

AIV Dashboard – One tool for All CRM Needs

The AIESEC CRM Dashboard is a comprehensive tool for managing various programs and data across different regions. It includes sections for LECO HUB, OGTA HUB, and OGV HUB, each with its own set of dashboards and data visualizations. The dashboard also features a 'Recent Notifications' section and a 'Daily Clicks' chart.

LECO HUB

- Leadership Conference Forms (Module 1):**
 - Total Forms: 1
 - Clean Submissions: 159
 - Highest Phase: Leco 2025, 159 submissions
- Outgoing Global Talent Forms (Module 3):**
 - Total Forms: 3
 - Clean Submissions: 731
 - Highest Phase: oGta W24 Submissions, 564 submissions
- Outgoing Global Volunteer Forms (Module 4):**
 - Total Forms: 4
 - Clean Submissions: 6,927
 - Highest Phase: oGV S25 Submissions, 3,185 submissions

OGTA HUB

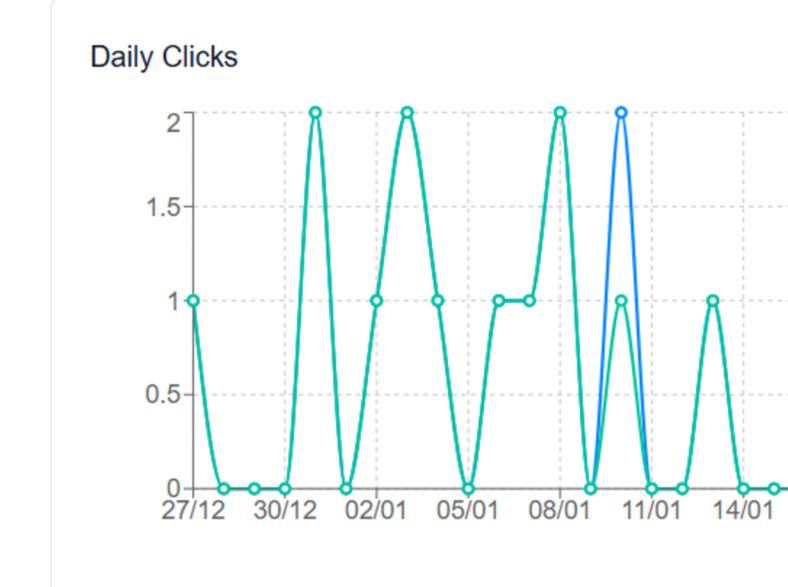
- TMR Forms (Module 2):**
 - Total Forms: 2
 - Clean Submissions: 3,781
 - Highest Phase: TMR F25 Submissions, 2,009 submissions

