

**WEEK 02
DELIVERABLES**

**Data Visualization Associate
Internship
Team No.: 37**



WEEK 02

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1. Looker Studio Dashboard

Looker Studio Dashboard – Supabase:

This dashboard highlights metrics such as Connected Calls, Disconnected Calls, Connectivity Rate, Agent Performance, Campaign Data, and Country-based Analysis. Interactive elements such as filters and drilldowns are included.

Live Dashboard Link: <https://lookerstudio.google.com/u/0/datasources/6b7d00d3-8f42-4dd8-bb8b-47c292a2ee11>

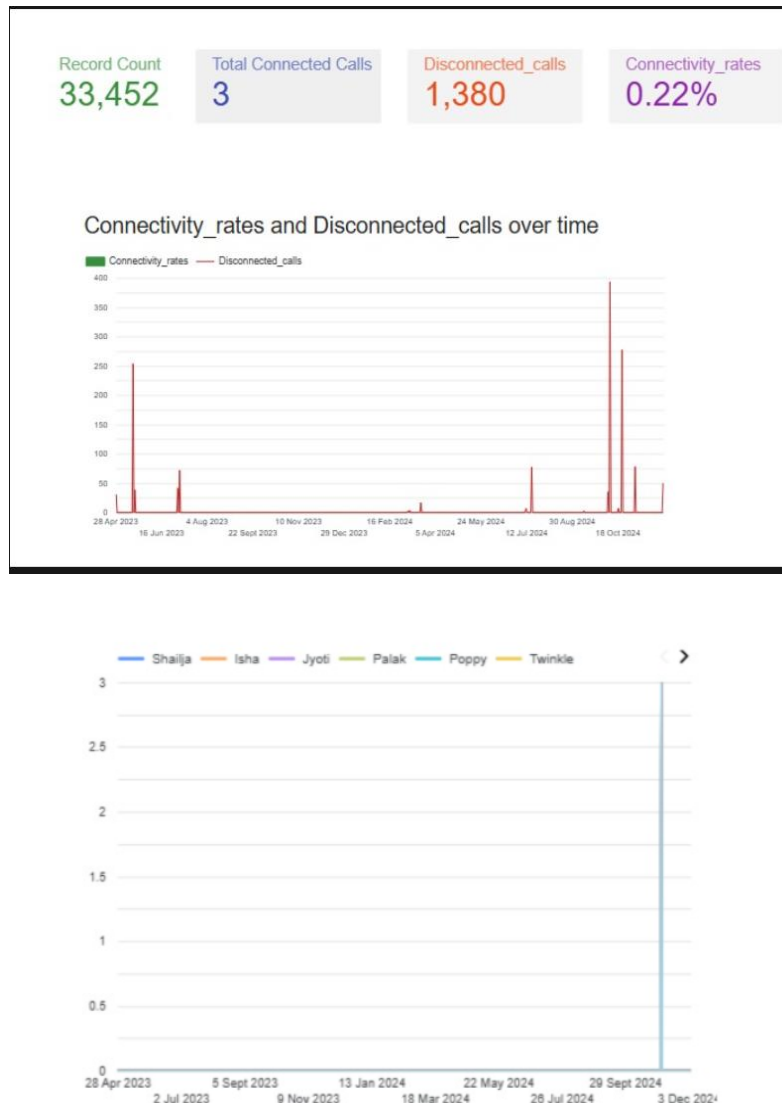


Figure 1: Dashboard Through Supabase

This view shows the dashboard connected to the Supabase PostgreSQL database.

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Looker Studio Dashboard – Aiven:

This dashboard highlights metrics such as Connected Calls, Disconnected Calls, Connectivity Rate, Agent Performance, Campaign Data, and Country-based Analysis. Interactive elements such as filters and drilldowns are included.

