



Exelerate

DATA ANALYSIS AND VISUALIZATION REPORT

TEAM 8A, DEC'24

[Virtual Internship Report](#)

Report Link: <https://lookerstudio.google.com/s/g6maMmxJKOs>

TODAY'S AGENDA

- ❖ Project Recap
- ❖ The Analytics Team
- ❖ Process
- ❖ Key Insights
- ❖ Analysis (Our Findings)
- ❖ Summary



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Team Lead



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Project Manager



LAWAL ABIOLA

Project Scribe



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Project Lead

THE ANALYTICS TEAM

Team 8A – A team of 4 people focusing on this project task.

PROJECT RECAP

- Users Activity
 - Platform User Sign-ups
 - Opportunity Sign-ups and completion
- Top Country Participants
- Demography Metrics

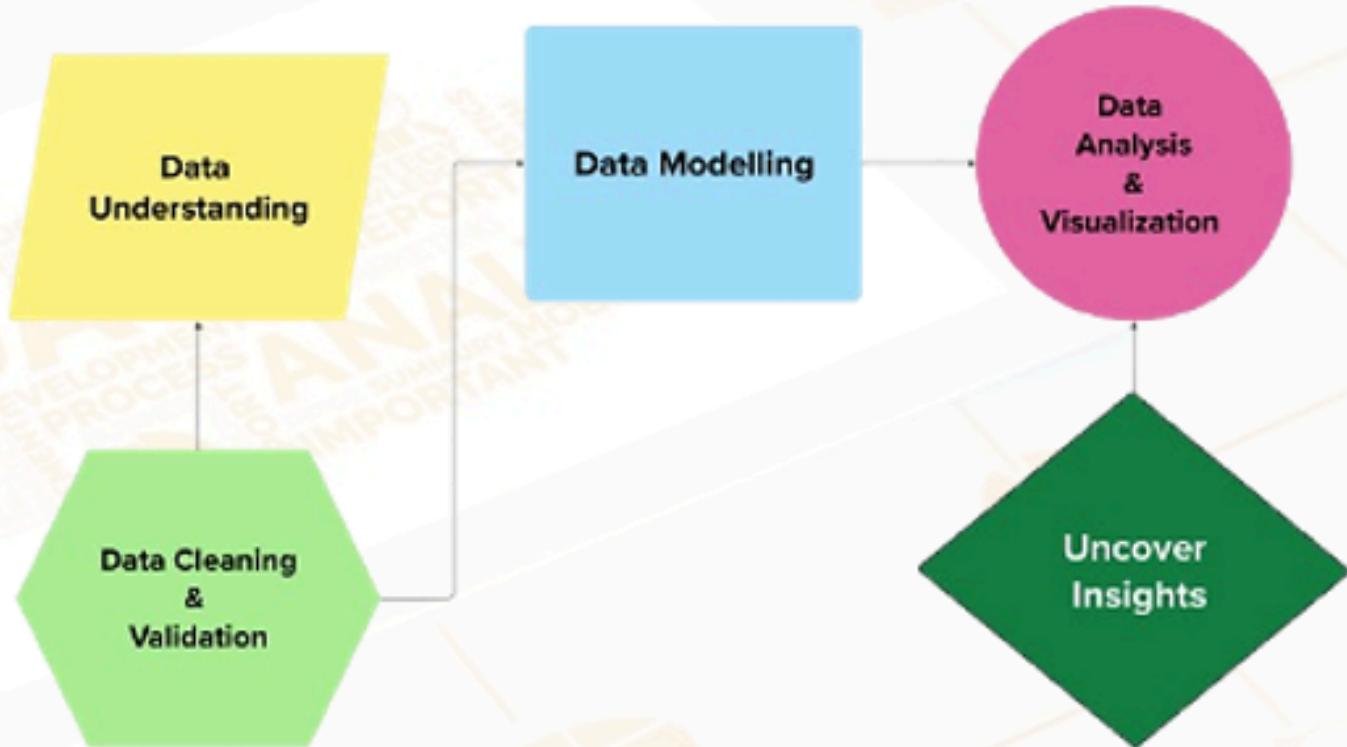


Excelerate is one of the global unicorn for career experience, skill acquisitions and enhancement. [They offer topnotch experimental learning, internships and global opportunities for free.] that need to adapt to its global scale and reach.