OGV HUB

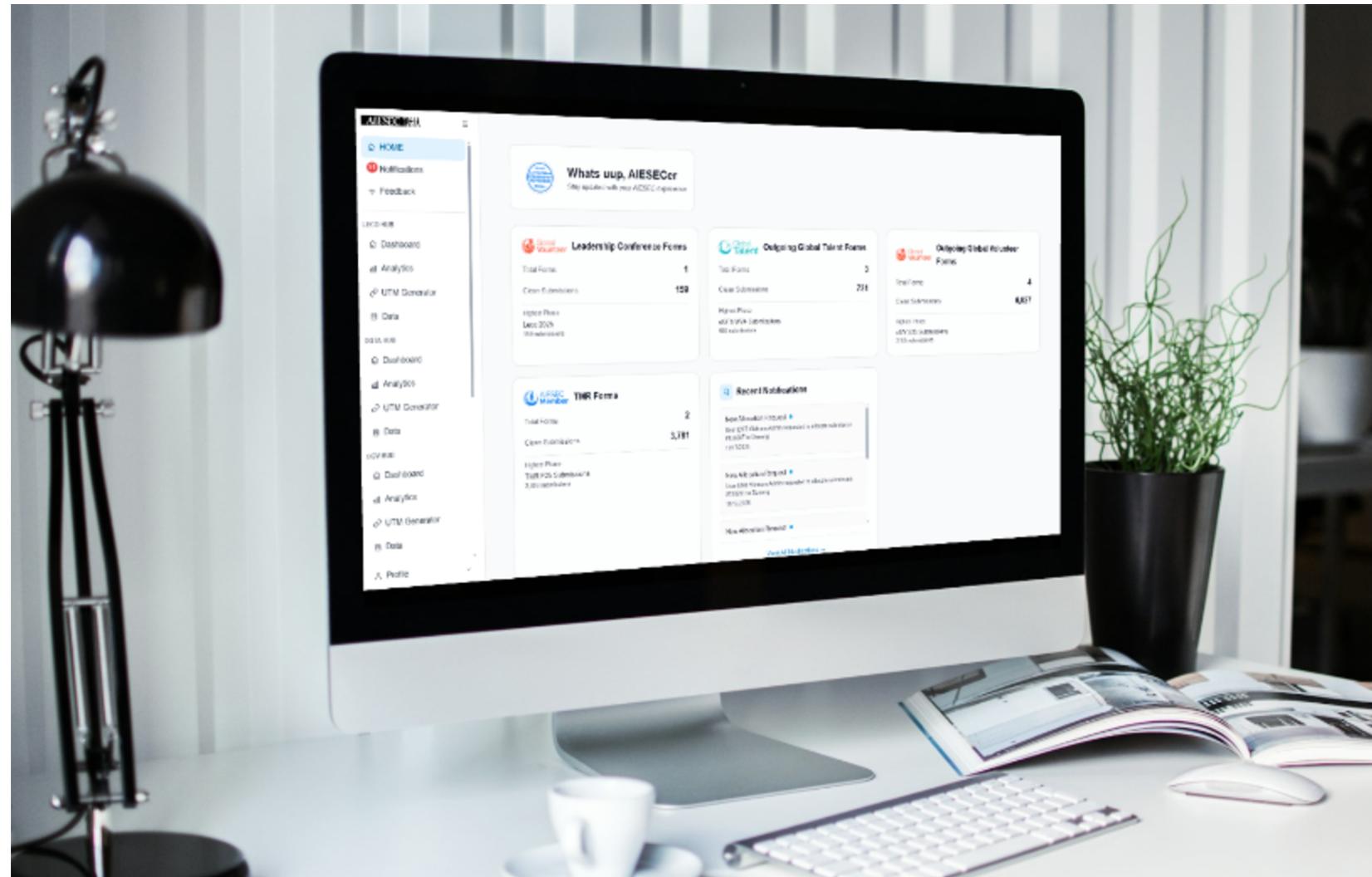
- Recent Notifications:**
 - New Allocation Request: User EMT Vietnam Admin requested to allocate submission #138287 to Danang, 11/17/2025
 - New Allocation Request: User EMT Vietnam Admin requested to allocate submission #138291 to Danang, 11/17/2025
 - New Allocation Request: (partial view)

Daily Clicks

Line chart showing daily clicks over time from 27/12 to 14/01. The chart shows a fluctuating pattern with peaks around 1-2 clicks per day.



Project Overview



AIV Dashboard is an intuitive internal management platform for AIESEC, serving as a centralized data warehouse and providing powerful analytical tools.

Project Name	Production	Year of Release
Aiv dashboard	AIESEC	2025

The problem we solve

We found numerous problems in our data analysis and management workflows, including major data loss in critical campaigns. To address this properly, we chose not to apply quick fixes but to completely redesign the system and launch this tool.

PROBLEM 1

Too many disconnected platforms and storage systems led to significant data loss.



Solution

Centralize everything into a single database with unified formatting for easier management.

PROBLEM 2

There is no detail analysis, this is needed so that users can get useful insights for growth their business



Solution

AIIV dashboard provides a very detailed analytical overview of the growth rate and form performances

PROBLEM 3

offers stability, scalability, and reliability, with the ability to integrate advanced features.



Solution

Can be used by small campaigns to large campaigns, can be easily adjusted to suit your needs

Minimal and intuitive dashboard to manage

simple and intuitive dashboard interface, manage customer data analysis and build better relationships to increase revenue. Easy to use and very flexible

AIESEC

- OGTA HUB
 - Dashboard
 - Analytics
 - UTM Generator
- OGV HUB
 - Dashboard
 - Analytics
 - UTM Generator
- TMR HUB
 - Dashboard
 - Analytics
 - UTM Generator
- ADMINISTRATION
 - User Management
 - Profile

UTM Clicks
Click tracking and UTM effectiveness

Preset: Custom | Start date: 01/27/2026 | End date: 02/26/2026 | Entity: All Entities

Historical Comparison: No Comparison | Refresh | Export Excel

Overview | **User Performance**

UTM Click Summary

Total Clicks	Unique Clicks	Click Rate
58	58	100.0%

Daily Clicks

15/02/2026
clicks : 0
unique : 0

AIESEC

- OGTA HUB
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 - Analytics
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 - Profile

