



Team Name

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DASHBOARD LINK: [Looker Studio Dashboard](#)

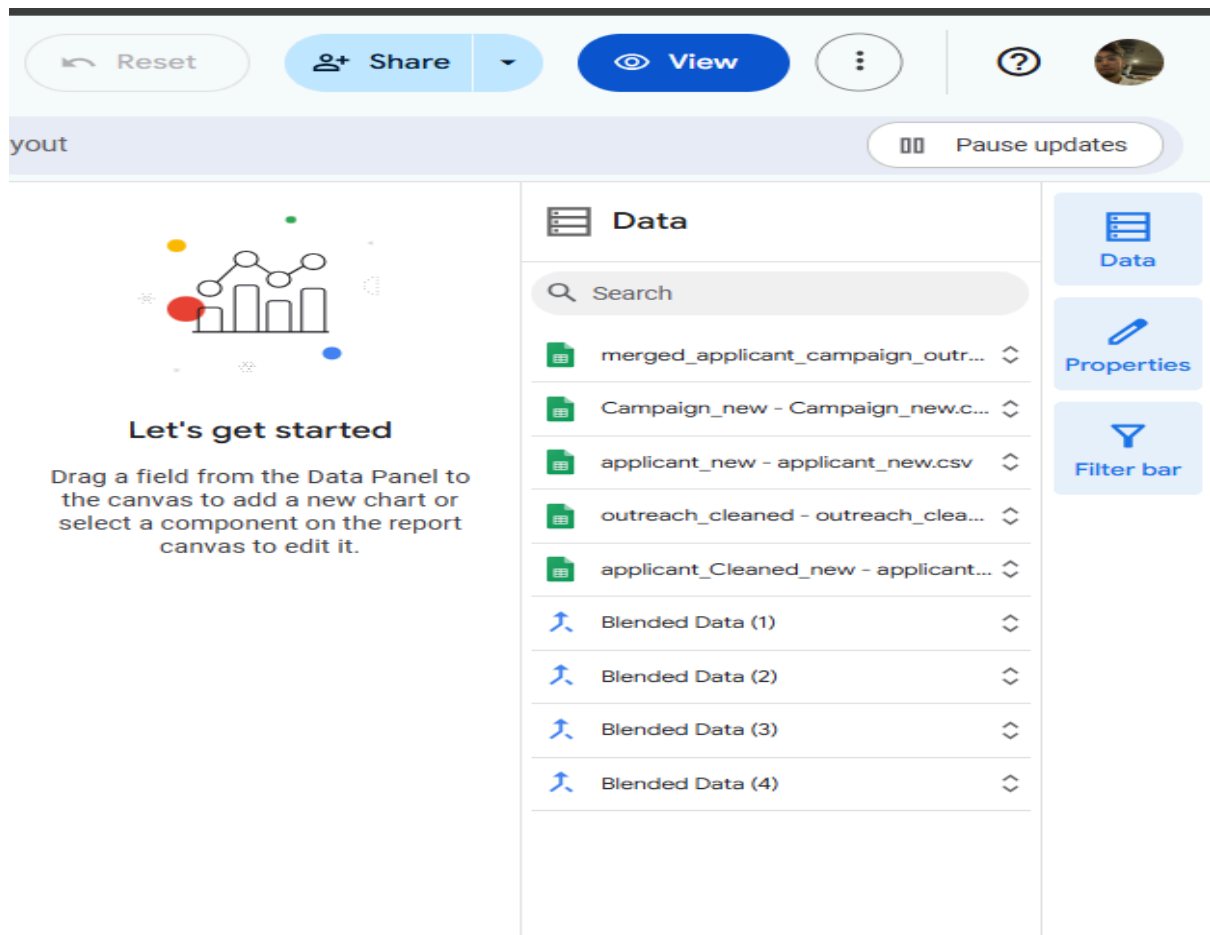
University Admission Dashboard – Report

1. Introduction

The University Admission Dashboard was designed to integrate and visualize applicant, outreach, and campaign data. By connecting PostgreSQL datasets to Looker Studio, a unified reporting system was created to track applicant journeys, campaign effectiveness, outreach efficiency, and geographic distribution.