We, Team 8A have embarked on a 4 Week pilot with Excelerate to focus on 3 main tasks:

VIRTUAL INTERNSHIP REPORT - TEAM 8A, DEC'24

Data Analytics and Visualization Process



THE PROCESS

Excelerate Platform User Insights and Opportunity Metrics Dashboard

Platform

Unique User Sign-ups
27.4K

Platform User

Record Count
27.6K

Opportunity

Unique Profile ID
11.5K

Opportunity

ID Record Count
20.3K

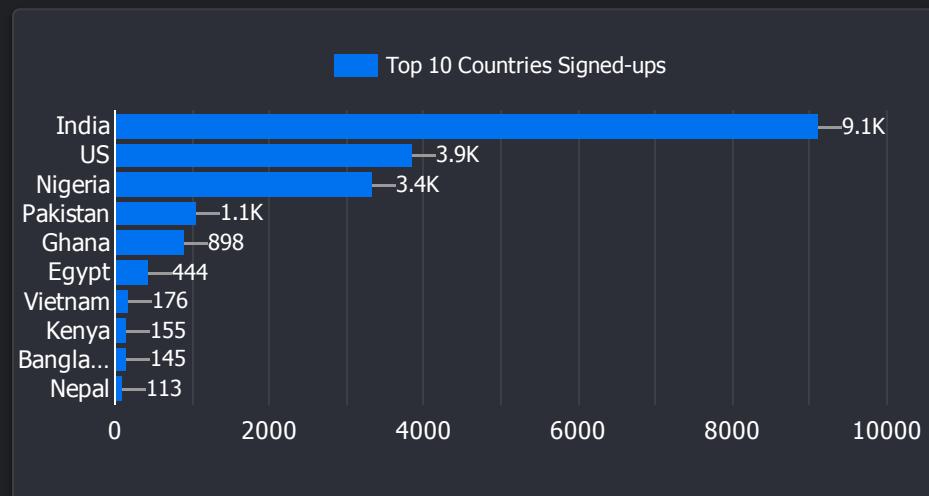
Country

No. of Countries
102

Scholarship

Sum of Reward
\$2.73M

Top 10 Sign-ups by Country



Opportunity Sign-ups by City (United States)

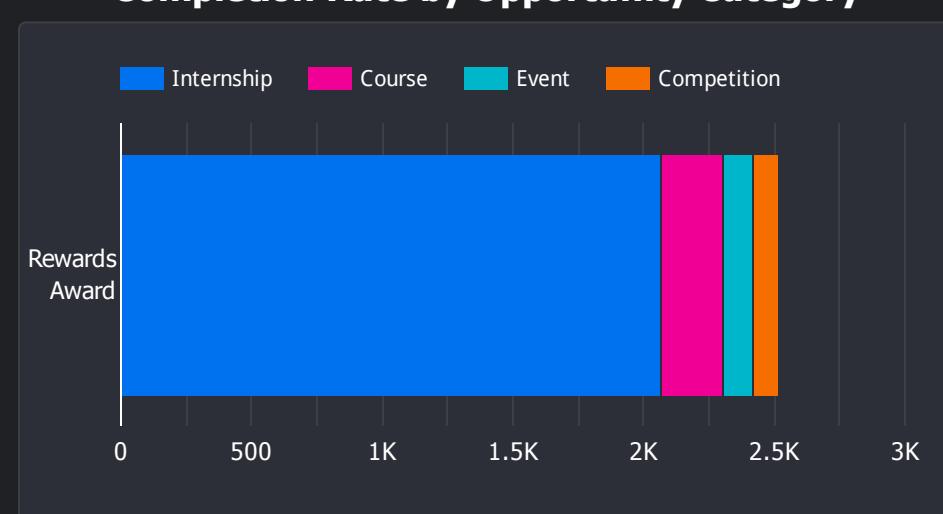
Cities	Record Count
1. Saint Louis	2.7K
2. Chicago	186
3. Maryland Heights	35
4. Naperville	28
5. Chesterfield	26
6. Schaumburg	19
Grand total	3.9K

