***T Level Industry Placement SMALL TEAM Project Briefs***

***BUILDING A PERFORMANCE DASHBOARD TO SUPPORT DECISION-MAKING***

***Employer brief***

**Project title:** Building a performance dashboard to support decision-making

**Business name:** BrightRoots CIC

**Placement contact:** Aisha Khan, Community Engagement Lead

**Sector:** Community Health & Wellbeing / Social Enterprise

**T Level route:** Digital Business Services

**Occupational specialism:** Data Technician

**Placement format:** 2-week block (or equivalent hours), student team of 3–5 learners, hybrid working permitted

***Project context***

BrightRoots CIC is a small but ambitious social enterprise that runs wellbeing workshops and events for young people and families across the West Midlands. We gather a lot of useful data – such as event attendance, feedback scores, booking trends, and social media sign-ups – but we don’t currently have an easy way to spot patterns or report on impact.

We’d love some help from a student team to take our spreadsheets and survey data and turn them into a clear, visual dashboard that our team can use to understand what’s working and where we should focus next. This is a real opportunity for learners to apply their digital and analytical skills in a meaningful setting, with practical value for our organisation. Students will be based at an agreed provider location and will be supervised and supported directly by Aisha Khan, Community Engagement Lead, including regular face-to-face engagement where possible. We will provide clear tasks, guidance and check-ins, and conduct formal reviews during the placement.

***Project objectives***

The student team will:

* Review the types of data we currently collect (event bookings, surveys, feedback forms)
* Clean and format raw data so it’s consistent and usable
* Combine data from different sources to build a clearer picture of trends
* Create charts, summaries, and a dashboard (in Excel, Google Sheets, or Power BI)
* Identify key insights to support planning (e.g. most popular events, satisfaction scores, attendance trends)
* Present the dashboard and recommendations to BrightRoots’ team

***Team tasks and activities***

Working to Aisha Khan, Community Engagement Lead students will:

* Initial scoping session – understand the business and agree what we need from the dashboard
* Data preparation – cleaning, structuring and combining datasets (provided in Excel or CSV)
* Dashboard development – using spreadsheet tools or BI software to visualise the data
* Testing and refinement – check that the dashboard works and is clear for non-technical users
* Presentation – share the dashboard, explain what it shows, and offer recommendations

***Expected outputs***

* A clear, accessible dashboard for tracking key performance data (Excel, Google Sheets, or similar)
* A summary report (approx. 3 pages) explaining what the dashboard shows and how it could be used
* A short presentation to BrightRoots’ team (10–15 mins), including key insights and future suggestions

***Skills and knowledge developed***

* Data sourcing, formatting and cleaning
* Combining data from multiple sources
* Creating charts and dashboards using digital tools
* Analysing and interpreting business data
* Communicating insights to non-technical stakeholders
* Understanding how data informs real-world decisions

***Support and supervision***

* Aisha Khan will act as the project lead and clearly outline how much time she will spend working face-to-face with the student team.
* Outside of this, Aisha will remain available for clarification, feedback and support.
* Students will manage their own schedules day-to-day but will receive regular and focused support and intervention from Aisha Khan.
* Where possible, Aisha will co-locate with the students for all or a significant portion of the project.
* The team will have access to anonymised data sets and templates.
* Regular formal check-ins (twice per week) and a final presentation/debrief will take place with the BrightRoots team

***Provider brief***

**Project title:** Building a performance dashboard to support decision-making

**Employer:** BrightRoots CIC

**T Level route:** Digital Business Services

**Occupational specialism:** Data Technician

**Team size:** 3–5 students

**Placement model:** 2-week block or equivalent

**Delivery setting:** Hybrid (remote and on-site mix)

***Project summary***

Wo0rking to Aisha Khan, Community Engagement Lead, Students will work as a small consultancy team to transform BrightRoots CIC’s raw event and survey data into a clear, visual dashboard. They will clean and blend multiple datasets, apply analysis techniques to surface insights (e.g. attendance trends, satisfaction levels) and present their findings to help the organisation make data-driven decisions.

***Mapped NCFE occupational specialism content***

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| **Performance Outcome (PO)** | **How it’s addressed in the project** |
| PO1: Source, organise and format data securely in a relevant way for analysis | Students will import provided Excel/CSV files, apply consistent formatting, remove duplicates and handle missing values. |
| PO2: Blend data from multiple sources | Students will merge event attendance data, feedback scores and social media sign up figures into one consolidated dataset. |
| PO3: Analyse structured and unstructured data to support business outcomes | Students will use formulas, pivot tables or BI tools to identify key patterns (e.g. busiest events, highest satisfaction, demographic splits). |
| PO4: Interpret data and communicate a result appropriate to the audience | Students will design charts and dashboard elements that clearly convey insights to non technical stakeholders and draft a concise summary report. |
| PO5: Apply legal, ethical and professional principles when manipulating data | Students will ensure personal identifiers are anonymised, respect GDPR requirements and cite any external data sources used for benchmarking. |
| PO6: Discover, evaluate and apply reliable sources of knowledge | Students will research best practice dashboard examples and authoritative guidance (e.g. ONS, Data Ethics frameworks) to inform their design. |

***Suggested student outputs***

* Dashboard file (Excel, Google Sheets or Power BI) with interactive charts or key indicators
* Summary report (approx. 3 pages) explaining data sources, methods, key insights and recommendations
* Presentation slides (10–15 minutes) to BrightRoots’ team, including a live demonstration of the dashboard
* Individual reflection logs capturing each student’s contribution, challenges and learning

***Suggested pre-placement preparation***

* Pre-placement briefing: ensure students understand the employer context, data confidentiality and project scope
* Technical up-skilling: recap data-cleaning techniques, pivot tables, basic BI tools and anonymisation principles
* Workshop on data ethics and GDPR: anonymisation, secure handling, lawful bases for processing
* Hands-on session: importing, cleaning and merging sample datasets in Excel or BI software
* Chart-making tutorial: best practices for selecting chart types and designing dashboards for clarity
* Peer activity: critique existing dashboards (e.g. ONS, local council, charity examples) for strengths/weaknesses
* Clarify that the employer (not the provider) will lead on student supervision and project oversight throughout the placement

***Evidence for student portfolio***

* Final dashboard file and annotated screenshots
* Written summary report with references to methods and sources
* Presentation slides
* Formal employer feedback
* Personal reflection or peer-review feedback form