

## Weak 3

### Mapping Table Creation and Wireframe Design



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## Introduction

This report shares the progress of our data dashboard project for Week 3. We have worked on two main things: the Mapping Table and the Dashboard Wireframe. The Mapping Table helps us organize and understand the data. It shows which columns from our master dataset will be used in the dashboard, what type of data they are, what changes we made like formatting, and how each column helps in decision making. The Dashboard Wireframe is a simple layout plan of how our final dashboard will look. It shows where the KPIs (important numbers), graphs, and filters will be placed. It helps us make sure the dashboard will be easy to use and give useful insights at a glance. These two steps will make building the final dashboard much easier and more effective.

## Objectives

The primary objectives of this report are:

### a) To create Mapping Tables for two datasets

- Master Table: Cleaned and structured dataset containing key learners, opportunities and cohorts information used for building the main dashboard.
- Marketing Campaign Dataset: A separate dataset not included in the Master Table, but valuable for analyzing marketing efforts and performance.

For both datasets, we identified important columns, mapped their data types, transformations, and business logic to support accurate and meaningful dashboard design.

### b) To design Dashboard Wireframes

We created wireframe layouts for both the Master Table and Marketing Campaign dataset dashboards. These wireframes visually plan the placement of KPIs, graphs, filters, and drilldown options, making the dashboards clear, user-friendly, and ready for development in Week 4.

## Reason For Not Including Marketing dataset in the Master Table

There are two main reasons:

### a) No Common Column to Link (No Key)

To join two datasets, we need at least one common column (like learner\_id, opportunity\_id, or cohort\_id) — but:

- The Marketing dataset contains marketing details like:
  - --add
- The Master Table contains learner and opportunity details like:
  - learner\_id, cohort\_id, opportunity\_id, country, degree, etc.

## Mapping Table

## a) Master Table

To build an effective and consistent dashboard, we created a Mapping Table for the Master Table dataset. This table helps organize and define how each column in the cleaned Master Table will be used in the dashboard. It ensures clarity in:

- Which fields are shown in the dashboard
- What type of data each field contains
- Any transformations or cleaning applied
- How each field supports decision-making or insight

While creating this mapping table, we kept in mind how each column can be helpful in analysis and what business questions it can help answer. This helped us understand the data better and plan a dashboard that is easy to understand and not too complicated for the users.

The mapping table includes fields such as learner\_id, country, gender, degree, apply\_date, and other important columns related to cohorts and opportunities. It documents the business logic for KPIs, filters, and visualizations and acts as a bridge between raw data and meaningful dashboard design.

This ensures that all metrics and dimensions are aligned correctly before moving to the visualization step.

## b) Marketing Campaign Data

In addition to the Master Table, we also prepared a Mapping Table for the *Marketing Campaign dataset*, which contains important information about how learners interacted with promotional campaigns over time. Although this dataset was not directly included in the Master Table due to limited relational keys, it holds value for separate analysis and dashboard creation.

We carefully reviewed each column to understand its business relevance and how it could support campaign performance analysis, learner engagement tracking, and outreach effectiveness. This mapping table will guide the development of a separate dashboard focused on campaign performance, providing insights like:

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# Dashboard Wireframe

## a) Master Table

After preparing the Mapping Table, we designed a Dashboard Wireframe to visually plan how key metrics and charts will be presented. This layout helps ensure that the dashboard will be:

- Easy to navigate
- Focused on business needs
- Visually clean and informative

Each chart or KPI in the wireframe is designed to answer a specific business question. We carefully chose the chart type and the columns used to make sure each insight is clear and useful. Here's a breakdown of the dashboard visual plan:

Chart Title / KPI	Columns Used	Chart Type	Purpose / Insight	Business Question Answered
<b>Total Learners</b>	learner_id (count unique)	KPI Card	Shows the total number of individual learners	How many unique learners are participating overall?
<b>Total Applications</b>	learner_id (count all)	KPI Card	Total number of program applications, including duplicates	How many applications have been submitted in total?
<b>Most Popular Opportunities</b>	opportunity_name	Bar Chart	Displays the most applied-for opportunities	Which opportunities are the most attractive to learners?
<b>Top Countries by Participation</b>	country	Bar Chart / Map Chart	Shows which countries learners belong to	From which countries are the most learners applying?
<b>Applications Over Time</b>	apply_date	Line Chart	Tracks how applications trend across different time periods	Are applications increasing or decreasing over time?
<b>Degree-wise Learner Distribution</b>	degree	Donut / Pie Chart	Breaks down learners by education level	What is the educational background of our learners?
<b>Gender Distribution of Learners</b>	gender	Donut / Pie Chart	Displays the gender ratio among learners	Are we reaching a diverse gender group equally?
<b>Cohort-wise Opportunity Assignment</b>	assigned_cohort, opportunity_name	Stacked Bar Chart	Shows how opportunities are distributed across different cohorts	Which cohorts are assigned to which opportunities?
<b>Cohort Size Overview</b>	assigned_cohort, cohort_size	Bar Chart	Shows the number of learners in each cohort	Which cohort has the highest number of learners?

<b>Applications by Category</b>	category	Bar Chart	Compares applications submitted across opportunity types (e.g., course, event, etc.)	What types of opportunities are most popular?
<b>Applications by Date (Filtered)</b>	apply_date, filters (gender, country)	Line Chart + Filters	Tracks applications over time and allows users to filter by gender, country, etc.	How does application trend change by gender or region?
<b>Detailed LearnerOpportunity Table</b>	All major columns (learner_id, etc.)	Filterable Table	Shows a detailed table of learners, applications, and attributes	Who applied, for what, from where, and when?

We created this wireframe by thinking from a user perspective — what they would want to know quickly, and what insights would help them take action. Every visualization is designed to answer a specific business question and provide meaningful insights that can guide decisions related to outreach, engagement, and program success.

## b) Marketing Campaign Data

--add mapping table of marketing

### Appendix: Supporting Files Link

The following supporting documents are included in our submission. All files are organized and accessible through the link below:

[Link of drive](#)

### Contents of the Folder

#### a) Mapping Tables (Excel format)

- Master Table Mapping
- Marketing Dataset Mapping

#### b) Dashboard Wireframes (PDF format)

Master Table Wireframe

## Marketing Wireframe

### Conclusion

In the end, this report covers two main tasks we completed before making the dashboards: making mapping tables and creating wireframe designs. We made clear and organized mapping tables for both the Master Table and the Marketing Campaign data. These helped us understand which columns are useful and how they will be used. Then, we made wireframe designs to plan what charts and KPIs to include, and where to place them. We also thought about which business questions each chart will answer. This work will help us create dashboards that are easy to understand and useful for making better decisions.