

Wireframe Sketch With Annotation Report: Team 20

Data Visualization Associate Early Internship

Objective:

The objective of this report is to present the outcomes of Team 20's Week 3 deliverable. This submission includes a structured mapping table and an annotated wireframe for the Looker Studio dashboard. The wireframe outlines the visual placement of KPIs, charts, and filters, while the mapping table links each dashboard component to its source data, applied transformations, and business logic to ensure accuracy, consistency, and effective storytelling through data.

Team Members:

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- Sumaya Mateen

Title: Displays the overall dashboard title to clearly communicate the purpose of the report or analysis



KPI card — shows high-level performance indicators to provide quick insights into key metrics.

The image displays four separate, identical filter panes arranged vertically. Each pane has a dark grey header bar at the top. Below the header, there is a list of items, each consisting of a small, empty square icon followed by a short, thin horizontal line. The list is repeated identically across all four panes.

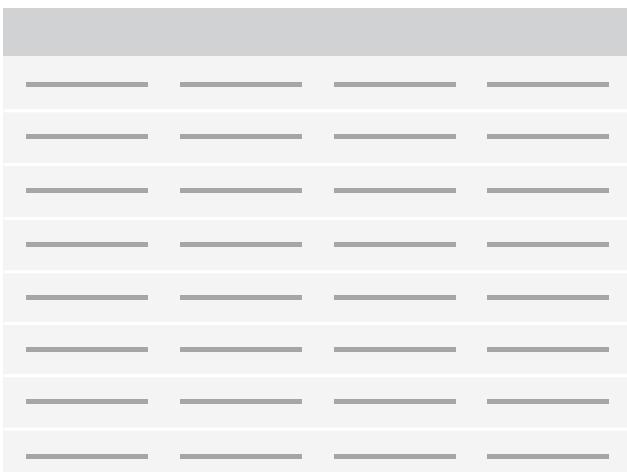
Learners by Degree: Tree map — visualizes hierarchical data or category distribution. Block size indicates value contribution

Learners by Country: Bubble Map — shows spatial distribution of data using geographical locations and proportional markers.



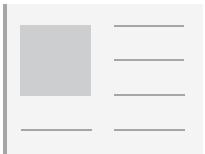
Learners by Major: Detailed data table — allows users to view granular records and perform quick lookup's.

Learners by Institution: Funnel chart — illustrates step wise progression (e.g., user journey or conversion funnel), highlighting drop-offs.



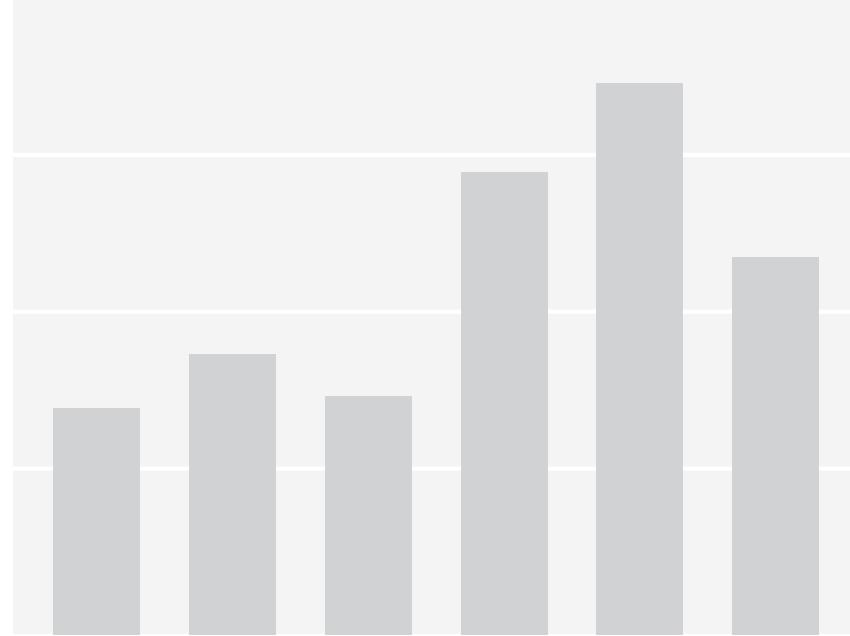
Filter pane — enables users to refine dashboard data based on various dimensions (e.g., time range, categories, regions)

