Global User Enrollment & Learning Insights
Data-Driven Dashboard Analysis

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- Date: 4th, August 2025

MasterTable

Objective: To explore global enrollment, opportunity popularity, and user demographics through an interactive dashboard to support strategic decisions.

Problem Statement: With users from 145+ countries enrolling in diverse opportunities, it became difficult to track key patterns and optimize offerings. The dashboard consolidates these metrics for data-driven planning.

- **Data Collected From:** Excelerate platform's master table and marketing table
- **Metrics Tracked:** Enrollments, countries, popular courses, demographics
- **Tools Used:** PostgreSQL, Google Looker Studio, Excel
- **Outcome:** An interactive and visual dashboard summarizing the global learning landscape
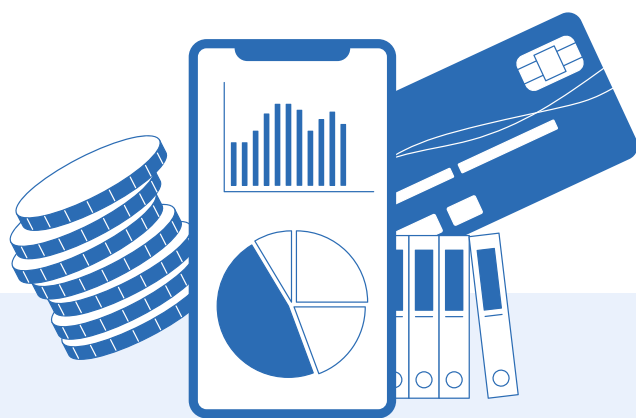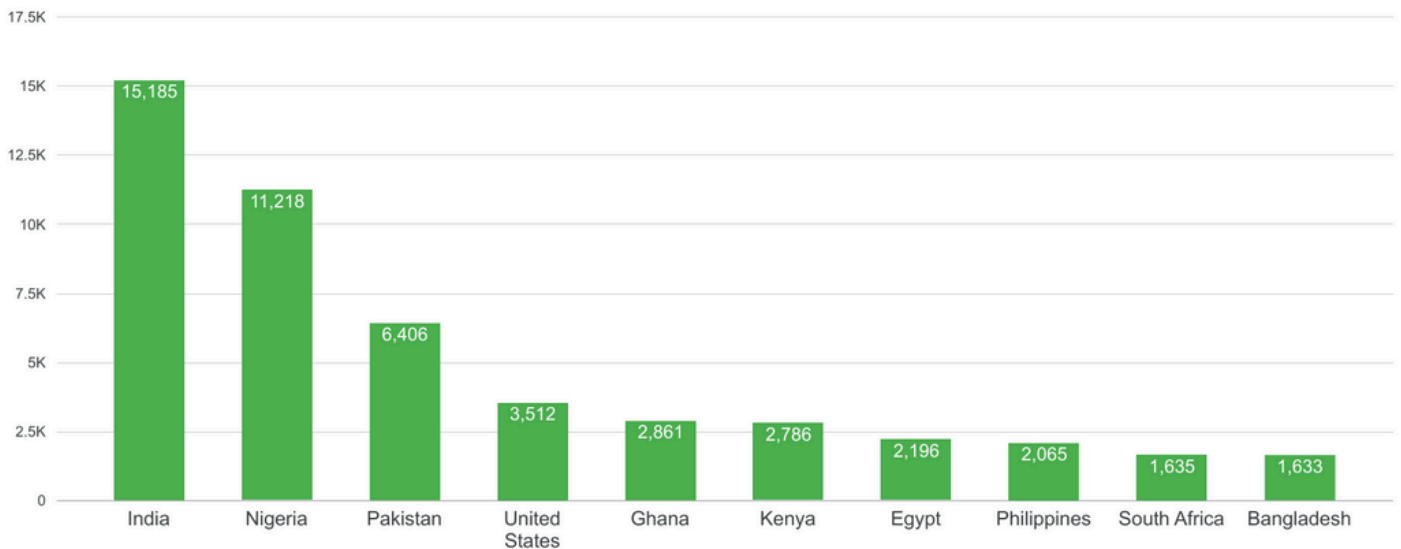
Total Enrollments, Countries & Opportunities

