



TEXAS A&M UNIVERSITY
COMMERCE

Student Data Visualization

Presented By Eldrige Coelho



Eldrige Coelho

(Department of Marketing & Business Analytics)

(Intern – Department of Institutional Effectiveness & Research)

Jeremy Anderson

(Research Analyst - Department of Institutional Effectiveness & Research)

Shonda Gibson, PHD

(Associate Provost for Institutional Effectiveness)

What is Data Visualization?



How is Data Visualization Used?



Regardless of industry or size, all types of businesses are using data visualization to help make sense of their data. Here's how.

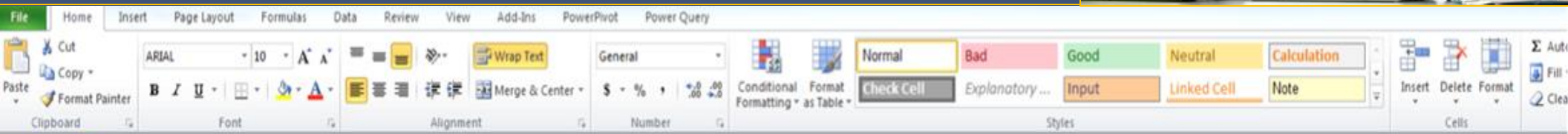
- Comprehend information quickly
- Identify relationships and patterns
- Pinpoint emerging trends
- Communicate the story to others

How does Data Visualization work?



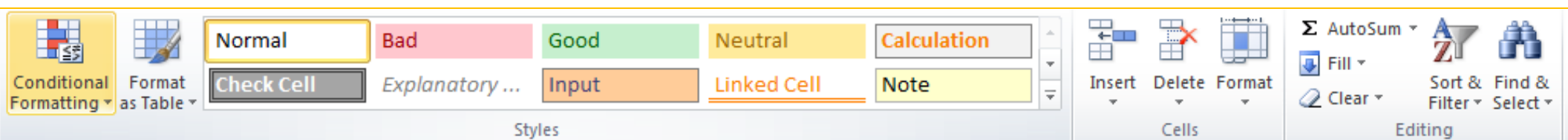
- Data visualization is a quick, easy way to convey concepts in a universal manner – and you can experiment with different scenarios by making slight adjustments.
- Using charts or graphs to visualize large amounts of complex data is easier than using spreadsheets or reports.

Using Microsoft Excel



C16 ORGL-497-0CW

ID	Name	Course	Course Title	Att Hrs	Major Description	Part of Term Code	Part of Term Description	AGE	Race	ETHNICITY	Gender	Marital Status
1000001	Name 1	ORGL-3311-1CW	Issues in Organizational Ldshp	6.00	Organizational Leadership	OC9	7 week Session - Fall 2	37.00	Hispanic or Latino	American Indian or Alaskan Native	M	.
1000002	Name 2	ORGL-3321-1CW	Data Driven Decision Making I	6.00	Organizational Leadership	OC9	7 week Session - Fall 2	37.00	Hispanic or Latino	American Indian or Alaskan Native	M	.
1000003	Name 3	ORGL-100-0CW	CBE - Orientation	12.00	Organizational Leadership	ORG	Open enrmt Tab Orien	33.00	Hispanic or Latino	Hispanic	F	.
1000004	Name 4	ORGL-101-0CW	Intro to Criminal Justice	12.00	Organizational Leadership	OC8	7 week Session - Fall 1	33.00	Hispanic or Latino	Hispanic	F	.
1000005	Name 5	ORGL-111-0CW	Critical Thinking	12.00	Organizational Leadership	OC8	7 week Session - Fall 1	33.00	Hispanic or Latino	Hispanic	F	.
1000006	Name 6	ORGL-197-1CW	Intro to Organizations	12.00	Organizational Leadership	OC9	7 week Session - Fall 2	33.00	Hispanic or Latino	Hispanic	F	.
1000007	Name 7	ORGL-201-1CW	Supervision	12.00	Organizational Leadership	OC9	7 week Session - Fall 2	33.00	Hispanic or Latino	Hispanic	F	.
1000008	Name 8	ORGL-100-0CW	CBE - Orientation	6.00	Organizational Leadership	ORG	Open enrmt Tab Orien	42.00	Not Hispanic or Latino	Black or African American	F	.
1000009	Name 9	ORGL-126-0CW	Computer Information Systems	12.00	Organizational Leadership	OC8	7 week Session - Fall 1	29.00	Not Hispanic or Latino	White	M	.
1000010	Name 10	ORGL-197-1CW	Intro to Oroanizations	12.00	Oroanizational Leadership	OC9	7 week Session - Fall 2	29.00	Not Hispanic or Latino	White	M	.



