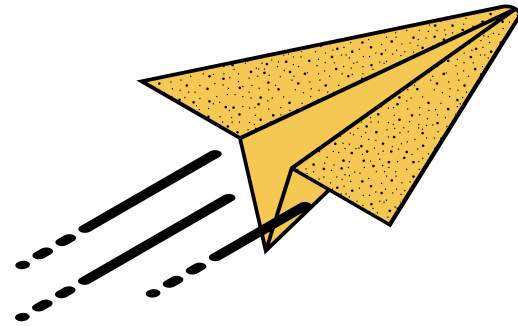




Excelerate



INTERNSHIP JOURNEY: WEEK 1 TO WEEK 4 HIGHLIGHTS

Data Analyst Associate Internship
Presented By Team 22

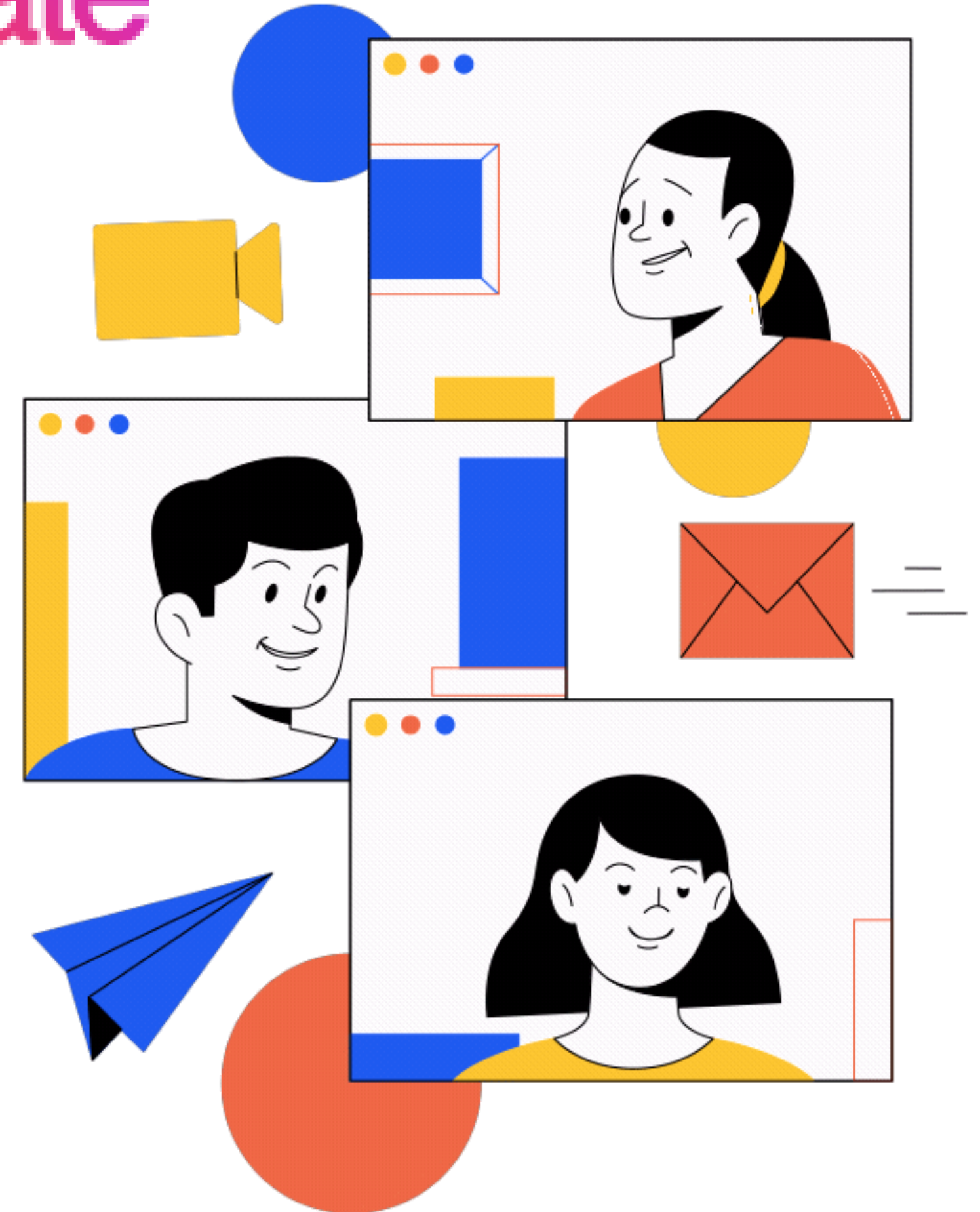


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- 1 Our team**
- 2 Problem Statement**
- 3 Project Objective**
- 4 EDA Highlight**
- 5 Final Dashboard Overview**
- 6 Conclusions**
- 7 Final Recommendations**
- 8 Internship Learnings**