1 - 100 / 313 < >

Opportunity Participation over Time



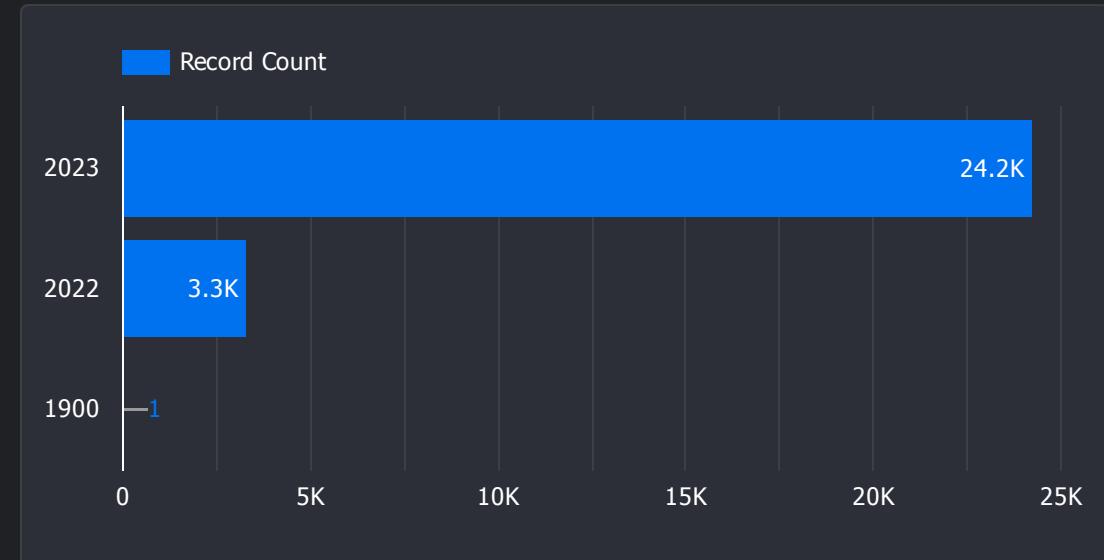
Completion Rate by Opportunity Category



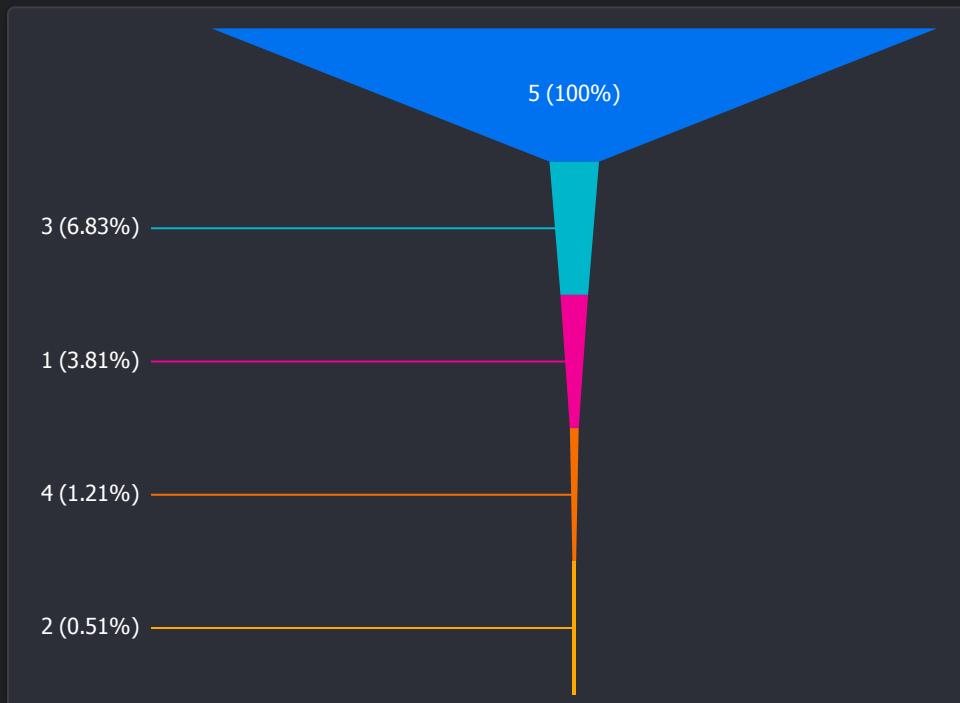
Most Skills Gained

	Skills Earned	Record C...
1.	["Critical Thinking", "Creative Thinking", "Collaboration", "Problem Solving"]	1,373
2.	["Critical Thinking", "Creative Thinking", "Collaboration", "Problem Solving"]	449
3.	["Critical Thinking", "Creative Thinking", "Collaboration", "Problem Solving"]	149
4.	["Critical Thinking", "Initiative", "Flexibility", "Leadership", "Communication"]	127
5.	["Critical Thinking", "Creative Thinking", "Communication", "Problem Solving"]	113
6.	["Critical Thinking", "Collaboration", "Communication", "Problem Solving"]	92
7.	["Communication", "Technology Literacy", "Initiative", "Problem Solving"]	37
Grand total		2,521

