

Christopher Evangelista

Data Analytics Project Portfolio



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public.tableau.com/app/profile/christopher.evangelista/vizzes



Projects



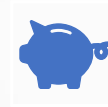
Instacart Market Strategy

Generating insights through market segmentation analysis



Rockbuster Stealth, Inc

Creating a business plan for launching a streaming service



Pig E. Bank

Forecasting and analyzing retention of banking customers



Preparing for Influenza Season

Planning staff deployment through analyzing historical data



GameCo.

Analyzing the global video game market



NBA Shot Analysis



Background

Matchup knowledge is crucial in an NBA game because it directly influences a team's strategy, and game plan. A team would want to know what their and their opponent's strength and weaknesses are at which parts of the court.



Objectives

Visualize a team's matchup versus the league to see where they take the best shots.



Key Skills

- Tableau – data visualization
- Python – data wrangling and analysis



Key Questions

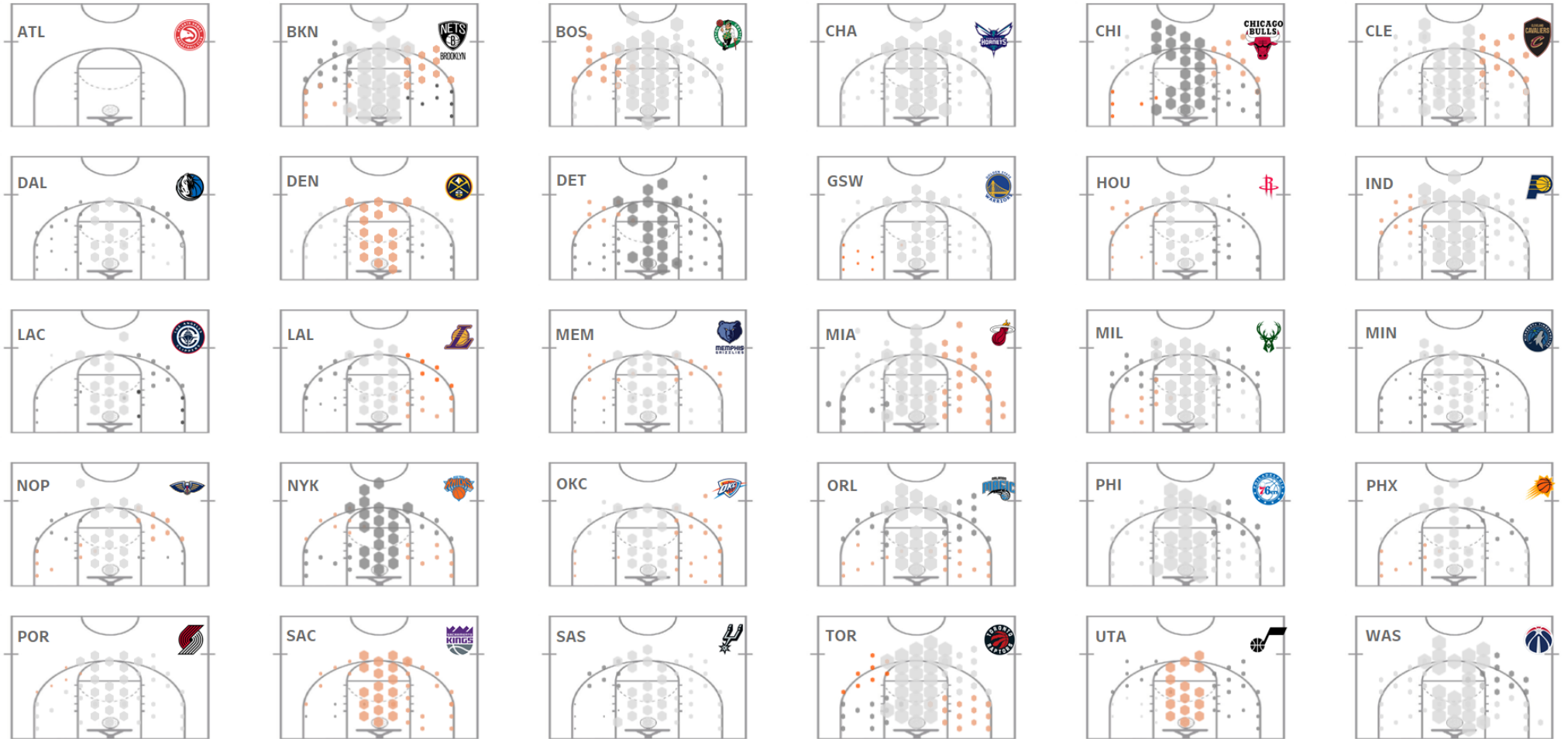
- Where does a team take the best shots?
- How can a team exploit an opponent's weakness?