Live Dashboard Link: <https://lookerstudio.google.com/reporting/348626d1-bf84-44cc-99f1-453c387b807a>

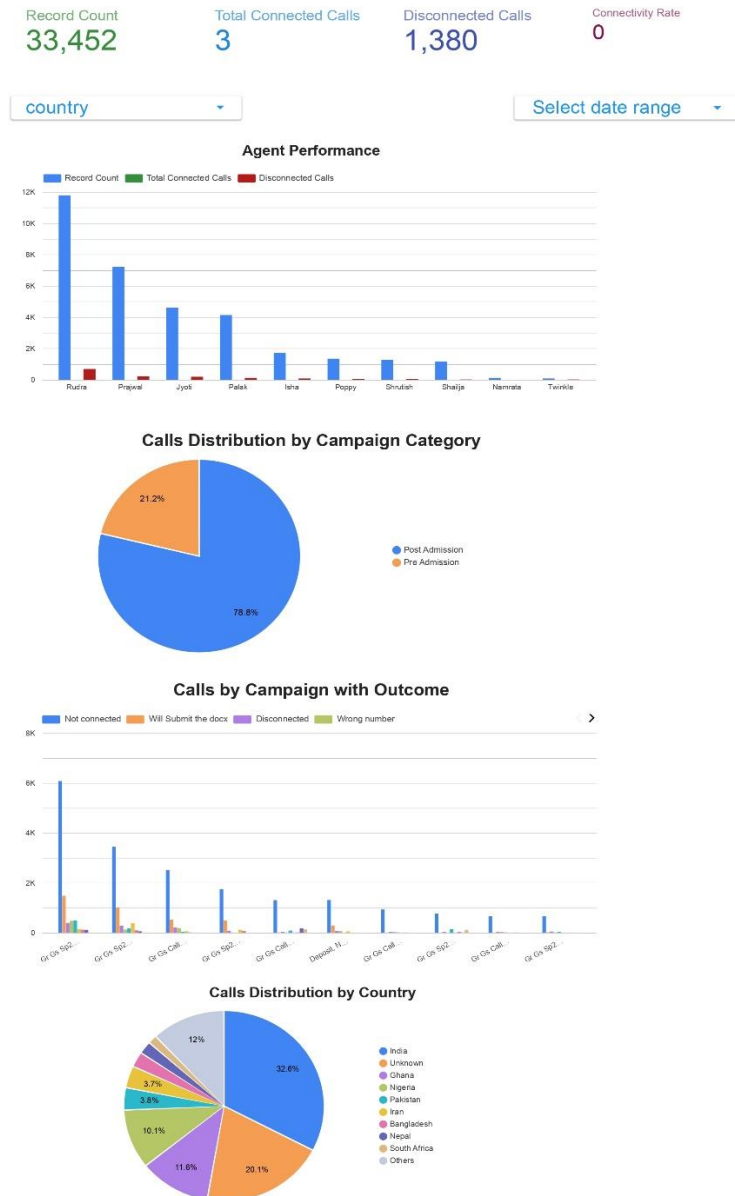


Figure 2: Dashboard Through Aiven

This view shows the dashboard connected to the Aiven PostgreSQL database.

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2. Proof of Data Connection

Supabase PostgreSQL:

The PostgreSQL database is hosted on Supabase. Connection details such as Host, Port, Database Name and User were obtained from the Supabase dashboard.

Connect to your project

Get the connection strings and environment variables for your app

Connection String App Frameworks Mobile Frameworks ORMs

Type URI Source Primary Database

Direct connection

Ideal for applications with persistent, long-lived connections, such as those running on virtual machines or long-standing containers.

PASSWORD]@db.dmuqkkwyooafuyhdb1rs.supabase.co:5432/postgres

> View parameters

Suitable for long-lived, persistent connections

Each client has a dedicated connection to Postgres

Not IPv4 compatible
Use Session Pooler if on a IPv4 network or purchase IPv4 add-on

IPv4 add-on Pooler settings

> Some platforms are IPv4-only:

Aiven PostgreSQL:

The PostgreSQL database is hosted on Aiven Cloud. Connection details such as Host, Port, Database Name, User, and SSL mode were obtained from the Aiven console.

