist

Totals check

SUM(Connected_Calls)+SUM(Disconnected_Calls) should be ≈ Record Count.

Spot check

search specific app_id rows in the detailed table to confirm status and timestamps.

Filters test

apply country + campaign filters and confirm numbers change as expected.

Drill-down test

click a country bar and verify campaign/agent results.

Export test

File → Download → PDF (landscape) to confirm layout.

. Insights

Short-term:

Add top-row scorecards and time-series trend chart.

Add pivot table heatmap and conditional formatting for the campaign table.

Configure drill-downs and cross-filtering.

. Appendix Formulas (copy-paste ready)

Connected_Calls

```
CASE WHEN outcome_  IN ("Will Submit The Docx","Reschedule","Not Interested") THEN  ELSE  END
```

Disconnected_Calls

```
CASE WHEN outcome_  IN ("Not Connected","Disconnected","Voicemail","Wrong Number") THEN  ELSE  END
```

Connectivity Rate (chart-level)

```
SUM(Connected_Calls) / (SUM(Connected_Calls) + SUM(Disconnected_Calls))
```

Call Hour (example)

```
EXTRACT(HOUR  FROM  PARSE_DATETIME("%m-%d-%Y  %H:%M",  start_date))
```

Paste these in Data Source → Add a Field, or create as chart-level fields if needed.

Thank You