2023 - 2024 NBA Matchup Shot Analysis

Selected Team:

ATL

Below Average ●●●●● Above Average | Fewer Shots ●●● More Shots



Explore on Tableau Public



Foodmart Reporting Overhaul



Background

Food distribution company Foodmart is looking to overhaul their reporting system. Their finance and sales teams are keen on a streamlined approach to their data consumption to improve decision making.



Objectives

Develop interactive Tableau dashboards to visualize financial and sales performance. Ensure KPIs are presented in a clear and digestible view while also introducing new and effective ways of viewing the data



Key Skills

- Tableau – data visualization
- Python – data constructing



Key Questions

- Who is the target audience?
- How granular and detail should the information presented be?
- What level of interactivity is required?
- How can the dashboards be integrated and scaled?

Sales & Margin

Sales Bridge

Customer Analysis

Product Category Analysis

Sales Pipeline

Balance Sheet

Reference Period

Year-to-Date: Current Year vs Previous Year

Business Line

(All)

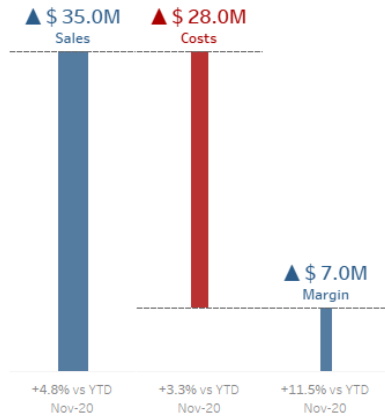
Month

Nov

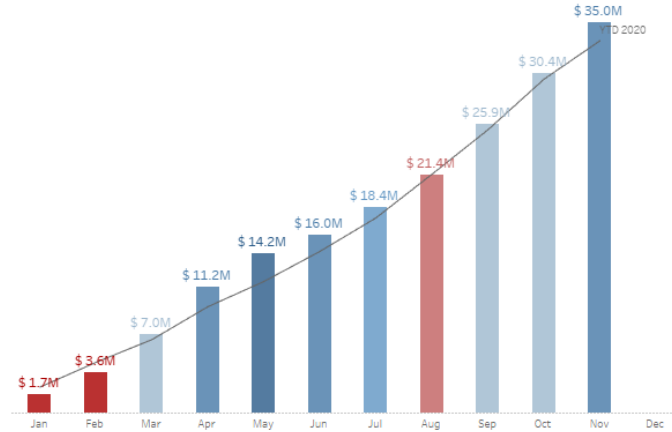
Sales & Margin

Oct 24 YTD vs Budget