- 52,000+ Enrollments
- 145 Countries
- 181 Unique Opportunities

Insight: A diverse and large-scale learner base across the globe

Decision: Customize content delivery strategies to match audience diversity
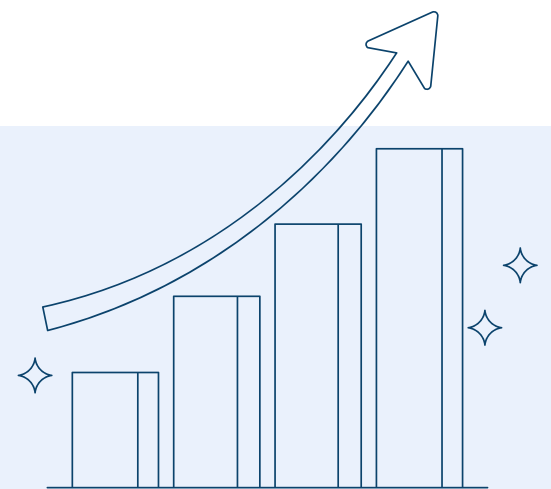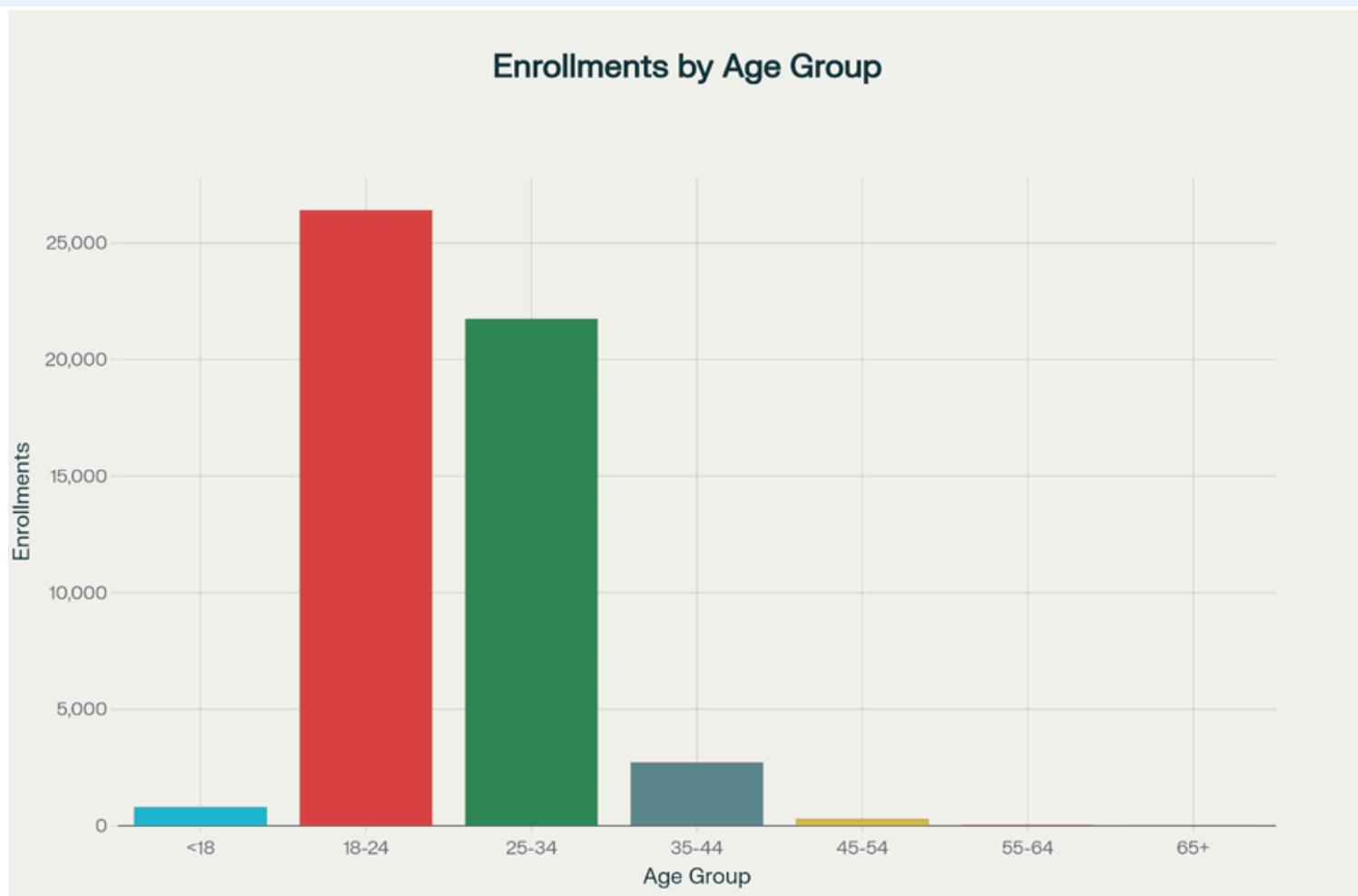
Top 10 Countries with the Most Students

