



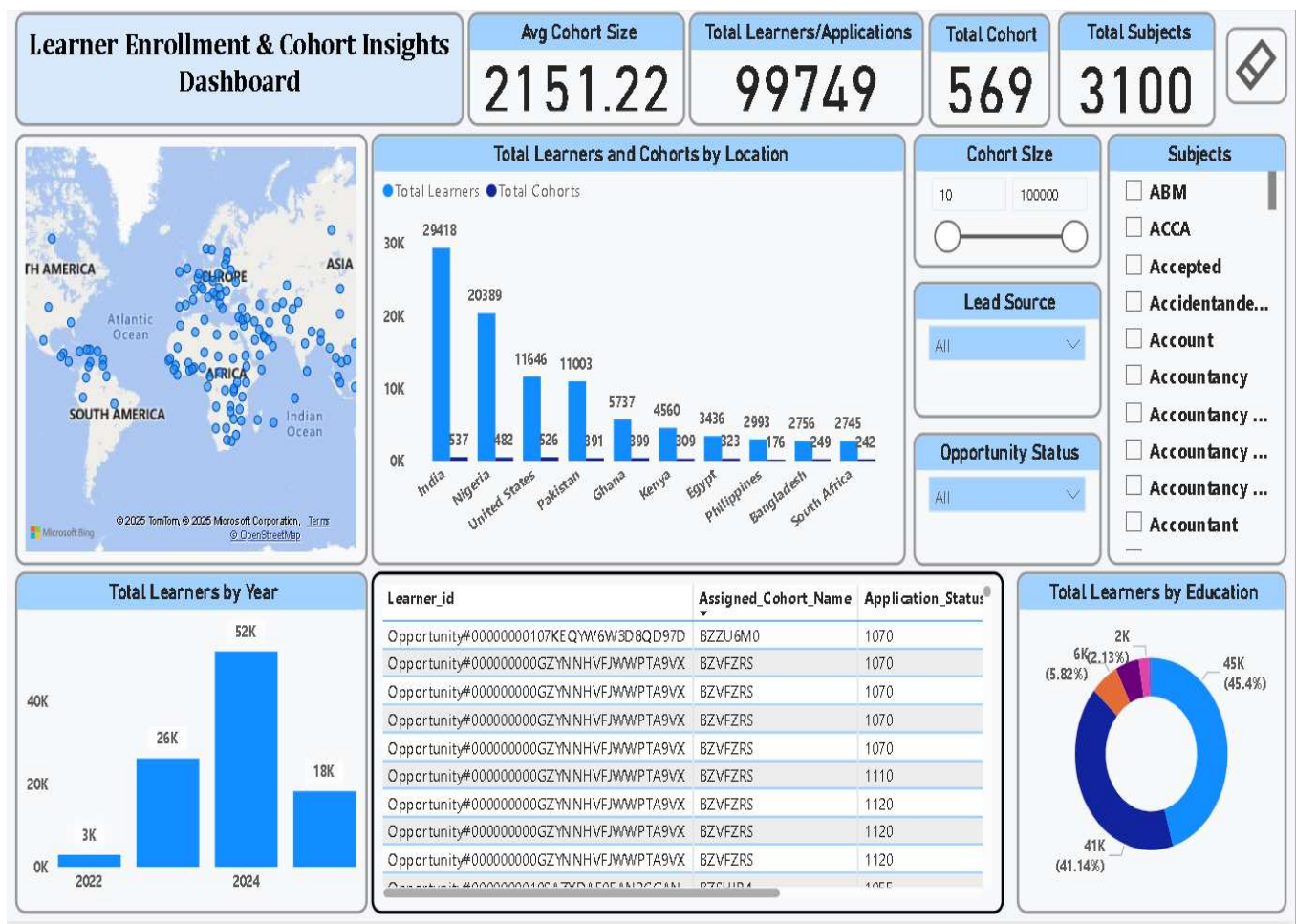
Dashboard Design & Wireframe Planning

Structuring KPIs, Metrics & Insights
for an Interactive Learning Analytics
Dashboard

Data Visualization Associate Internship | July 2025

Team Members:

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The wireframe designed for **Week 3** serves as a strategic blueprint for developing a user-centric, insightful dashboard in **Looker Studio**. It aligns with the structured **Master Table** and **Mapping Table**, presenting a clean layout with KPI tiles, interactive filters, charts, and tables. Key metrics like total learners, application rate, and cohort insights are prioritized for quick decision-making. Visuals such as bar charts, pie charts, and tables are thoughtfully placed to ensure clarity and usability. Annotations highlight the purpose of each component, fulfilling all planning and storytelling criteria outlined in the module guidelines for data-driven dashboard development.