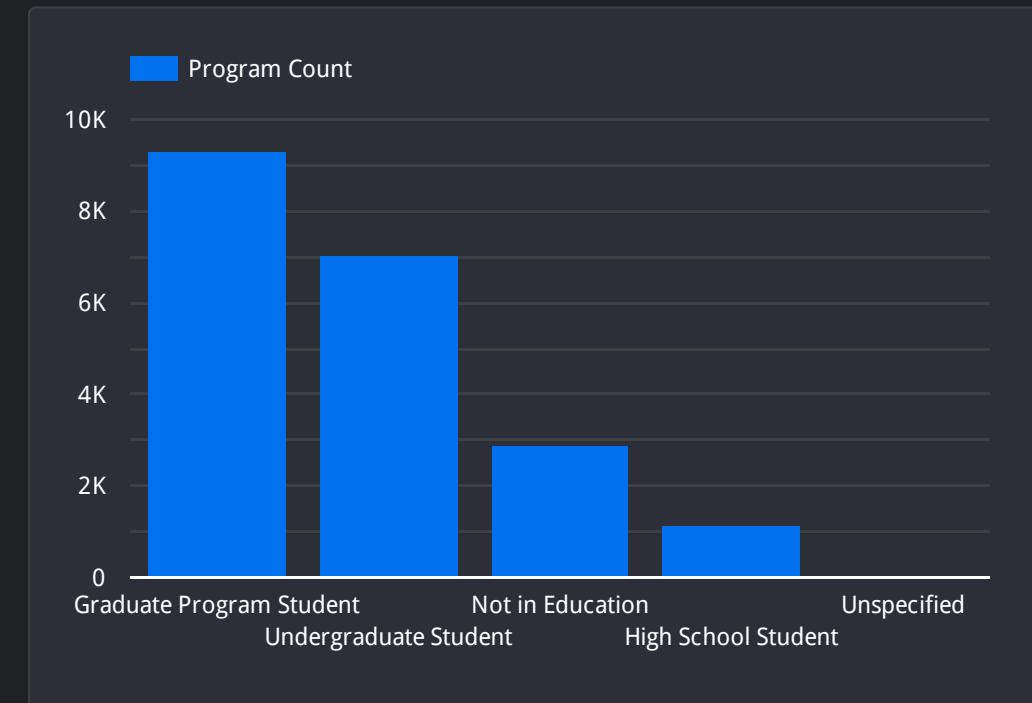
Aggregate User Sign-ups by Year



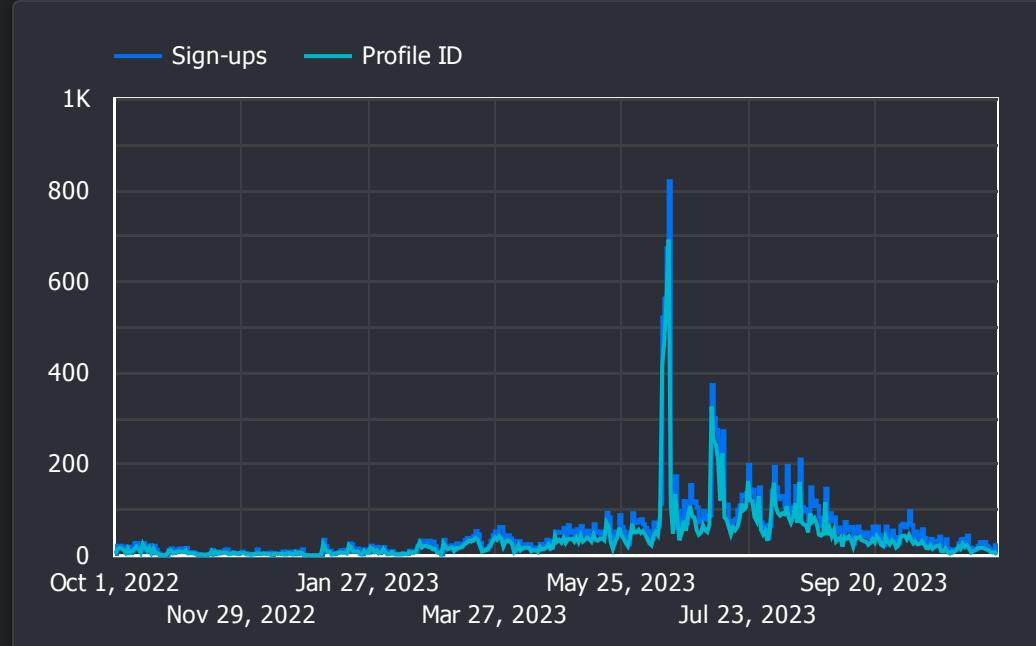
Preferred Sponsors by Number