THE TEAM

Project Lead ● ● ●



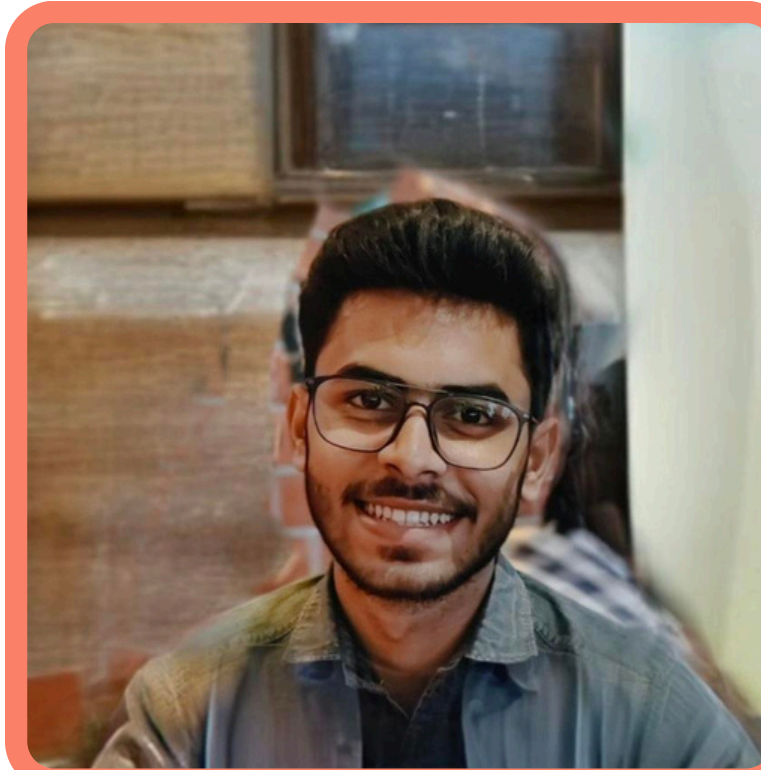
Sitesh Gupta

Team Lead ● ● ●



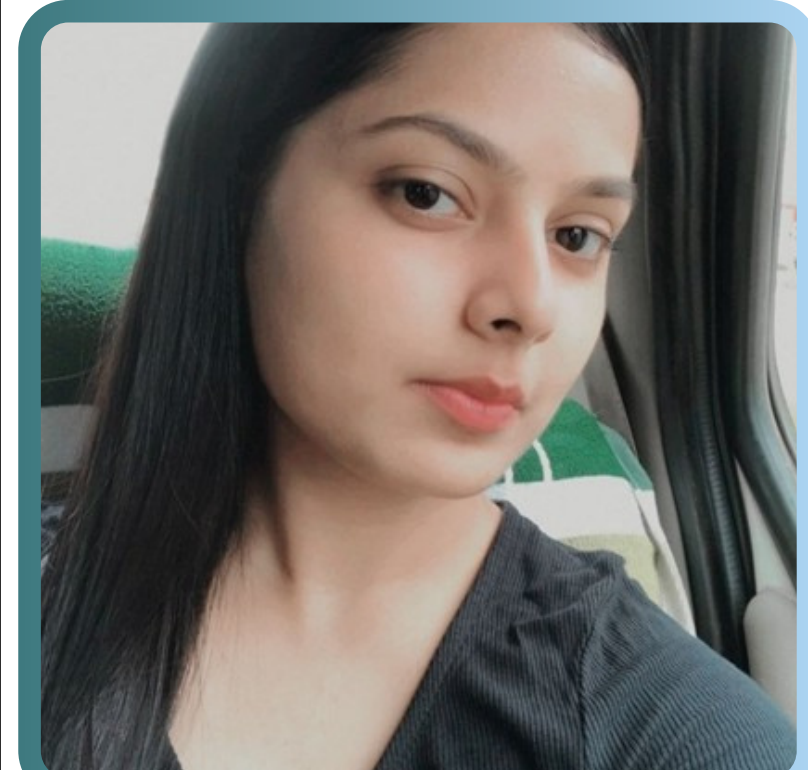
Neha Sunil

Project manager ● ● ●



Sujay Kumar

Project Scribe ● ● ●



Jayasree Chakraborty



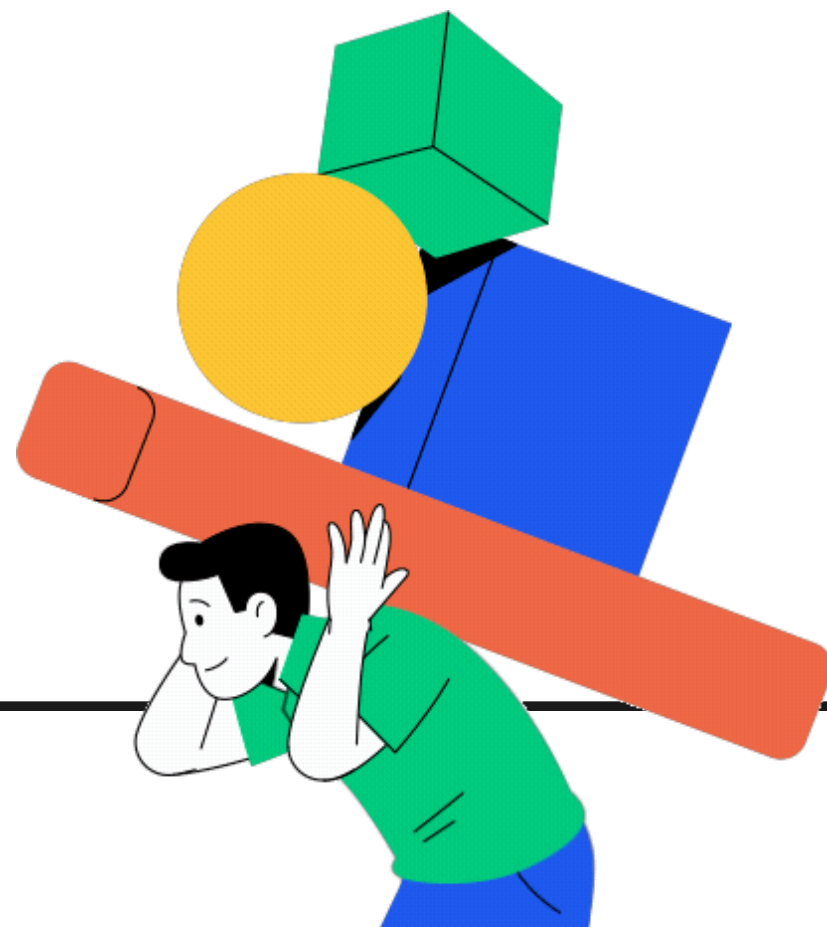


Problem Statement

Excelerate lacked a centralized system to track learner applications, subject trends, cohort performance, and conversions, making it difficult to make informed, strategic decisions

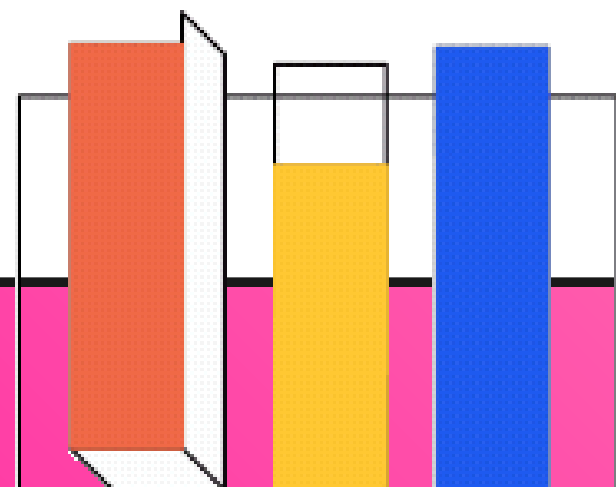
Project Objectives

- Build a dashboard to track applications and performance
- Visualize trends using filters and regional data
- Provide insights to support smart decisions





EDA HIGHLIGHT

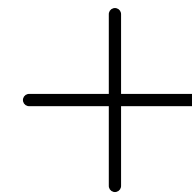
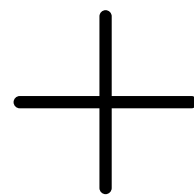


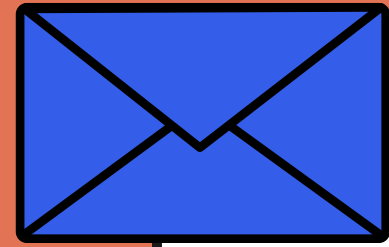
OVERVIEW OF THE DATASET

We worked with a combination of 6 key datasets to form a unified Master Table:

- Learner_Raw – Raw learner application data
- Cohort_Details – Information about cohort assignments and sizes
- Lead_Info – Details about lead sources and lead status

