



Excelerate Insights Dashboard

Data Visualization Associate Early Internship

Team 20 Presentation

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Project Intent and Problem it Resolves

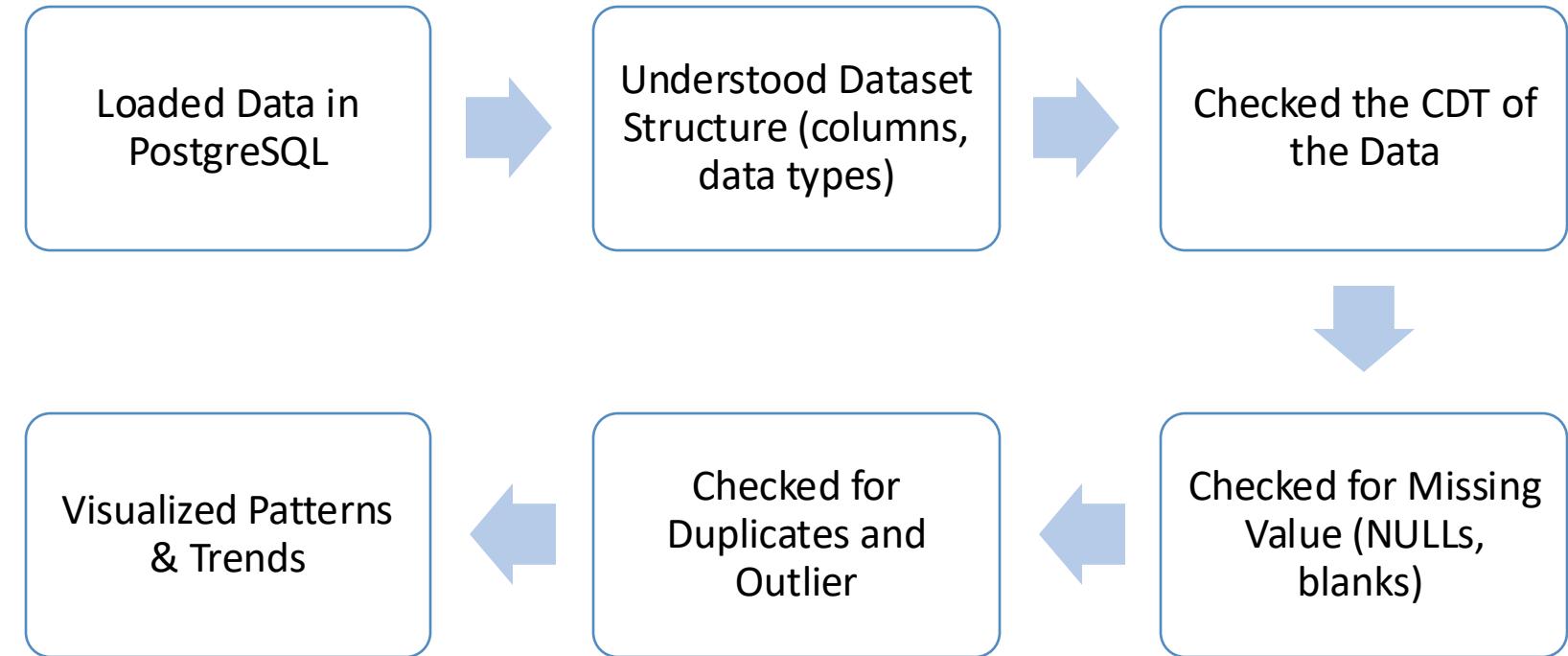
Objective

To analyse real-world datasets, clean and transform them, and design an interactive dashboard that highlights key trends and insights—supporting data-driven decision-making through effective visual storytelling.