👑 **Insight 1:** India Leads in Enrollment

Chart: Top 10 Countries by Student Count
Insight: India has the highest number of enrollments (15,185), followed by Nigeria and Pakistan.
Business Decision: Prioritize India in outreach strategy; offer localized support or marketing.
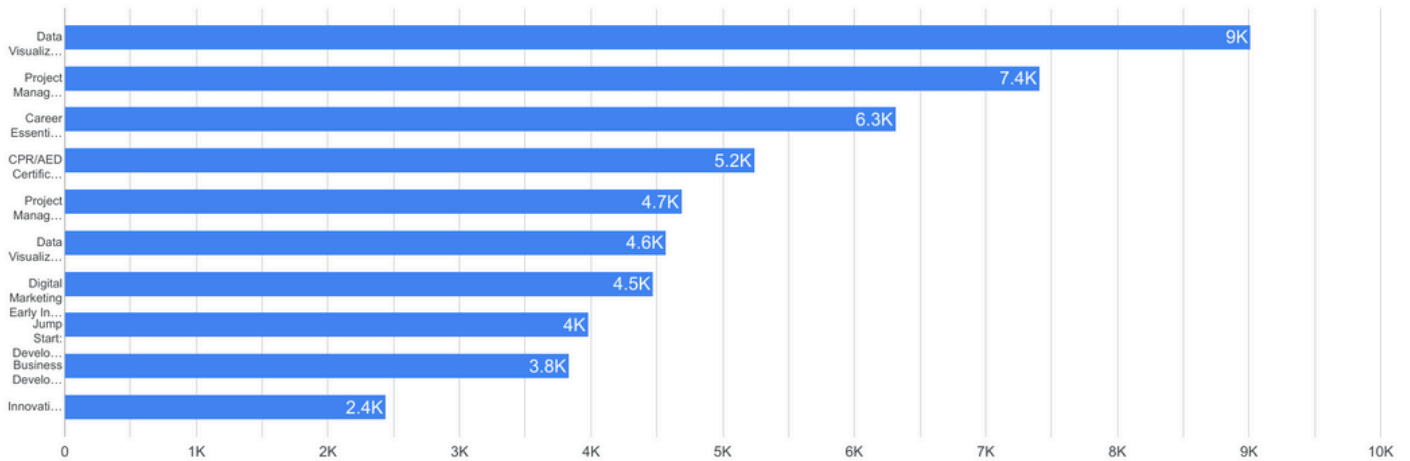
Enrollments by Age Group

👑 **Insight 2:** Most Learners Are 18–24 Years Old
Chart: Age Group Distribution
Insight: 50%+ of learners are aged 18–24, followed by the 25–34 group.
Business Decision: Develop youth-oriented programs and career starter bundles.

Top 10 Popular Opputunities

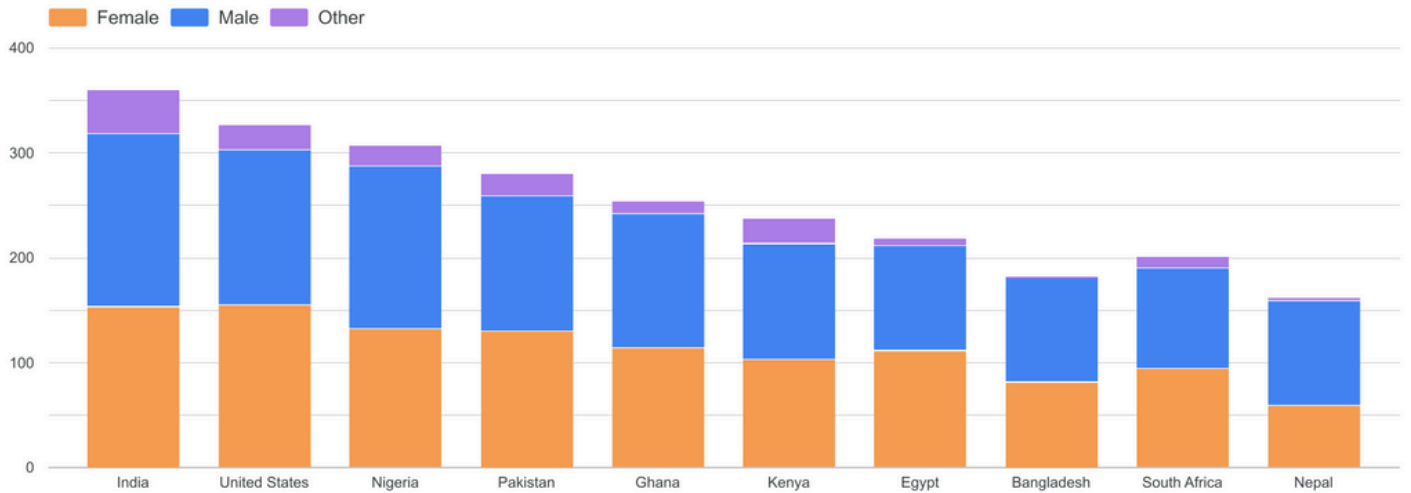| Opportunity	Value
Data Visualiz…	9K
Project Manag…	7.4K
Career Essenti…	6.3K
CPR/AED Certific…	5.2K
Project Manag…	4.7K
Data Visualiz…	4.6K
Digital Marketing	4.5K
Early In… Jump Start:	4K
Develo… Business Develo…	3.8K
Innovati…	2.4K