TOOLS USED





ETL & DATA CLEANING – WEEK 2 EXECUTION



1. Master Table Creation

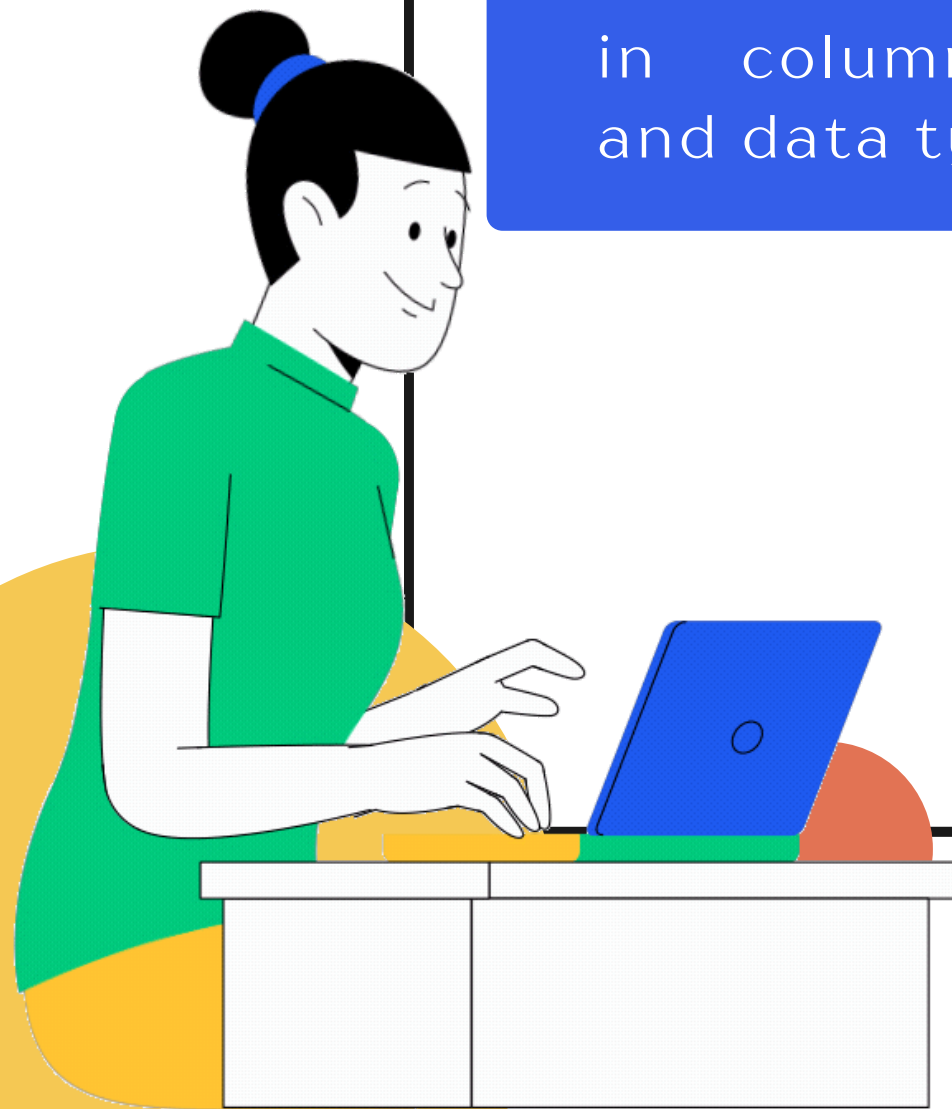
- Integrated multiple datasets into one structured table
- Ensured consistency in column formats and data types

2. ETL Using Stored Procedure

- Designed SQL procedure to clean, transform, and load data
- Applied fixes like duplicate removal & text standardization

3. Data Quality Report


- Validated: missing values, inconsistencies, formatting
- Tested with pre/post record counts and logic checks



MAPPING TABLE SCHEME

File Home Insert Draw Page Layout Formulas Data Review View Help Table Design Query															Comments		Share					
Clipboard			Font			Alignment			Number			Styles		Cells		Editing		Add-ins				
Paste			Calibri 11			General			Conditional Formatting		Format as Table		Cell Styles		Insert Delete Format		AutoSum Fill Clear		Sort & Filter Find & Select		Add-ins	
Cut Copy Format Painter			B I U			Merge & Center			%													
N2															Applied							
	A	B	C	D	E	F	G	H	I	J	K	L	M	N								
1	Enrollment_id	Learner_id	Assigned	Application	Location	Education	College/University	Subjects	Cohort I	Cohd	Opportunity Source	Lead So	Opportunity Stat	Application								
2	Learner#452cd6cd-cf8b-4bbt	Opportunity#00	B222554	22-10-2022	American Samo	Graduate Student	GNDU	Accounting with Compu	Cohort#26	1500	Cybersecurity: Defensive Hacking	Internship	I155449	Applied								
3	Learner#e1659590-9fe2-44c	Opportunity#00	B552375	17-12-2022	India	High School Stude	Turito international	Aerospace Engineering	Cohort#85	10000	Project Management Early Internsh	Internship	I448557	Applied								
4	Learner#f14cff7d-9503-48e3	Opportunity#00	B506731	15-12-2022	Nigeria	Graduate Student	National Open Univers	Applied Cybersecurity ar	Cohort#35	10000	Project Management Early Internsh	Internship	I448557	Applied								
5	Learner#05c98f75-b627-486	Opportunity#00	B374218	12-12-2022	India	Undergraduate Stu	Test	Applied Psychology	Cohort#43	10000	Innovation & Entrepreneurship Earl	Internship	I359084	Applied								
6	Learner#0f87dfc3-d823-4e8	Opportunity#00	B143218	10-09-2022	India	Graduate Student	Illinois institute of tech	Architectural Engineering	Cohort#24	500	Virtual Internship Facilitator	Career	A209733	Applied								
7	Learner#0249b5cf-c69f-4efb	Opportunity#00	B172386	15-12-2022	Ethiopia	Not in Education	A B M COLLEGE JSRddi	Architecture	Cohort#44	1500	Digital Marketing	Internship	I500671	Applied								
8	Learner#cb5a77f5-f5d0-486	Opportunity#00	B145743	21-09-2022	United States	Undergraduate Stu	Harper College	Biochemistry	Cohort#63	1500	Project Management	Internship	I161301	Applied								
9	Learner#cb5a77f5-f5d0-486	Opportunity#00	B420064	21-09-2022	United States	Undergraduate Stu	Harper College	Biochemistry	Cohort#97	1500	Cybersecurity: Defensive Hacking	Internship	I155449	Applied								
10	Learner#9014dc50-502d-475	Opportunity#00	B306047	14-12-2022	India	Not in Education	Presidency College	Business Administration	Cohort#6	10000	Digital Marketing Early Internship	Internship	I476315	Applied								
11	Learner#d316e8ce-b718-44d	Opportunity#00	B284238	14-12-2022	Pakistan	Graduate Student	Illinois Institute of Tec	Business Analytics	Cohort#79	1500	Data Visualization	Internship	I755008	Applied								
12	Learner#8babad32-2e65-411	Opportunity#00	B782702	31-08-2022	India	Undergraduate Stu	jai hind college	Business and Managem	Cohort#64	1500	Entrepreneurship and Innovation	Internship	I289641	Applied								
13	Learner#8729cc0a-0e2e-47f	Opportunity#00	B374218	18-12-2022	India	Not in Education	Jaypee Institute of Inf	Business and Managem	Cohort#43	10000	Innovation & Entrepreneurship Earl	Internship	I359084	Applied								
14	Learner#8729cc0a-0e2e-47f	Opportunity#00	B552375	18-12-2022	India	Not in Education	Jaypee Institute of Inf	Business and Managem	Cohort#85	10000	Project Management Early Internsh	Internship	I448557	Applied								
15	Learner#97cb0ea7-0de1-432	Opportunity#00	B688987	21-09-2022	United States	High School Stude	Deerfield High School	Business and Managem	Cohort#19	1500	Data Visualization	Internship	I755008	Applied								
16	Learner#baa3b748-cc62-452	Opportunity#00	B368282	24-09-2022	Gambia	Not in Education	Gambia Methodist A B	Business and Managem	Cohort#91	1500	Digital Marketing	Internship	I500671	Applied								
17	Learner#2c849e1f-d6f3-437	Opportunity#00	B368282	12-09-2022	Myanmar	Graduate Student	University of Yangon	Chemical Engineering	Cohort#91	1500	Digital Marketing	Internship	I500671	Applied								
18	Learner#1276e3c9-14de-444	Opportunity#00	B663194	02-09-2022	Nigeria	Graduate Student	Ladoke A B M COLLEG	Chemistry	Cohort#41	1500	Entrepreneurship and Innovation	Internship	I289641	Applied								
19	Learner#1276e3c9-14de-444	Opportunity#00	B688987	02-09-2022	Nigeria	Graduate Student	Ladoke A B M COLLEG	Chemistry	Cohort#19	1500	Data Visualization	Internship	I755008	Applied								
20	Learner#158d4b44-3e90-415	Opportunity#00	B368282	05-09-2022	India	Graduate Student	Parul Institute of A B M	Civil and Structural Engir	Cohort#91	1500	Digital Marketing	Internship	I500671	Applied								
21	Learner#158d4b44-3e90-415	Opportunity#00	B688987	05-09-2022	India	Graduate Student	Parul Institute of A B M	Civil and Structural Engir	Cohort#19	1500	Data Visualization	Internship	I755008	Applied								
22	Learner#90345f74-2ffa-4d0c	Opportunity#00	B888584	27-12-2022	India	Undergraduate Stu	Srm Institute of scienc	Computer Science	Cohort#18	1500	Esports and Game Design	Internship	I860340	Applied								
23	Learner#89292a50-f6fc-484	Opportunity#00	B468843	24-09-2022	Bangladesh	High School Stude	A B M COLLEGE JSRbdi	Computer Science	Cohort#60	1500	Digital Marketing	Internship	I500671	Applied								
24	Learner#90345f74-2ffa-4d0c	Opportunity#00	B306047	27-12-2022	India	Undergraduate Stu	Srm Institute of scienc	Computer Science	Cohort#6	10000	Digital Marketing Early Internship	Internship	I476315	Applied								
25	Learner#90345f74-2ffa-4d0c	Opportunity#00	B654176	27-12-2022	India	Undergraduate Stu	Srm Institute of scienc	Computer Science	Cohort#57	10000	Data Visualization Early Internship	Internship	I352815	Applied								
26	Learner#647e908c-2a3b-46d	Opportunity#00	B143218	20-08-2022	India	Graduate Student	Rajiv Gandhi Proudbyg	Computer Science	Cohort#24	500	Virtual Internship Facilitator	Career	A209733	Applied								
27	Learner#90345f74-2ffa-4d0c	Opportunity#00	B172386	27-12-2022	India	Undergraduate Stu	Srm Institute of scienc	Computer Science	Cohort#44	1500	Digital Marketing	Internship	I500671	Applied								
28	Learner#90345f74-2ffa-4d0c	Opportunity#00	B656871	27-12-2022	India	Undergraduate Stu	Srm Institute of scienc	Computer Science	Cohort#10	1500	Project Management	Internship	I161301	Applied								
29	Learner#90345f74-2ffa-4d0c	Opportunity#00	B606140	27-12-2022	India	Undergraduate Stu	Srm Institute of scienc	Computer Science	Cohort#10	10000	Health Care Management	Internship	I766853	Applied								
30	Learner#e971f5fa-96b9-4ab	Opportunity#00	B284238	13-12-2022	India	Undergraduate Stu	A B M COLLEGE JSRur	Computer Science	Cohort#79	1500	Data Visualization	Internship	I755008	Applied								