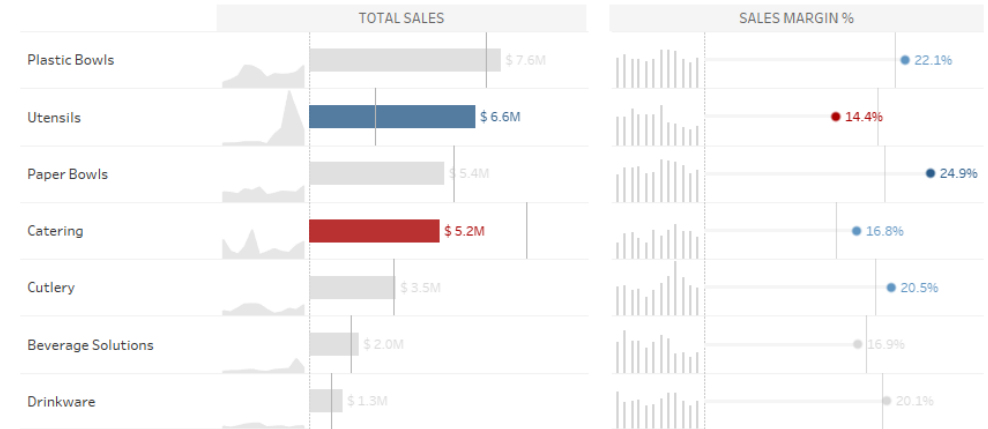
Sales & Margin



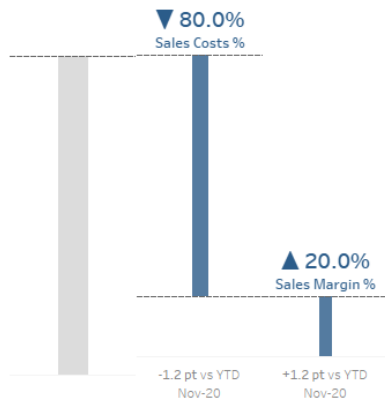
Sales vs Budget



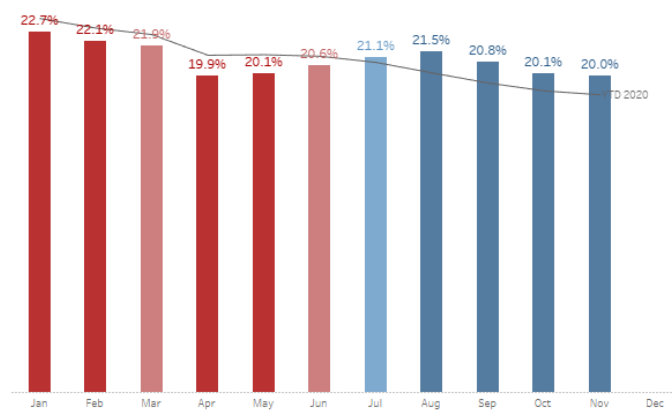
Product Category



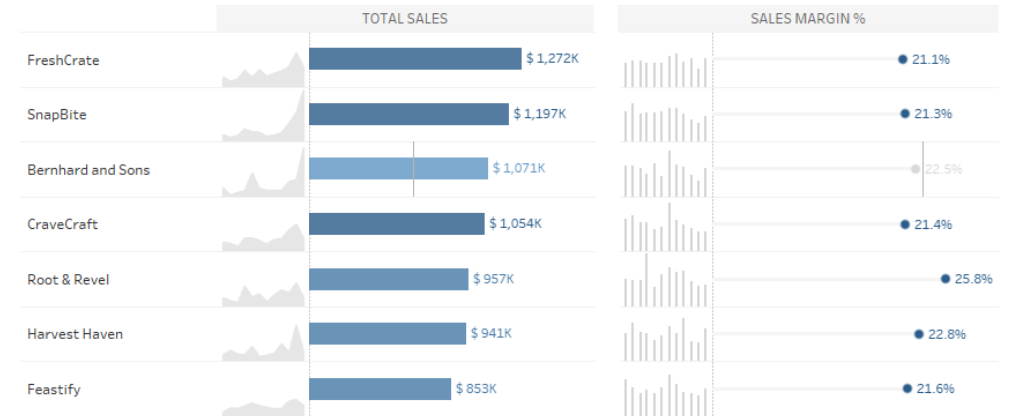
Sales Margin %



Sales Margin % vs Budget



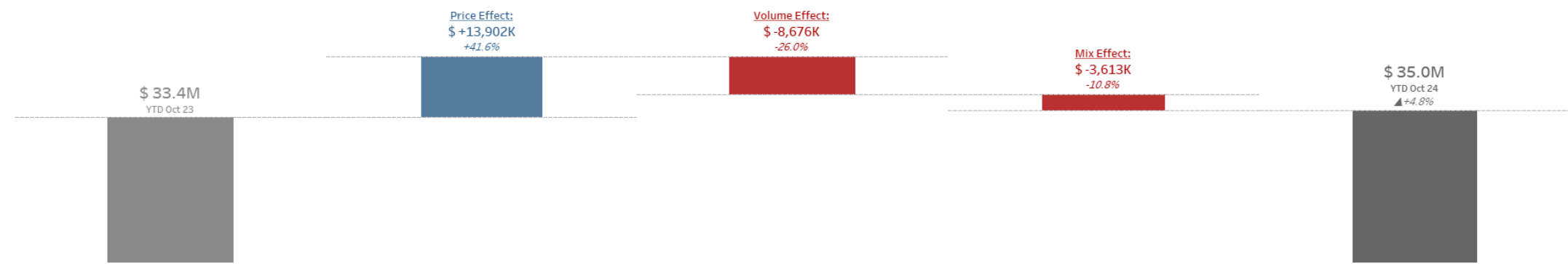
Customer



Sales Bridge

Oct 24 YTD vs PY YTD

Price / Volume / Mix



	Sales vs PY	Price Δ	Volume Δ	Mix Δ
Accessories	\$ -125K	\$ +305K	\$ -291K	\$ -139K
Beverage Solutions	\$ +340K	\$ +516K	\$ -134K	\$ -42K
Binders	\$ +135K	\$ +195K	\$ -40K	\$ -19K
Catering	\$ -3,415K	\$ +3,744K	\$ -4,992K	\$ -2,166K
Cutlery	\$ +109K	\$ +1,222K	\$ -815K	\$ -297K
Delivery Solutions	\$ -33K	\$ +36K	\$ -53K	\$ -16K
Drinkware	\$ +479K	\$ +408K	\$ +48K	\$ +23K
Folding Cartons	\$ +43K	\$ +22K	\$ +9K	\$ +12K
Grab 'N Go	\$ +56K	\$ +319K	\$ -177K	\$ -85K
Green Collections	\$ -1K	\$ +225K	\$ -142K	\$ -84K
Hinged Containers	\$ -7K	\$ +130K	\$ -115K	\$ -22K
Paper Bowls	\$ -403K	\$ +2,948K	\$ -2,217K	\$ -1,133K
Plastic Bowls	\$ +585K	\$ +2,443K	\$ -1,379K	\$ -479K
Soup Bowls	\$ -142K	\$ +199K	\$ -239K	\$ -102K
Tabletop	\$ -14K	\$ +3K	\$ -16K	\$ -1K
Trays	\$ +10K	\$ +73K	\$ -31K	\$ -32K
Utensils	\$ +3,994K	\$ +1,616K	\$ +1,468K	\$ +910K