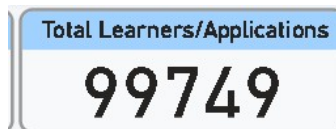
KPI Tiles (Top Row)

1. Avg Cohort Size



- **Why it's used:** Shows the average number of learners per cohort.
- **Data Used:** Cohort Size from Master Table.
- **Insight:** Helps understand the scale of each cohort, revealing capacity or reach.

2. Total Learners / Applications



- **Why it's used:** Represents total number of learner entries (applications).
- **Data Used:** Count of Learner_id or Enrollment_id.
- **Insight:** Shows how many individuals have applied — the base of your analysis.

3. Total Cohort



- **Why it's used:** Counts the number of distinct learning cohorts.
- **Data Used:** Distinct count of Assigned_Cohort_Name.
- **Insight:** Reveals breadth of program delivery and diversity of offerings.

4. Total Subjects



- **Why it's used:** Indicates variety of subjects being delivered.
- **Data Used:** Count of distinct Subjects.
- **Insight:** Shows academic diversity or thematic focus in program offerings.

Map Visualization

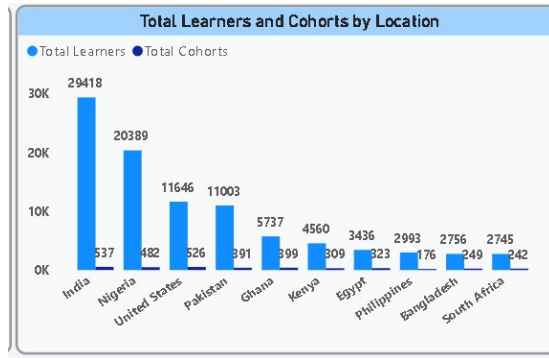
World Map of Learners



- **Why it's used:** To display geographic distribution of learners.
- **Data Used:** Location
- **Insight:** Identifies regional concentration and global reach of the programs.

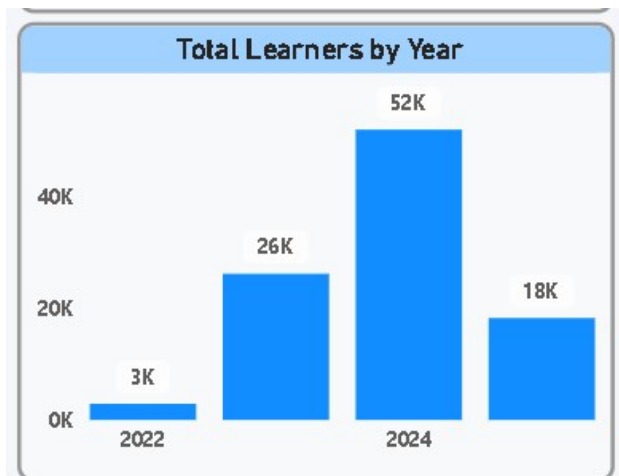
Bar Charts

1. Total Learners and Cohorts by Location



- **Why it's used:** Compares number of learners and cohorts across countries.
- **Data Used:** Location, Learner_id, Assigned_Cohort_Name
- **Insight:** Helps identify top contributing regions and their cohort volume.

2. Total Learners by Year

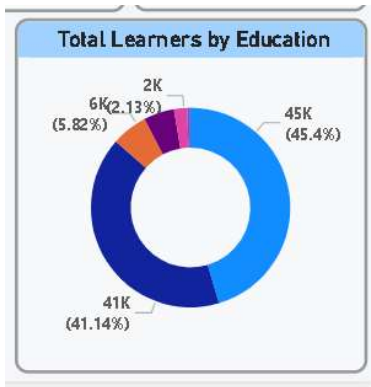


- **Why it's used:** Shows growth or decline over time.
- **Data Used:** Year extracted from Application_Date
- **Insight:** Tracks application trends over recent years (e.g., 2022–2024).

Wireframe Explanation

Donut Chart:

Total Learners by Education:



- **Why it's used:** Visualizes education-level distribution.
- **Data Used:** Education
- **Insight:** Highlights dominant education backgrounds — useful for tailoring curriculum.