Final Mapping Table

Ready  Accessibility: Unavailable

Dashboard Wireframe & Design

WIREFRAME
PLANNING

01

Layout drafted with
KPIs, charts, and
filters.

MAPPING
TABLE

02

Mapped columns and
applied business
transformation logic.

DESIGN
DECISIONS

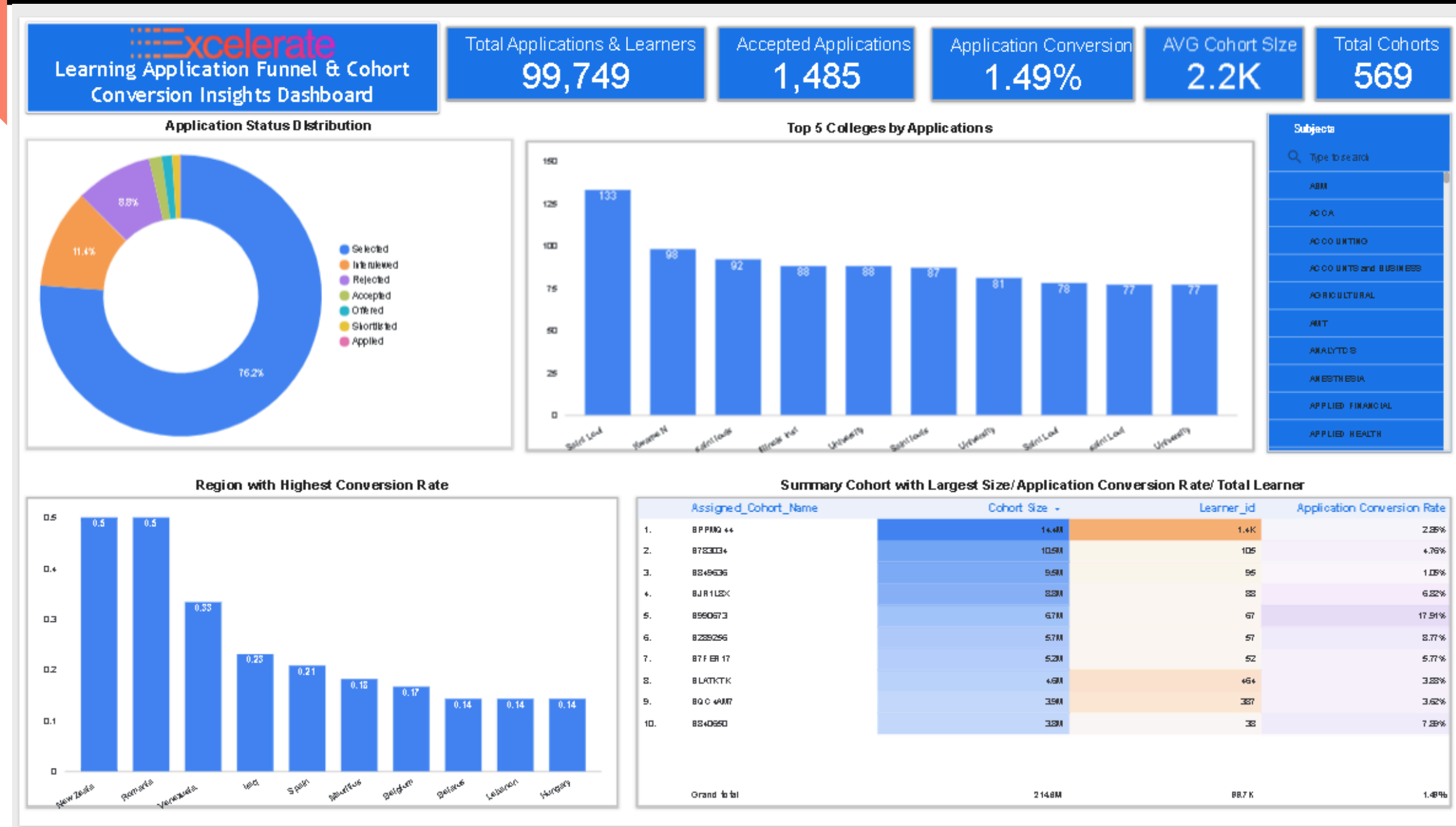
03

Selected chart types
based on data
insights.