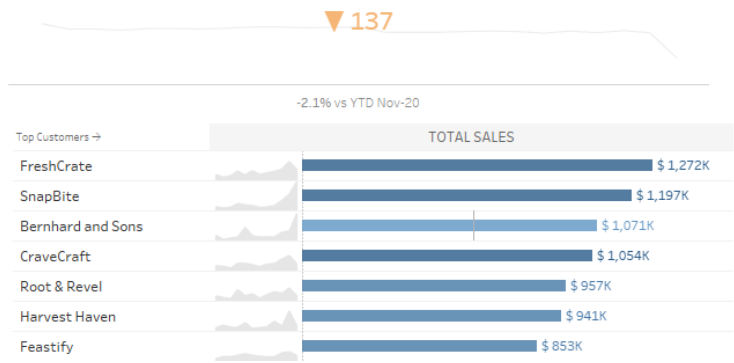
	Sales vs PY	Price Δ	Volume Δ	Mix Δ
FreshCrate	\$ +1,272K			\$ +1,272K
SnapBite	\$ +1,197K			\$ +1,197K
Tasty Trove	\$ +449K	\$ +353K		\$ +35K
CraveCraft	\$ +1,054K			\$ +1,054K
Root & Revel	\$ +957K			\$ +957K
Harvest Haven	\$ +941K			\$ +941K
Feastify	\$ +853K			\$ +853K
Epic Eats	\$ +292K	\$ +146K		\$ +114K
Pure Plates	\$ +139K	\$ +292K	\$ -107K	\$ -46K
Feest Inc	\$ +729K			\$ +729K
Flavor Town	\$ +264K	\$ +188K		\$ +51K
Kling, Osinski and Mayert	\$ +161K	\$ +184K	\$ -16K	\$ -7K
Ondricka-Kemmer	\$ +253K	\$ +196K		\$ +36K
Bite Bliss	\$ +572K			\$ +572K
Munch Moods	\$ -682K	\$ +667K	\$ -879K	\$ -471K
Graham and Sons	\$ +116K	\$ +65K		\$ +45K

