Presentation

Team 3C

Introduction

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Agenda

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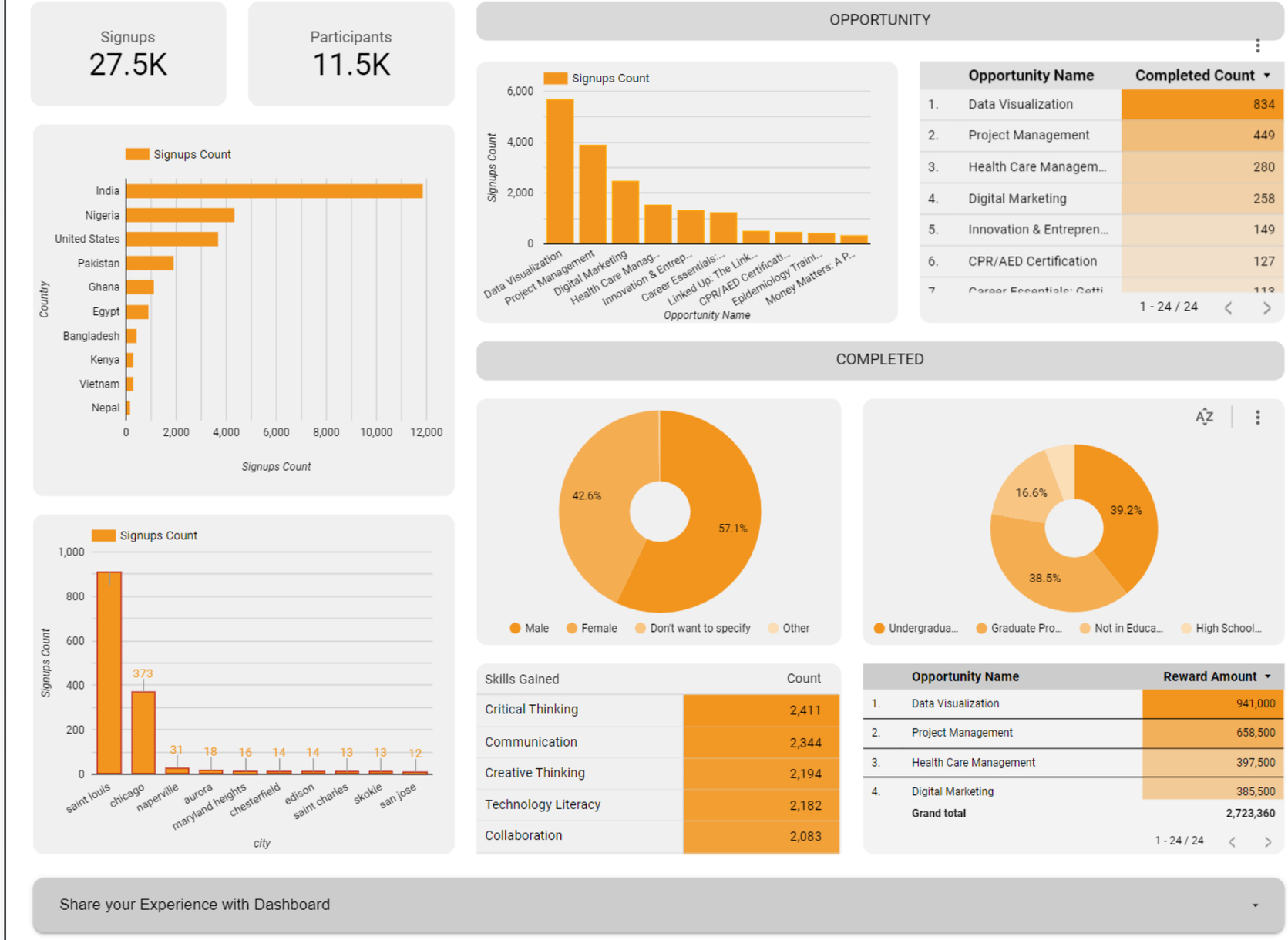
2. Dashboard Overview
3. Key Decisions and Design Choices
4. Challenges Faced
5. Solutions Implemented
6. Insights Derived
7. Addressing Key Questions
8. User Interaction and Guidance
9. Visual Highlights
10. Impact on Decision-Making

Dashboard Overview



➢ Key decisions and Design choices

1. Separate Sections dedicated to Platform Signups, Opportunity Signups, Opportunity Completed.
2. Use of Bar charts for visualizing ranked records within the dashboard.
3. Use of Pie charts to communicate demographic insights within the dashboard.
4. Heatmaps for Top records.