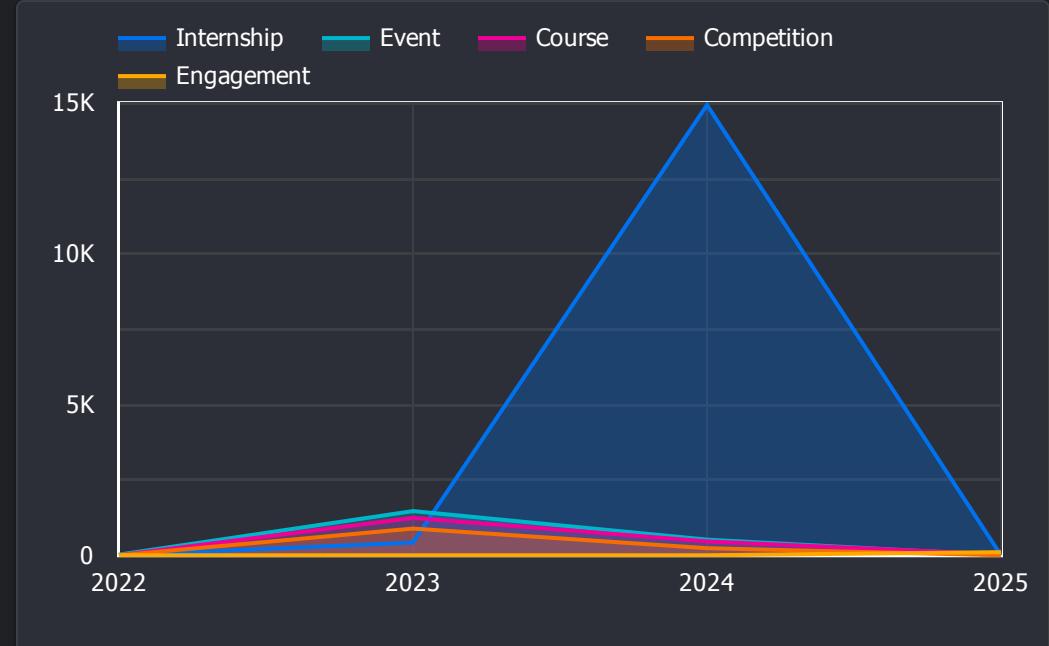
Current Student Status by Degree



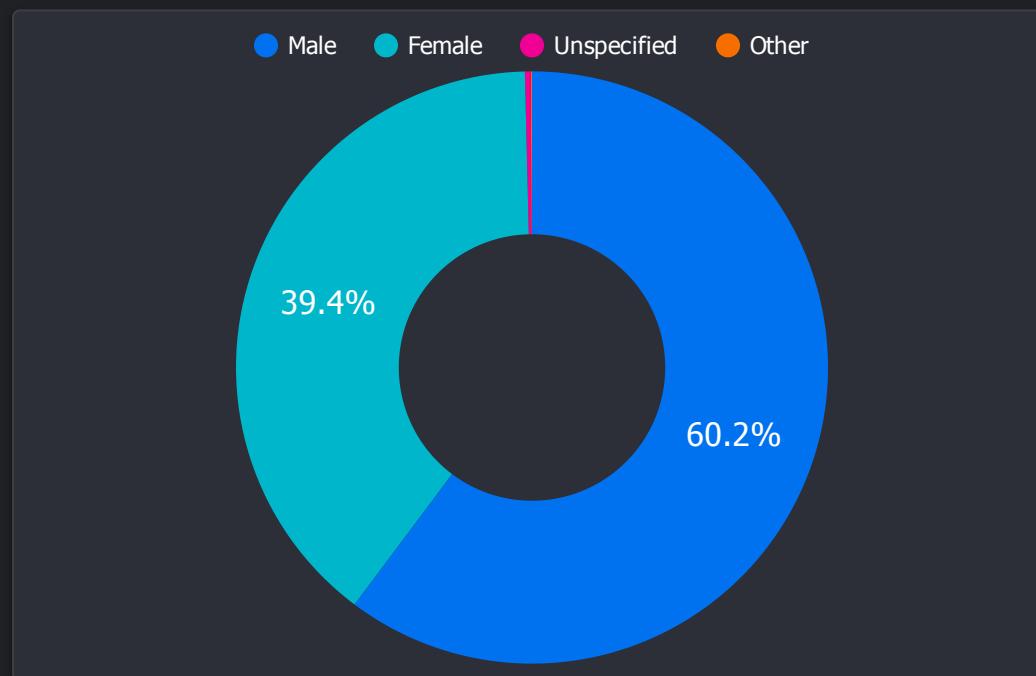
Sign-ups over Time



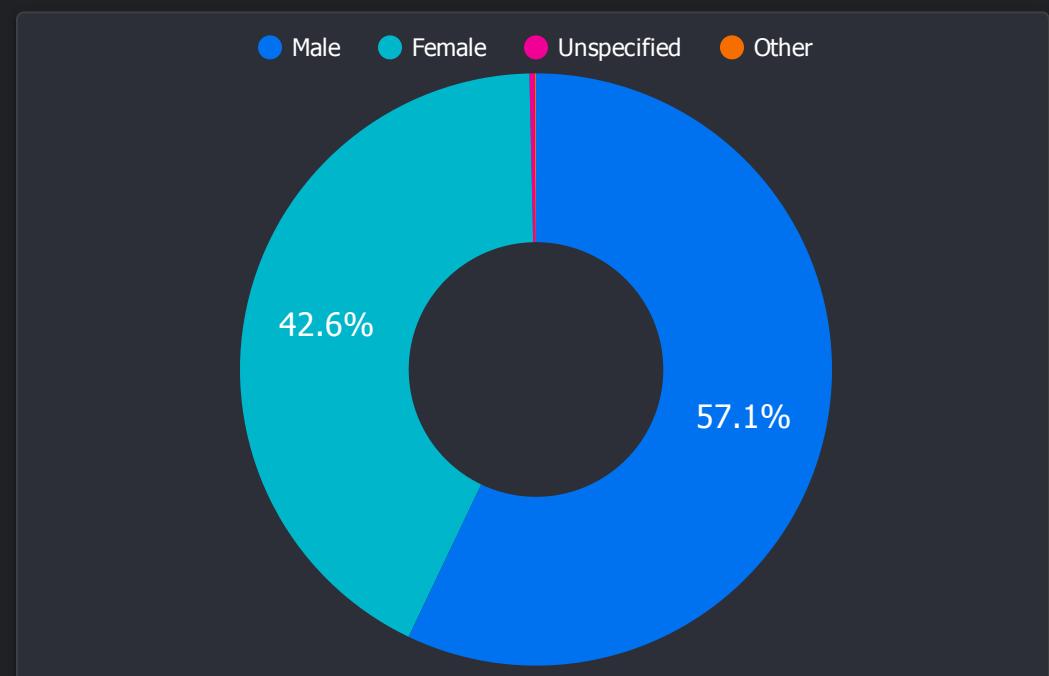
Opportunity Category Sign-ups over Time

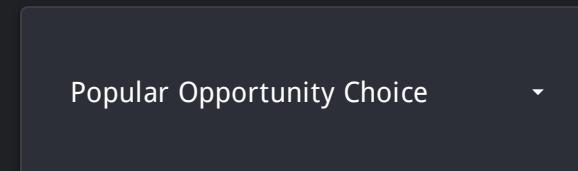
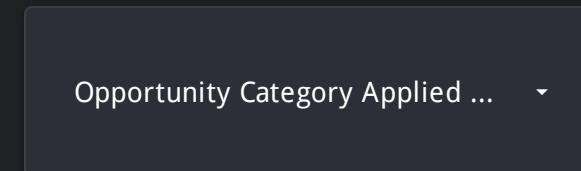
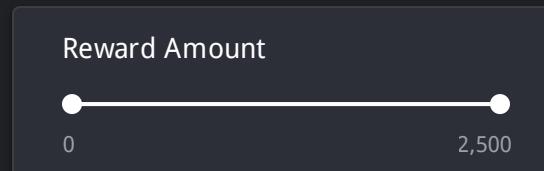