👑 **Insight 3:** Data Visualization & Project Management Are Most Popular
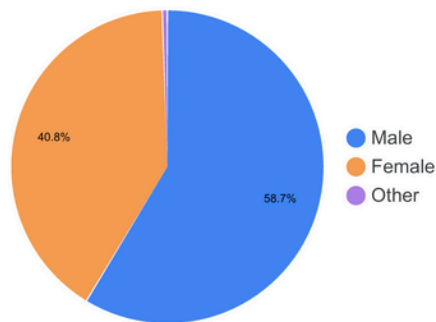**Chart:** Top 10 Popular Opportunities
Insight: Data Viz (9K) and Project Management (7.4K) lead in popularity.
Business Decision: Build advanced courses and certifications around these tracks.

Enrollment by Country and Gender

Female ■ Male ■ Other

Countries (left to right): India, United States, Nigeria, Pakistan, Ghana, Kenya, Egypt, Bangladesh, South Africa, Nepal

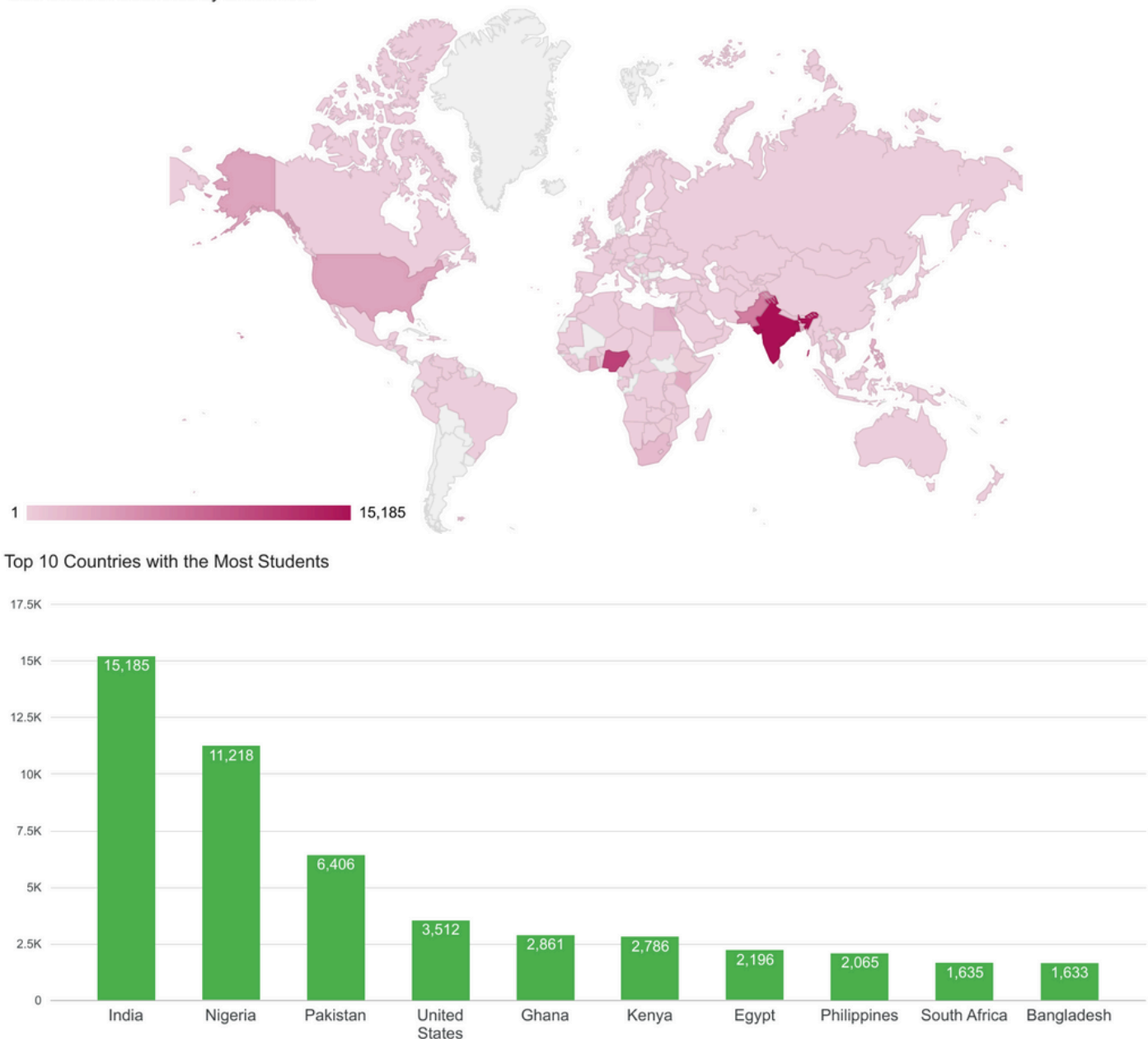## Gender Distribution

40.8%
58.7%

● Male
● Female
● Other

Gender Distribution Gap
Chart: Gender Breakdown
Insight: 58.7% male, 40.8% female
Business Decision: Encourage more female enrollment via targeted campaigns or partnerships

