

EVENT SUCCESS: DATA-DRIVEN DASHBOARDS FOR GROWTH



PROBLEM STATEMENT



OBJECTIVE:

UNLOCKING THE POWER OF EVENTS: TRANSFORMING MARKETING DATA INTO GROWTH STRATEGIES



KEY CHALLENGES:

- **FRAGMENTED DATA: SCATTERED ACROSS MULTIPLE SOURCES.**
- **Manual Processes: Inefficient and PRONE TO ERRORS.**
- **LIMITED INSIGHTS: DIFFICULTY IDENTIFYING SUCCESSFUL STRATEGIES.**

PROJECT DELIVERABLES



AUTOMATED USER INTERFACE:

- STREAMLIT UI: ALLOWS THE CLIENT TO UPLOAD FILES DIRECTLY.
- AUTOMATED PROCESSING: STREAMLINES DATA CLEANING, VALIDATION, AND CONSOLIDATION, REDUCING MANUAL EFFORT AND IMPROVING EFFICIENCY.



INTEGRATED DATASET:

- MERGE DATA FROM MULTIPLE DATA SOURCES INTO A SINGLE UNIFIED DATASET.

PROJECT DELIVERABLES



INTERACTIVE DASHBOARDS TO ADDRESS KEY BUSINESS QUESTIONS:

KEY QUESTIONS:

- 1. EVENT SUCCESS BY SCHOOL**
- 2. OUTREACH ENGAGEMENT IMPACT**
- 3. GROWTH OFFICER CONTRIBUTION**
- 4. FOLLOW-UP COMPLIANCE**



ACTIONABLE RECOMMENDATIONS:

INSIGHTS TO IMPROVE FUTURE EVENT PLANNING AND MARKETING.

THE DATA PUZZLE

WE WERE PROVIDED WITH FOUR FILES, EACH WITH UNIQUE INFORMATION.



SUBMITTED APPLICATIONS

**INCLUDES ALL
SUBMITTED
APPLICATIONS,
REGARDLESS OF
STATUS.**



APPROVED APPLICATIONS

**LISTS
APPLICATIONS
THAT MET ALL
REQUIREMENTS.**



MEMBER OUTREACH

**TRACKS ALL
MEMBERS
CONTACTS BY
GROWTH OFFICERS.**



EVENT DEBRIEF OR SPONSORSHIP

**DOCUMENTS ALL
EVENTS PLANNED
AND EXECUTED BY
THE GROWTH TEAM.**

THE DATA PUZZLE



CHALLENGES:

- MISSING AND MISMATCHED DATA FIELDS.
- DATA INCONSISTENCIES BETWEEN DATA SOURCES.
- NO DIRECT METHOD TO LINK OR INTEGRATE DATA SEAMLESSLY



LEARNINGS:

- IMPORTANCE OF AUTOMATED WORKFLOWS FOR CONSISTENT RESULTS.
- Value of visualizations for driving actionable insights.
- INTELLIGENT LOGIC IS NEEDED TO EFFECTIVELY OVERCOME THESE CHALLENGES.



SOLUTION:

- EXTENSIVE ANALYSIS AND PREPROCESSING TO MATCH AND MERGE DATASETS.
- Created a structured database ready for automation.

KEY FEATURE TO TRACK



THE FOLLOWING ARE THE KEY FEATURES WE DECIDED TO FOCUS ON:

- SCHOOL AFFILIATIONS
- Events
- Growth Officers
- Event Dates
- Customer names
- Outreach Dates (1st and 2nd)
- Occupation

DATA PIPELINE AND AUTOMATION



BUILT A PIPELINE TO AUTOMATE:

- DATA CLEANING
- INTEGRATION OF THE FOUR DATA SOURCES



TOOLS USED:

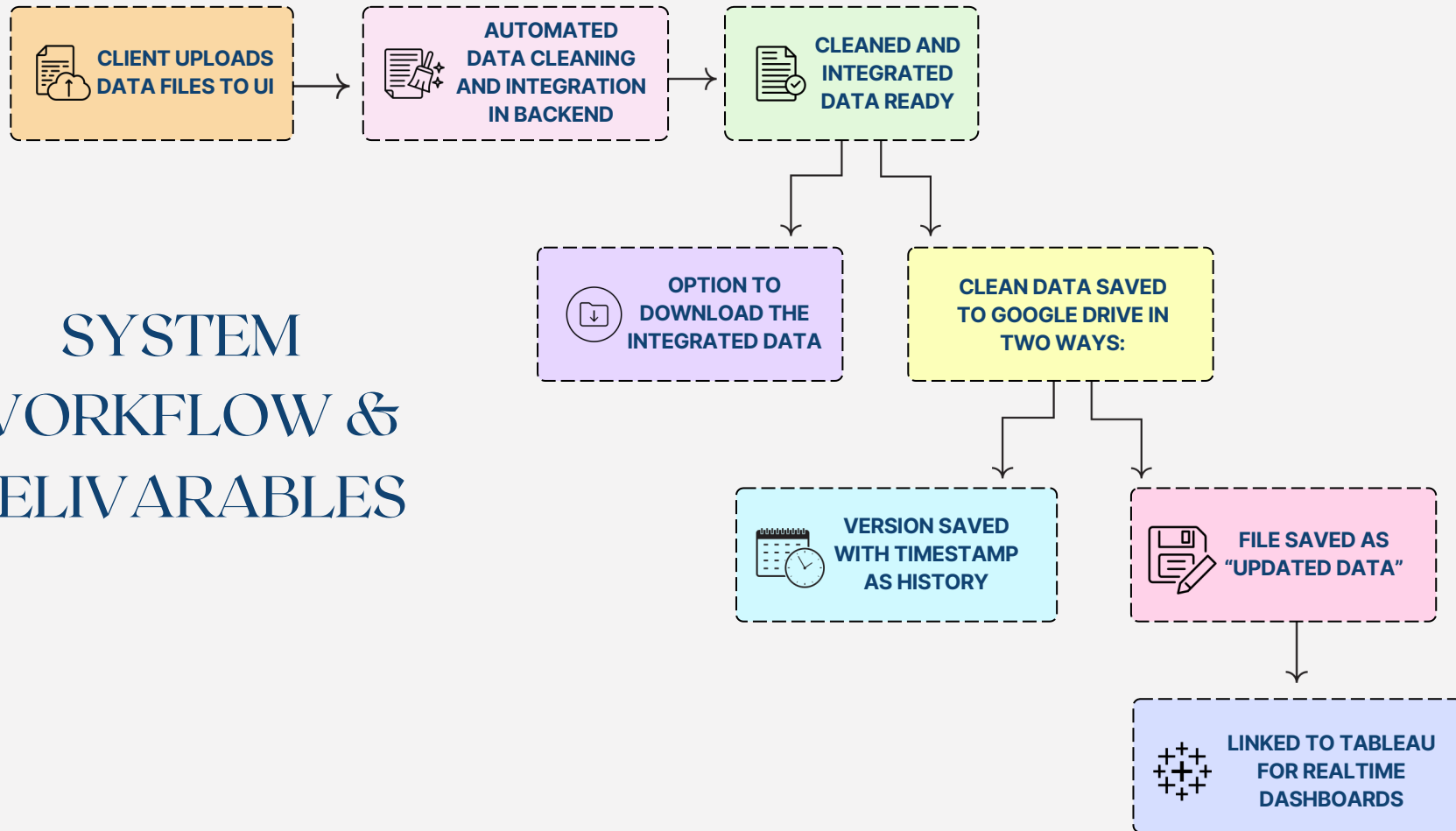
- INITIALLY, WE USED SQL, PYTHON, AND EXCEL TO ANALYZE THE DATA AND IDENTIFY THE BEST METHOD FOR INTEGRATION.
- AFTER EVALUATING ALL OPTIONS, WE CHOSE PYTHON AS THE PRIMARY TOOL FOR AUTOMATING THE DATA PIPELINE.