Customer Overview

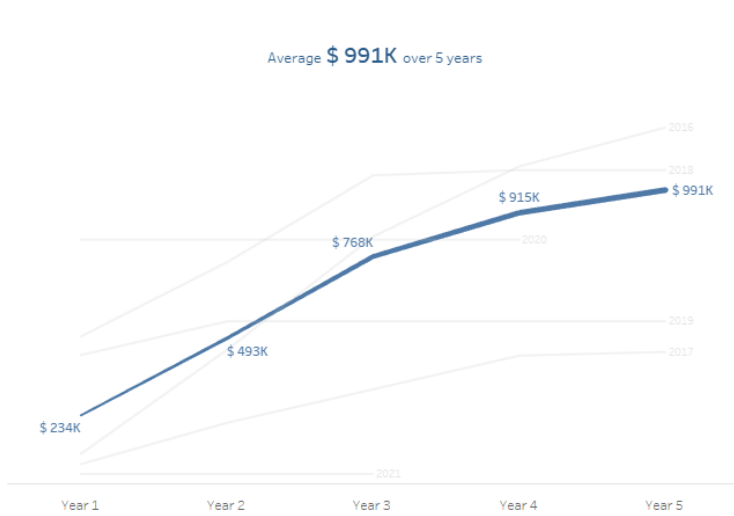
Customer Segmentation



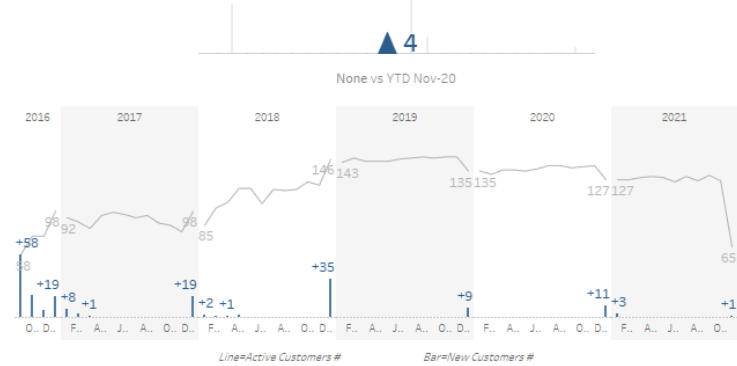
Active Customers



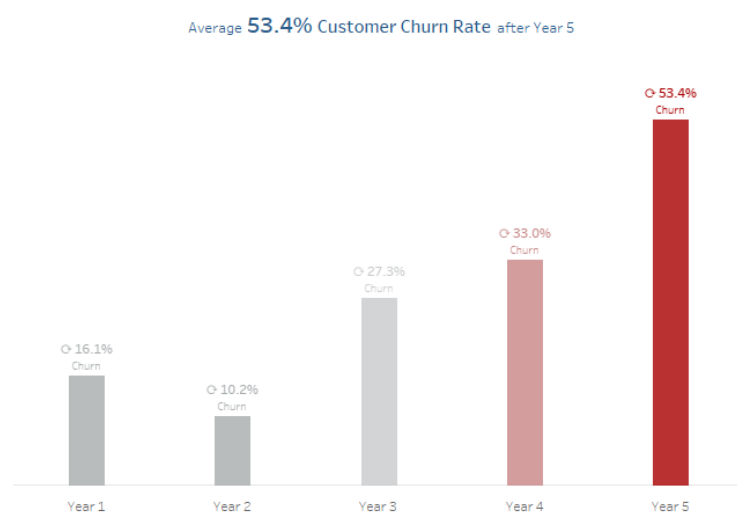
Customer Lifetime Value



New Customers



Customer Churn



Sales & Margin

Sales Bridge

Customer Analysis

Product Category Analysis

Sales Pipeline

Balance Sheet

Product Category Analysis

Plastic Bowls

Current Period vs Reference Period

Year-to-Date: Current Year vs Previous Year

Month

Nov

▲ \$7,613K
Total Sales

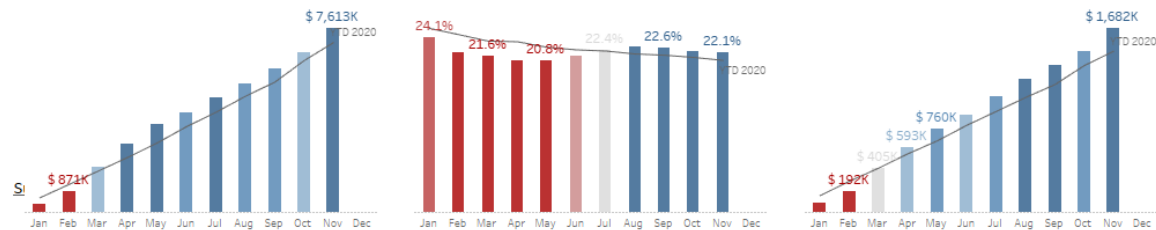
+8.3% vs YTD Nov-20

▲ 22.1%
