

Excelerate

# Data Visualization

## TEAM 37

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# OBJECTIVES

01



Unify Multiple  
Datasets



02

03



Create Insightful  
Dashboard



04

03





# ROADMAP



## DATA COLLECTION

- User Data
- Opportunity Data
- Learner Opportunity
- Cognito Cohort
- Marketing



## PROCESSING STEP

Data Quality Check  
Master Table Creation  
Data Transfer  
Data Cleaning  
Mapping Table



## DASHBOARD CREATION

Google Looker Studio  
Connect Master Table  
\*Main Dashboard  
\*Marketing DataSet

# PROBLEMS

01



Orphan Records Due to Foreign Key Mismatches



02

03



No Central View of Journey



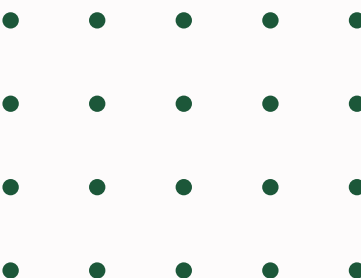
04





# SOLUTIONS

- Performed Validation Checks
- Created a Cleaned Master Table
- Developed Mapping Table & Wireframe
- Built Dashboard (Main + Marketing)





# DASHBOARDS

01

KPI Section (Top Row)

02

Main Visual Charts (Middle)

03

Filters (Side Bar)

04

Data Table (Bottom)



Learners Application  
 trends in application  
 track growth or decline





# DASHBOARD

Total Learner's

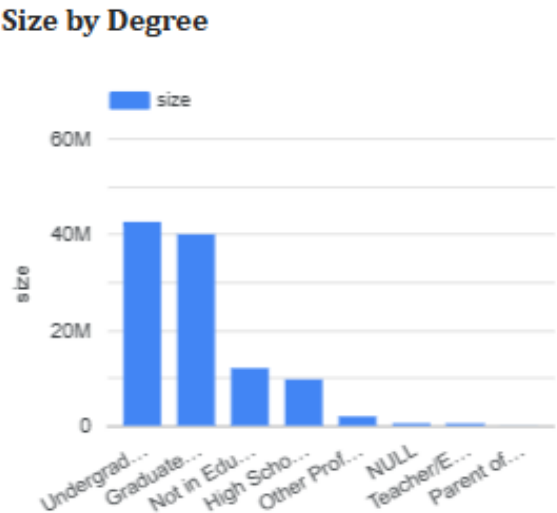
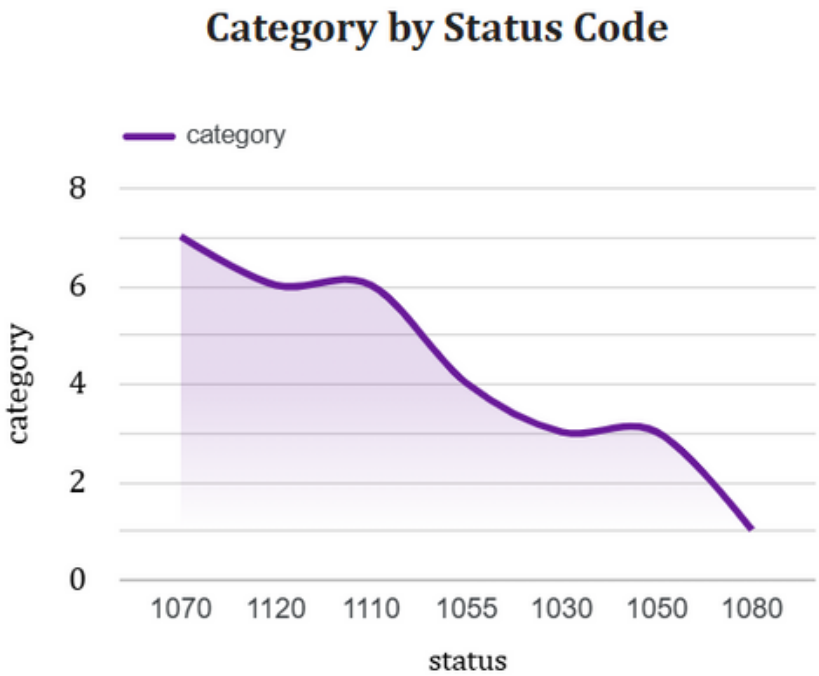
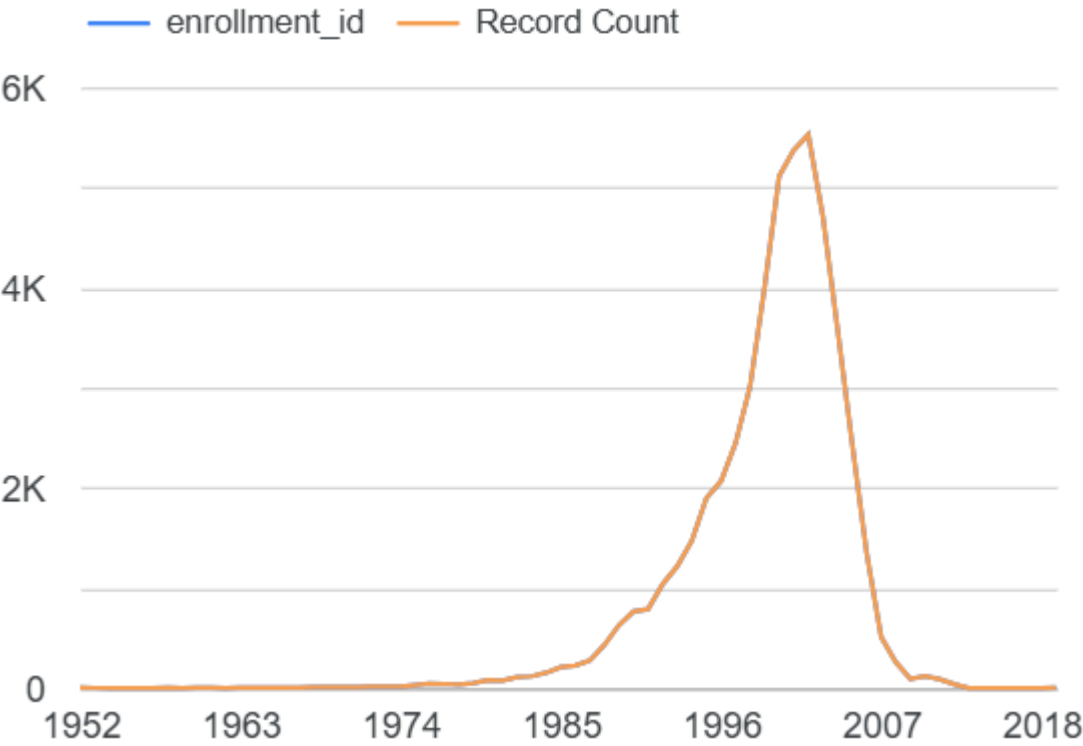
50.8K