General | Click Tracking | Form Tracking | Weekly Trend

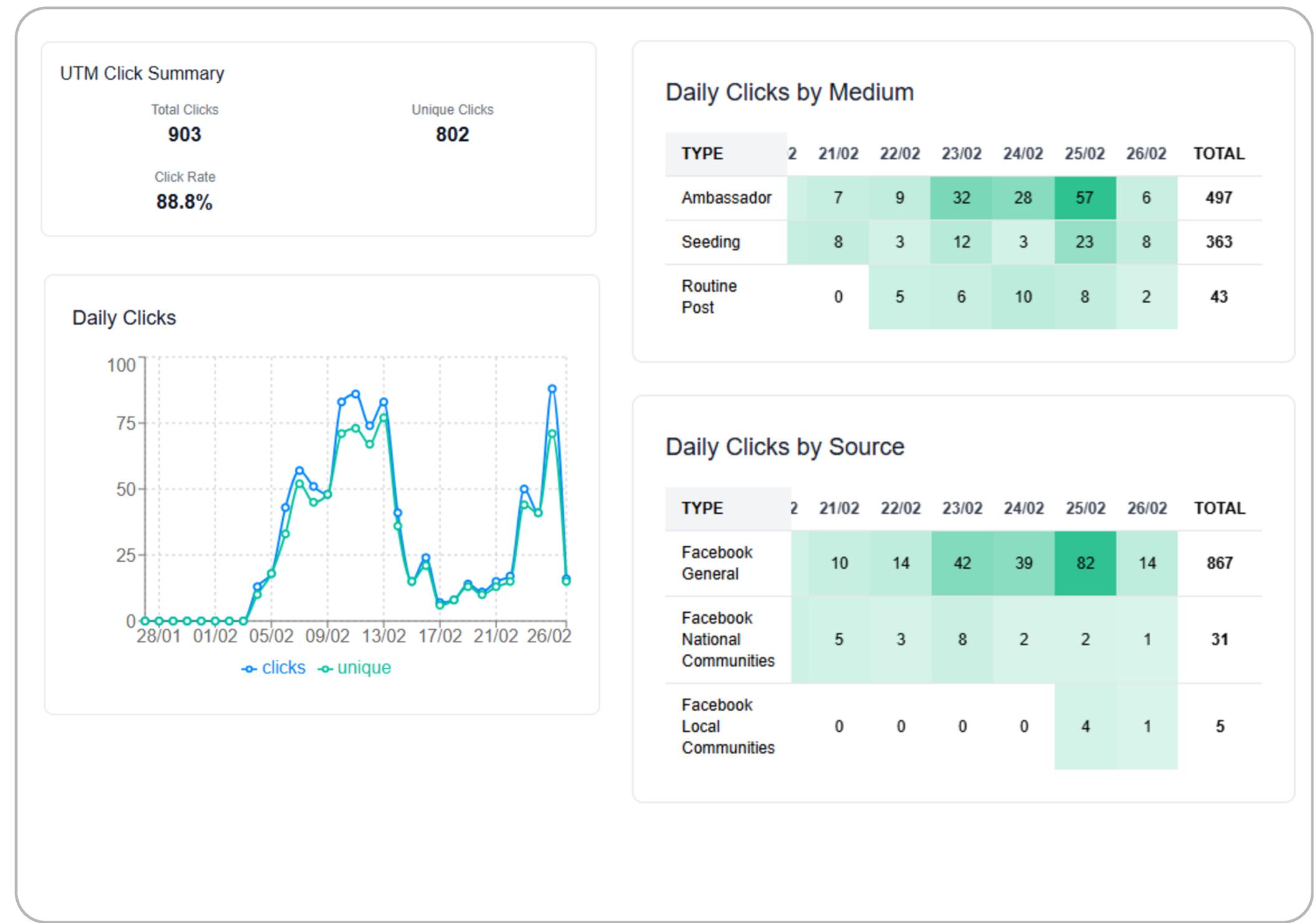
General Analytics
Overview and general insights for TMR campaigns

Daily Tactics Performance
Combined click and form performance by tactics and date

