



WIRE FRAME

Team -1



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**Wire Frame
(Master Table)**

Program Insight Dashboard

Total No. of Users

Total No. of Learners

Total No. of Opportunities

Total No. of Institutions

Slicer

Country

Country

Slicer

Gender

Gender

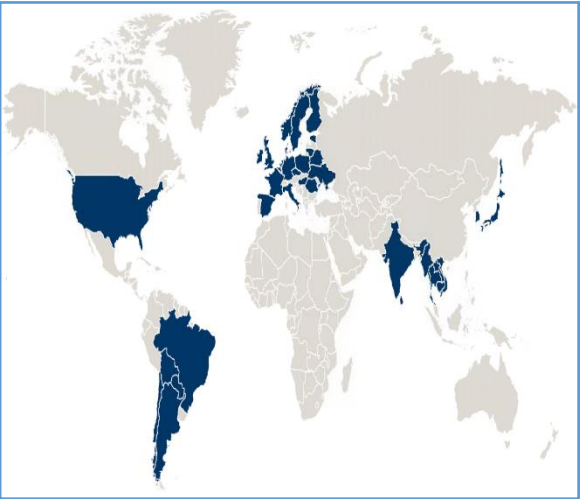
Slicer

Apply Date Month

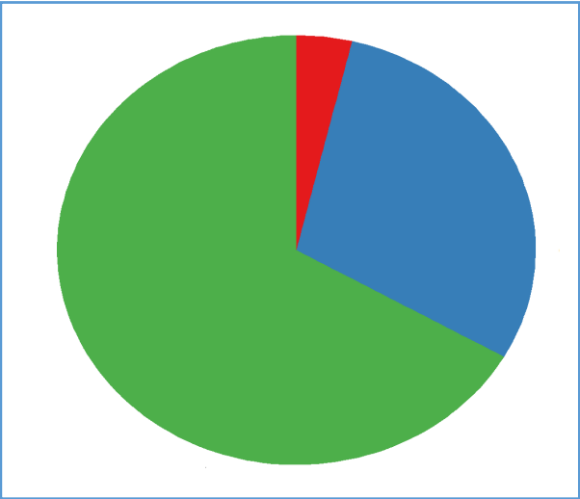
Apply Date Month

A diagram showing a rectangular box labeled "Slicer" at the top. Below it is a rounded rectangular box labeled "Category".