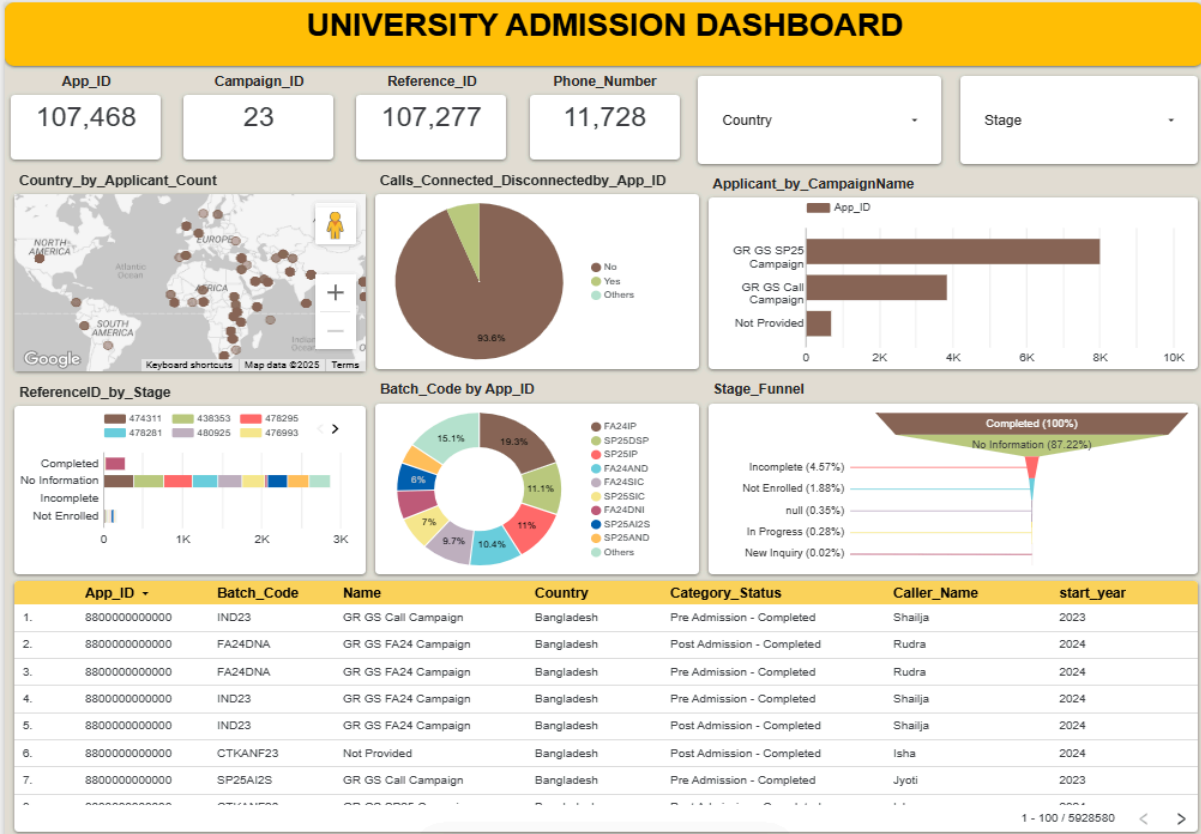
Connecting Looker Studio To CSV

The cleaned datasets were exported as CSV files and uploaded into Looker Studio as data sources. This spreadsheet connection allowed interactive dashboards to be built without requiring a live PostgreSQL link.



Dashboard in Looker Studio (CSV Data Source)

The University Admission Dashboard built in Looker Studio integrates applicant, outreach, and campaign data into a single view. It provides insights on applicant distribution, campaign performance, outreach efficiency, and admission funnel progression.



2. KPI Overview

The top row of the dashboard displays high-level KPIs:

- **App_ID:** 107,468 total applicants
- **Campaign_ID:** 23 unique campaigns
- **Reference_ID:** 107,277 outreach records
- **Phone_Number:** 11,728 valid contact numbers

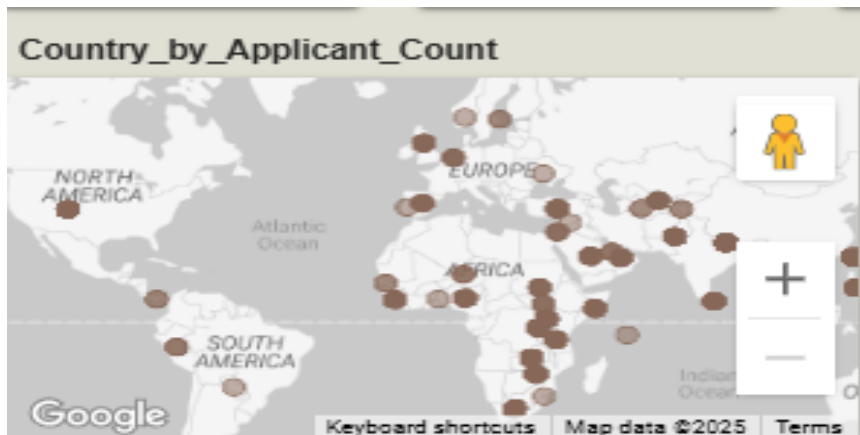
App_ID	Campaign_ID	Reference_ID	Phone_Number
107,468	23	107,277	11,728

These KPIs provide an at-a-glance view of the dataset scale and available applicant information.