Start Date: 09/27/2025 | End Date: 11/26/2025

CAMPAIGN	MEDIUM	SOURCE	2 OCT
Total	All Mediums	All Sources	Total SU C
TOTALS	All Mediums	All Sources	346 41 13.0
TMR-EMT-fall2025	routine-post	facebook-aiv	26 7 31.0
TMR-EMT-fall2025	fanpage-ads	facebook-aiv	184 5 2.9
TMR-FHCMC-fall2025	fanpage-ads	facebook-aiv	0 0 0.0
TMR-Cantho-fall2025	fanpage-ads	facebook-aiv	25 3 15.0
			0 18 0.0
TMR-FHN-fall2025	routine-post	facebook-local-comm	1 1 100.0
TMR-HCMS-fall2025	seeding	facebook	13 0 0.0
TMR-FHCMC-fall2025	micro-influencer	facebook	10 0 0.0

Analyze click tracking more easily and simply



creating, managing, shortening and tracking links in one tool

☰

UTM Link Generator

Create and manage UTM tracking links for Global Volunteer campaigns.

Note: Only clicks on the Tracking Link (or Tracking Short URL) are counted. The original generated URL ([aiesec.vn](#)) and its shortened link does not record clicks.

Tip: If the link is not automatically shortened, please copy the Tracking Link to use, or manually shorten it using another platform.

[Create](#) Available Links

Create New UTM Link

Active campaign format: (no active format)

Entity Name *

Select Entity

Phase/Form *

Phase S26

UTM Source *

Select Source

UTM Medium *

Select Medium

UTM Name (Optional)

Enter UTM name (optional)

Custom Name (Optional)

Enter a custom name for this UTM link (supports Vietnamese)

Analyze customers performance more easily and simply

Form Tracking by UTM Link

Show percentages: [Export Excel](#)

Note: To view more complete data, you can increase the page size and date page size. Warning: Large data may cause lag or not load data.

UTM	Campaign	Medium	Source	Total	Feb 25
TOTALS				133	4
FHCMC-oGV-Summer2026 / ambass / facebook	FHCMC-oGV-Summer2026	ambass	facebook	32	3
No campaign / unknown / unknown	No campaign	unknown	unknown	29	1
FHCMC-oGV-Summer2026 / seeding / facebook	FHCMC-oGV-Summer2026	seeding	facebook	22	0
HCMC-oGV-Summer2026 / seeding / facebook	HCMC-oGV-Summer2026	seeding	facebook	10	0
DN-oGV-Winter2025 / seeding / facebook	DN-oGV-Winter2025	seeding	facebook	8	0
EMT-oGV-Winter2025 / routine-post / facebook	EMT-oGV-Winter2025	routine-post	facebook	5	0
EMT-oGV-Spring2025 / routine-post / facebook	EMT-oGV-Spring2025	routine-post	facebook	4	0

Daily Sign Ups by Local (oGV S26 Submissions)

Daily sign ups by local for all submissions. Green cells indicate days with sign ups.

LOCAL	28 JAN	29 JAN	30 JAN	31 JAN	1 FEB	2 FEB	3 FEB	4 FEB	5 FEB	6 FEB	7 FEB	8 FEB	9 FEB	10 FEB	11 FEB	12 FEB	13 FEB	14 FEB	15 FEB
Danang	1	0	0	0	0	0	0	0	0	0	0	0	0	3	0	0	0	0	
FHCMC	0	0	0	0	1	0	0	0	1	3	8	4	3	3	11	3	3	0	
FHN	0	0	0	0	0	1	0	2	1	0	0	0	0	0	0	0	0	0	
HCMC	1	4	0	0	0	1	0	1	1	0	1	1	1	0	0	0	1	0	
HCME	0	0	0	0	1	0	0	1	1	1	1	1	0	1	0	0	0	0	
HCMS	0	0	1	0	0	0	1	0	1	0	2	0	0	0	1	0	0	1	
Hanoi	0	0	1	1	0	0	1	1	0	1	0	1	1	1	0	1	1	0	
NEU	0	0	0	0	0	1	0	2	0	0	0	0	1	0	1	0	0	1	

Local ranking

FHCMC	55	41.4%
HCMC	18	13.5%
Hanoi	10	7.5%
NEU	10	7.5%
FHN	9	6.8%
HCME	8	6.0%
HCMS	8	6.0%
Danang	5	3.8%

133
Total Sign Ups

- 1.5% * 2 sign ups
- Danang - Đại học Ngoại Ngữ - ĐH Huế (Hue University)
1.5% * 2 sign ups
- HCMC - Đại học Văn Hiến (Văn Hiến University)
1.5% * 2 sign ups
- HCMC - Đại học Hoa Sen (Hoa Sen University)
0.8% * 1 sign ups
- HCMC - Đại học Thủ Dầu Một (Thu Dau Mot University)
0.8% * 1 sign ups
- HCMC - Đại học Kinh Tế - Kỹ Thuật Công nghiệp University
0.8% * 1 sign ups

Clear and useful notifications

Notifications

Manage your notifications and allocation requests.