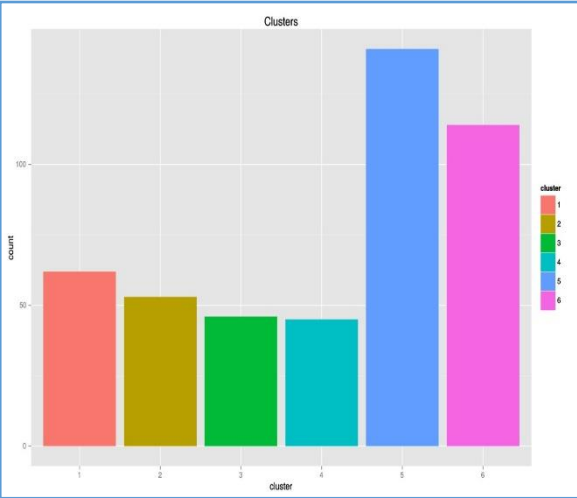
Category



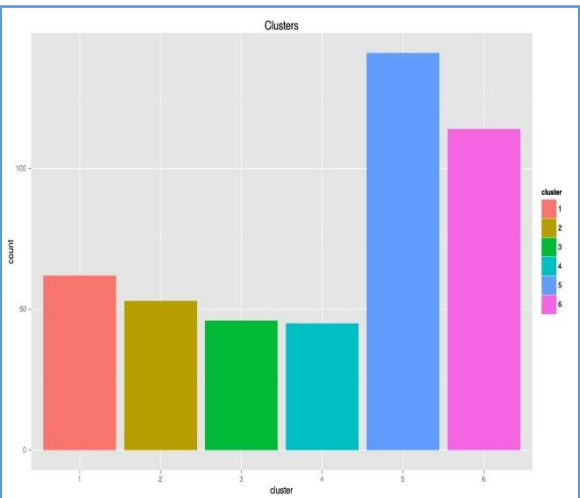
Learner Distribution by Country



Learner Distribution by Generation Name



Learner Distribution by Opportunity Name



Cohort Sizes Vs Opportunity Name

Program Insight Dashboard

Demographics Dashboard

User Activity Dashboard

Program Insight Dashboard

Demographics Dashboard

User Activity Dashboard

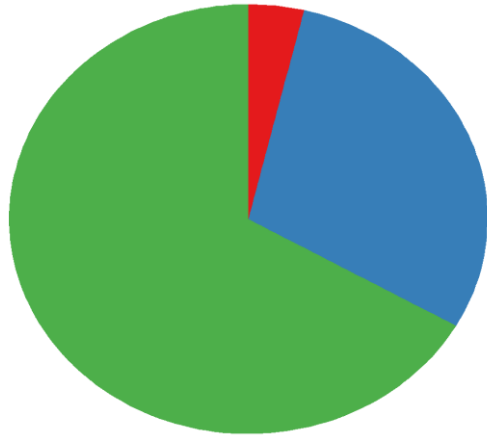
Total Countries Represented

Most Represented Country

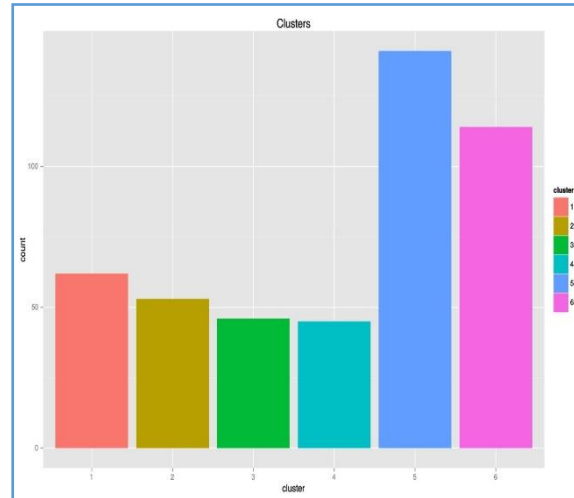
Demographics Dashboard

Most Common Major

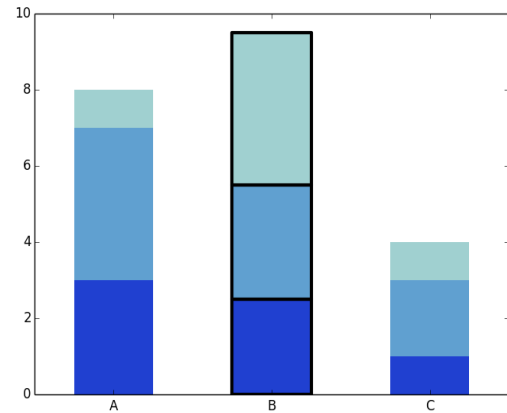
Total Institutions Represented



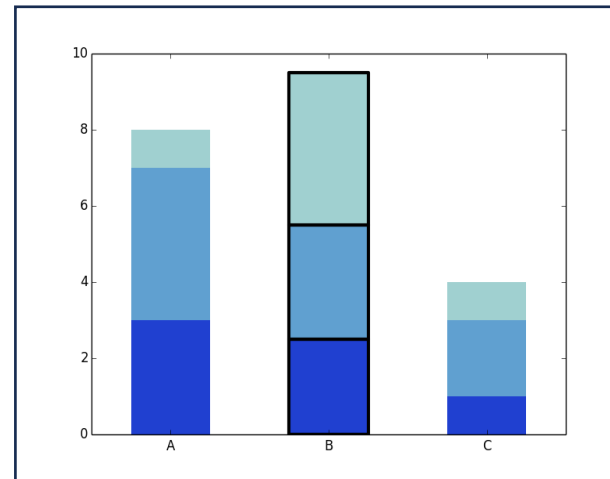
Learner Distribution by Gender



Learner Distribution by Degree