FINAL DASHBOARD OVERVIEW



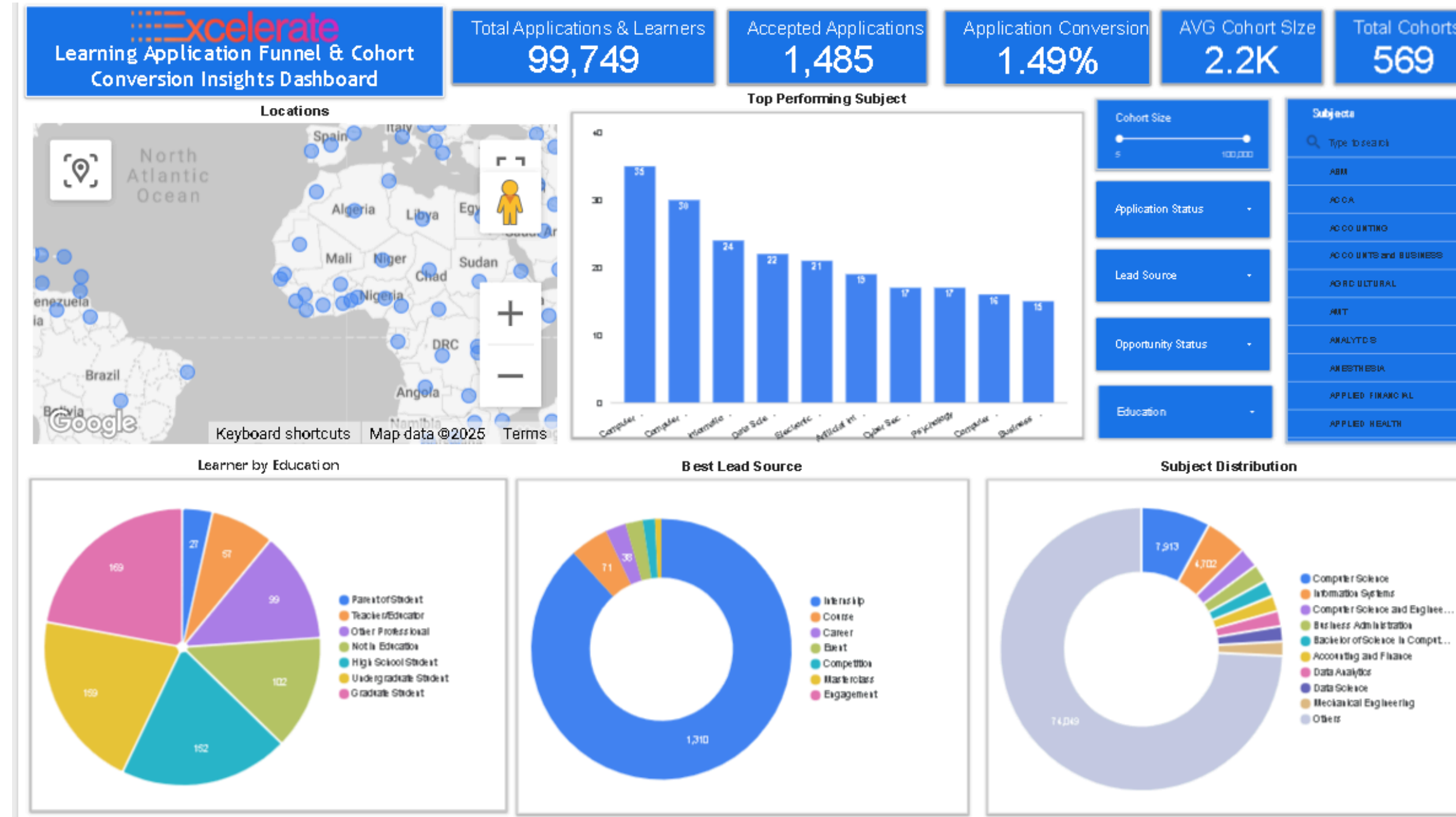
Dashboard Preview



Dashboard -Page 2:

Deep-Dive Insights (Top Performing Subjects, Region with Highest Conversion, Best Lead Source, Application Status Breakdown, Applicant Details Table)

Dashboard Preview

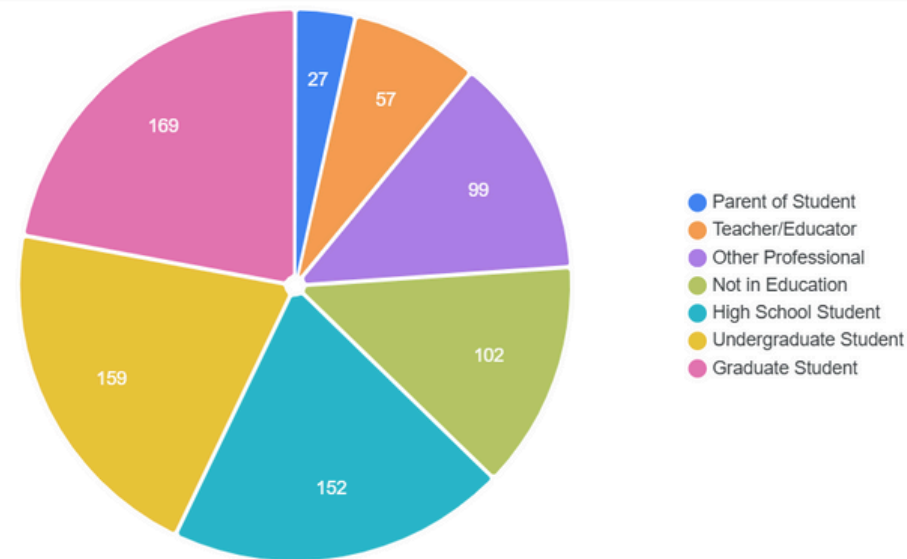


Dashboard - Page 1:

Strategic Overview (Total Applications, Accepted Applications, Conversion Rate, Unique Subjects, Average Cohort Size)

Key Business Insights Derived

Learner by Education



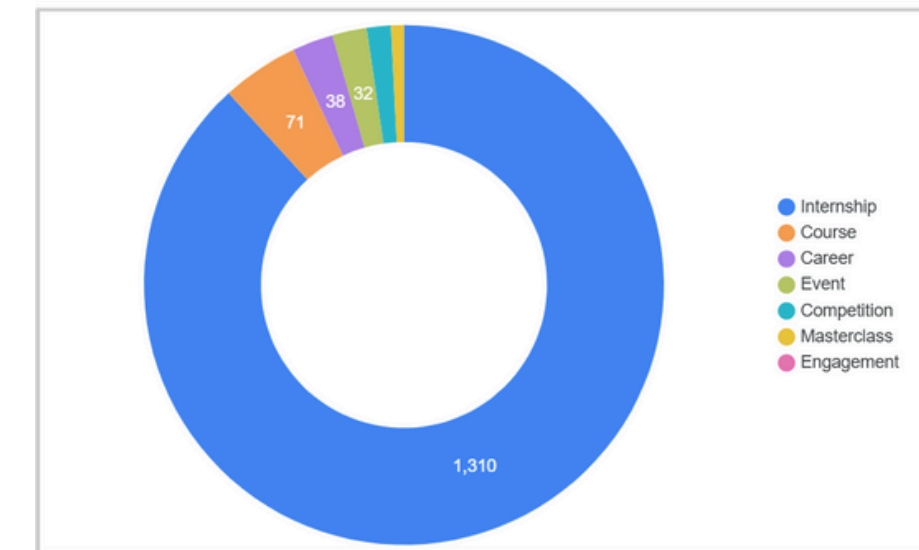
- Represents the distribution of learners by education level, with Graduate and Undergraduate students forming the largest segments.