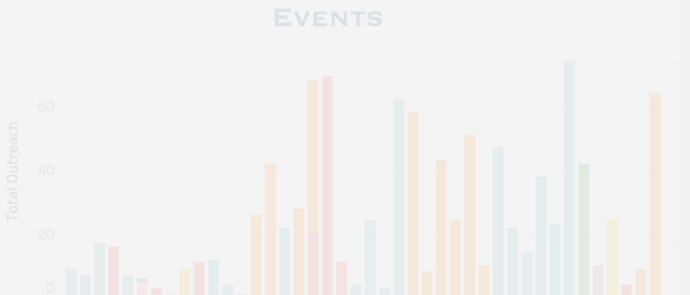
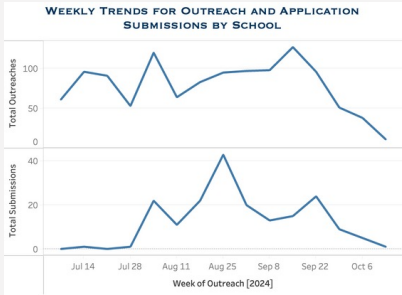
OUTPUT:

A COMBINED, CLEAN DATASET FEEDING DIRECTLY INTO THE DASHBOARD.

SYSTEM WORKFLOW & DELIVARABLES



DASHBOARD-DRIVEN INSIGHTS



Events by School

SAINT MARY'S	UC DAVIS	SANTA CLARA	UCLA	UC
13	19	8		

Outreach by Location

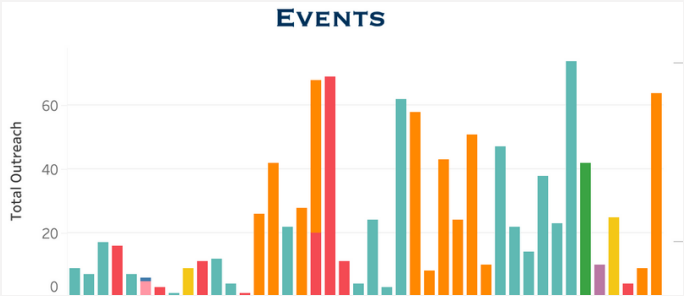
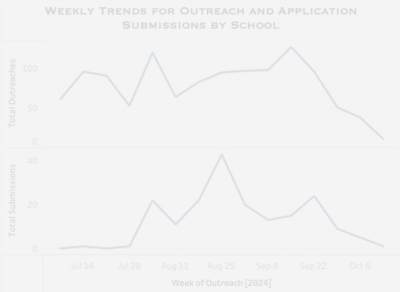
Outreac..	
LMU	1
SAINT M..	504
SANTA C..	136
UC DAVIS	397
UC IRVI..	42
UC SAN ..	44
UCLA	53
UT ARLI..	5

Outreach Status

Outreac..	Submitted Status	Submitted Status	
		Approved	Denied
LMU	1		
SAINT M..	1	1	1
SANTA C..	1	1	1
UC DAVIS	1	2	1
UC IRVI..	1		
UC SAN ..	1	1	1
UCLA	1		
UT ARLI..	1		