1 ▮▬▬▬▬▬▬▬▬ 15,185

Top 10 Countries with the Most Students

|	17.5K									
15K	15,185									
12.5K		11,218								
10K										
7.5K			6,406							
5K										
2.5K				3,512	2,861	2,786	2,196	2,065	1,635	1,633
0	India	Nigeria	Pakistan	United States	Ghana	Kenya	Egypt	Philippines	South Africa	Bangladesh

 Global Footprint: 145 Countries
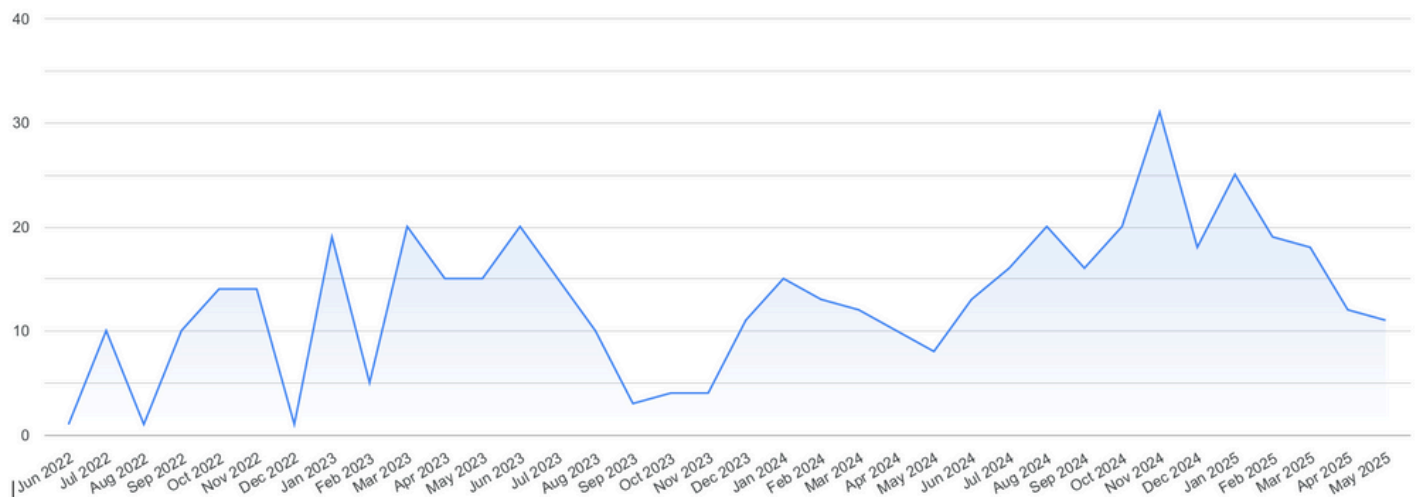
Chart: Geo Map and Top 10 Countries