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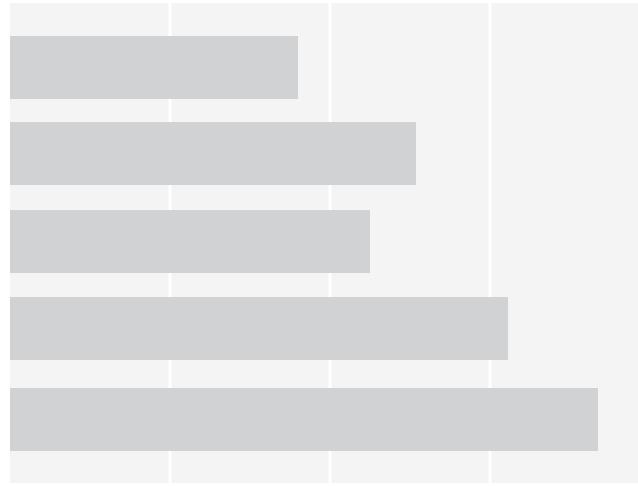


KPI card — shows high-level performance indicators to provide quick insights into key metrics.

Filter pane — enables users to refine dashboard data based on various dimensions (e.g., time range, categories, regions)



Opportunities by Category:
Column chart displays values as vertical bars to compare data across categories. Ideal for showing change over time, rankings, or discrete comparisons.



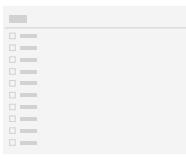
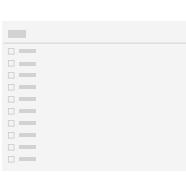
Learners by Category:
Bar Chart uses horizontal bars to compare data across categories. Best suited for long category labels or when comparing many groups side by side

Learner by opportunities:
Detailed data table — allows users to view granular records and perform quick lookup's.

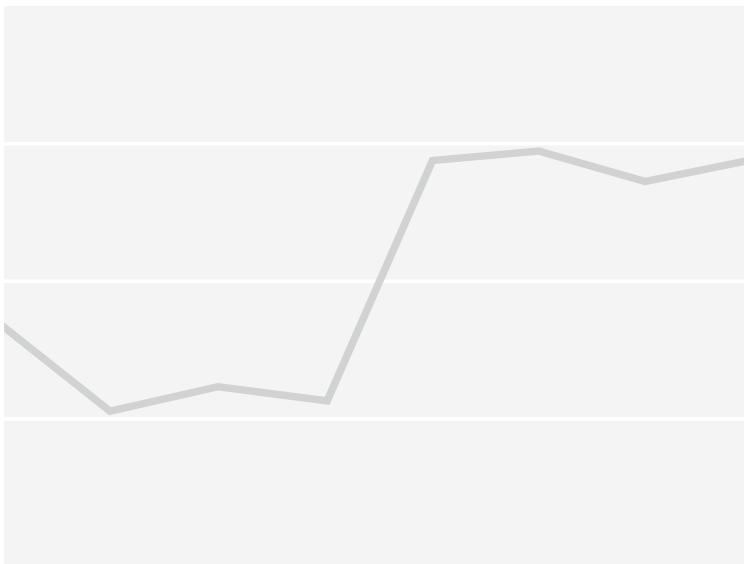
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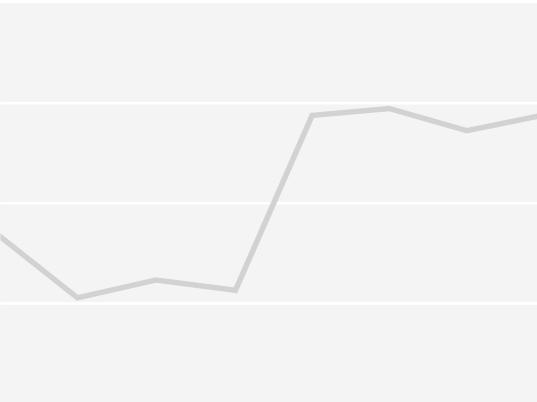
KPI card — shows high-level performance indicators to provide quick insights into key metrics.