1
1

DASHBOARD-DRIVEN INSIGHTS



OUTREACH REQUESTS
314
COUNT OF SECOND OUTREACH
36

Events by School

SAINT MARY'S	UC DAVIS	SANTA CLARA	UCLA	UC
13	19	8		

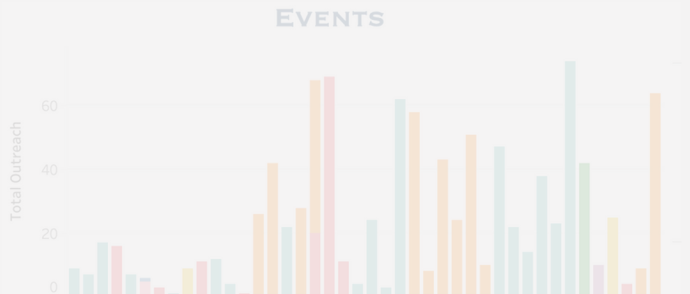
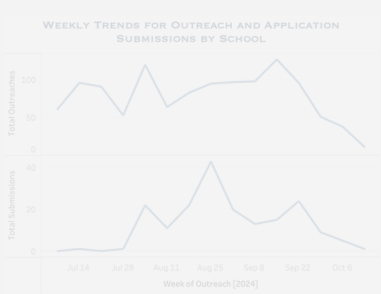
Outreach by Location

Outreac..	
LMU	1
SAINT M..	504
SANTA C..	136
UC DAVIS	397
UC IRVI..	42
UC SAN ..	44
UCLA	53
UT ARLI..	5

Outreach Status

Outreac..	Submitted Status	Approved	Closed	Denied
LMU	1			
SAINT M..	234		1	8
SANTA C..	136			4
UC DAVIS	397		2	19
UC IRVI..	42			
UC SAN ..	44		1	1
UCLA	53			
UT ARLI..	5			

DASHBOARD-DRIVEN INSIGHTS



OUTREACH REQUESTS
314
COUNT OF SECOND OUTREACH
36

Events by School

SAINT MARY'S 13	UC DAVIS 19	SANTA CLARA 8	UCLA	UC
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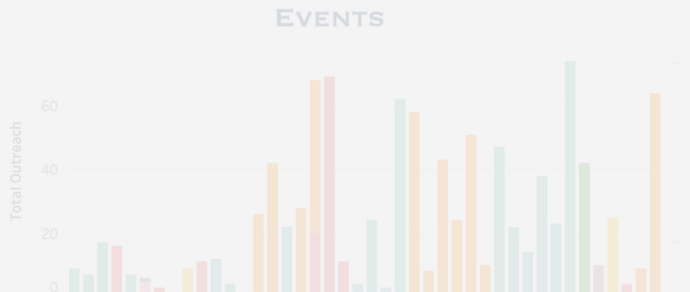
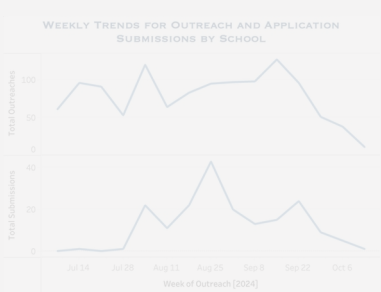
Outreach by Location

Outreac..	
LMU	1
SAINT M..	504
SANTA C..	136
UC DAVIS	397
UC IRVI..	42
UC SAN ..	44
UCLA	53
UT ARLI..	5

Outreach Status

Outreac..	Approved	Submitted Status	
		Closed	Denied
LMU	1		
SAINT M..		1	808
SANTA C..			
UC DAVIS		2	19
UC IRVI..			
UC SAN ..		1	1
UCLA			
UT ARLI..			

DASHBOARD-DRIVEN INSIGHTS



OUTREACH REQUESTS
314
COUNT OF SECOND OUTREACH
36

Events by School

SAINT MARY'S	UC DAVIS	SANTA CLARA	UCLA	UC
13	19	8		

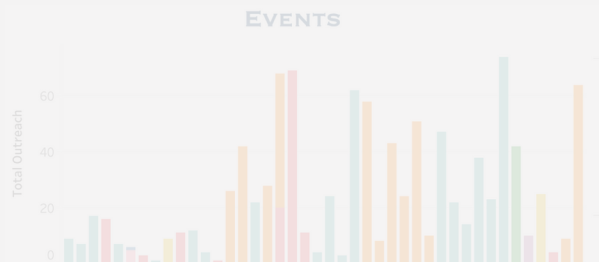
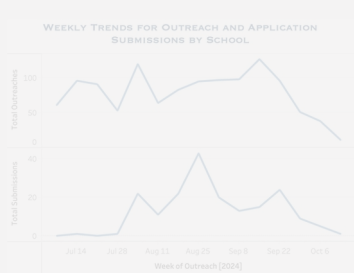
Outreach by Location