Home

Projects

Tools

Billing

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My Organization

pg-10a3bcb7

pg-10a3bcb7

Back to project

Overview

Integrations

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Backups

Service settings

pg-10a3bcb7

pg-10a3bcb7

18 PostgreSQL 15

SQL

8 November 2023

OK

Running

Notes

Get started with Aiven for PostgreSQL*

Set up, secure, and integrate your Aiven service with a step-by-step guide.

Get started

Connection information

Quick connect

Service URI

postgres://CLICK_TO_REVEAL_PASSWORD@pg-10a3bcb7-alishbawaqr7786-c902.k.aivencloud.com:19305/defaultdb?sslmode=require

Database name

defaultdb

Host

pg-10a3bcb7-alishbawaqr7786-c902.k.aivencloud.com

Port

19305

User

avnadmin

Password

SSL mode

require

CA certificate

Show

Connection limit

20

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Looker Studio Data Source:

Both Aiven and Supabase PostgreSQL databases were added as data sources in Looker Studio. The connections show "Status: Connected", confirming that live queries can be run.

Looker Studio Data Source Screenshot-supabase

The screenshot shows the 'Untitled Data Source' setup screen in Looker Studio. The 'SELECT CONNECTOR' dropdown is set to 'PostgreSQL'. The 'Database authentication' section includes fields for 'Host name or IP' (db.lzodrxrabiyeiqvsban.supabase.co), 'Port (optional)' (5432), 'Database' (postgres), 'Username' (postgres), and 'Password' (masked). There are checkboxes for 'Enable SSL' (checked) and 'Enable client authentication' (unchecked). A 'PostgreSQL SSL Configuration Files' section shows a file named 'prod-ca-2021.crt'. The 'TABLES' section lists available tables: 'applicants', 'campaigns', 'master_dataset' (highlighted), and 'outreach'. The 'AUTHENTICATE' button is at the bottom.

Recent

Name	Owned by anyone	Last opened by me	Location
PostgreSQL - postgres	farwa rashid	09:23	Owned by me

Looker Studio Data Source Screenshot-Aiven

The screenshot shows the 'PostgreSQL - defaultdb' setup screen in Looker Studio. The 'Database authentication' section includes fields for 'Host Name or IP' (pg-10a3bcb7-alishbawaqar7786-c902), 'Port (Optional)' (19305), 'Database' (defaultdb), 'Username' (avnadmin), and 'Password' (masked). The 'TABLES' section lists available tables: 'applicants', 'campaigns', 'master_dataset' (highlighted), and 'outreach'. The 'RECONNECT' button is at the bottom.

PostgreSQL

By Google

The PostgreSQL connector allows you to access data from PostgreSQL based databases within Looker Studio. This connector uses the PostgreSQL JDBC driver to connect a Looker Studio data source to a single PostgreSQL database table.

LEARN MORE REPORT AN ISSUE

BASIC

Database Authentication

JDBC URL

Host Name or IP

pg-10a3bcb7-alishbawaqar7786-c902

Port (Optional)