Locations



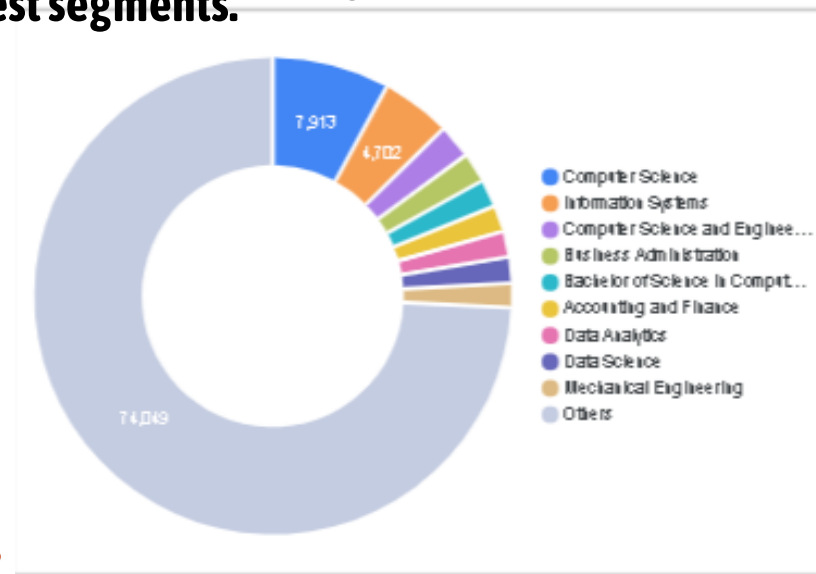
- Map showing global distribution of applicants across countries.

Best Lead Source

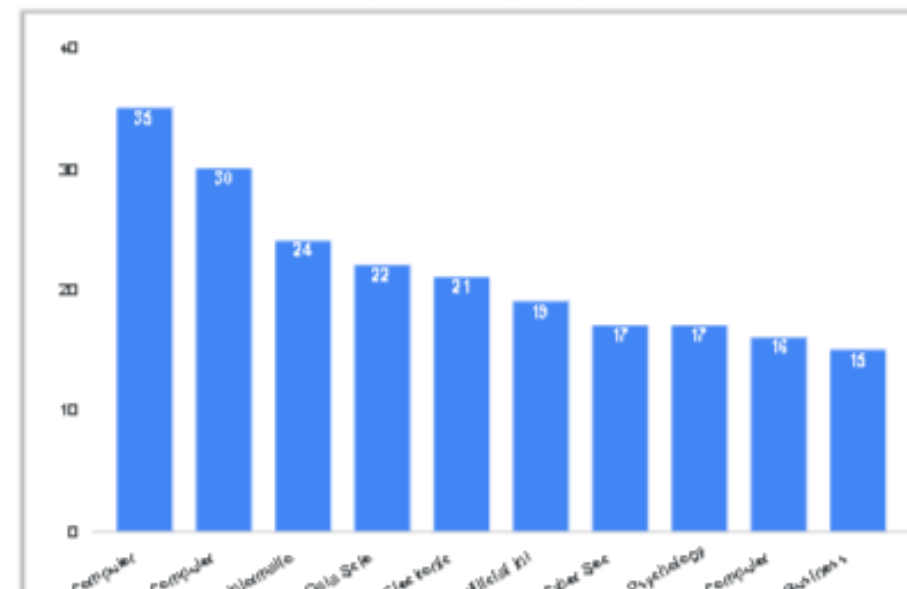


- Breakdown of applicants by recruitment status – majority selected.

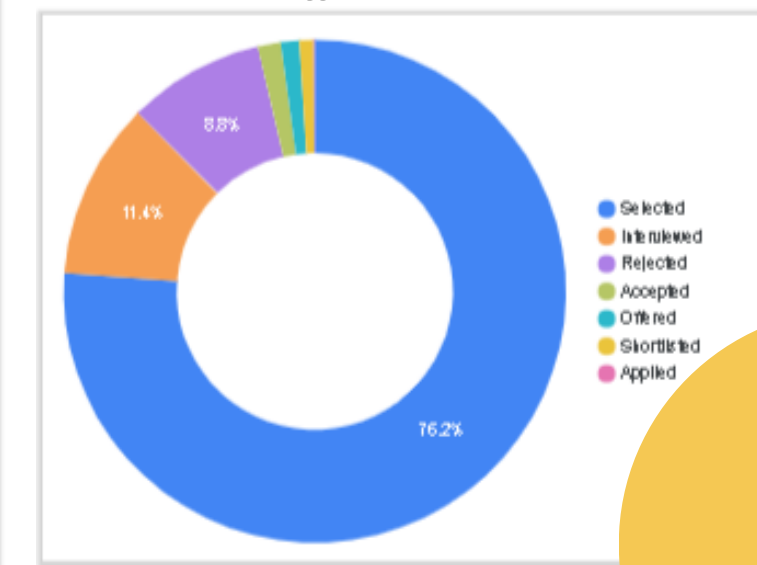
Subject Distribution



Top Performing Subject



Application Status Distribution



Key Business Insights Derived

Cohort Size

5

100,000

Application Status

Lead Source

Opportunity Status

Education

Subjects

Type to search

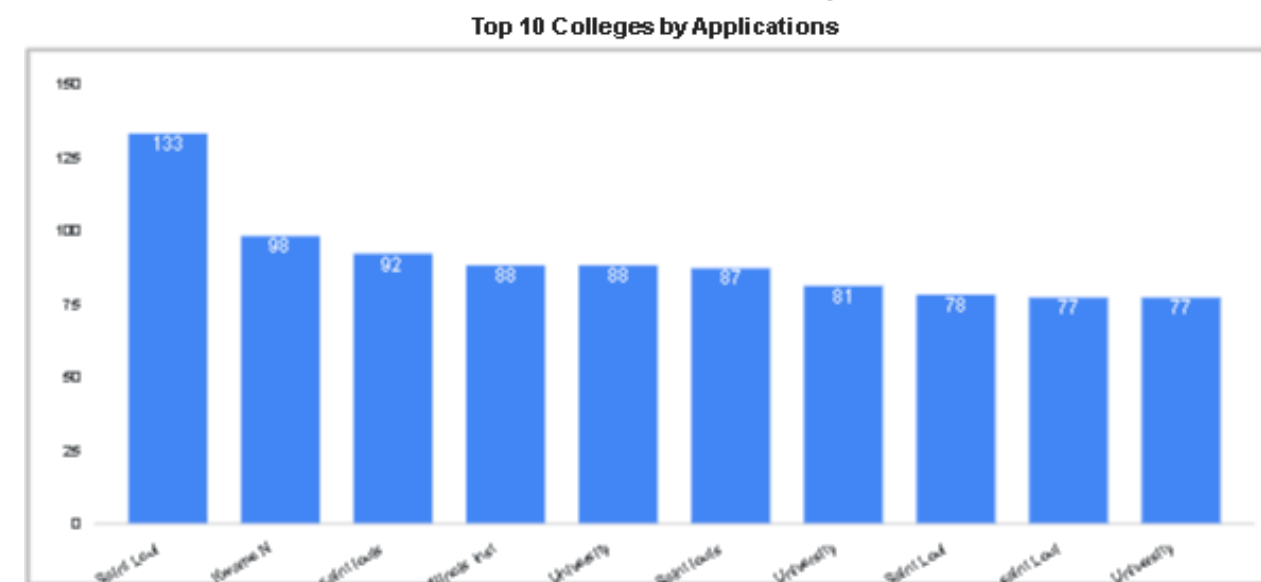
ABM
ACCA
ACCOUNTING
ACCOUNTS and
AGRICULTURAL
AMT
ANALYTICS
ANESTHESIA
APPLIED FINANCIAL
APPLIED HEALTH

