



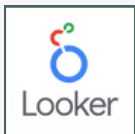
Data Analytics Reporting Using Domo and Looker for a Technology Skilling Hub

CLIENT

The client is an innovative and evolutionary ecosystem designed to equip learners with cutting-edge skills essential in today's rapidly evolving digital landscape.

Their industry-backed certification programs are aligned with National Occupational Standards (NOS) and National Skills Qualification Framework (NSQF), enabling learners to acquire in-demand skills that are highly valued by employers.

TECHNOLOGY STACK



PROJECT OBJECTIVES

The client needed dedicated resources for their daily analytics reporting initially using Domo and then migrate the reports to Looker. The analysts working on these reports needed to be well versed in Looker, Domo and advanced Excel. The reports generated by them are used by the extended organization and management team to make improvements in course and see rise or dip in course registrations.

SOLUTION DELIVERY

- SquareShift's analysts performed analysis on data to assess the quality and accuracy.
- Using business intelligence tools like Excel, Domo and Looker the analysts had to identify, analyze, and interpret patterns and trends in multiple data sets for diagnosis and prediction.
- The analyst had to assign numerical value to essential business functions so that business performance can be assessed and compared over periods of time.
- They recorded the user/learner enrolments and completions that is happening in the client's platform.
- They track the transactions of learners purchased on the platform and analyse why some didn't purchase.
- Automated tools like BigQuery were used to extract data from primary and secondary sources.
- Filtering the data in the reports, handling missing values and analyzing in the database to ensure accuracy and relevance of the business metrics.
- Daily preparation of reports for the management to track the trends, patterns, and predictions of the learner performance using relevant data.

Outcome

In conclusion, the portal boasted over 1.5 million signed-up learners, requiring a wide range of analytics. The data and reports provided were instrumental in tracking metrics, facilitating effective communication, and informing decision-making. These insights enabled the platform to enhance its course content and attract more learners looking to upskill. Additionally, the reports helped identify high-demand course trends, allowing for further content improvements.