Male vs. Female Learners per Institution



Male vs. Female Learners by Country

Slicer

Country

Slicer

Gender

Slicer

Major

Slicer

Opportunity Name

Slicer

Degree

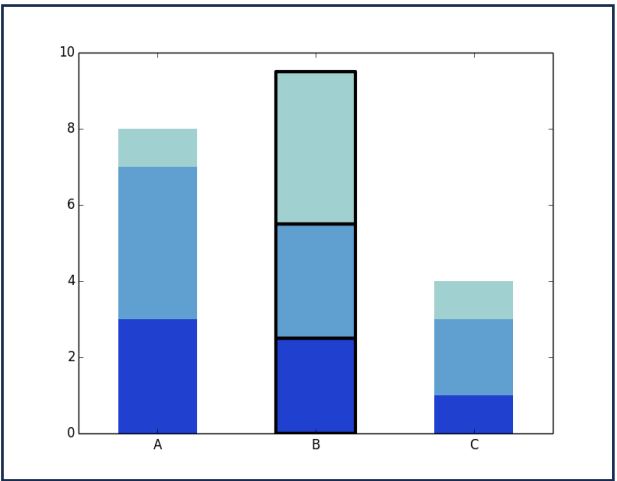
User Activity Dashboard

Total No. of Users

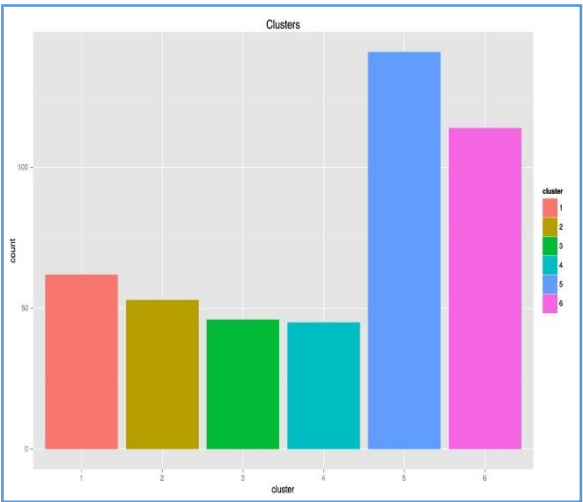
Total Opportunities Applied

Most Engaged Opportunity

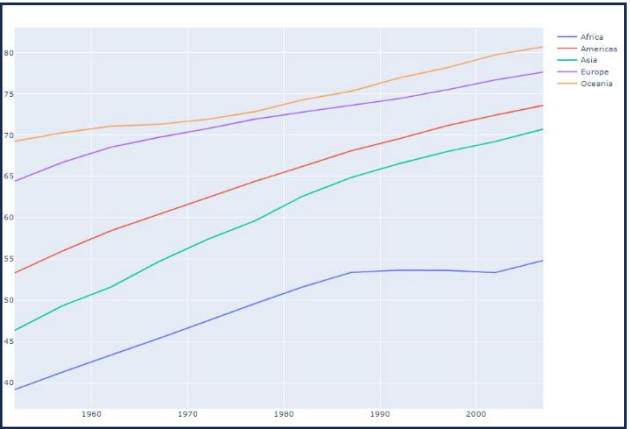
Completion Gap (%)



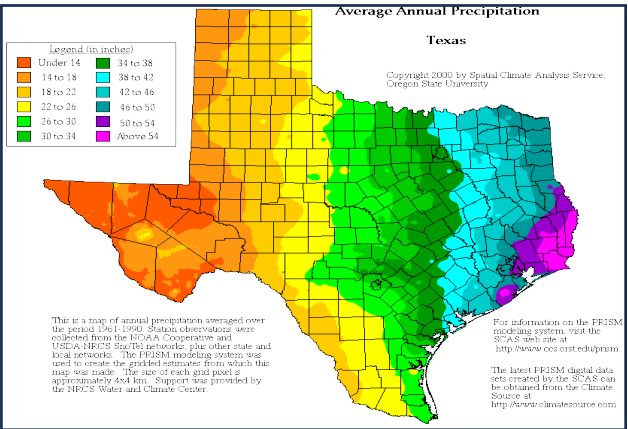
Completion Gap By Category



Engagement by Country



User Activity on Portal



User Engagement in Opportunities

Slicer

Country

Slicer

Gender

Slicer

Opportunity Name

Slicer

Apply Date Month

Slicer

Category

Program Insight Dashboard

Demographics Dashboard

User Activity Dashboard

Wire Frame (Marketing Data)