- Slicer and Drop Down List for Quick Data Filtrations

Summary Cohort with Largest Size/ Application Conversion Rate/ Total Learner

	Assigned_Cohort_Name	Cohort Size	Learner_id	Application Conversion Rate
1.	B P PMQ 44	14.4M	1.4K	2.25%
2.	B7S3034	10.5M	105	4.75%
3.	B845636	9.5M	95	1.05%
4.	BJR115X	8.8M	88	6.82%
5.	B960673	6.7M	67	17.91%
6.	B285256	5.7M	57	8.77%
7.	B7FBR17	5.2M	52	5.77%
8.	BLATKTK	4.9M	454	3.28%
9.	BQC4AM7	3.9M	387	3.52%
10.	B840650	3.8M	38	7.89%
Grand total		214.8M	88.7K	1.48%

- Enables users to explore cohort-level insights with clickable interactions.



- Visual ranking of colleges based on number of applicants

Key Business Insights Derived



Key Metrics Displayed

Total Applications & Learners: 99,749

Accepted Applications: 1,485

Conversion Rate: 1.49%

Total Cohorts: 569

Average Cohort Size: 2.2K

Total Applications & Learners

99,749

Accepted Applications

1,485

Application Conversion

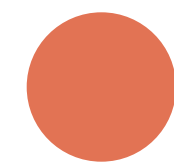
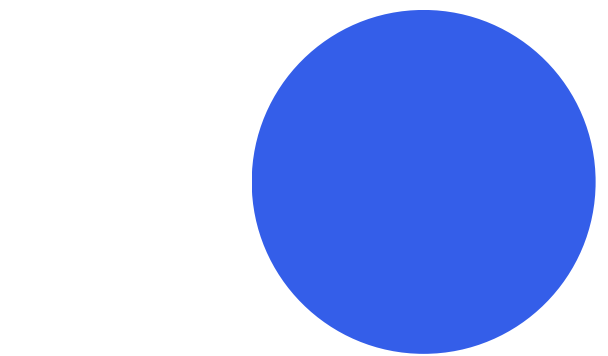
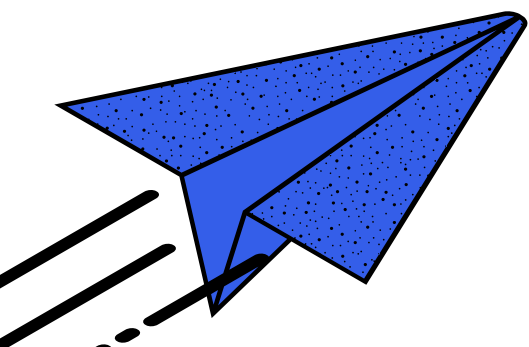
1.49%

AVG Cohort Size

2.2K

Total Cohorts

569



Key Business Insights Derived



Optimal Cohort Size

Avg. cohort size of
2.2K helps in
efficient resource
planning

Top Subjects

High interest in
Computer Science & IT
– guide curriculum
focus

Perfect Conversion

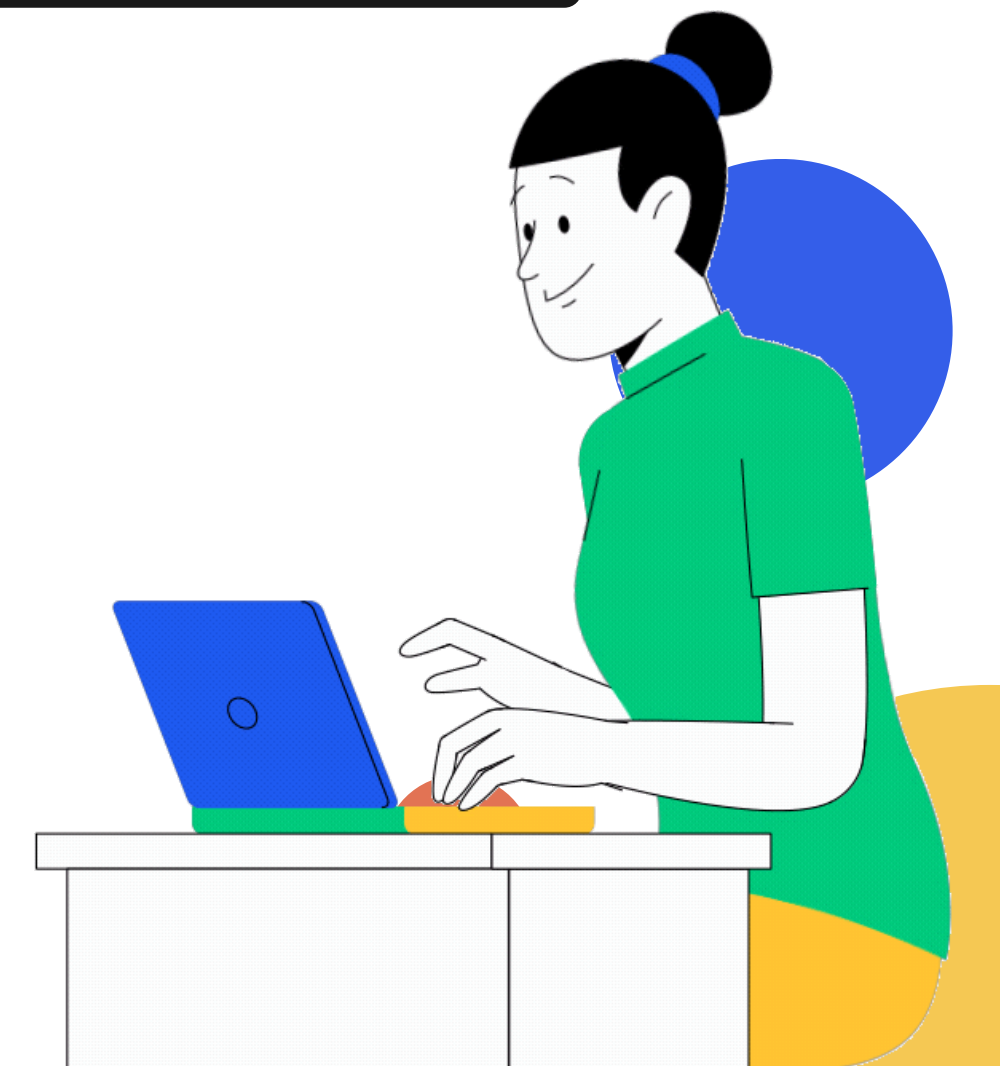
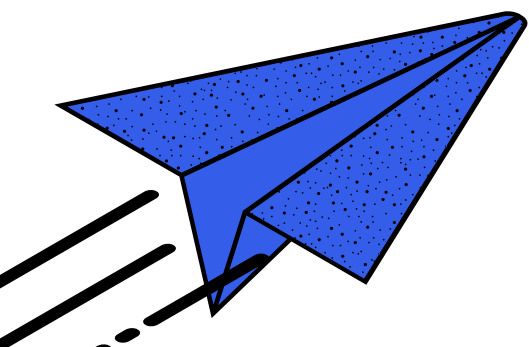
100% acceptance
suggests the need to
revisit the selection
criteria

Regional Focus

New Zealand & Romania
show strong engagement
– scale efforts there

Effective Lead Source

Internships perform best
– expand ambassador
programs



CONCLUSIONS

Project Success

Turned 6 raw datasets into an interactive Looker Studio dashboard with clear, actionable insights.