Notifications Allocation Requests General

Leadership Conference (0) Outgoing Global Talent (0) **Outgoing Global Volunteer (91)** TMR (9)

Allocation Request approved

Requester: DN Lead oGV (danang.lead.ovg@aiesec.net)
Submission & Phases: oGv2195918597569087492618254532 oGV W25
Requested LC to be allocated: Danang
17/11/2025, 08:57
[View Details](#)

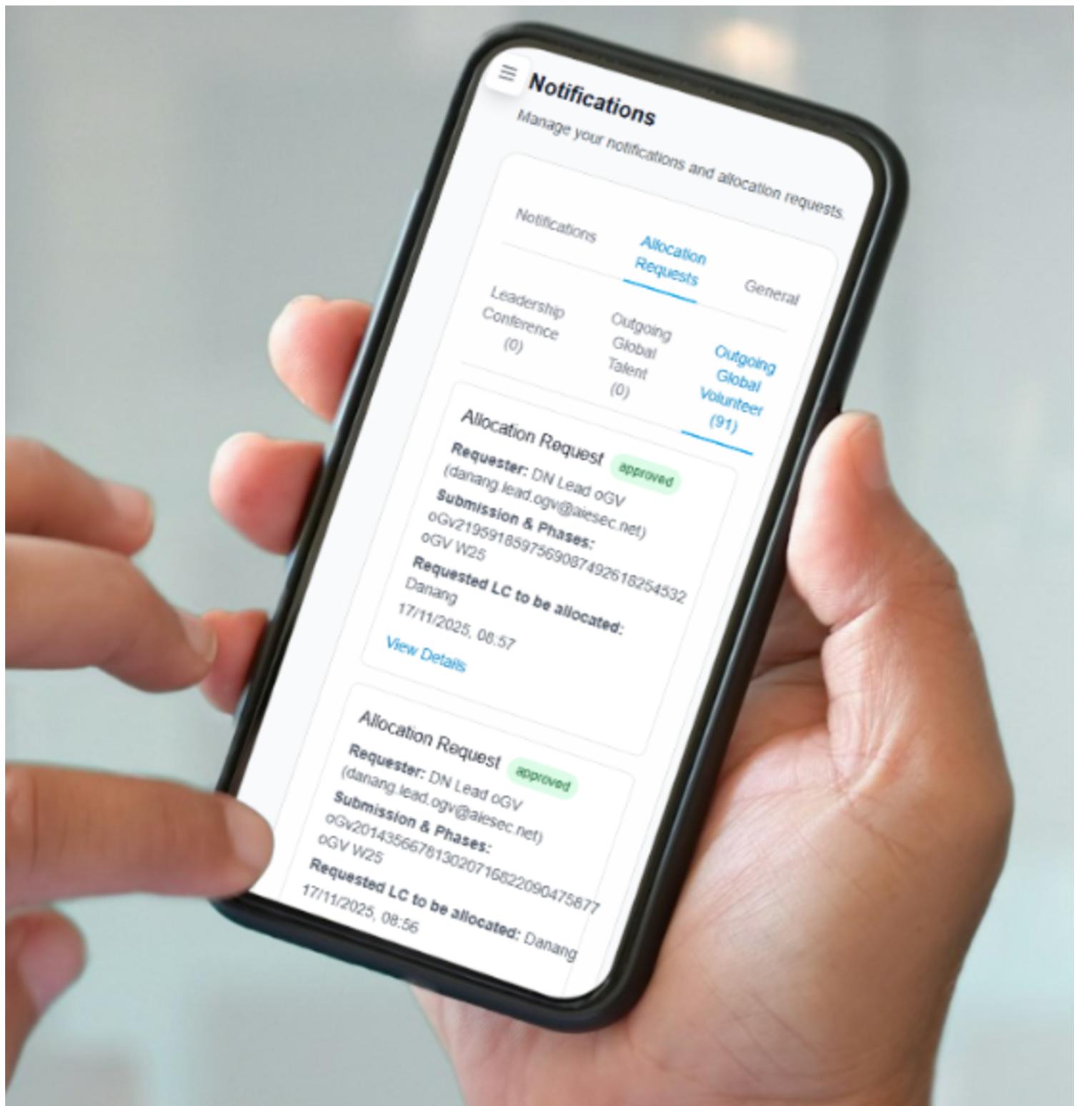
Allocation Request approved

Requester: DN Lead oGV (danang.lead.ovg@aiesec.net)
Submission & Phases: oGv201435667813020716822090475877 oGV W25
Requested LC to be allocated: Danang
17/11/2025, 08:56
[View Details](#)

