

Executive Summary – Data Analytics Project Portfolio

This document provides a consolidated executive summary of a six-week data analytics project portfolio. Each project focuses on applying analytical techniques to real-world business domains, demonstrating skills in data analysis, visualization, insights generation, and decision support.

Week 1: Business Sales Analysis

Focused on identifying sales trends, understanding customer behavior, and evaluating product performance. The project analyzed historical sales data to uncover growth patterns, seasonal impacts, and high-performing products, enabling data-driven sales and marketing strategies.

Week 2: Healthcare Data Analysis

Analyzed patient statistics, treatment outcomes, and hospital performance metrics. Key insights included patient demographics, recovery rates, and resource utilization, supporting improved clinical and operational decision-making.

Week 3: Sports Analytics

Examined player performance metrics, team statistics, and match outcomes. The project provided comparative performance analysis and basic match prediction insights, highlighting the use of data analytics in sports strategy and performance optimization.

Week 4: Financial Market Analysis

Studied stock price trends, portfolio performance, and risk indicators. The analysis supported investment decision-making through trend analysis, diversification evaluation, and basic risk assessment techniques.

Week 5: E-commerce Analytics

Focused on customer segmentation, purchasing behavior, and recommendation insights. The project identified key customer groups, buying patterns, and opportunities for personalized marketing and improved customer engagement.

Week 6: Portfolio Integration & Presentation

Integrated all projects into a unified analytics portfolio. This phase involved building dashboards, consolidating insights, and preparing professional reports and presentations to effectively communicate findings to stakeholders.

Overall, this portfolio demonstrates end-to-end data analytics capabilities, including data understanding, analysis, visualization, and insight communication across multiple domains such as business, healthcare, sports, finance, and e-commerce.