➢ Challenges Faced

- Inconsistent Values in the City Column like (“Saint Louis”, St Louis”, “SAINT LOUIS”, “st louis”).
- High Number of Null Values in the Gender Column.
- Presence of "Other" in the City Column.
- The Skills column contained entries in list format, making it challenging to extract and analyze the top skills efficiently.
- High Number of Null Values in Multiple Opportunity-Related Columns.

➢ Solutions Implemented

- ✓ The implementation of data standardization and normalization techniques resulted in a clean and uniform City column.
- ✓ To mitigate the impact of null values, we employed advanced imputation strategies.
- ✓ The City column contained a significant number of entries labeled as "Other," were not considered and was excluded from Insights.
- ✓ With the dedicated skills dataset, we applied normalization techniques to ensure consistency and standardization of skill entries.
- ✓ To tackle the challenge posed by multiple opportunity-related columns having a significant number of null values, we initially separated the dataset and we opted for a selective deletion approach.

➢ Insights Derived

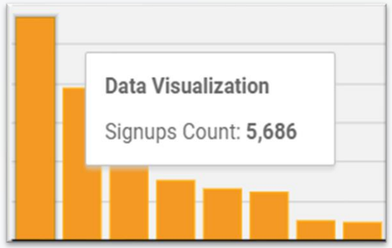
- Excelerate Achieves a Conversion Rate of 41.8%, Converts 27.5k Platform Sign-Ups into 11.5k Active Opportunity Participants.

- India leads in total number of sign-ups on platform i.e : 11,888,while Saint Louis stands out as the city in the United States with most number of signups on platform i.e :913.

	1.	2.
Country	India	Nigeria
Signups Co...	11,888	4,357

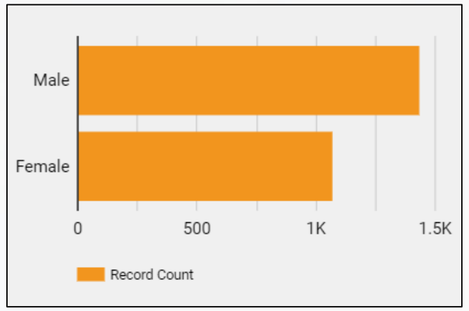
	city	Signups Count...
1.	saint louis	913
2.	chicago	373
3.	naperville	31

- Data Visualization Opportunity has garnered the highest total sign-ups, totaling 5686, and also boasts the highest completion count, reaching 295.



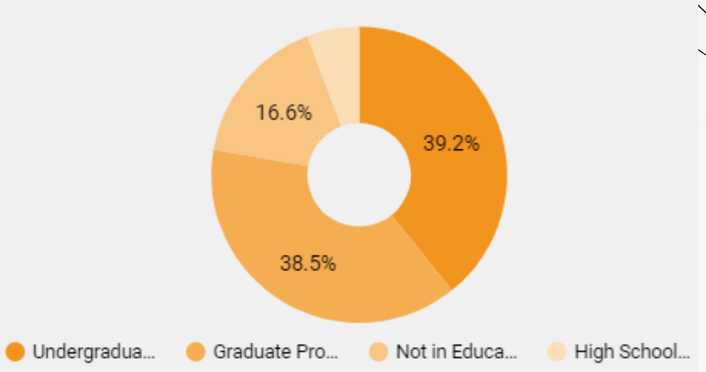
	Opportunity Name	Completed Count
1.	Data Visualization	834
2.	Project Management	449

- 57.1% of students who successfully completed opportunities were male, while 42.6% were female, with the remaining categorized as other.



➢ Insights Derived

- Opportunity Completion Reflects Academic Diversity, with 39.2% Undergraduates and 38.5% Graduate Students.



- Predominant Skill Gained by Opportunity Completers is Critical Thinking.