19305

Database

defaultdb

Username

avnadmin

TABLES

Table

CUSTOM QUERY

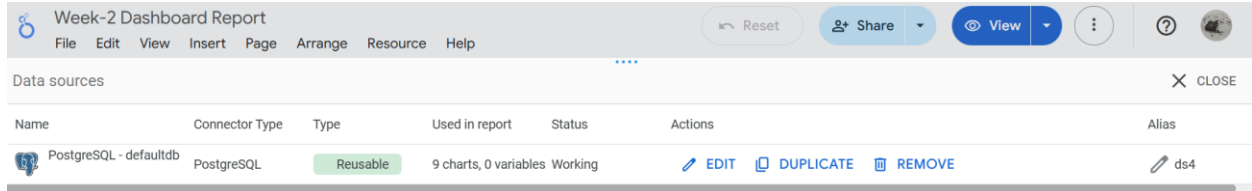
applicants

campaigns

master_dataset

outreach

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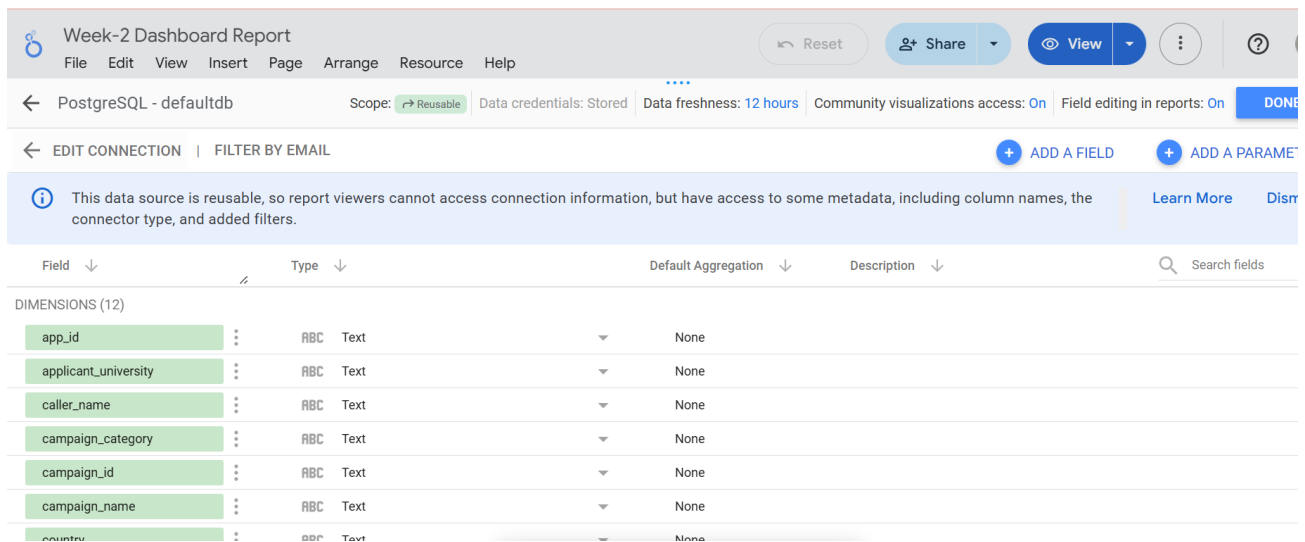


The screenshot shows the 'Data sources' table in Looker Studio. The table has columns: Name, Connector Type, Type, Used in report, Status, Actions, and Alias. One data source is listed: 'PostgreSQL - defaultdb' with Connector Type 'PostgreSQL', Type 'Reusable', '9 charts, 0 variables' used in report, and Status 'Working'. Actions include EDIT, DUPLICATE, and REMOVE. The Alias is 'ds4'.

Name	Connector Type	Type	Used in report	Status	Actions	Alias
PostgreSQL - defaultdb	PostgreSQL	Reusable	9 charts, 0 variables	Working	EDIT DUPLICATE REMOVE	ds4

Connection Confirmation:

The data source connections were successfully established between Looker Studio and both Aiven & Supabase PostgreSQL databases. Verified by visible schema fields and live table previews.



The screenshot shows the 'PostgreSQL - defaultdb' connection details in Looker Studio. It includes a table of dimensions (12) with columns: Field, Type, Default Aggregation, and Description. The dimensions listed are: app_id, applicant_university, caller_name, campaign_category, campaign_id, campaign_name, and country, all of type 'Text' and with a default aggregation of 'None'.

Field	Type	Default Aggregation	Description
app_id	Text	None	
applicant_university	Text	None	
caller_name	Text	None	
campaign_category	Text	None	
campaign_id	Text	None	
campaign_name	Text	None	
country	Text	None	

3. Design Documentation:

Chart Types

- Looker Studio-Supabase:
 - Line Chart → Connectivity rates & disconnected calls over time.
 - Line Chart → Agent performance trends over time.
- Looker Studio-Aiven:
 - Bar Charts (Agent Performance, Campaign Outcomes).
 - Pie Charts (Campaign Category, Calls by Country).