Sales Margin %

+1.1 pt vs YTD Nov-20

▲ \$1,682K
Total Sales Margin

+14.1% vs YTD Nov-20



Top Customers →

Harvest Haven

SALES

\$367K

MARGIN %

25.3%

MARGIN

\$93K

FreshCrate

\$334K

22.2%

\$74K

SnapBite

\$300K

24.5%

\$74K

Feastify

\$233K

22.7%

\$53K

CraveCraft

\$231K

22.7%

\$52K

Top Products →

Product 72

SALES

\$1,070K

MARGIN %

12.9%

MARGIN

\$138K

Product 66

\$682K

24.7%

\$169K

Product 55

\$632K

21.6%

\$137K

Product 29

\$412K

18.2%

\$75K

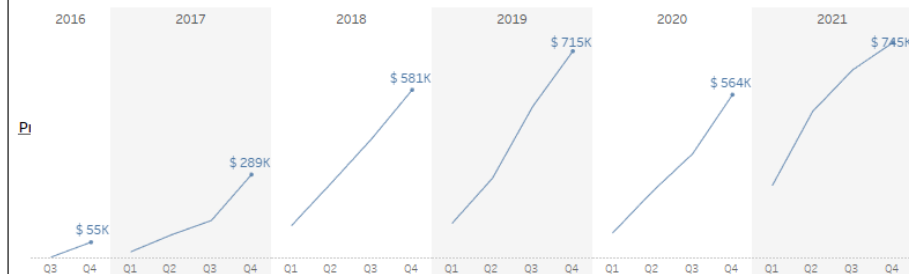
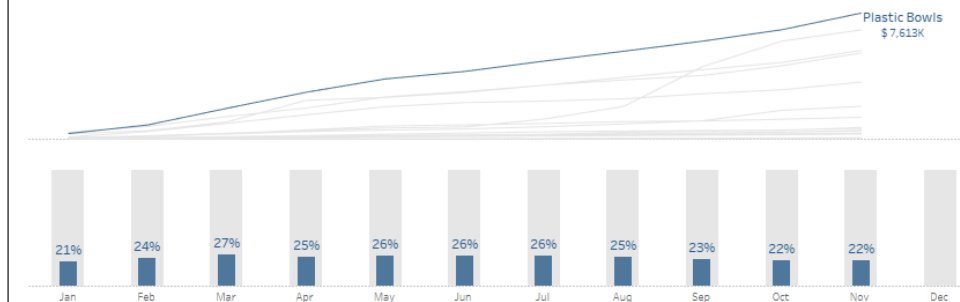
Product 65