Skills Gained	Count
Critical Thinking	2,411
Communication	2,344

- Data Visualization Opportunity Leads with the Highest Rewards Awarded i.e 941,000 , Contributing to a Total of 2,723,360 Across All Opportunities.

	Opportunity Name	Reward Amount ▾
1.	Data Visualization	941,000
2.	Project Management	658,500
	Grand total	**2,723,360**

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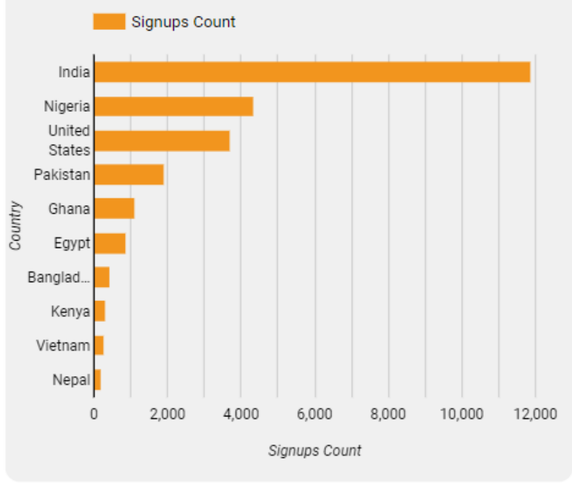
➢ Addressing Key Questions

1. How many people are signed up on the platform, and how many of those have signed up for opportunities?

2. What are the top 10 countries learners have signed up from?

3. What are the cities in the US learners have signed up from?

Signups	Participants
27.5K	11.5K



	city	Signups Count ▾
1.	saint louis	913
2.	chicago	373
3.	naperville	31
4.	aurora	18
5.	maryland heights	16
6.	chesterfield	14
7.	edison	14
8.	saint charles	13
9.	skokie	13

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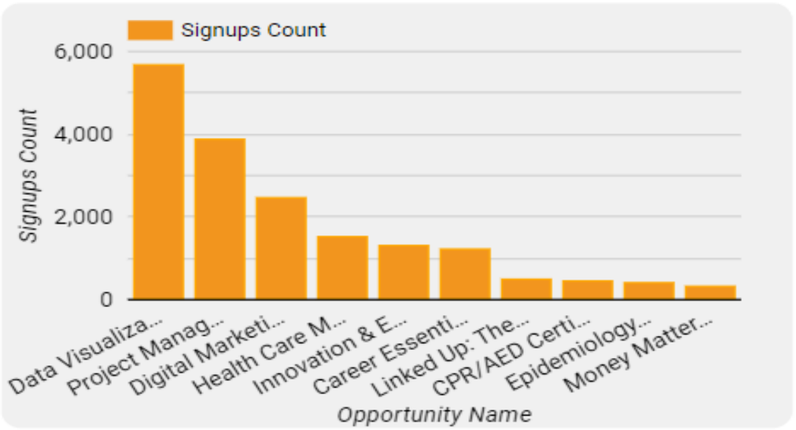
➢ Addressing Key Questions

1.Which is the most popular opportunity learners have signed up for?

2.Which is the most popular opportunity learners have completed?

OPPORTUNITY



	Opportunity Name	Completed Count
1.	Data Visualization	834
2.	Project Management	449
3.	Health Care Managem...	280
4.	Digital Marketing	258
5.	Innovation & Entrepren...	149
6.	CPR/AED Certification	127
7	Career Essentials: Getti	113

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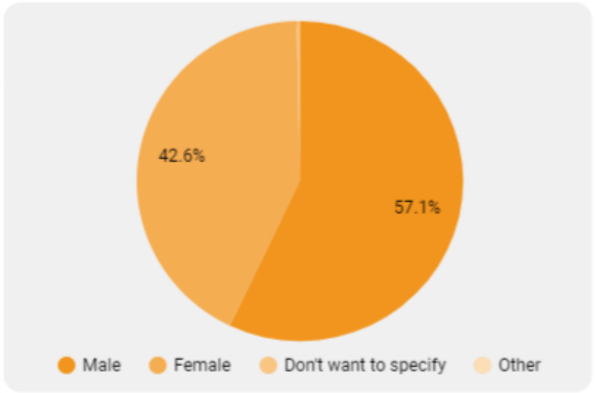
➢ Addressing Key Questions

