Student Onboarding Analysis in Tableau Project

<u>Understanding the Onboarding Path: A Data-Driven Approach</u>

Case Description

Backgound: An onboarding survey, in essence, is a structured questionnaire or feedback mechanism employed by online platforms to gain insights into new users' experiences and expectations during their initial interaction with the platform. This Student Onboarding Analysis in Tableau project delves into the onboarding experience of students using an e-learning platform. By analyzing customer onboarding survey data, we seek to understand better how students discover the platform, their learning aspirations, and ultimate career goals.

Objective: The critical aspect of this project is the development of an interactive dashboard in Tableau. The dashboard will showcase the survey completion trends over time and across different countries. It will present visualizations depicting how students discovered the platform, their desired learning areas, and career goals.
A crucial part is adding several interactive filters allowing users to slice and dice the data based on variables, such as registration date, survey completion date, student country, and subscription status and type. This will give stakeholders a dynamic and robust tool to derive insights from the onboarding survey data effectively.

Project files

With this Student Onboarding Analysis in Tableau project, you'll work with a real dataset from our own 365 Company's data. For this project, we have preprocessed the data, encoded all variables numerically, and dealt with missing values. In addition, we have restricted the dataset volume and protected the customers' privacy.

You can download the data_visualization.csv, which you'll be using for your dashboard, as well as the visualization_data_legend.xslx files where you'll find a legend of all variables.

Tasks:

The CEO of the e-learning company wishes to know the following regarding the customer onboarding process:

- **What's the monthly survey response rate and completion rate among students?**
- **What is the completion rate of surveys by country?**

In addition, you must ensure that the report showcases answers to the following questions in the survey:

- **Where did you hear from us? What are the main channels students hear about the data science platform?**
- **What are the students' goals? What is the percentage of students who want to become data scientists?**
- **What are students' desired learning areas? What is the primary or least desired learning area?**