Sign-ups by Gender

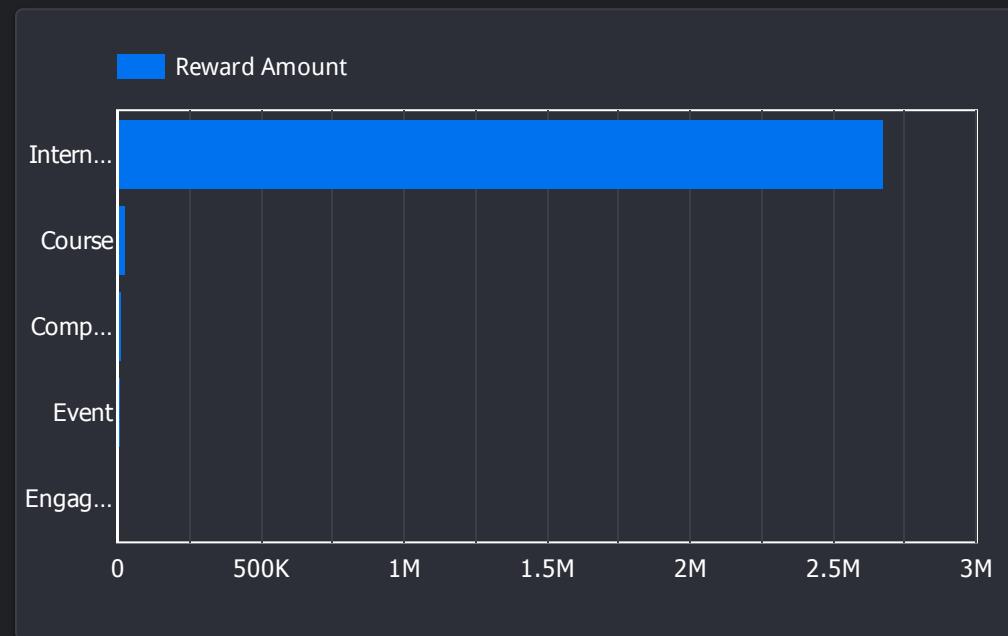


Completion by Gender

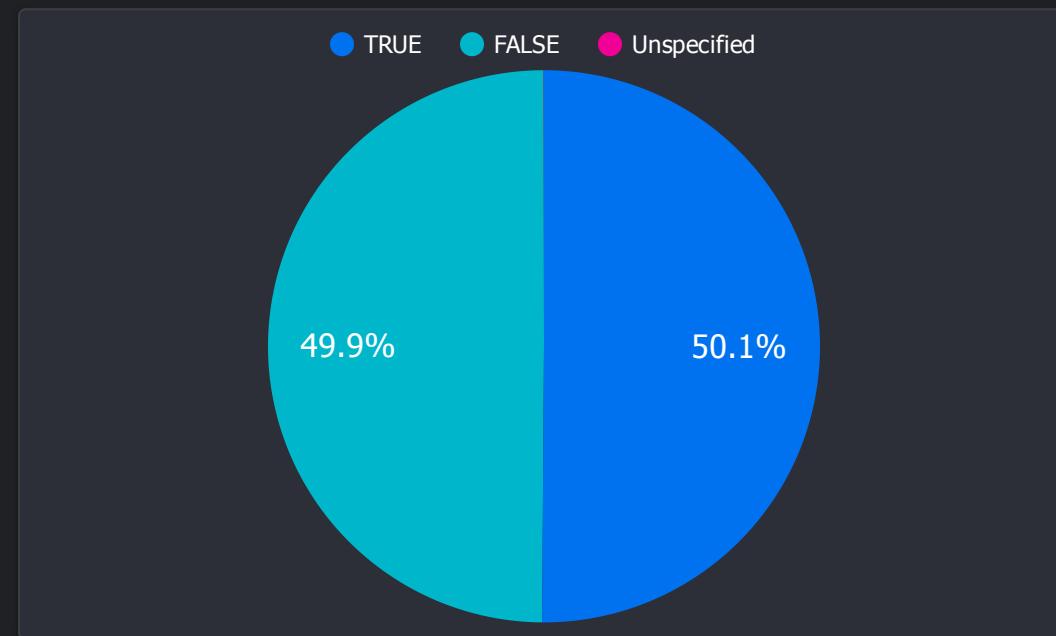




Reward Amount by Opportunity Category



Sign-ups From Social Media by Record Count



Total Opportunity Participated by Country

Opportunity Category / Total Opportunity Participated by Country				
Country	Internship	Event	Course	Grand total
India	7.2K	757	619	9.1K
United States	2.8K	310	470	3.9K
Nigeria	2.6K	403	222	3.4K
Pakistan	735	122	130	1.1K
Ghana	652	116	82	898
Egypt	374	36	25	444
Grand total	15.4K	2K	1.7K	20.3K

KEY INSIGHTS

PLATFORM USER ACTIVITY

- **Platform Sign-ups:** 27.4K users globally, with India (9.1K) leading in participation.
- **Gender Split:** Male users (60.2%) dominate over Female users (39.4%).
- **Opportunity Metrics:** 20.3K opportunities signed up, with Internships and Courses having the **highest completion rates**.

DEMOGRAPHY METRICS

- **Rewards Distribution:** \$2.73M awarded, with Internships receiving the largest share.
- **Skills Development:** Top skills earned include Critical Thinking, Creative Thinking, and Collaboration.
- **Participation Trends:** Steady growth in user activity and opportunity

ANALYSIS(OUR FINDINGS)

•User Sign-ups and Engagement:

While the platform has 27.4K unique sign-ups from 102 countries, engagement is concentrated in a few regions, with India (9.1K) and Nigeria (3.9K) dominating.

•Opportunities Sign-ups & Completion:

Out of 11.5K unique sign-ups, internships(75.58%) exhibit the highest completion rates, suggesting a need to explore and enhance the appeal of other categories.

•Demographic Imbalance:

Male users show higher engagement (60.2%) and completion rates (57.1%), suggesting a gender gap in Female participation.

•Rewards Distribution:

\$2.73M in rewards distributed, but alignment with long-term user satisfaction and skill outcomes requires further analysis.

•Skill Development:

Critical Thinking, Collaboration, and Creative Thinking dominate the skills gained, but the diversity of skills needs enhancement.

•Educational Representation:

Graduate students form the majority, with less representation from other academic levels, potentially limiting outreach.

SUMMARY

□ Global Reach:

- Users from 102 countries participated.
- The top regions include South Asia and Africa.

□ Opportunity Distribution:

- Internships are the most sought-after opportunity type.
- Rewards and completion trends align with engagement levels in opportunity types.