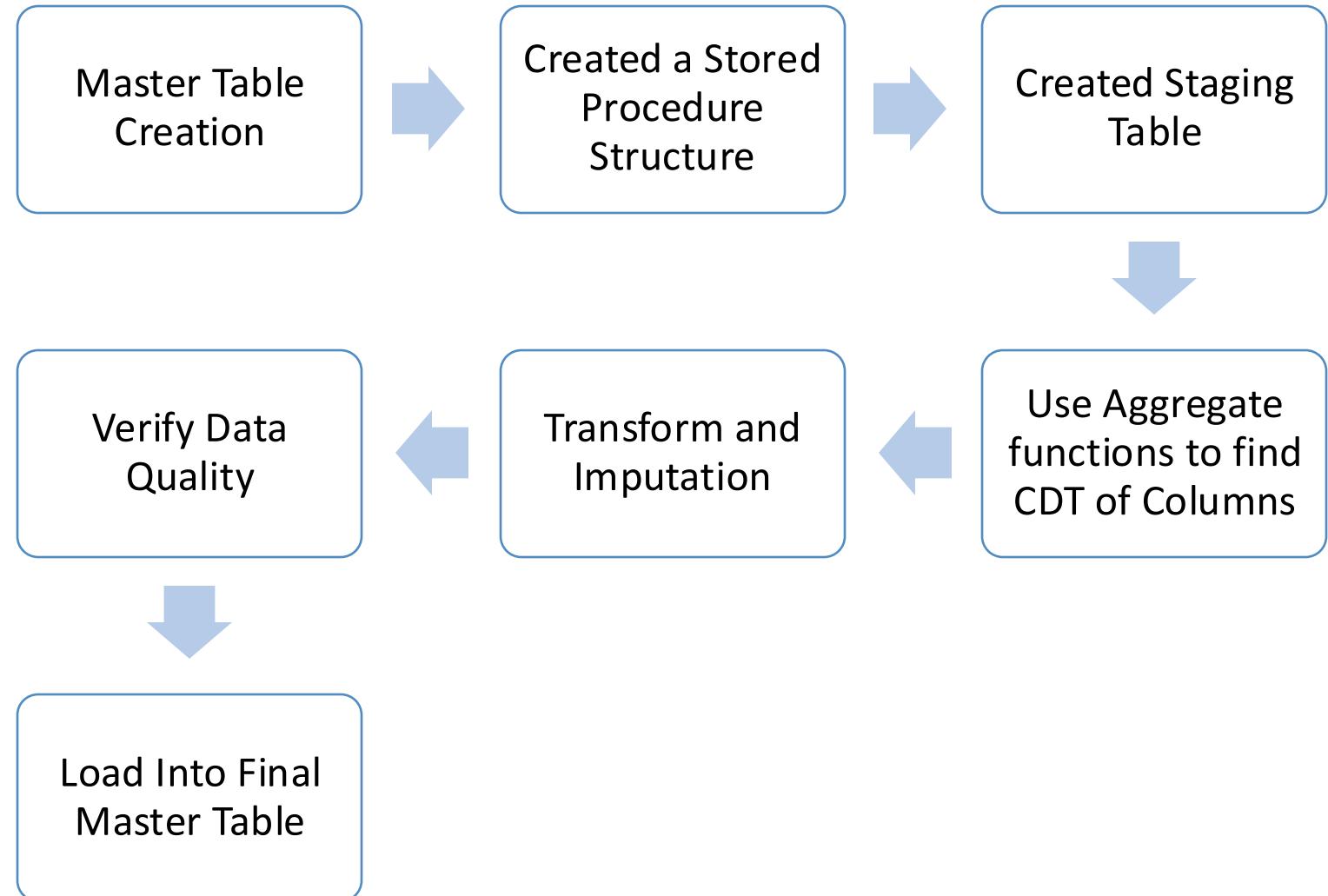
Problem Statement

Disparate and unstructured datasets made it challenging to track trends, analyse learner engagement, and assess the effectiveness of programs and campaigns—highlighting the need for a centralized and analytical dashboard solution.