Average Cohort Size

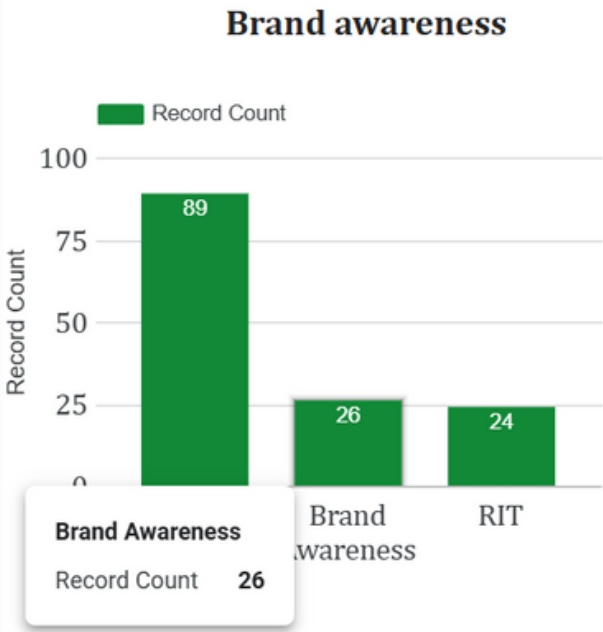
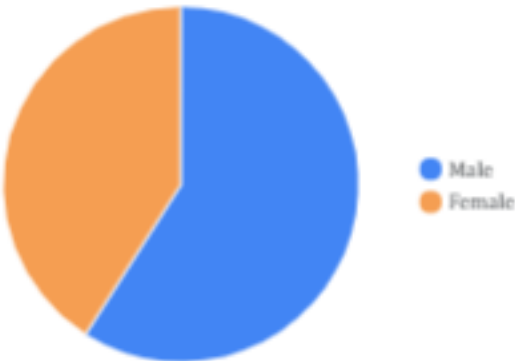
2,107.54

SLU Marketing Amount (AED)

321,499.67 dh



Enrollment by Gender



	learner_id ▾	major	gender	usercreated.
1.	Opportunity#0000123 45GEHAHYHGRSY59 TR1D	Electrical and Computer Engineering	Female	33:15.8
2.	Opportunity#0000123 45GEHAHYHGRSY59 TR1D	Project Management	Male	56:38.2
3.	Opportunity#0000123 45GEHAHYHGRSY59 TR1D	Science	Female	44:01.1
4.	Opportunity#0000123 45GEHAHYHGRSY59 TR1D	Computer Science	Male	33:33.7
5.	Opportunity#0000123	Data Science and	Male	33:24.7

# KEY INSIGHTS

Strong Learner  
Engagement with Low  
Dropout Rate

Country-Wise  
Participation is Uneven

Internship Opportunitiles  
are Most Popular

Enrollment Peaks at  
Specific Periods

Large Reduction from Raw  
to Cleaned Data

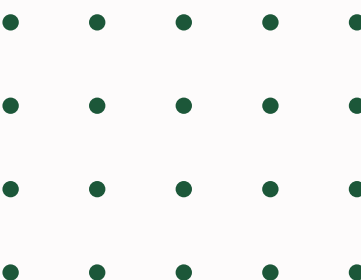
Cohort Performance Varies  
Significantly





# RECOMMENDATIONS

- Expand Non-Internship Opportunities
- Optimize Campaign Timing
- Investigate Dropouts by Country and Degree
- Improve Data Collection Practices
- Develop Localized Programs for High-Engagement Countries
- Expand Non-Internship Opportunities





# CONCLUSION

**01**

Cleaned and transformed raw data into two structured dashboards: Learner and Marketing.

**02**

Dashboards provide real-time insights into dropout trends, cohort performance, and campaign efficiency.

**03**

Key metrics and visuals help stakeholders make informed, data-driven decisions.

**04**

Filters, KPis, and charts enhance interactivity and usability for end users.

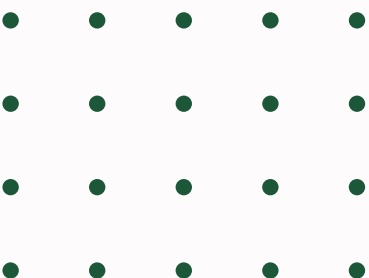






# LINKS

<https://lookerstudio.google.com/u/0/reporting/7e68fb59-e2e8-48b6-9956-4da084adcf39/page/aGRWF/edit>





# Thank you