Key Takeaways

- Built a unified Master Table via ETL
- Visualized KPIs like conversions, cohort size, and subject mix
- Enabled real-time filters and drill-downs

Business Value

- Simplified data for better decisions
- Improved outreach and learner engagement
- Helped identify bottlenecks and growth areas



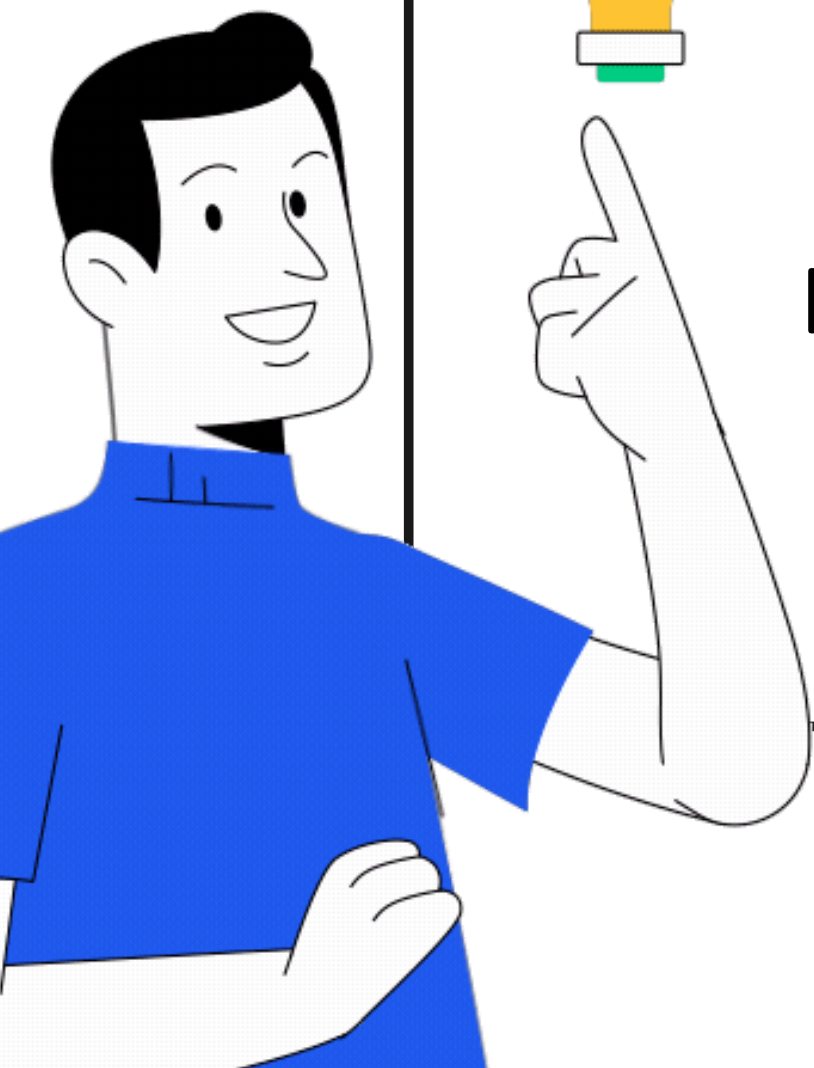
FINAL RECOMMENDATIONS

Optimization Plan

- Focus on High-Converting Subjects & Leads for better outreach
- Balance Cohort Sizes using conversion insights
- Target Regions Smartly to boost engagement
- Fix Data Issues and standardize ETL for accuracy
- Enhance Dashboard with drill-downs for regular decision-making

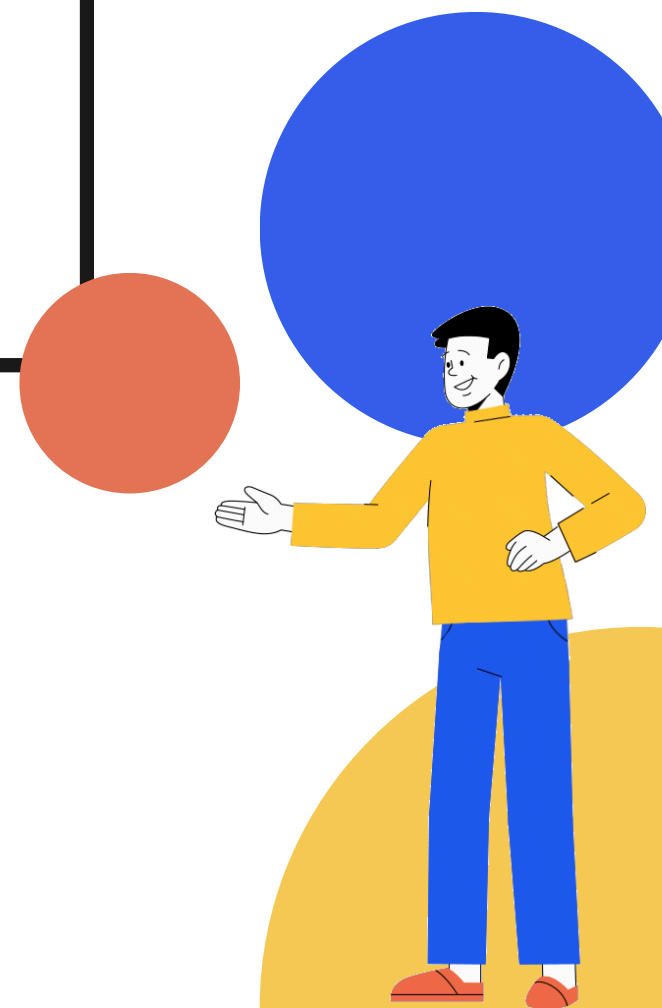
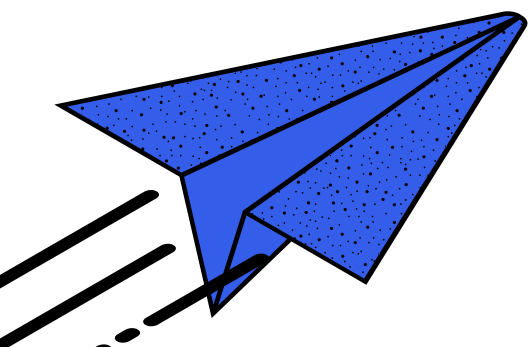
Expected Impact:

- Higher conversions, better resource use, and smarter decisions



INTERNSHIP LEARNING

- **Technical Skills:** Mastered ETL, DAX, KPI design using Power BI, Power Query, and Looker Studio
- **Analytical Thinking:** Translated business problems into insights from raw data
- **Teamwork & Communication:** Collaborated in Team 22 and built exec-level reports
- **Adaptability:** Resolved data issues and quickly improved the dashboard based on feedback



A large, stylized graphic with a white rectangular frame containing the text "Thank You" in a black, cursive script. The frame has three colored circles (yellow, orange, blue) in the top right corner. To the left of the frame is a yellow paper airplane with black motion lines. To the right is an illustration of a person in a yellow hoodie and blue pants climbing a set of yellow stairs, holding a large green pencil. The background is white with various geometric shapes: a large orange circle in the top left, a large blue circle in the bottom left, and a small orange circle on the left side of the frame.

*Thank
You*