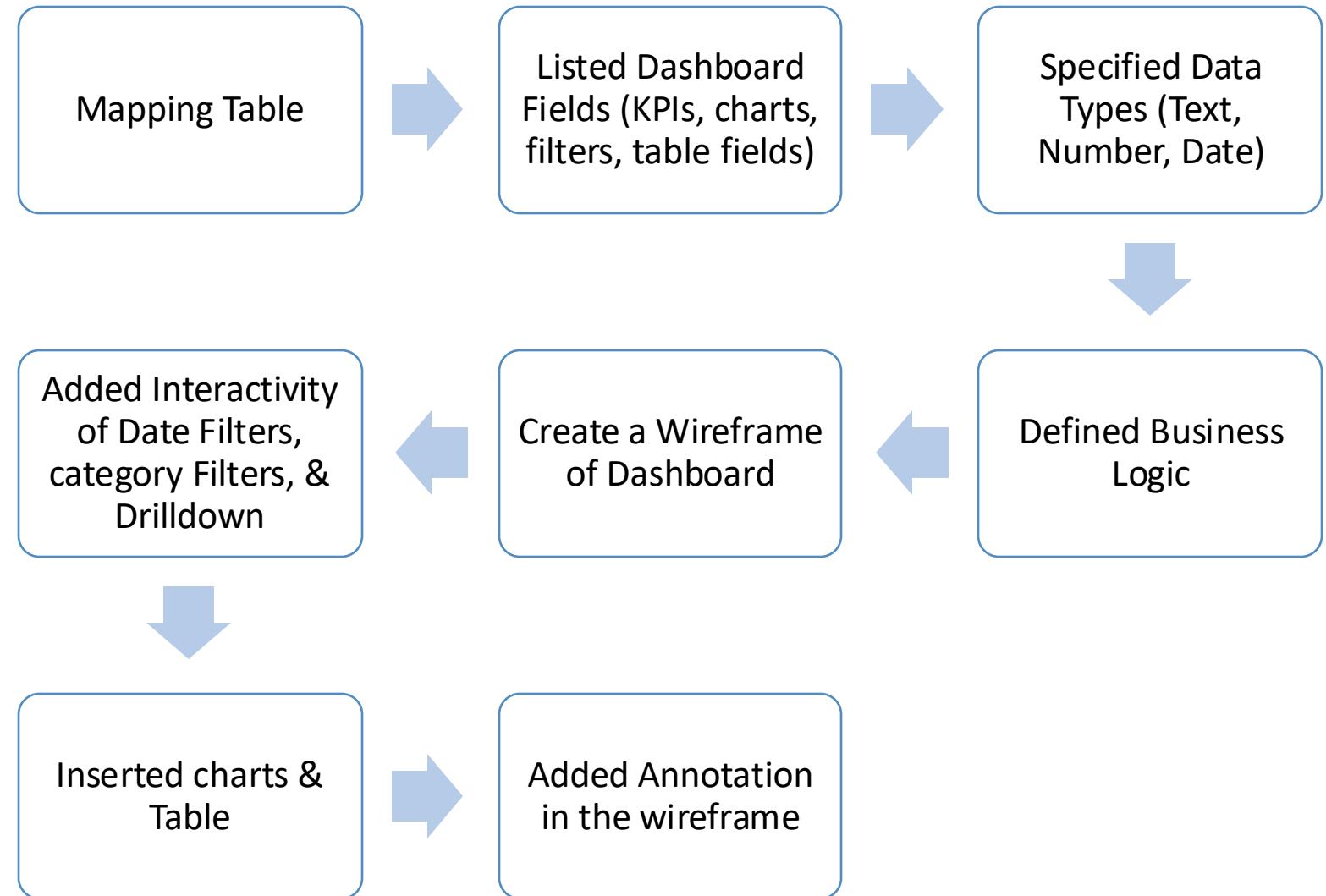
Exploratory Data Analysis



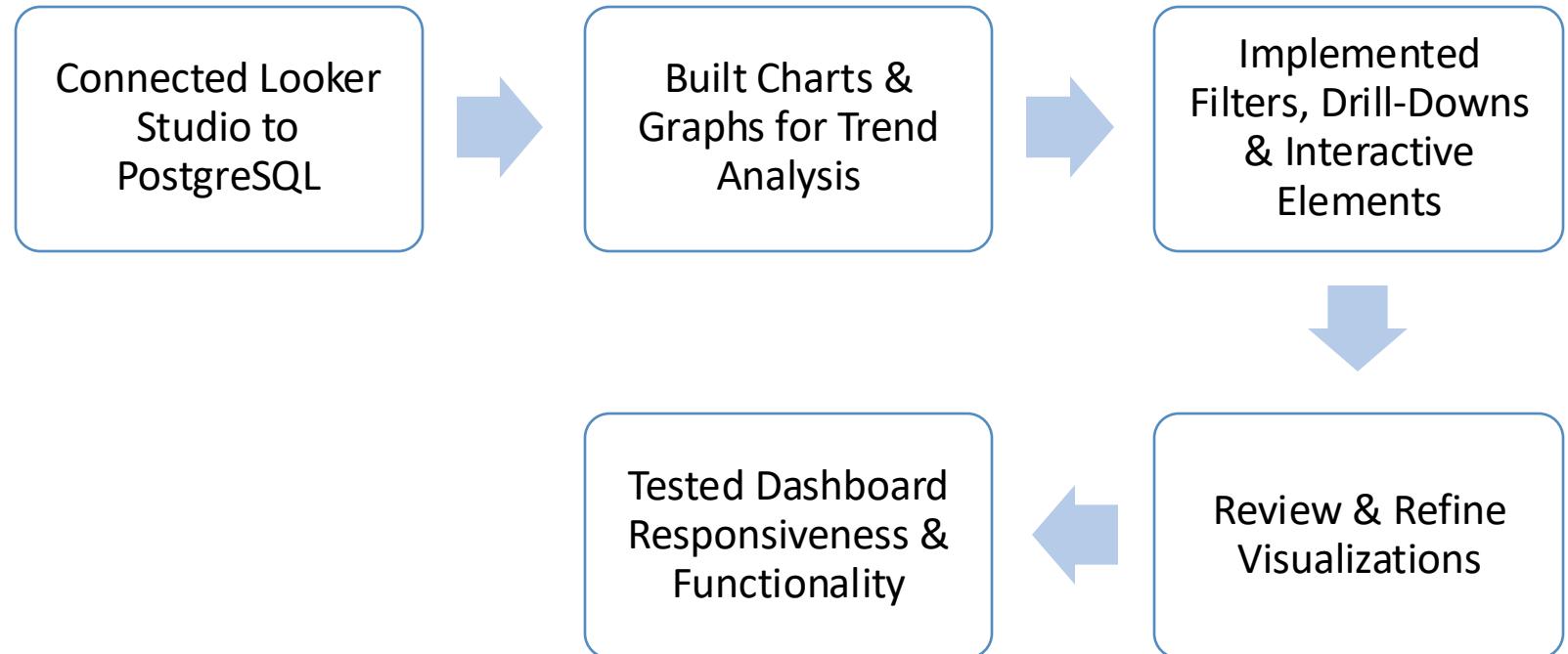
Extraction, Transformation And Loading



