

Year (Filter)

Enables users to filter dashboard data based on the year learners commenced their associated opportunities.

Status (Filter)

Enables users to filter dashboard data based on the completion or pending status of learners.

Country (Filter)

Allows users to filter dashboard data based on the geographic location of learners, enabling regional analysis and comparison of key metrics.

Category (Filter)

Enables users to filter data based on opportunity categories , allowing focused analysis on specific program types.

Opportunities (Filter)

Allows users to filter data based on specific opportunity names, enabling detailed analysis of engagement activities.

Degree (Filter)

Enables users to filter data based on the academic degree pursued by learners.

This page will represent the learner demographic along with the opportunity metrics

Total learners (KPI)

Displays the cumulative number of unique users who enrolled in at least one course within a defined time.

Total Countries (KPI)

Represents the total number of distinct countries from where learners have accessed or registered on the platform.

Total Unique Opportunities (KPI)

Indicates the total number of unique opportunity records that are currently associated with at least one learner.

Total Categories (KPI)

Displays the total number of distinct opportunity categories currently on the platform.

Global Learner Distribution: Top 10 Countries (Column Chart)

To visually represent the number of learners from each country, allowing stakeholders to understand geographical distribution and identify regions with higher engagement

Data Details:

- **X – axis** : Top 10 Country names
- **Y – axis** : count of unique learners
- **Metric** : Total number of unique learners, grouped by country
- **Data Source** : Learner Profile data(Learner id and country columns from the master table)

This visualization helps to compare countries based on learner count.

Degree and Gender Wise Learner Distribution by (Clustered Column Chart)

This column chart visualizes the number of learners across various degrees (like graduated student, under graduated student, High School student etc)

- **X – Axis:** Represents different degree types (graduated, under graduated, etc.) and their genders.
- **Y – Axis:** Shows the count of learners enrolled in each degree.
- **Legend:** Indicates the gender of learners(Male and Female).

This visualization helps to compare learner engagement across academic programs and track by genders

Learner Metrics by Category (Detailed Table)

This table provides a comprehensive breakdown of learner engagement across different categories.

It includes key metrics such as:

- **Category:** The grouping of learners based on specific program (e.g., internships, event, courses, etc.).
- **Count of Learners:** Total number of unique learners in each category.
- **Max Reach:** The highest number of learners reached in each category.
- **Average Cohort Size:** The mean number of learners in each cohort within category.

This summary helps to identify high – performing categories and supports data driven decisions for targeted learning strategies.

Leading Countries by Total Reach (Donut Chart)

This donut chart represents the cumulative reach of learners across the top five countries based on engagement metrics. Each segment indicates a country's share of the total reach.

- Reach refers to the total number of learners impacted or engaged in learning activities.
- Countries are ranked in descending order to highlight regions with the highest learner interaction.

This visualization is useful for understanding the global distribution of learning efforts and identifying high impact regions.

This page will represent the marketing campaign insights

Total Account names (KPI)

This KPI represents the total number of distinct account names involved in the marketing campaign data.

Total Outbound Clicks (KPI)

This KPI represents the total no of outbound clicks generated across all campaigns.

Total Expenditure in AED (KPI)

This KPI shows the total advertising expenditure across all campaigns. It helps to track the overall investment made in paid promotions.

Total Page Views (KPI)

This KPI represents the total number of times users successfully loaded and viewed the landing pages linked in the ads.

Account Name (Filter)

This Filter allows you to view and analyze data specific to selected ad account names. It helps in narrowing down campaign performance metrics by individual accounts.

CPC Comparison Across Ad Accounts (Bar Chart)

To visually compare the total Cost Per Click (CPC) across different ad accounts, enabling stakeholders to evaluate spending efficiency and performance differences between accounts.

Data Details:

- **X-axis:** Sum of Cost Per Click (CPC)
- **Y-axis:** Ad Account Names
- **Metric:** Total CPC value, grouped by Ad Account names.
- **Data Source:** Campaign Performance Data (includes Ad Account Name, CPC, and Delivery Status from the master table)

This visualization helps identify which ad accounts incur higher CPC and how delivery status contributes to cost differences.

Ad Account-wise Outbound Clicks by Status (Clustered Column Chart)

To visually represent the total number of outbound clicks generated by each ad account, segmented by delivery status

Data Details:

- **X-axis:** Ad Account Name (SLU, Brand Awareness, RIT)
- **Y-axis:** Sum of Outbound Clicks
- **Legend:** Delivery Status
- **Metric:** Total number of outbound clicks.
- **Data Source:** Campaign Performance Data.

This visualization helps compare ad account performance and understand how delivery status influences outbound engagement levels.

Delivery Status (Filter)

This Filter allows you to view metrics based on ad delivery status “Delivered” or “Not Delivered”. It helps isolate performance metrics based on whether the ads were successfully served or failed to deliver.

Category (Filter)

This Filter allows you analyze data based on different ad categories. It helps in segmenting performance metrics by campaign type.

Campaign Metrics by Ad Account(Detailed Table)

This table provides a comprehensive breakdown of ad performance across different ad accounts.

It includes key metrics such as:

- **Ad Account Name:** Identifies the source account managing the campaigns.
- **Sum of Amount Spent (AED):** Total advertising spend from each account.
- **Sum of Landing Page Views:** Number of times users visited the linked landing pages.
- **Sum of Outbound Clicks:** Total clicks that directed users to external destinations.
- **Sum of Reach:** The total number of unique users who saw the ads.

This summary helps evaluate the performance and cost-effectiveness of each ad account, supporting data-driven decisions for future campaign planning.

Cost Efficiency Analysis by Ad Account

This visual breaks down the total ad spend to show cost efficiency across different ad accounts.

It includes the following key insights:

Sum of Amount Spent: Total advertising budget.

Ad Account Name: The accounts contributing to the overall spend.

Cost Per Result: Average cost incurred for each achieved result (e.g., clicks, views, or conversions).

This decomposition tree helps stakeholders identify which ad accounts are the most cost-effective by comparing total spend with cost per result, supporting better budget allocation.

Result Type (Filter)

This Filter allows you to segment campaign performance based on different result types. It helps in analyzing which outcomes the ads are optimized for and how effectively these goals are being achieved