Allocation Request approved

Requester: DN Lead oGV (danang.lead.ovg@aiesec.net)
Submission & Phases: oGv17103494931664359608808688854 oGV W25
Requested LC to be allocated: Danang
17/11/2025, 08:56
[View Details](#)

Set and manage notifications with a simple and clear interface



Reusable Components

Raw Data	Clean Data	Manual Allocate	Manual Send Emails	Export Management
Select Phase	TMR F25 Submissions ▾	Import Guideline	Refresh Page	Export to Google Sheet
Search by university...		Show: 10 ▾		
Role: admin Entity: FHN	You can allocate submissions directly as an admin.			
SUBMISSION	RESPONSES	ACTIONS		
Nguyễn Hà Minh Anh 12/10/2025, 11:33	University: otheruni Other University: Brisbane - Queensland University of Technology	Select entity... ▾		
Hoang Kim Tuyen 11/10/2025, 03:08	University: otheruni Other University: Gia Lai Province - Quy Nhon University	Select entity... ▾		
09/10/2025, 22:26	No university field	Select entity... ▾		
09/10/2025, 22:26	No university field	Select entity... ▾		
08/09/2025, 21:30	No university field			
08/09/2025, 21:30	No university field			

LECO HUB

 Dashboard

Analytics

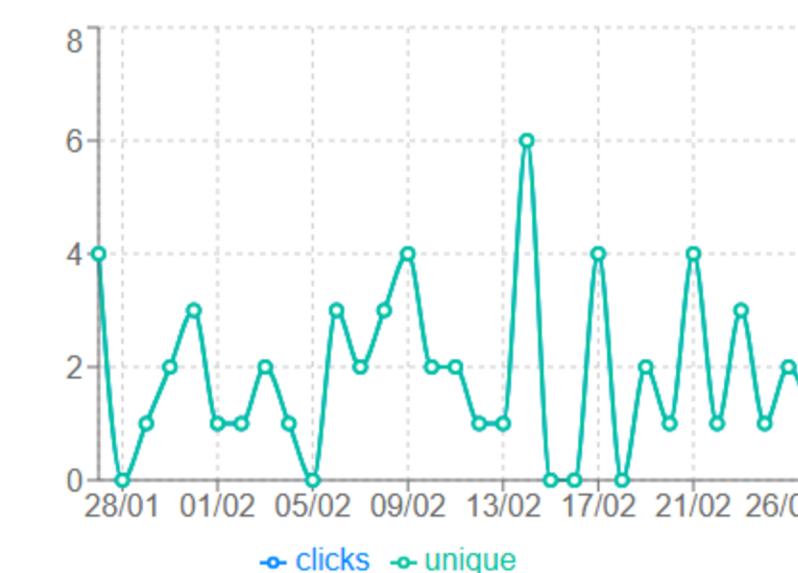
 UTM Generator

Data

Consistent and clean components, built to make things easier for users. Easy to customize to your needs

Daily Clicks by Medium

TYPE	4/02	15/02	16/02	17/02	18/02	19/02	20/02	21/02
Routine Post	0	0	0	0	0	1	0	1
Fanpage Ads	1	0	0	3	0	0	0	2
HTTT	1	0	0	1	0	1	0	1
Avatar Frame Sharing	2	0	0	0	0	0	0	0
Micro Influencer	1	0	0	0	0	0	0	0
Ambassador	0	0	0	0	0	0	1	0
Media Partner	0	0	0	0	0	0	0	0
Booklet	1	0	0	0	0	0	0	0
Sharing Posts	0	0	0	0	0	0	0	0
Email	0	0	0	0	0	0	0	0
.00%	1	1	0	0.00%				
.00%	0	0	0	0.00%				
.00%	0	0	0	0.00%				



Thank you. Interested to
collaborate? Lets connect.