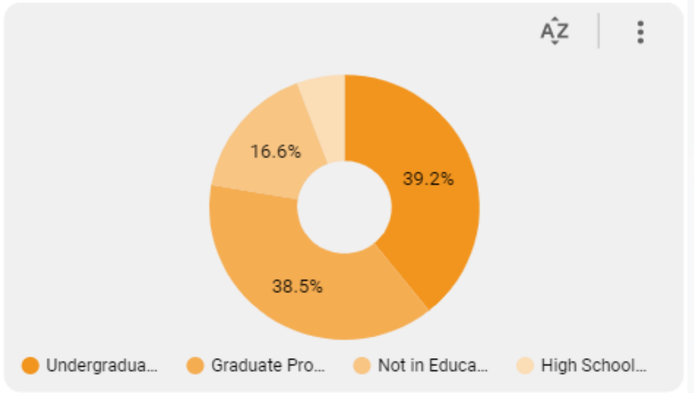
1.What is the demographic (gender, student status, etc.) of those who have signed up and completed?

2.What are the most gained skills on Excelerate?

3.How much is the total scholarship awarded and through which opportunities?

COMPLETED





Skills Gained	Count
Critical Thinking	2,411
Communication	2,344
Creative Thinking	2,194
Technology Literacy	2,182
Collaboration	2,083

	Opportunity Name	Reward Amount
1.	Data Visualization	941,000
2.	Project Management	658,500
3.	Health Care Management	397,500
	Grand total	**2,723,360**

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User Interaction and Guidance

01 **Intuitive Navigation**

- The dashboard incorporates an intuitive navigation system, allowing users to seamlessly explore different sections and insights.

02 **Interactive Visualizations**

- Visualizations within the dashboard are designed to be interactive, enabling users to drill down into specific data points for a more detailed analysis.

03 **Robust filtering**

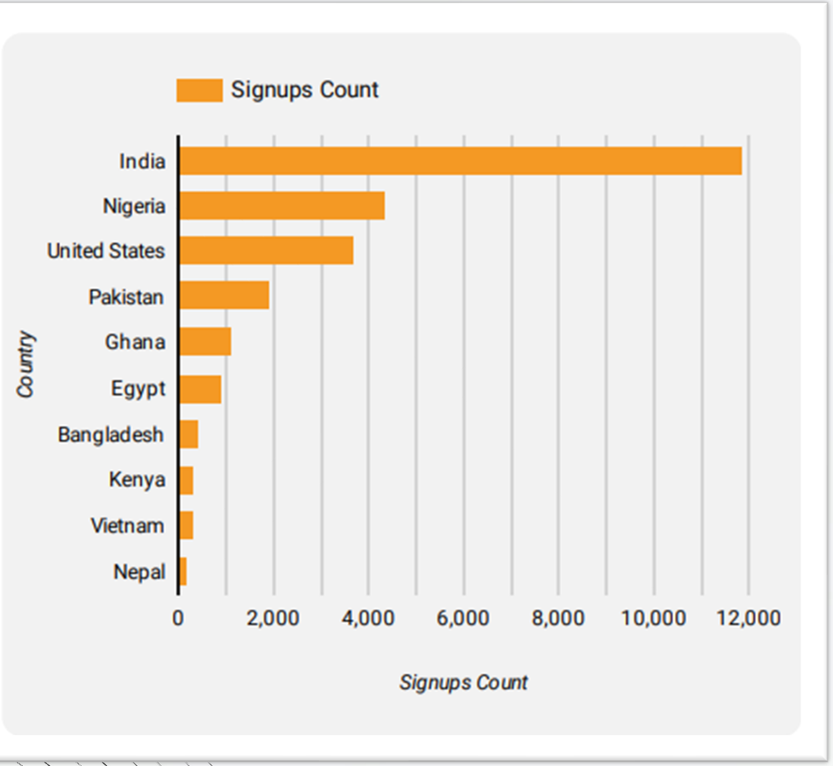
- Robust filtering options are integrated, allowing users to customize their view based on specific criteria.