Outreac..	
LMU	1
SAINT M..	504
SANTA C..	136
UC DAVIS	397
UC IRVI..	42
UC SAN ..	44
UCLA	53
UT ARLI..	5

Outreach Status

Outreac..	Submitted Status		
	Approved	Closed	Denied
LMU	1		
SAINT M..	1	1	8
SANTA C..	1		4
UC DAVIS	1	2	19
UC IRVI..	1		
UC SAN ..	1		1
UCLA	1		
UT ARLI..	1		

DASHBOARD-DRIVEN INSIGHTS



OUTREACH REQUESTS
314
COUNT OF SECOND OUTREACH
36

Events by School

SAINT MARY'S 13	UC DAVIS 19	SANTA CLARA 8	UCLA	UC
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Outreach by Location

Outreach..	
LMU	1
SAINT M..	504
SANTA C..	136
UC DAVIS	397
UC IRVI..	42
UC SAN ..	44
UCLA	53
UT ARLI..	5

Outreach Status

Outreach..	Approved	Submitted Status	
		Closed	Denied
LMU	1		
SAINT M..	23	1	8
SANTA C..	15		4
UC DAVIS	89	2	19
UC IRVI..	13		
UC SAN ..	9	1	1
UCLA	3		
UT ARLI..	3		

CONCLUSION

KEY

ACHIEVEMENTS:

- DEVELOPED A STREAMLINED APPROACH TO TRACKING EVENT SUCCESS WITH AN INTUITIVE, USER-FRIENDLY UI ACCESSIBLE TO ALL USERS.
- ENABLED REAL-TIME DECISION-MAKING THROUGH DYNAMIC DASHBOARDS AND HIGHLIGHTED THE IMPACT OF OUTREACH EFFORTS ON UCU'S GROWTH.

PROJECT OUTCOMES

STREAMLINED DATA PROCESSING:
AUTOMATED WORKFLOWS SIGNIFICANTLY
REDUCED MANUAL EFFORT AND ERRORS.

DYNAMIC DASHBOARDS: REAL-TIME
INSIGHTS ENABLE INFORMED DECISION-
MAKING AND PERFORMANCE TRACKING.

INTEGRATED DATASETS: Consolidated four
fragmented data sources into a unified,
cohesive dataset.

ENHANCED OUTREACH ANALYSIS: IMPROVED
UNDERSTANDING OF REPEATED OUTREACH
EFFORTS AND CUSTOMER ENGAGEMENT.

**THIS PROJECT'S OUTCOMES PROVIDES UCU WITH A SCALABLE, INTUITIVE APPROACH
TO MONITOR EVENT SUCCESS AND DRIVE ORGANIZATIONAL GROWTH EFFECTIVELY.**

RECOMMENDATIONS



- **OUTREACH DATE SHOULD BE REQUIRED**
 - Email should be required
 - Growth Officer should be standardized across all the files
 - Event Name, Event Type, On which date they attended the event should be included and required on Outreach File
 - School should be standardized across all the files

FUTURE WORK



- CUSTOMER RETENTION (POST-EVENT ENGAGEMENT ANALYSIS)
- PREDICTIVE ANALYTICS
- ROI AND ATTRIBUTION ANALYSIS
- GAMIFICATION METRICS
- GEOSPATIAL COST ANALYSIS
- EVENT CUSTOMIZATION SUGGESTIONS

THANK YOU