Data Table

Learner_id	Assigned_Cohort_Name	Application_Status
Opportunity#00000000107KEQYW6W3D8QD97D	BZUJ6M0	1070
Opportunity#000000000GZ'YN NHVFJWWP7A9VX	BZVFZRS	1070
Opportunity#000000000GZ'YN NHVFJWWP7A9VX	BZVFZRS	1070
Opportunity#000000000GZ'YN NHVFJWWP7A9VX	BZVFZRS	1070
Opportunity#000000000GZ'YN NHVFJWWP7A9VX	BZVFZRS	1070
Opportunity#000000000GZ'YN NHVFJWWP7A9VX	BZVFZRS	1110
Opportunity#000000000GZ'YN NHVFJWWP7A9VX	BZVFZRS	1120
Opportunity#000000000GZ'YN NHVFJWWP7A9VX	BZVFZRS	1120
Opportunity#000000000GZ'YN NHVFJWWP7A9VX	BZVFZRS	1120
Opportunity#000000001067VZD450F412G65N1	BZUJ6M0	1070

Learner Summary Table

- **Why it's used:** Gives detailed, drill-down insights per learner.
- **Data Used:** Learner_id, Application_Status, Assigned_Cohort_Name, Subjects, Location
- **Insight:** Enables deep-dives into specific learner profiles or trends by sorting/filtering.

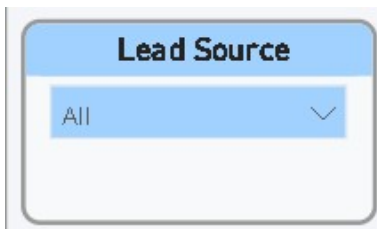
Filters / Slicers

1. Cohort Size Slider



- **Why it's used:** Enables filtering of cohorts by size range.
- **Data Used:** Cohort Size
- **Insight:** Helps users view trends for small vs. large cohorts.

2. Lead Source Filter



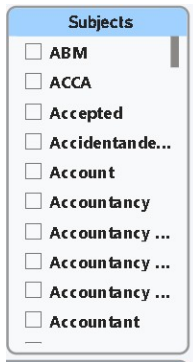
- **Why it's used:** Filters data based on how learners heard about the program.
- **Data Used:** Lead Source
- **Insight:** Supports marketing or outreach analysis.

3. Opportunity Status Filter



- **Why it's used:** Filters learners based on their status in the enrollment pipeline.
- **Data Used:** Opportunity Status
- **Insight:** Shows trends in active, closed, or pending applications.

4. Subjects Filter



- **Why it's used:** Narrow down data by subject area.
 - **Data Used:** Subjects
 - **Insight:** Useful for thematic insights or program-specific analysis.
-

Summary:

This wireframe is designed for **clarity, usability, and depth**. It balances high-level KPIs with detailed views and filters to allow for:

- Strategic decision-making (via KPIs)
- Operational monitoring (via charts)
- Exploratory data interaction (via filters and table)

It ensures readiness for Week 4 dashboard creation in Looker Studio.

Mapping Table Annotation

Purpose of the Mapping Table:

The Mapping Table serves as the blueprint for the dashboard, ensuring that every field used in visualizations is traceable, logically connected, and ready for analysis. It bridges the raw data from the Master Table with the final insights shown in the dashboard.

Structure of the Mapping Table:

Dashboard Field Name	Source Column from Master Table	Data Type	Transformation logic	Business Use
Total Learners	Learner_id	Text	Count Distinct	KPI
Total Applications	Enrollment_id	Text	Count	KPI
Application Conversion Rate	Application_Status	Text	Filtered count of "Accepted" / Total	KPI (Derived Metric)
Total Cohorts	Assigned_Cohort_Name	Text	Count Distinct	KPI
Avg Cohort Size	Cohort Size	Number	Average	KPI
Learners by Year	Application_Date	Date	Year Extracted	Chart Axis
Location Distribution	Location	Text	Cleaned	Dimension / Chart Axis
Learners by Education	Education	Text	Grouped & cleaned	Pie/Donut Chart
Subject Breakdown	Subjects	Text	Cleaned	Filter / Slicer

Mapping Table Annotation

Lead Source Filter	Lead Source	Text	No Transformation	Filter
Opportunity Status Filter	Opportunity Status	Text	Cleaned / Standardized	Filter
Cohort Size Range	Cohort Size	Number	Min-Max Range (Slider)	Filter / Metric Control
Learner Table Details	Learner_id, Assigned_Cohort_Name, Application_Status, Subjects, Location	Mixed	Direct from columns	Drilldown Table

Business Logic Highlight:

- Applied **transformation logic** where needed (e.g., year extraction, filtering accepted status).
- All fields are **aligned with business KPIs, metrics, or dimensions**.
- Ensures **data consistency** for accurate visual storytelling in Week 4's interactive dashboard.

Mapping Table Link:

<https://1drv.ms/x/c/1cf04e7621b05434/EWdo0yiMMdxMlf40ormW61IBQolA2EeOKS-c9vQZDfmGrg?e=5RrZ6v>