Marketing Dashboard

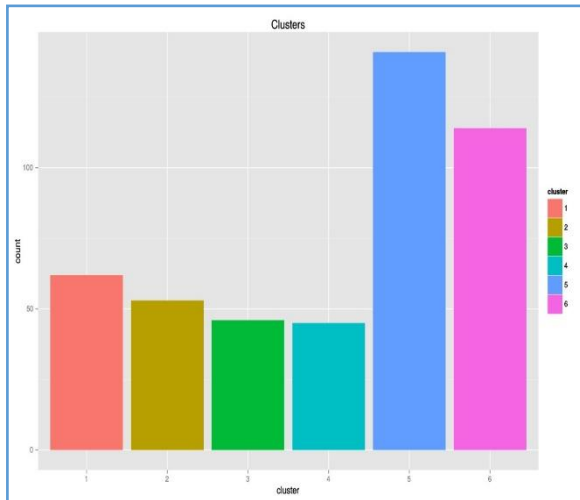
Total Reach

Total Outbound Clicks

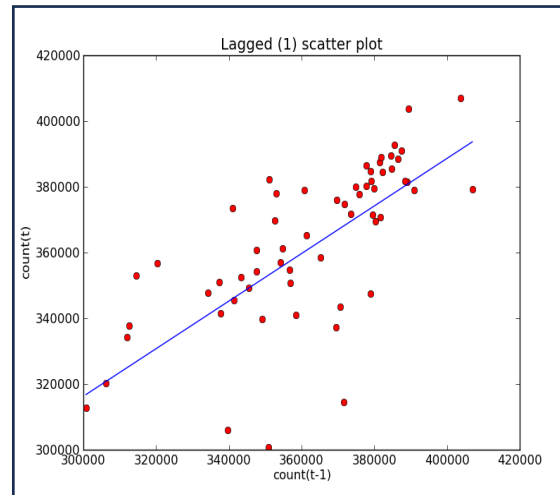
Total Landing Page Views

Total Amount Spend

Total Results



Campaign Wise Reach



Cost VS Results by Campaign

Slicers

Campaign Name

Slicers

Delivery Status

Slicers

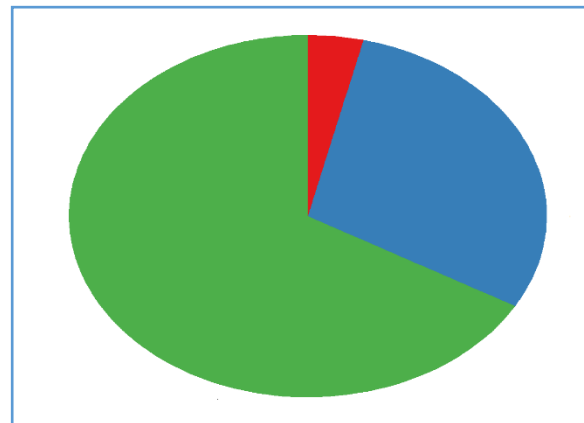
Result Type

Slicers

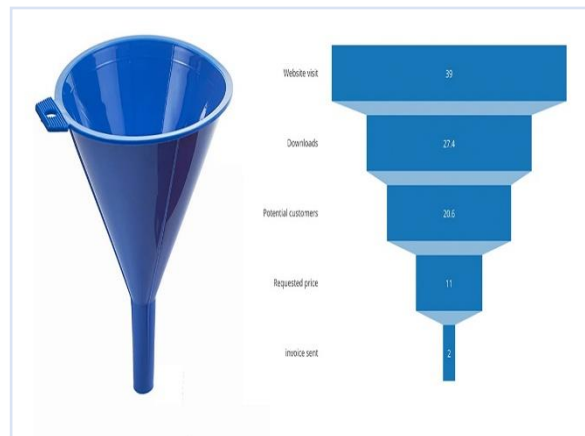
Reporting Date

Slicers

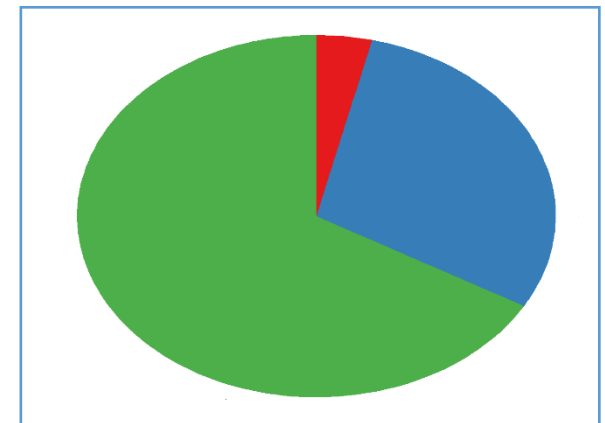
Ad Account



Results vs Result Type



Conversion Funnel



Campaign Status Distribution