Insight: Strong engagement from India, Nigeria, Pakistan, US, Ghana

Business Decision: Tailor outreach per region based on top user bases

Enrollments Over Time
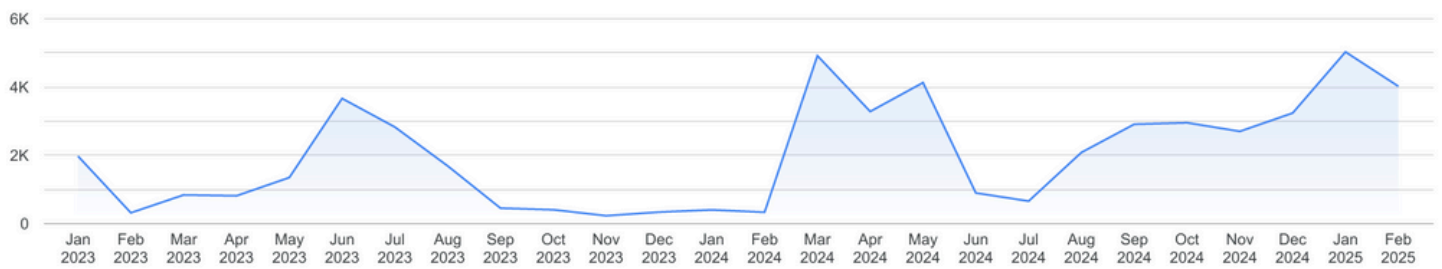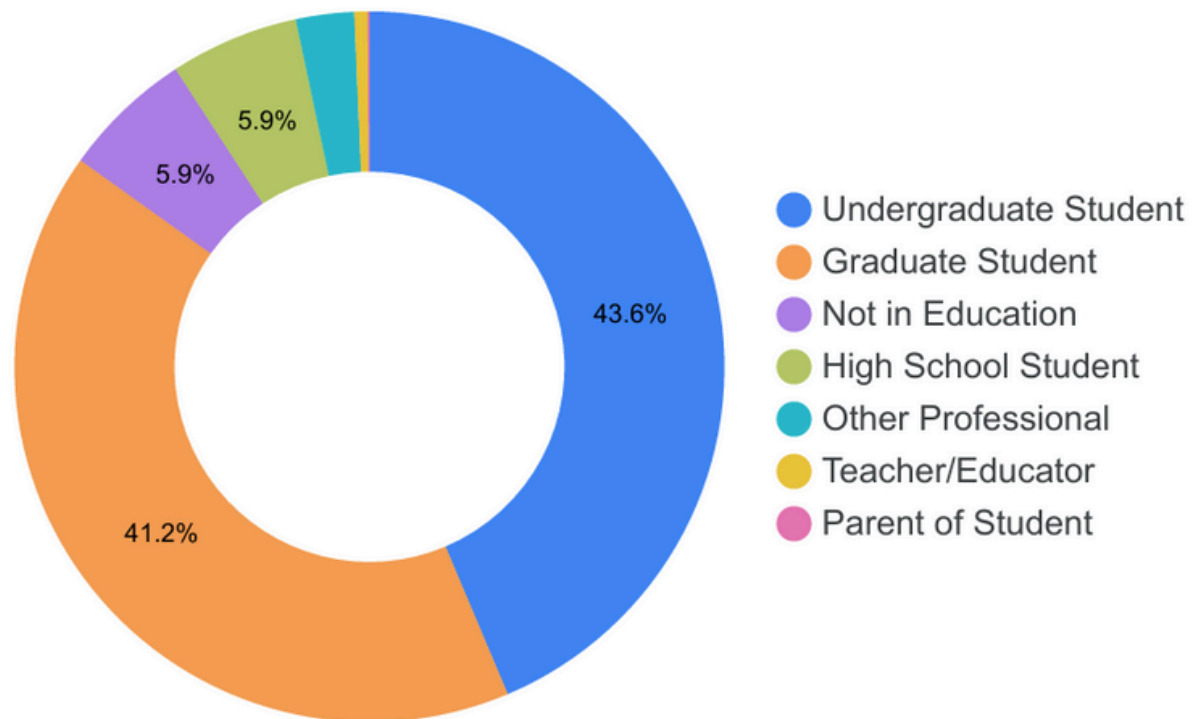

Number of Courses started by each month

Enrollments Over Time & Course Trends

Chart: Enrollments Over Time + Monthly Course Starts

Insight: High enrollments in early 2023 & 2024

Business Decision: Launch promotions before peak months; analyze triggers

Degree Distribution

Degree Distribution Insight

Chart: Degree Level Breakdown

Insight: 85%+ of users are undergraduate or graduate students

Business Decision: Align course launches with academic cycles; collaborate with universities

Recommendations & Next Steps

- Localize content for India & top regions
- Introduce targeted programs for Gen Z learners
- Expand Data Viz & PM course paths
- Promote gender inclusivity
- Use seasonality to time promotions effectively

Marketing table

1. Massive Reach but Limited Engagement

- **Insight**: Campaigns reached a total of **239 million people**, but there were only **282K page views**.

- **Why It Matters**: This indicates a huge gap between impressions and actual engagement or interest.

- **Business Impact**: The low conversion rate suggests a need to improve content relevance, CTA design, or landing page experience to capitalize on the large reach.

Total Campaigns	Total Reached	Total Page Veiws	Total Money Spent
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139	239M	282K	$321K

## ◈ 2. SLU Dominates Spend and Reach

- **Insight**: **SLU** accounts for the **highest amount spent (~$260K)** and also leads in total reach.

- **Why It Matters**: This campaign is the primary driver of visibility and investment.

- **Business Impact**: Further analyzing SLU's strategy could help replicate its success across other campaigns, or identify inefficiencies if ROI is low despite high spend.

Pie chart: SLU 86.9%, Brand Awareness 12.7%, RIT
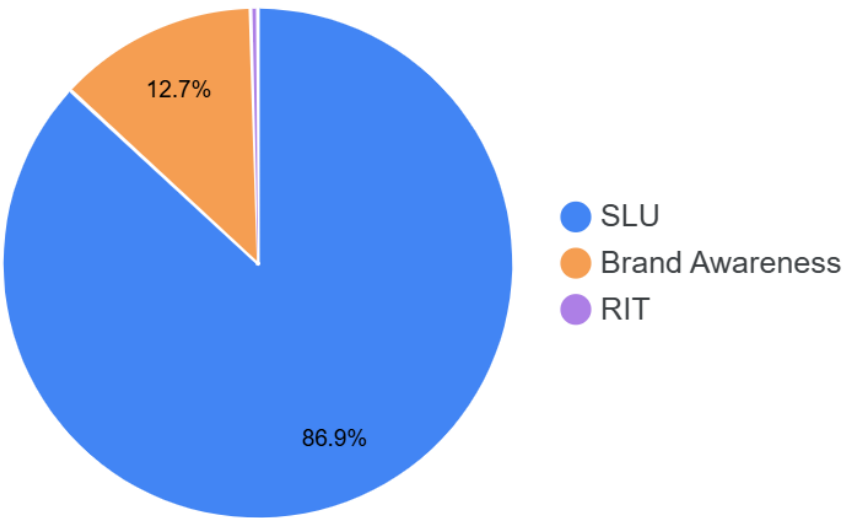
◈ 3. Only 7.2% of Campaigns Are Currently Active