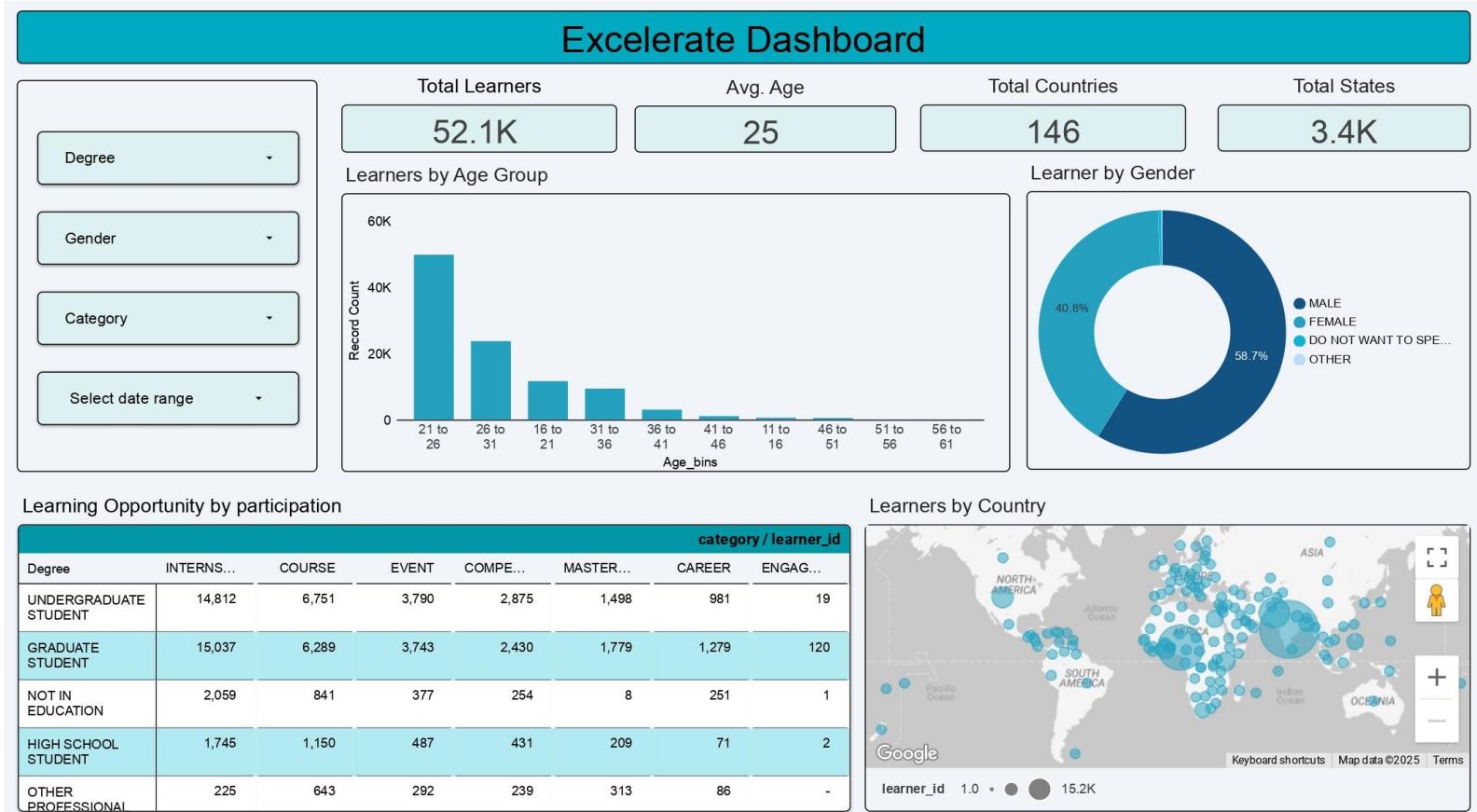
Mapping Table & Dashboard Wireframe



Dashboard Creation



