Learners Engagement & Performance Analytics Dashboard
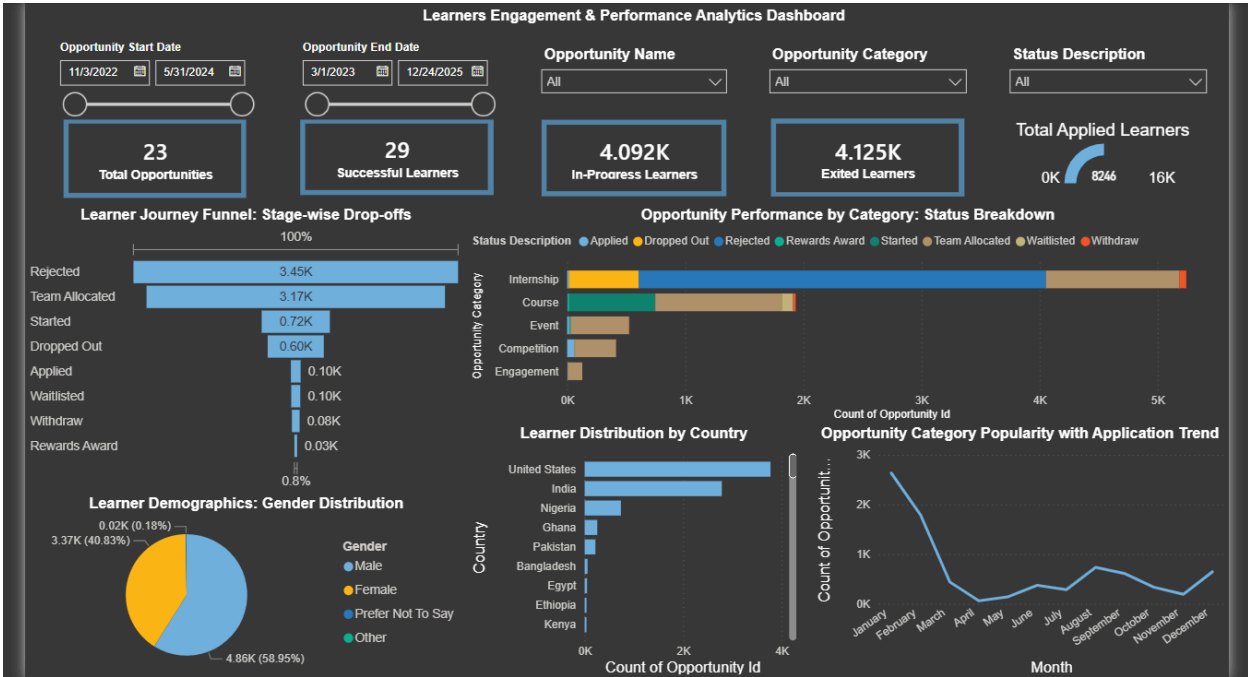

1.1 Dashboard Overview

Dataset Stage	Dataset Name	Description / Notes
Assigned Dataset	SLU Opportunity Wise Data.csv	Original dataset with 8,558 rows and 16 columns, containing raw learner interaction data.
Cleaned Dataset	Cleaned_SLU_Opportunity_Wise_Dataset.csv	Cleaned and standardized dataset with 8,246 rows and 16 columns, ready for analysis.

The **Learners Engagement & Performance Analytics Dashboard** provides a comprehensive view of how learners interact, progress, and disengage across different opportunities within the platform. We designed this dashboard in "*Power BI*" using "*Cleaned_SLU_Opportunity_Wise_Dataset.csv*" dataset to give a clear, data-driven understanding of the learner lifecycle from the initial application stage to the final completion stage. Using a combination of high-level KPIs, behavioral funnels, demographic insights, opportunity performance metrics, and seasonal application trends, we are able to pinpoint the strongest engagement drivers and the most critical friction points. Our visualization suite focuses on five key areas: stage-wise drop-offs, demographic composition, geographic reach, performance across opportunity categories, and application trends over time. Together with interactive filters, the dashboard allows us to dynamically explore drop-off hotspots, compare category-level outcomes, evaluate program effectiveness, and identify patterns in learner behavior. This gives us a holistic and actionable foundation

for improving learner experience, optimizing onboarding workflows, and strengthening overall program success.

1.2 Visualization's Details:

Visualization Title	Chart Type	Columns Used (or DAX)	Why It's Important	Insight Outcome (What it reveals)
Learner Journey Funnel: Stage-wise Drop-offs	Funnel Chart	Status Description, Count of Opportunity ID	Helps identify *at which stage* learners drop off most heavily, enabling fix of critical bottlenecks.	Shows huge drop between **Team Allocated (3.17K)** → **Started (0.72K)** → **Rewards Awarded (29)**. Reveals the biggest system leak occurs *before work actually begins*.
Learner Demographics: Gender Distribution	Donut / Pie Chart	Gender, Count of First Name	Helps understand demographic distribution and analyze if any group faces higher friction.	Shows **~59% Male**, **~41% Female**. No strong imbalance—can check if completion rates differ by gender.
Opportunity Performance by Category: Status Breakdown	Stacked Bar Chart	Opportunity Category, Status Description, Count of Opportunity ID	Shows which categories attract most learners and where completion or drop-off patterns differ.	Internships dominate volume but show high rejection/withdraw/dropout. Courses show a higher proportion of **Rewards Awarded**, indicating better retention.
Opportunity Category Popularity with Application Trend	Line Chart	Apply Date (Month), Count of Opportunity ID	Helps detect *seasonal behavioral patterns* in applications to predict peak load & resource planning.	Major surge in **January (~2.8K)** with sharp drop by **May**. Indicates "New Year enthusiasm drop-off cycle," showing motivation decline.
Learner Distribution by Country	Stacked Bar Chart	Country, Count of Opportunity ID	Shows geographical reach + where high-volume regions fail to convert (due to timezone, internet, eligibility).	US and India dominate, but some regions (e.g., Nigeria, Ghana) apply heavily with *very low success* → potential access or engagement barriers.