3. Visualizations

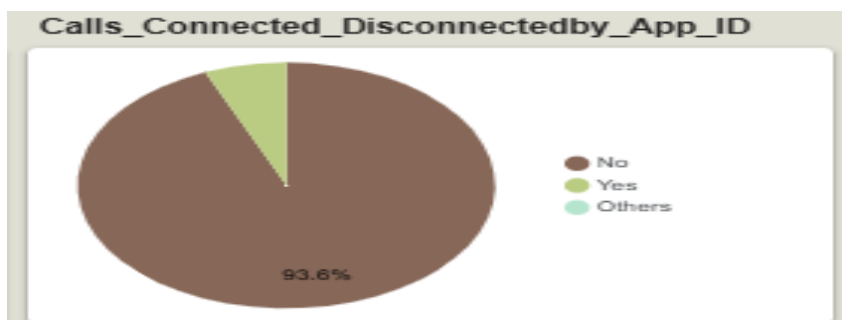
3.1 Country by Applicant Count (Geo Map)

- Displays applicant distribution across the globe.
- Significant clusters are seen in **South Asia (India, Bangladesh)**, as well as **Africa, Europe, and South America**.
- **Insight:** Helps identify key geographies for student recruitment.



3.2 Calls Connected vs Disconnected (Pie Chart)

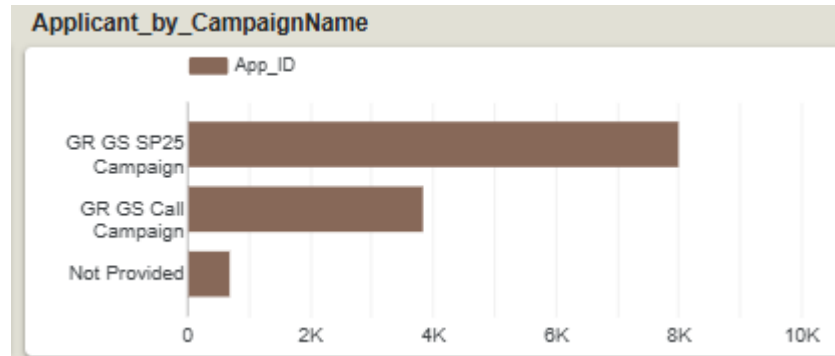
- **93.6% = Not Connected**
- Small percentage connected or categorized as “Others.”
- **Insight:** Reveals low outreach efficiency — the majority of calls did not connect.



3.3 Applicants by Campaign Name (Bar Chart)

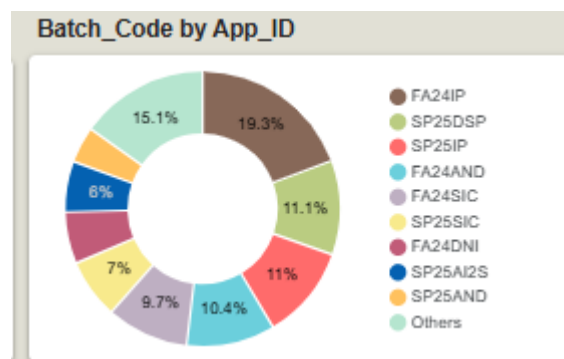
- Top-performing campaigns:
 - *GR GS SP25 Campaign*

- *GR GS Call Campaign*
- Some data gaps remain under “Not Provided.”
- **Insight:** Highlights campaign effectiveness but also incomplete data mapping.



3.4 Batch Code by App_ID (Donut Chart)

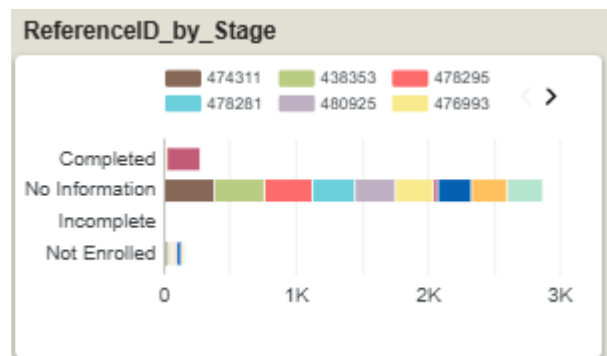
- **FA24IP (19.3%)** dominates applicant volume.
- Other strong codes: SP25DSP (11.1%), SP25IP (11%), FA24AND (9.7%).
- **Insight:** A few batch codes account for the majority of applicants → campaign dependency.