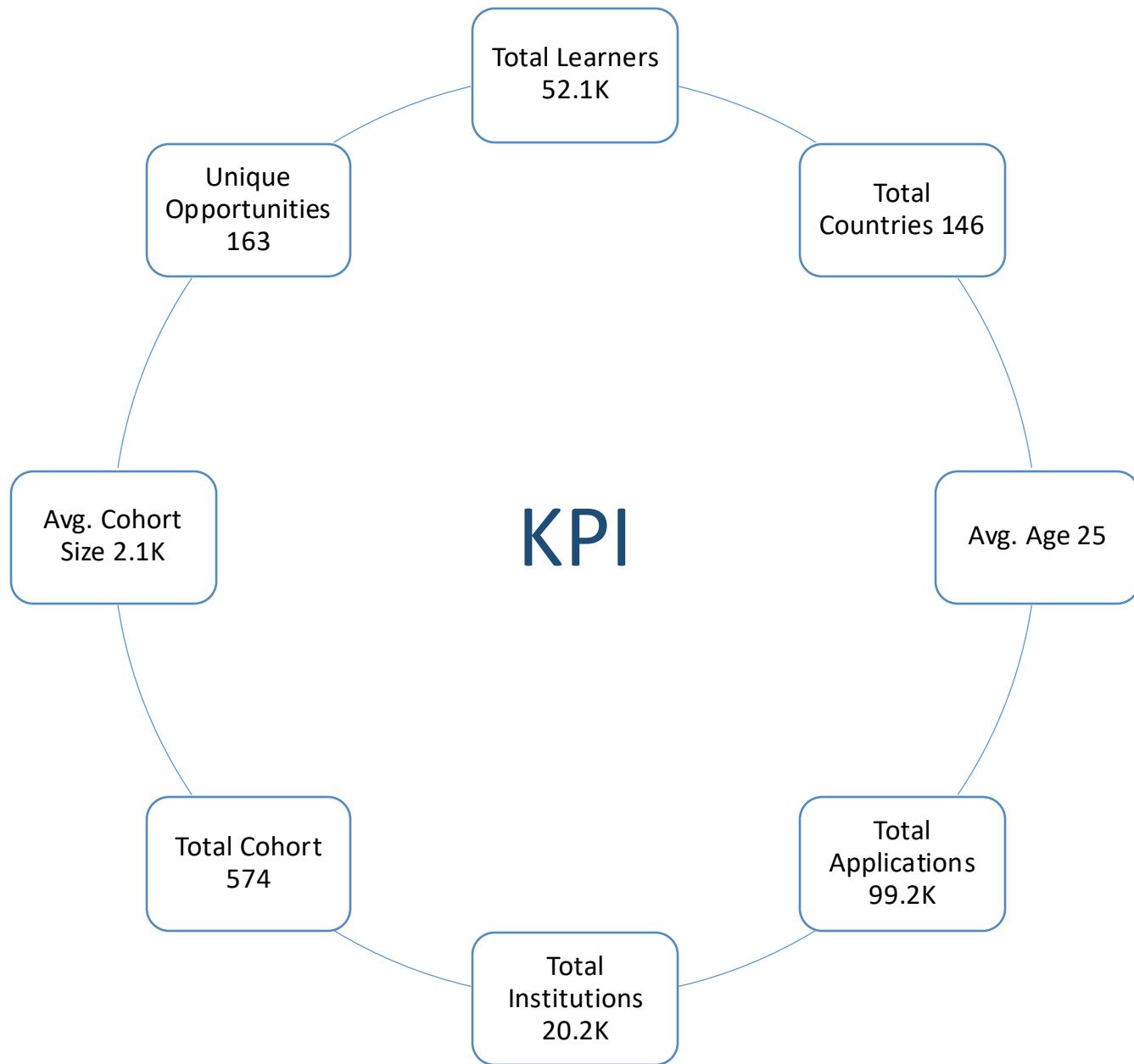
Final Dashboard



Dashboard Link: <https://lookerstudio.google.com/reporting/2f96741e-e9c4-4b02-8b94-6f8547626f7a>