□ Demographic Insights:

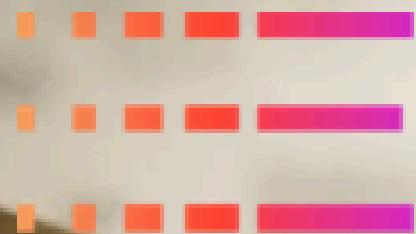
- Males showed a stronger presence in both sign-ups and completion rates.
- Graduate students lead in the activity, showing high engagement with the platform.

□ Pointer

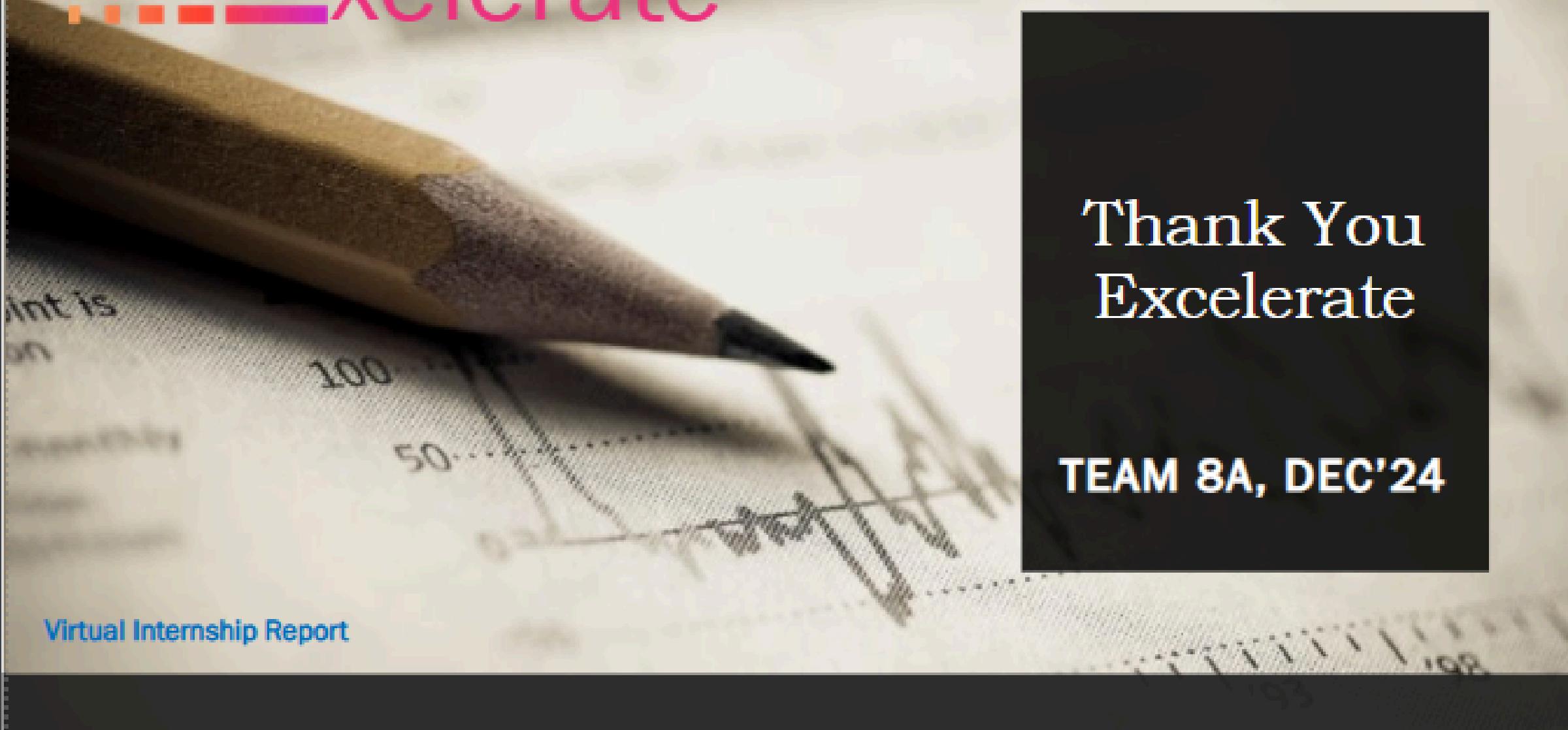
- The percentage difference between unique sign-ups and opportunity participation is **81.73%**
- The drop-off from sign-ups to participation: **58.03%**
- The drop-off from participation to completion: **78.26%**
- Completion relative to sign-ups: **9.12%**

RECOMMENDATION

- Increase in campaign
- Follow-up and Motivation
- Self-pace Intern Methodology



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Thank You
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