\$374K

22.6%

\$85K

Plastic Bowls vs other Product Categories

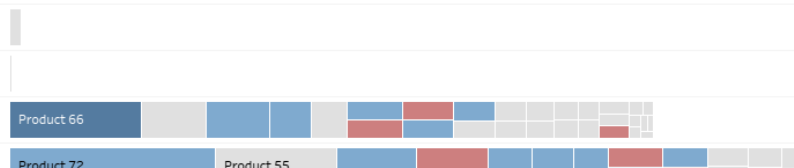


VERY HIGH Margin %

HIGH Margin %

MEDIUM Margin %

LOW Margin %



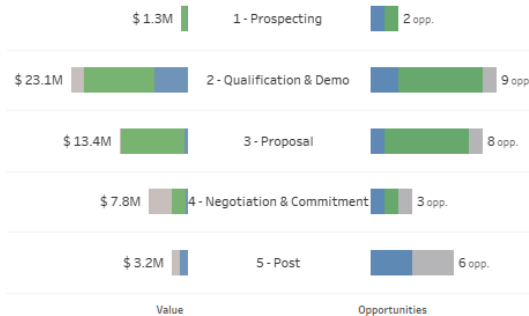
Sales Pipeline

Pipeline Summary

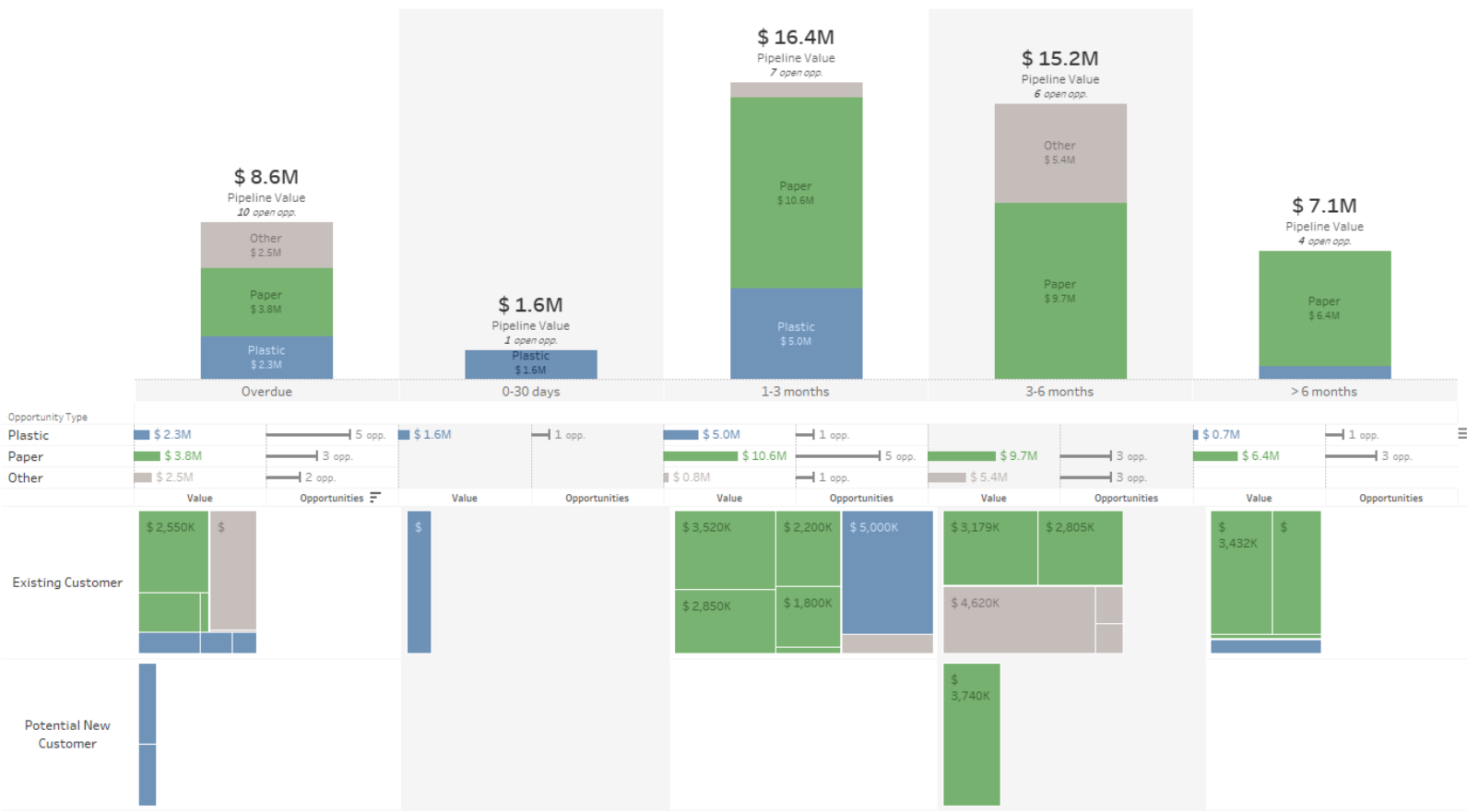
8 CLOSING opportunities
on 5 accounts (0 prospects, 5 clients)
for a total of \$ 18.0M