Key Performance Indicator

KPI



Key Performance Indicator

KPI

Total Amount
Spent: 338.4K
DH

To Outbound
Clicks 519.3K

Total results
182.5M

Total Landing
Page Views
298.1K

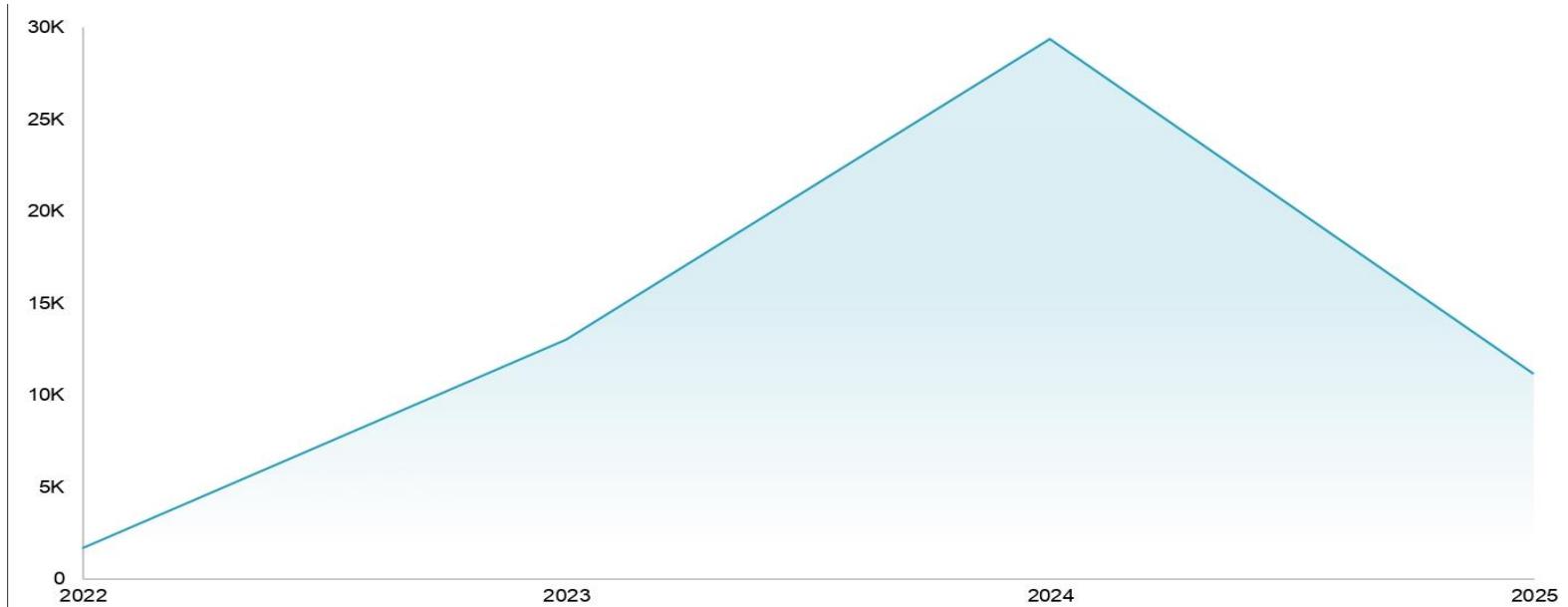
Learners By Country



Insights:

- Global Reach Achieved
- High Engagement in Developing Regions
- Opportunities for Expansion