1.3 KPI's Details:

KPI Title	Chart Type	DAX / Columns Used	Why It's Important	Insight Outcome
Total Opportunities (Value: 23)	Card	`Total Opportunities = DISTINCTCOUNT('Cleaned _SLU_Opportunity_Wise_ Dataset'[Opportunity Id])`	Shows total program availability. If high but outcomes are low → content mismatch.	Indicates large opportunity pool, but engagement and success do not scale proportionally.

Successful Learners (Value: 29)	Card	`Successful Learners =`
		
		`CALCULATE(`
		
		`COUNTROWS('Cleaned_SLU _Opportunity_Wise_Data set'),`
		
		`'Cleaned_SLU_Opportuni ty_Wise_Dataset'[Statu s Description] = "Rewards Award"`
		
		`)`
			Measures actual completion. Core metric for program effectiveness.	Only **29 successes out of 8,246** applicants → extremely low completion rate.

In-Progress Learners (Value: 4.092K)	Card	`In-Progress Learners =`
		
		`CALCULATE(`
		
		`COUNTROWS('Cleaned_SLU _Opportunity_Wise_Data set'),`
		
		`'Cleaned_SLU_Opportuni`
			Shows active learner pipeline. High 'In Progress' with low success indicates friction mid-journey.	Huge pipeline but nearly no movement to completion → systemic stalling.

		ty_Wise_Dataset'[Statu s Description] IN {"Applied", "Team Allocated", "Started", "Waitlisted"})		
Exited Learners (Value: 4.125K)	Card	Exited Learners = CALCULATE(COUNTROWS('Cleaned_SLU _Opportunity_Wise_Data set'), 'Cleaned_SLU_Opportuni ty_Wise_Dataset'[Statu s Description] IN {"Dropped out", "Rejected", "Withdraw"})	Measures total attrition. Critical for analyzing platform health.	Exited number roughly equals In-Progress → as many people leaving as staying.
Total Learners (Value: 8,246)	Gauge	Total Applied Learners = COUNTROWS('Cleaned_SLU_Opportunity_Wise_Dataset')	Shows overall funnel reach vs. target.	Gauge shows Total learners who applied for the opportunities .

1.4 Filter's Details:

Filter Title	Field Type	Columns Used	Why It's Important	Insight Outcome

Opportunity Start Date	Date Filter	Opportunity Start Date	Enables analysis of seasonal variations and trends.	Helps reveal January spike & May drop in application behavior.
Opportunity End Date	Date Filter	Opportunity End Date	Allows tracking completion timelines and duration-related drop-offs.	Shows longer-duration programs often have higher withdrawal rates.
Opportunity Category	Categorical Filter	Opportunity Category	Enables comparison of how different program types perform.	Highlights that Courses outperform Internships in completion rate.
Opportunity Name	Categorical Filter	Opportunity Name	Enables program-specific deep-dive to identify which exact opportunities are failing.	Isolates specific opportunities with highest drop-offs.
Status Description	Categorical Filter	Status Description	Helps isolate only "Dropped Out," "Withdraw," or "Rewards Awarded" learners.	Shows clearer bottleneck when filtering Rejected or Allocated-only segments.

1.5 Overall Learners Engagement & Performance Analytics Dashboard
Story Summary:

A. Strong top-of-funnel interest

- The platform receives a very high volume of applicants (8,246 learners).
- Interest is consistent across multiple opportunity categories, especially Internships and Courses.

B. Extremely low conversion to success

- Only **29 learners** reach the "Successful" stage.
- This shows a major gap between application volume and actual program completion.

C. Critical bottleneck between "Team Allocated" → "Started"

- More than **3,000+ learners** get allocated to teams.
- Only **~700 learners** actually start.
- This is the single biggest drop-off point in the entire learner journey.

D. Internships show high engagement but also high drop-outs

- Internships receive the highest applications.
- They also show large rejection and dropout segments.
- Indicates operational load or mismatch between expectations and program structure.

E. Courses have better retention

- Compared to Internships, Courses show higher proportions of "Rewards Awarded."
- Suggests more structured and smoother progression for learners.

F. Application trends peak in January

- A large surge in January (~2.8K), followed by a sharp decline by May.
- Reflects "New Year motivation," but lack of sustained engagement.

G. Geographic insights show uneven success outcomes

- USA and India are the largest sources of learners.
- Some countries with high applications (Nigeria, Ghana) show weak progression to success.
- Indicates regional constraints (internet access, timezone, payment issues).

H. Gender split does not indicate a major bias

- Dashboard shows a healthy mix: ~59% Male, ~41% Female.
- No immediate gender-driven drop-off identified, but it can be identified when "status description" & other filters are used.

I. High number of Exited and In-Progress learners

- Exited: 4.125K
- In-Progress: 4.092K
- Indicates that most learners never reach completion or are stuck mid-journey.

J. Overall narrative

- The problem is **not attracting learners**—the platform is strong at outreach.
- The problem is **progression, onboarding, and program completion**.
- Operational improvements and stronger guidance could significantly reduce drop-offs.

Dashboard in Power BI is in this link : Click Here to download the Dashboard .pbix file