Filter pane — enables users to refine dashboard data based on various dimensions (e.g., time range, categories, regions)

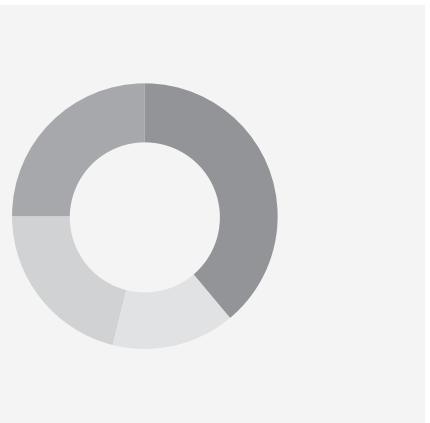


Cohort Size Over Time: Line chart Displays data points connected by lines to show trends over time or continuous variables. Ideal for tracking changes, patterns, or fluctuations in performance metrics.

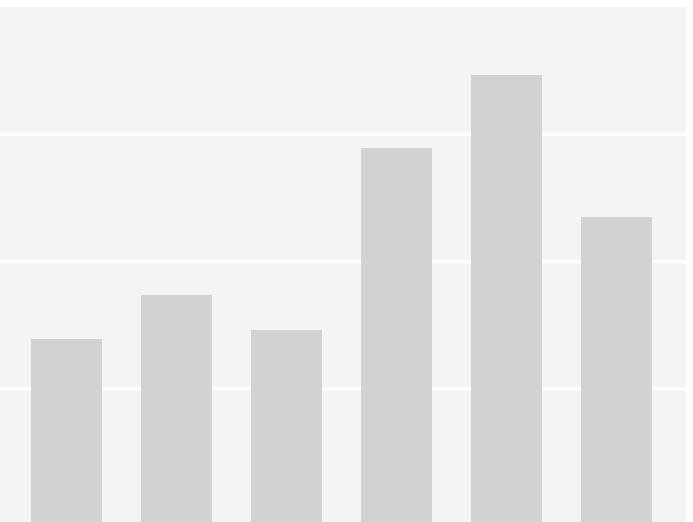


Application over Time: Line chart displays data points connected by lines to show trends over time or continuous variables. Ideal for tracking changes, patterns, or fluctuations in performance metrics.

Application Status Distribution: **Doughnut Chart** represents parts of a whole as slices of a circle. Each slice's size reflects its percentage contribution. Best used when comparing a small number of categories.



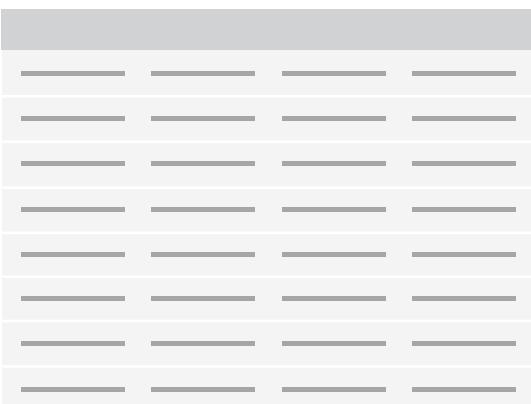
Cohorts by Size: Column chart displays values as vertical bars to compare data across categories. Ideal for showing change over time, rankings, or discrete comparisons.



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KPI card — shows high-level performance indicators to provide quick insights into key metrics.



Filter pane — enables users to refine dashboard data based on various dimensions (e.g., time range, categories, regions)

Learners by Age Group: Bar Chart uses horizontal bars to compare data across categories. Best suited for long category labels or when comparing many groups side by side

Learner by Gender: Pie chart
Represents parts of a whole as slices of a circle. Each slice's size reflects its percentage contribution. Best used when comparing a small number of categories.

Top 100 Regions by Learners:
Detailed data table — allows users to view granular records and perform quick lookup's.



Learner's Degree by Category:
Detailed data table — allows users to view granular records and perform quick lookup's.