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Colour Scheme:

- **Background:** #16423C → *Dark Slate Green*
- **Sections/Charts:** #6A9C89 → *Sage Green*
- **Text:** #C4DAD2 → *Light Grayish Green*

Layout Decisions:

- **Looker Studio-Supabase:**
 - KPIs (Record Count, Connected Calls, Disconnected Calls, Connectivity Rate) shown at the top.
 - Line chart for connectivity trends.
 - Separate line chart for agent-wise performance.
- **Looker Studio-Aiven:**
 - All KPIs (Record Count, Connected Calls, Disconnected Calls, Connectivity Rate) shown at the top.
 - Below: Combination of bar and pie charts for detailed insights.
 - Filters for **country** and **date range** included.

Storytelling Approach: (Figure-1)

Overview

- At the very top, you show the big numbers (KPIs): Record count, Connected Calls, Disconnected Calls, Connectivity Rate.
- Using colours (green for good, red for critical, purple for rates) makes it intuitive for decision-makers.

Trends → What's Happening Over Time

The line chart shows patterns:

- Spikes in disconnected calls.
- Connectivity rate staying low.
- This helps decision-makers see when issues occur, not just the totals.

It shifts the story from “just numbers” to timeline insights.

Actionable Recommendations

From your current screenshot, recommendations might be:

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- Improve connectivity rate (0.22% is very low): Train agents or check technical issues.
- Investigate high disconnections (1,380): Focus on peak times shown in the timeline.
- Highlight positive agent/country performance (once filters are added): Reward best performers.

This closes the loop → not just showing data but guiding decisions.

Storytelling Approach: (Figure-2)

High-Level KPIs (Top Section)

Record Count, Connected Calls, Disconnected Calls, Connectivity Rate

Filters (Country + Date Range)

- Adding filters empowers users to slice the data interactively.
- For example, managers can check performance by country or specific campaign dates.
- This is good user-centric design, since not all stakeholders want the same view.

Agent Performance (Bar Chart)

- Shows which agents handle the highest call volume (Rufina, Pragati, Jyoti).
- But it also compares connected vs disconnected calls → highlights performance differences.
- Story: Some agents are handling a lot of calls, but connections remain low → training/technical fixes needed.

Calls by Campaign Category (Pie Chart)

- 78.8% Post Admission, 21.2% Pre Admission.
- This tells decision-makers where most effort is going → majority of outreach is after admission.
- Actionable insight: If pre-admission conversions are critical, resource allocation might need rebalancing.

Calls by Campaign with Outcome (Bar Chart)

Breaks down campaigns by outcomes (Not Connected, Will Submit Docs, Disconnected, Wrong Number).

This adds qualitative storytelling:

- Not just how many calls, but what happened in those calls.
- E.g., Campaign G2-QS-G2C has the highest “Not Connected” calls.
- Managers can decide which campaigns to optimize or redesign.

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Calls by Country (Pie Chart)

- India leads with 32.6%, followed by Unknown (20.1%), Ghana (11.6%), Nigeria (10.1%), Pakistan (3.7%).
- Regional insights → Managers can focus on countries with highest disconnections or lowest connectivity rate.
- Actionable: Maybe improve infrastructure/agents for Ghana & Nigeria (since they're big contributors but lower conversions).

Overall Storyline

Our dashboard follows a logical flow:

- Big Picture → KPIs (Total calls, connected, disconnected, connectivity).
- Who is Responsible? → Agent performance.
- Where are the Calls Going? → Campaign category & outcomes.
- Where in the World? → Country distribution.
- This flow takes the viewer from macro → micro insights, which is exactly how storytelling in dashboards should work.

Actionable Recommendations

From your charts:

- Train/review top agents → Rufina & Pragati manage huge volumes but need better connection strategies.
- Fix campaigns with high disconnections → especially "G2-QS-G2C."
- Focus on top countries (India, Ghana, Nigeria) for better outcomes.
- Investigate 20% "Unknown" country data → possibly incomplete records in the database.