AAE Undergraduate Students Dashboard

AAE-PARAMETERS

Term: 201680 College: ALL Degree: ALL Major: ALL

Current-Gadget

Applied 201680	Applied 201580	% Change
11668	10533	10.78% ▲

Admitted-Gadget

Admitted 201680	Admitted 201580	% Change
6566	5914	11.02% ▲

Enrolled-Gadget

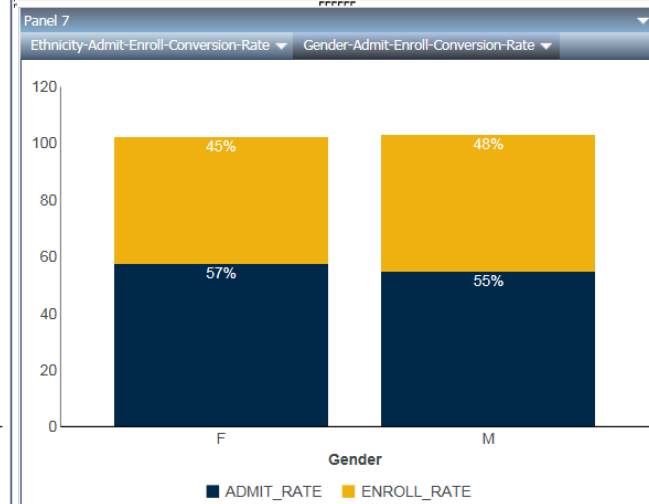
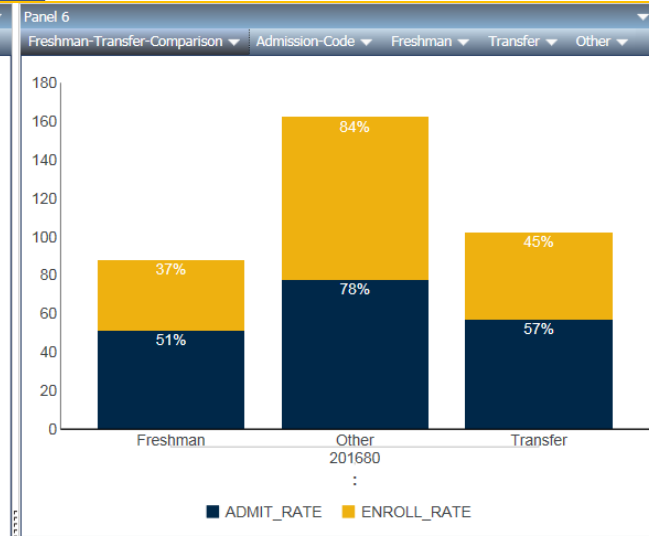
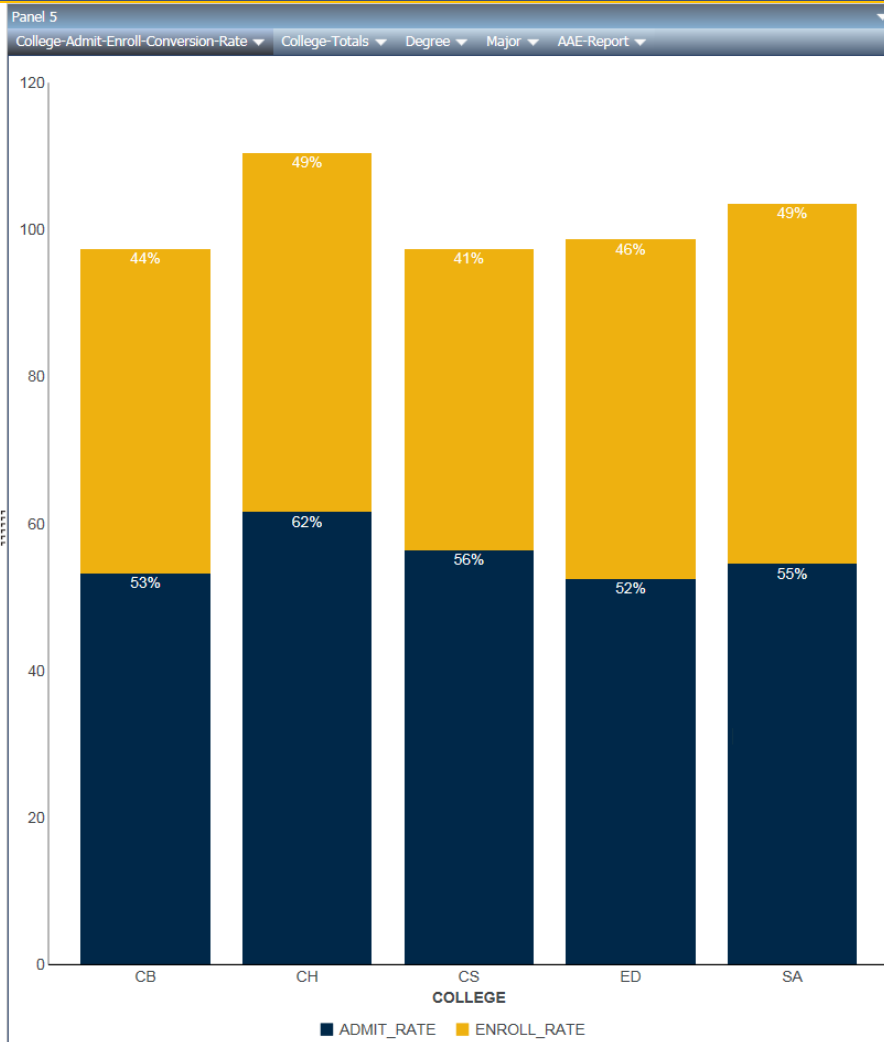
Enrolled 201680	Enrolled 201580	% Change
3028	2713	11.61% ▲

Admit-Rate-Gadget

Admit_Rate 201680	Admit_Rate 201580	% Change
56.27%	56.15%	.13% ▲

Enroll-Rate-Gadget

Enroll_Rate 201680	Enroll_Rate 201580	% Change
46.12%	45.87%	.24% ▲



Pros & Cons

Following are the Advantages of Dashboards

- Rich Interactive Dashboards and Visualization
- Identify Key Performance Indicators
- Improves Results
- Reduces Stress
- Increased Productivity and Profits

Pros & Cons

Following are the Disadvantages of Dashboards

- Dashboards have to be user specific depending on the users request.
- Dashboards may not work where you have mixed users in terms of frequency or the amount of content needed.

Overall Experience

- Valuable experience with WebFOCUS Business Intelligence tool for building Reports and Dashboards.
- Professional Development and Microsoft Office Suite fundamentals trainings.
- Gained much data analysis experience which will help to obtain future opportunities.
- Research and presentation skills.

Any Questions?





TEXAS A&M UNIVERSITY
COMMERCE

Thank You

Presented By Eldrige Coelho