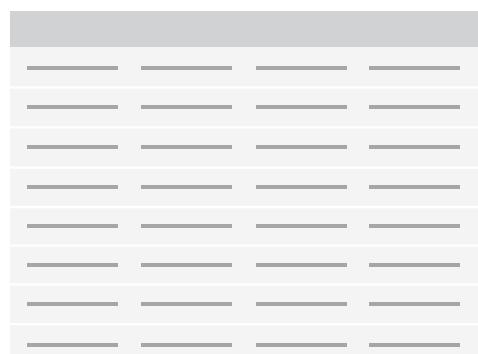
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Results Breakdown by Campaign and Type:
Detailed data table — allows users to view granular records and perform quick lookup's.

Amount Spent Across Result Type: Tree map visualizes hierarchical or grouped data using nested rectangles. The size of each block is proportional to a quantitative value, allowing quick identification of dominant categories or items.



Top 5 Campaigns by Engagement: Stacked column chart displays categorical data with sub-category breakdowns. Each bar represents a total, with color-coded segments showing individual group contributions. Ideal for comparing part-to-whole relationships across multiple groups over time.

Top 3 Campaigns by Results:
Pie chart represents proportions of a whole with a circular layout. Each slice indicates a category's percentage share. The center space can be used to highlight a total value or contextual message.



Filter pane — enables users to refine dashboard data based on various dimensions (e.g., time range, categories, regions)

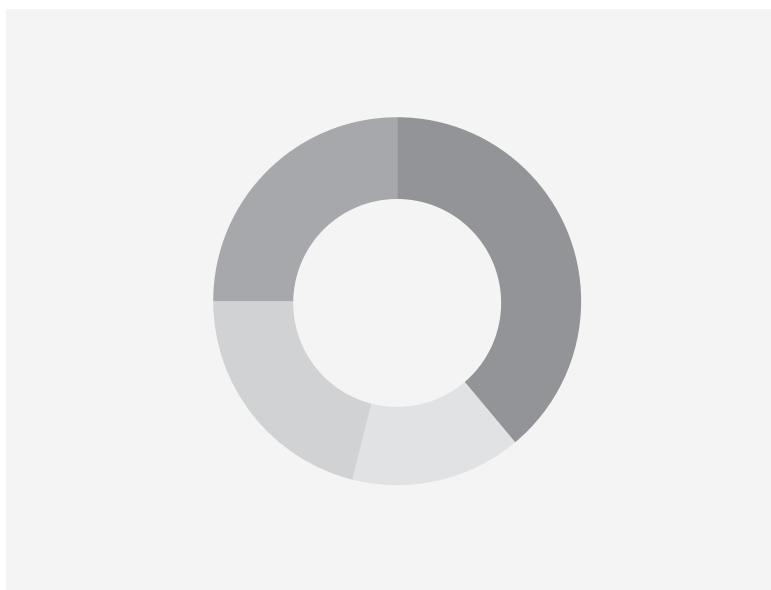
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KPI card — shows high-level performance indicators to provide quick insights into key metrics.

The image displays four separate, identical-looking filter panes arranged vertically. Each pane has a dark grey header bar at the top. Below the header, there is a light grey rectangular area containing a list of items. The list consists of approximately 15 items, each preceded by a small square checkbox and followed by a dropdown menu icon (three horizontal lines). The panes are separated by white space.

Filter pane — enables users to refine dashboard data based on various dimensions (e.g., time range, categories, regions)



Campaign Reach by Ad Account: Detailed data table — allows users to view granular records and perform quick lookup's.

CPC vs. Cost per Result: Scatter Plot plots data points on a two-dimensional axis to show relationships or correlations between two variables. Useful for identifying patterns, clusters, and outliers.

Amount spent on Ad Accounts: Pie chart represents proportions of a whole with a circular layout. Each slice indicates a category's percentage share. The center space can be used to highlight a total value or contextual message.

Delivery status of Campaigns :
Column chart displays data using vertical bars to compare values across discrete categories. Useful for showing trends, rankings, or distributions over time or between groups.

Filter pane — enables users to refine dashboard data based on various dimensions (e.g., time range, categories, regions)

Conclusion:

The wireframe and mapping logic provide a clear foundation for dashboard implementation. By combining visual clarity with functional filters and metrics, the design ensures a user-friendly experience and supports data-driven decision-making.