Southeast Community Development Corporation

Leads, Contacts, Engagement Plans, and Attendance Analysis

FALL 2023 | DATA ANALYTICS | 3 STUDENTS

Three senior Information Systems students worked as a faculty-supervised data analytics team with the Southeast Community Development Corporation (SCDC) to evaluate leads, contacts, engagement plans, and attendance. The team framed the analysis objective, reviewed and prepared available data, developed visual summaries, evaluated findings, and organized actionable results for partner review.



SCDC community engagement data analytics team

PROJECT OBJECTIVE

Analyze available information about leads, contacts, engagement plans, and attendance to identify useful patterns and support future program decisions.

STUDENT CONTRIBUTION

The team clarified the business question, examined and validated available data, addressed data-quality concerns, developed visual summaries, interpreted results, and prioritized possible actions.

ARTIFACTS PRODUCED

- Business and data understanding summary
- Data-quality review and prepared dataset
- Dashboards, graphs, charts, or tables
- Evaluation against the stated business objective
- Final report, prioritized actions, and partner presentation

COMMUNITY VALUE

SCDC received a structured review of engagement-related information and visual findings that could support outreach, participation, and program planning.

LEARNING VALUE

Students applied data understanding, preparation, visualization, evaluation, and client communication to a multifaceted community-engagement dataset.