- **Insight**: Out of all campaigns, only **7.2% are active**, while **61.2% are completed**, and **26.6% are inactive**.

- **Why It Matters**: A very small portion of campaigns are currently running, which might cause visibility gaps.

- **Business Impact**: Maintaining a healthier pipeline of active campaigns ensures sustained engagement and conversion opportunities.
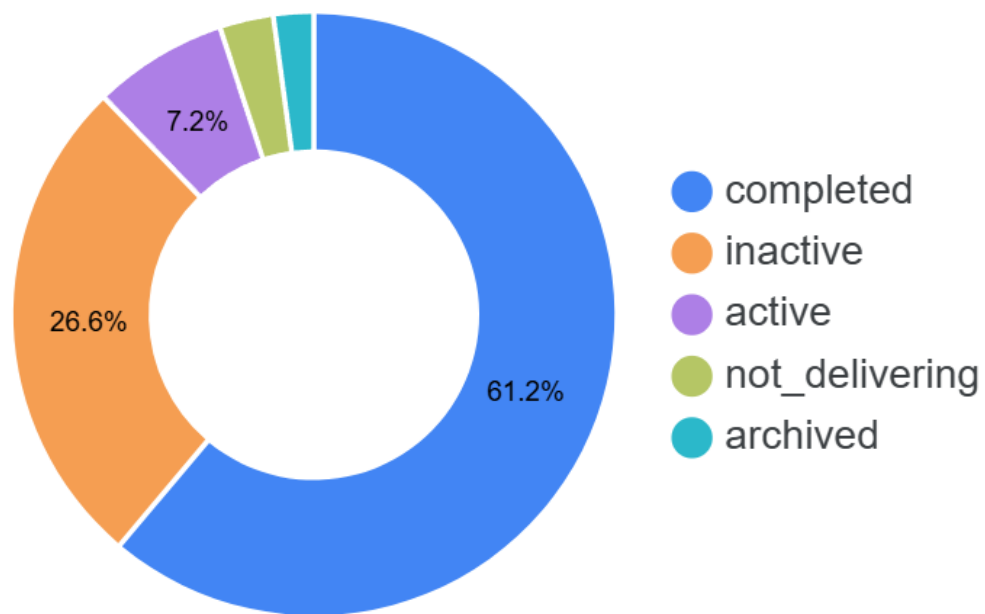

◈ 4. Website Applications Have the Highest Cost per Result

- **Insight**: "**Website Applications Submitted**" had the **highest cost per result (~$600)**.

- **Why It Matters**: High acquisition cost may indicate friction in the application process or poor targeting.

- **Business Impact**: Optimizing the user journey or refining audience segmentation can reduce spend and improve ROI.