04 **Feedback mechanism**

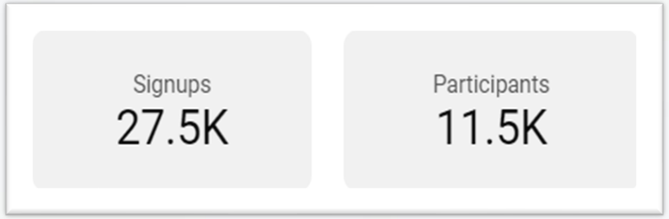
- To foster continuous improvement, a user feedback mechanism is embedded within the dashboard.

➢ Visual Highlights

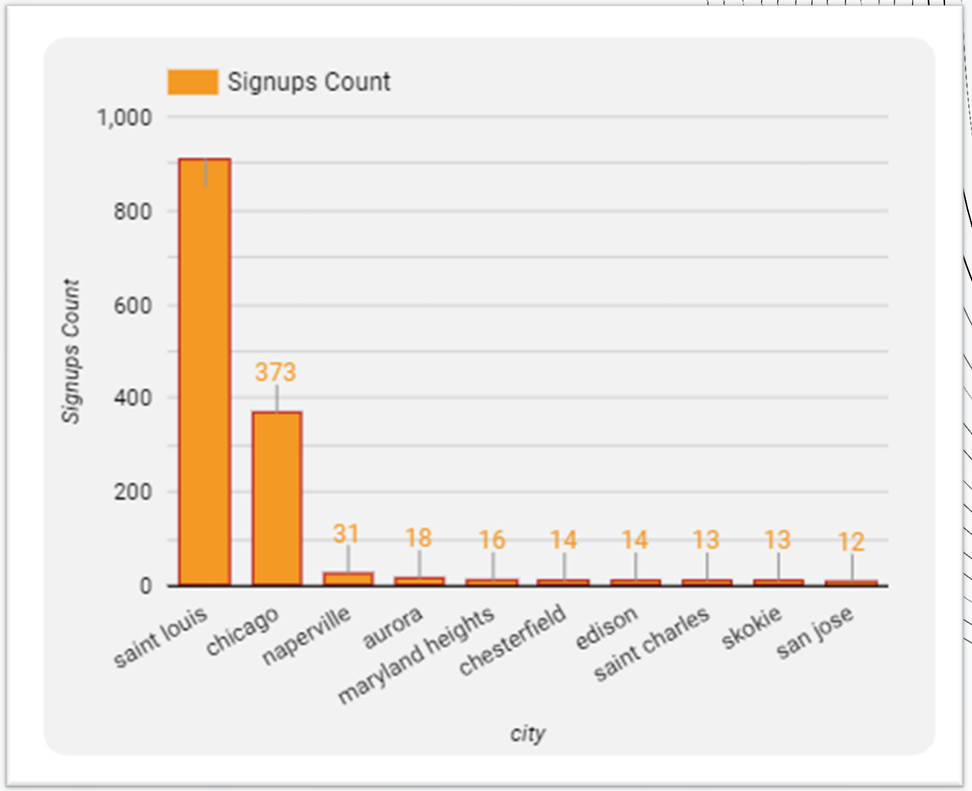
Bar Graph



Scorecards



Column chart

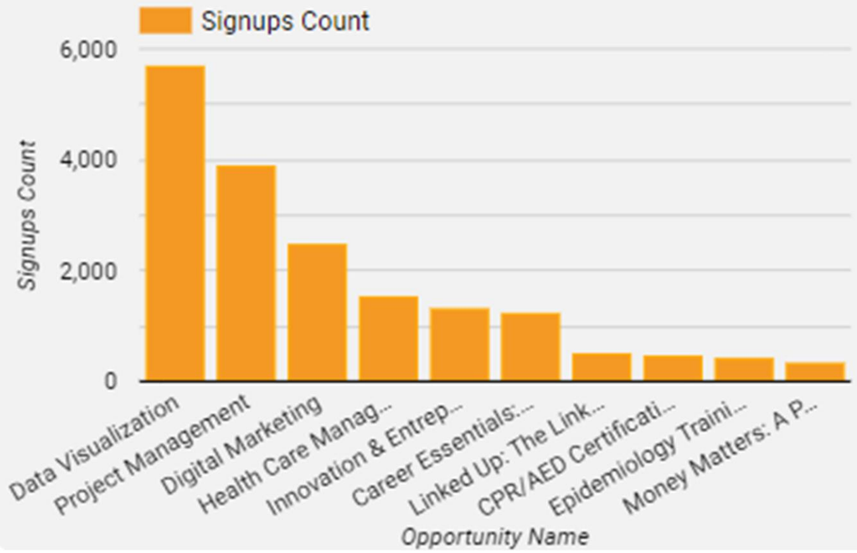


➢ Visual Highlights

Column Chart

Table With Heatmap

OPPORTUNITY



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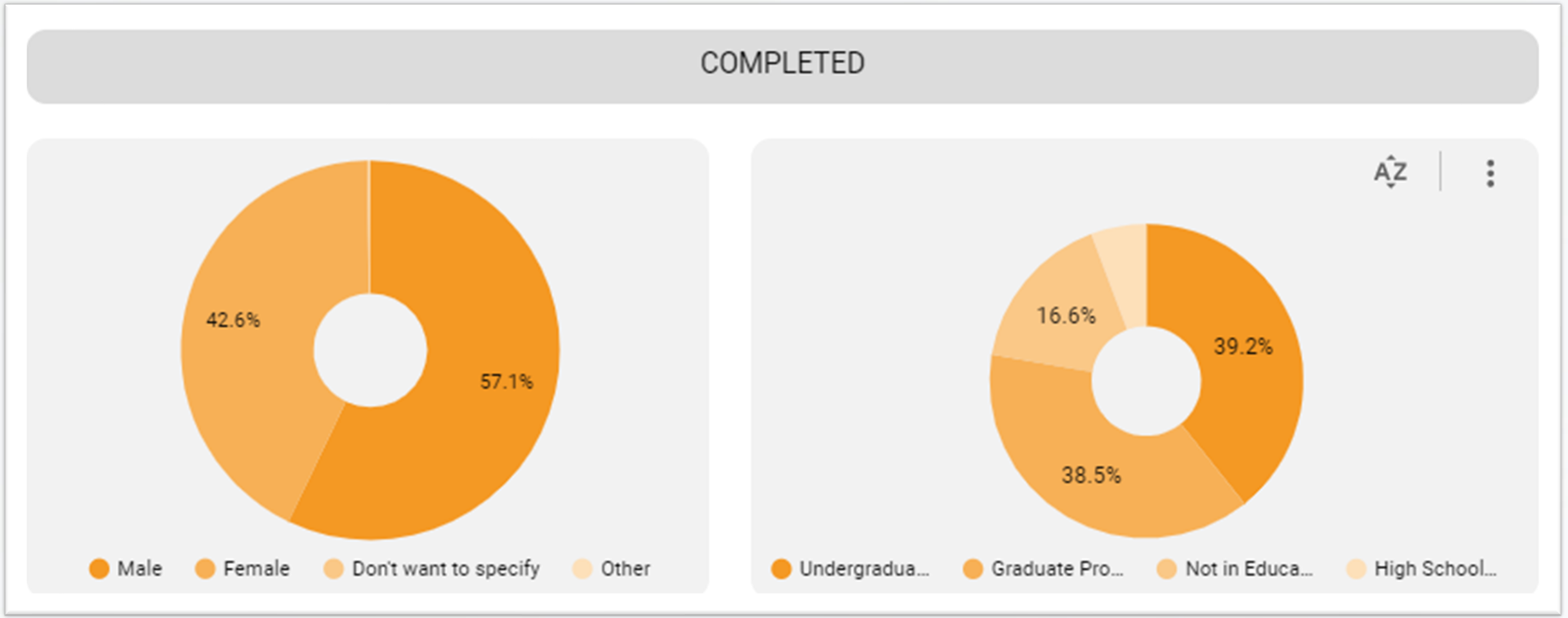
➢ Visual Highlights

Pie Chart

Doughnut chart



➢ Impact on Decision-Making

1

❖ The dashboard's metrics facilitate data-driven evaluations of program effectiveness.

2

❖ Understanding skill acquisition trends enables Excelerate to adapt its skill development initiatives proactively.

3

❖ The insights derived from the dashboard allow for efficient management and optimization of internship programs.

4

THANK YOU

Regards : Team 3C