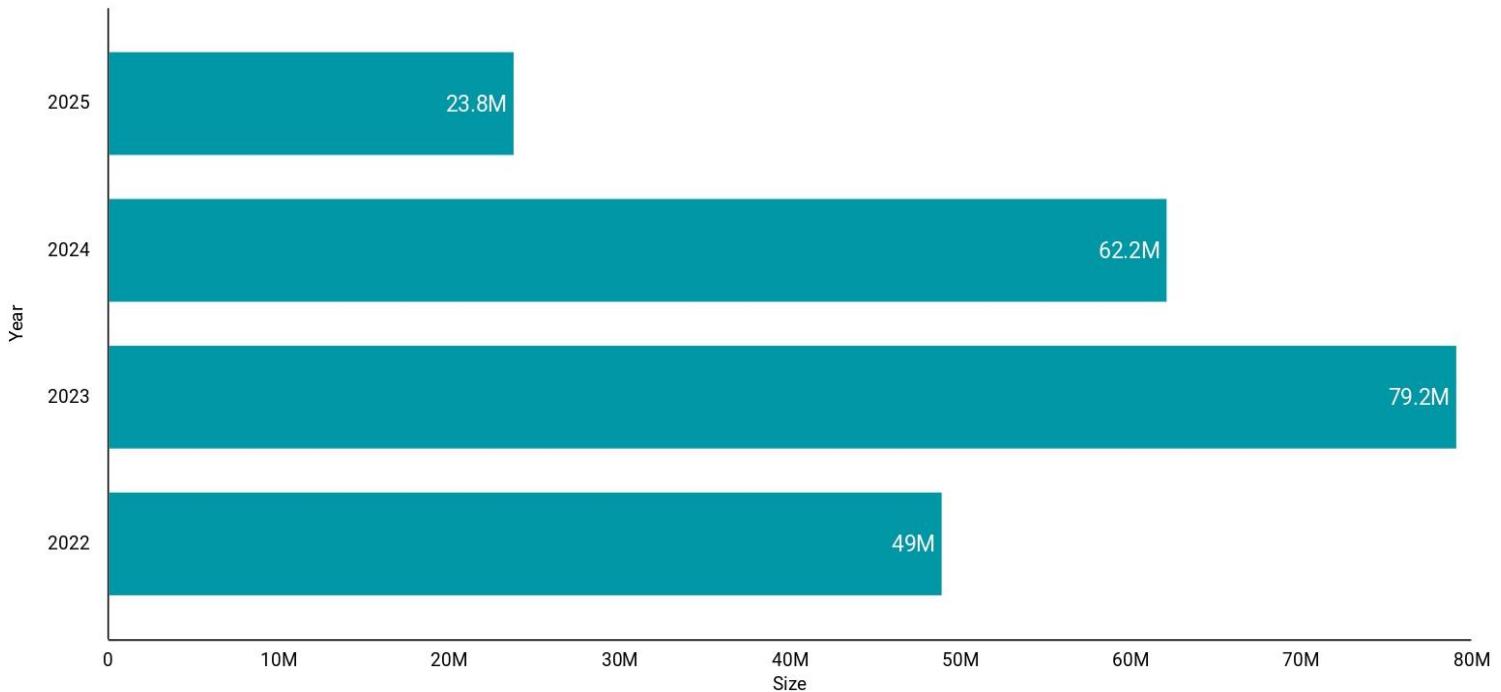
Learners Applications Over Time



Insights:

- Overall Growth Trend
- Peak in 2024
- Recent Decline
- Actionable Opportunity

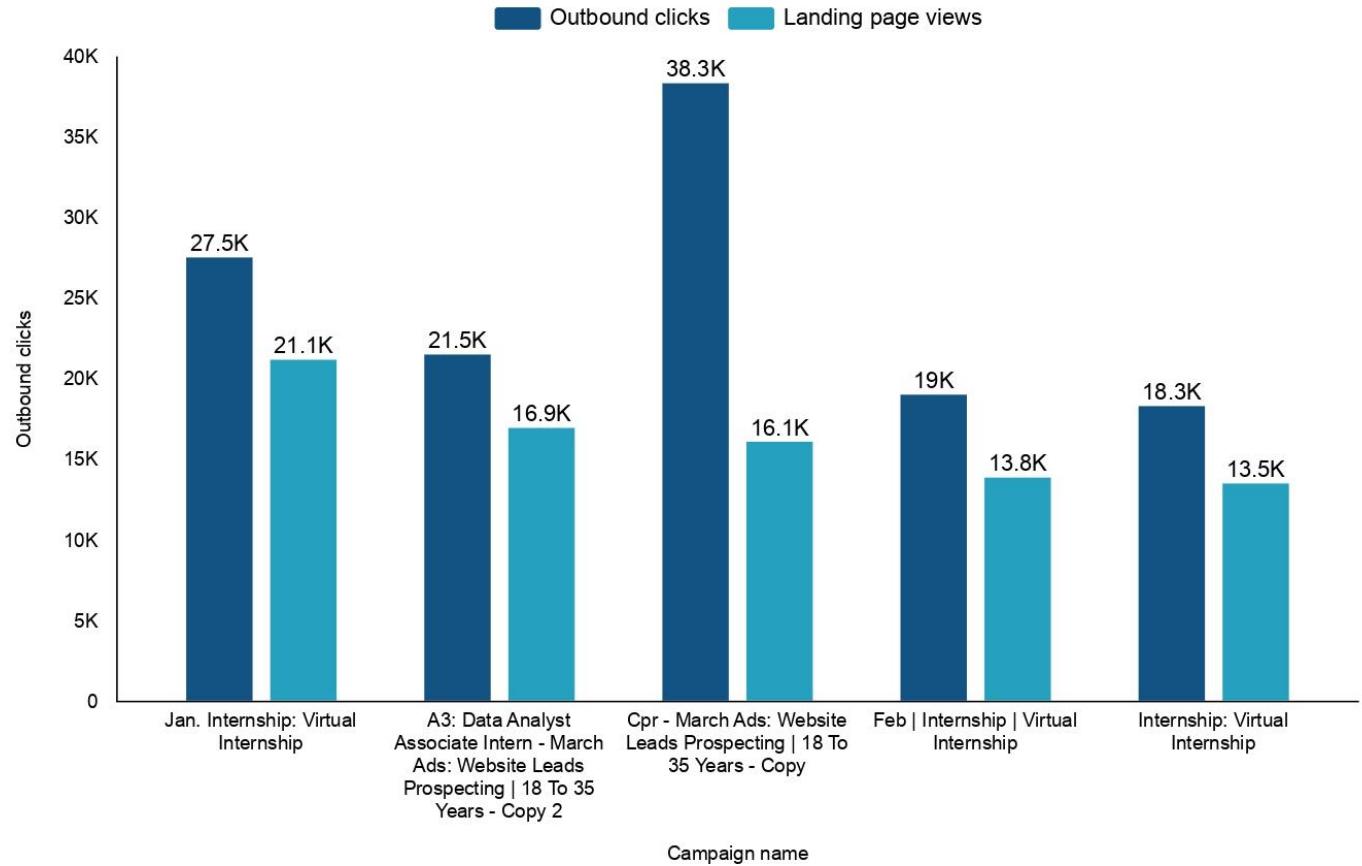
Cohort Size Over Time



Insights:

