Title : Development of an Interactive Insights Dashboard for Cooperative Education Management in Undergraduate Data Science Program

Author(s) : 1. Ueangkhwan Poosawang   **Student ID :** 650510720

Major : Data Science

Advisor(s) : 1. Asst. Prof. Dr.Phimphaka

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ABSTRACT

This research presents the development of an interactive insights dashboard designed to enhance cooperative education data management for the undergraduate Data Science program, Faculty of Science, Chiang Mai University. The data collection across academic years uses Microsoft Excel File to design the data entry formats, analyze company partnerships, summarize project categories and summarize the number of student enrollment each year. The research methodology consists of four phases, including data collection from academic years 2566–2569 B.E., data cleaning, interactive dashboard development using Looker Studio connected to Google Sheets, and creating project category classification system from industry sectors and project domains. The dashboard provides an interactive visualization components including pivot tables, scorecards and charts with filtering and cross-filtering capabilities. The system was designed for scalability, enabling seamless integration of new semester data. This research project transforms the cooperative education data into a sustainable repository supporting both current program evaluation and long-term trend analysis for continuous curriculum improvement.

Keywords: Cooperative Education, Interactive Dashboard, Looker Studio, Google Sheets, Data Visualization, Classification Framework

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