Result Type with the Most Cost Per Result
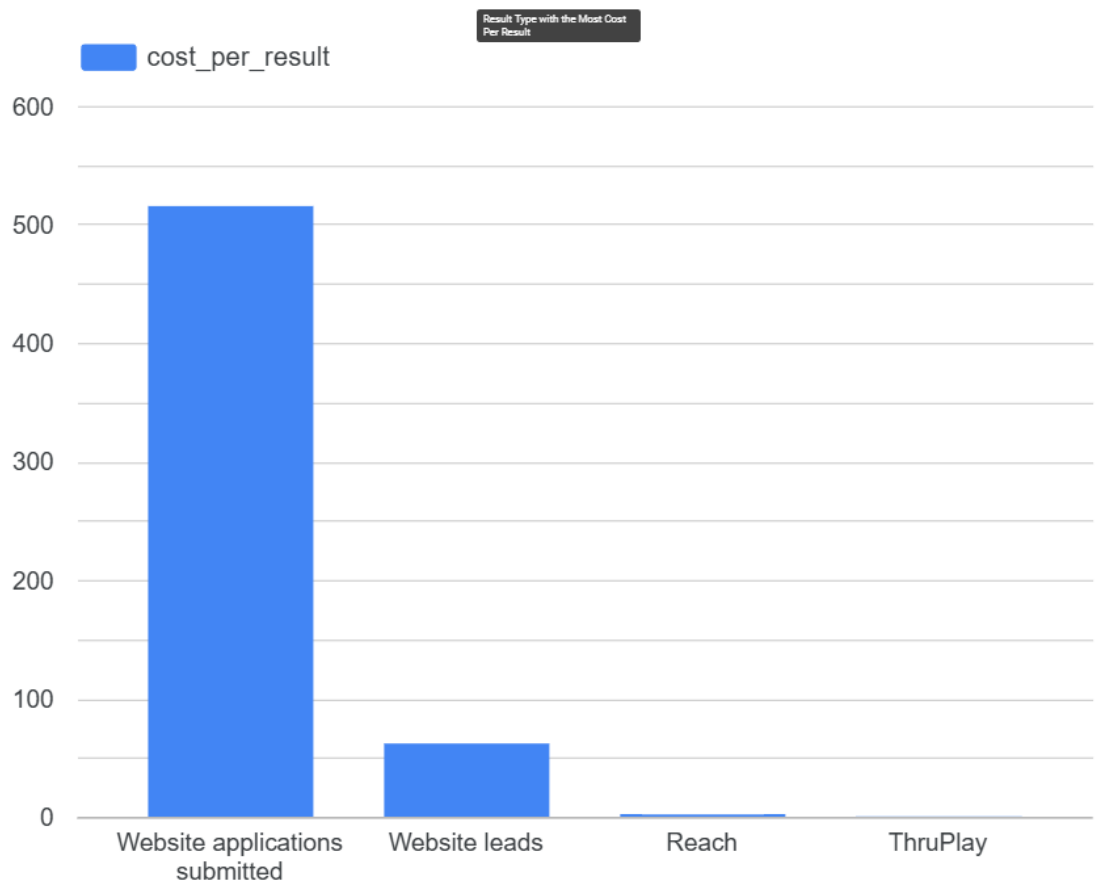
◈ 5. Campaigns Focused on Internships Lead in Outbound Clicks

- **Insight**: Campaigns such as **"JAN. INTERNSHIP"** and **"INTERNSHIP: Virtual Internship"** have the **most outbound clicks (30K–40K)**.

- **Why It Matters**: These topics clearly resonate with the target audience.

- **Business Impact**: Scaling internship-related campaigns or using similar messaging can drive even more qualified traffic.

Campaigns with the most Outbound Click
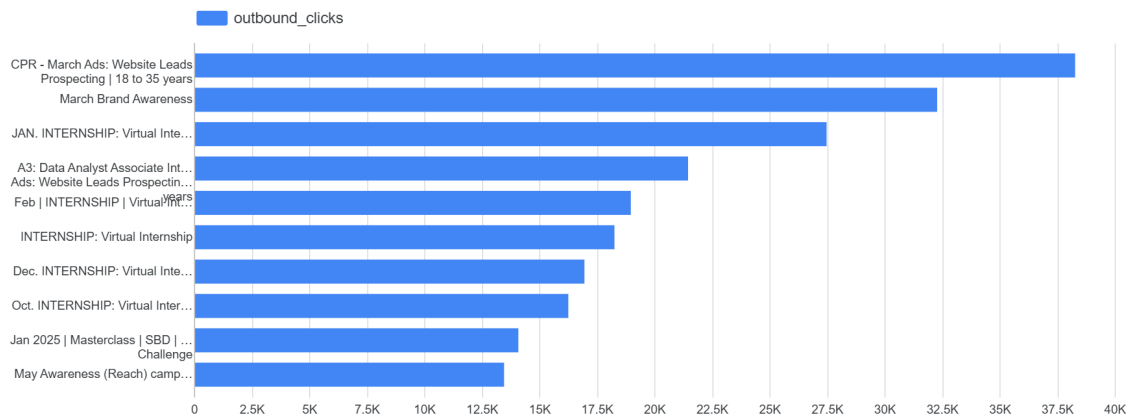
📊 Reach vs. Engagement Gap

- **Total Reach**: 239 million

- **Total Page Views**: 282,000

Engagement Rate Calculation

This tells us what percentage of those reached actually visited a page.

$$\text{Engagement Rate} = \left(\frac{282,000}{239,000,000} \right) \times 100 \approx 0.12\%$$

Key Gap Insight

- **Only 0.12%** of people reached actually clicked through to view a page.

- That means **99.88%** of your audience did **not** engage beyond seeing the ad.

Why This Gap Matters

- A large audience is seeing your content, but **very few are taking action**.

- Possible causes:

  o   Weak or unclear call-to-action (CTA)

  o   Irrelevant targeting

  o   Poor ad creative or message mismatch

o   Landing pages not compelling or mobile-unfriendly

Business Recommendation

To close this gap:

1. **Improve ad creatives and messaging** to match audience needs.

2. **Test CTAs** that drive more curiosity or urgency.

3. **Audit landing pages** for speed, relevance, and clarity.

4. Use **A/B testing** to optimize for conversions, not just impressions.

Live Dashboard Link: [Click here](#) to view the report(Master table)

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