- Explosive Growth: From 49M (2022) to a peak of 79.2M (2023)
- Recent Slowdown: Decline to 62.2M (2024) and 23.8M (2025)
- Analyze 2023 strategies to replicate peak growth

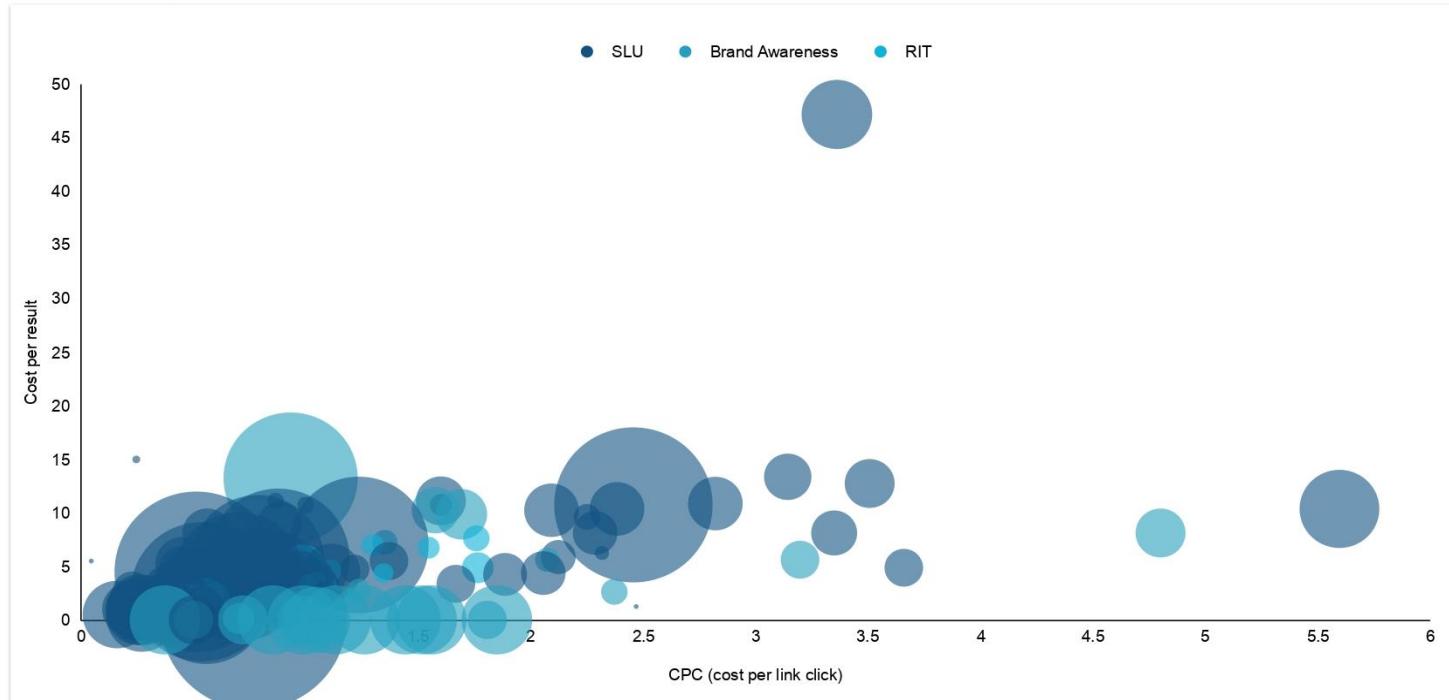
Top 5 Campaigns By Engagement



Insights:

- 38.3K clicks led to only 16.1K views → a large drop-off
- 21.1K views came from 27.5K clicks → showing good engagement

CPC vs. Cost Per Result



Insights:

- Bottom-Left: High-Performing & Cost-Effective
- Bottom-Right: Expensive Clicks, Good Results
- Middle-Top: Moderate CPC, High Cost per Result

Recommendation & Conclusion

Recommendations

- **Address Drop-off in Learner Applications (Post-2024):** Investigate reasons for the 2025 application decline and optimize campaigns around academic calendars or cohort timings.
- **Optimize Campaign Performance:** Improve landing page experience to reduce bounce/drop-off rates from campaigns with high clicks but low views.
- **Regional Expansion:** Focus outreach on South America, Eastern Europe, and Central Asia to improve global engagement equity.

Conclusion

The Excelerate Dashboard project successfully transformed raw, fragmented datasets into a unified and insightful analytics tool. It enables stakeholders to make data-driven decisions, identify trends in learner engagement, monitor program effectiveness, and optimize campaign performance. With ongoing refinement and strategic action on the recommendations, Excelerate can enhance its global educational impact further.



Thank You