3.5 Reference_ID by Stage (Stacked Bar Chart)

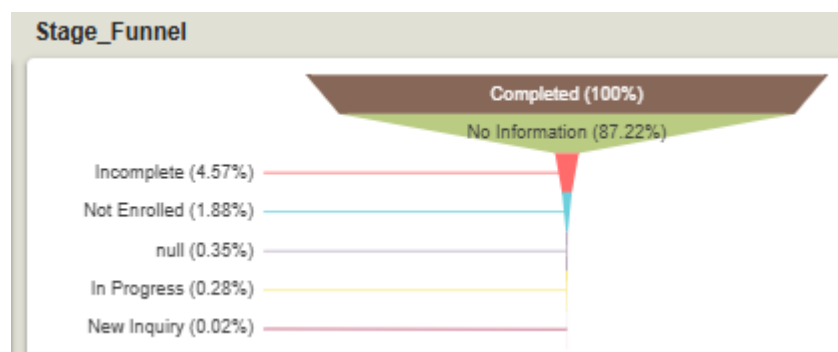
- Main categories: Completed, No Information, Incomplete, Not Enrolled.
- **Completed** dominates, but **No Information** is also very high.

- **Insight:** Shows incomplete tracking of applicant progress.



3.6 Stage Funnel (Funnel Chart)

- **Completed:** 100% baseline
- **No Information:** 87.22%
- **Incomplete:** 4.57%
- **Not Enrolled:** 1.88%
- Smaller portions in *In Progress* and *New Inquiry*.
- **Insight:** Strong completions, but large “No Information” group indicates weak data capture, while small drop-offs occur at “Not Enrolled.”



3.7 Applicant-Level Data Table

- Fields displayed: App_ID, Batch_Code, Campaign Name, Country, Category_Status, Caller_Name, Start_Year.

- **Purpose:** Allows drill-down from aggregated metrics to individual applicant details.

	App_ID ▾	Batch_Code	Name	Country	Category_Status	Caller_Name	start_year
1.	8800000000000	IND23	GR GS Call Campaign	Bangladesh	Pre Admission - Completed	Shailja	2023
2.	8800000000000	FA24DNA	GR GS FA24 Campaign	Bangladesh	Post Admission - Completed	Rudra	2024
3.	8800000000000	FA24DNA	GR GS FA24 Campaign	Bangladesh	Pre Admission - Completed	Rudra	2024
4.	8800000000000	IND23	GR GS FA24 Campaign	Bangladesh	Pre Admission - Completed	Shailja	2024
5.	8800000000000	IND23	GR GS FA24 Campaign	Bangladesh	Post Admission - Completed	Shailja	2024
6.	8800000000000	CTKANF23	Not Provided	Bangladesh	Post Admission - Completed	Isha	2024
7.	8800000000000	SP25A12S	GR GS Call Campaign	Bangladesh	Pre Admission - Completed	Jyoti	2023
8.	8800000000000	CTKANF23	Not Provided	Bangladesh	Post Admission - Completed	Isha	2024

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4.Dashboard Filters: Country and Stage

- **Country Filter Dropdown:** Lets users analyze applicant distribution by country, making it easy to compare regions (e.g., Zimbabwe, United States, Uganda) and identify where campaigns perform best.
- **Stage Filter Dropdown:** Enables filtering applicants by their admission stage (e.g., Completed, In Progress, Not Enrolled), providing a clear view of applicant progression and drop-offs.

Country ▾

Stage ▾

Country	App_ID	Stage	Reference_ID
🔍 Type to search		🔍 Type to search	
✓ Zimbabwe	347.8M	Not Enrolled	46.8B
Zambia	61.2M	No Information	30.6T
Vietnam	27.8M	New Inquiry	4.6M
Uzbekistan	8M	Incomplete	2.4T
United States Of	316.7M	In Progress	821.1B
United Kingdom	24.7M	Completed	81.8T
United Arab Emirates	29.7M	null	0
Ukraine	16.7M		
Uganda	152.7M		
Uzbekistan	485.1K		
Turkmenistan	4.88B		

5. Key Insights

1. Over **107K applicants** recorded across 23 campaigns.
2. Geographic analysis shows strong applicant pools from **India, Bangladesh, Brazil, and parts of Africa/Europe**.
3. Outreach is ineffective, with **93.6% of calls not connected**.
4. Campaign performance is concentrated in a few campaigns and batch codes (FA24IP, SP25).
5. The funnel reveals **strong completions** but also **data quality issues (No Information)** and **admission drop-offs**.
6. Drill-down tables provide transparency by linking KPIs back to raw records.

6. Conclusion

The dashboard delivers **end-to-end visibility** of the admission process, integrating campaign, outreach, and applicant data into a single analytical view. It enables admission teams to:

- Monitor campaign performance
- Evaluate outreach efficiency
- Track applicant progression across stages
- Identify high-potential geographies

This holistic perspective empowers stakeholders to make **data-driven decisions** for improving recruitment strategies, enhancing outreach methods, and ensuring better applicant conversions.