Pipeline Stages

28
Open Opportunities



Pipeline Overview



Balance Sheet

Dec-23 compared to Nov-23

Current Period vs Reference Period

Current Month vs Previous Month

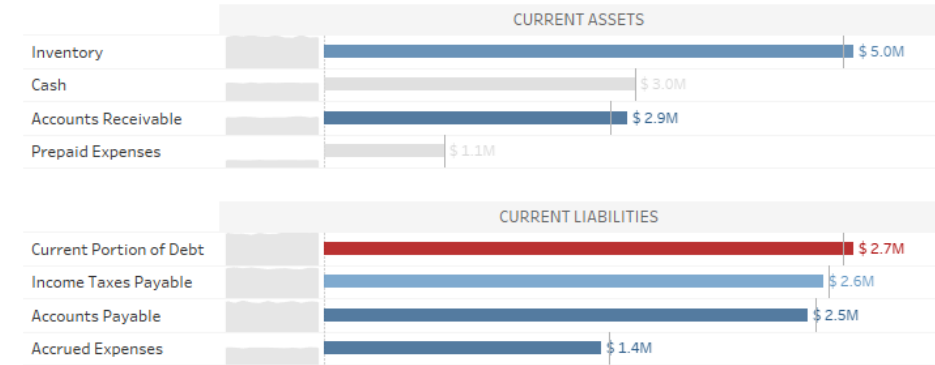
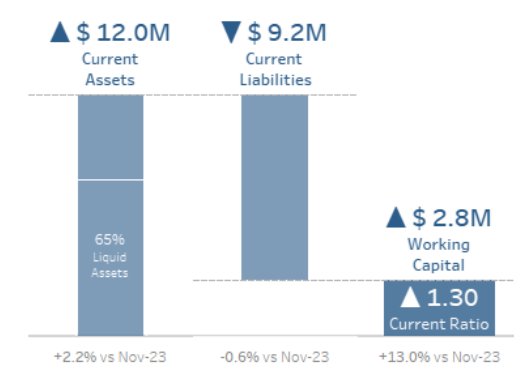
Current Month

Dec

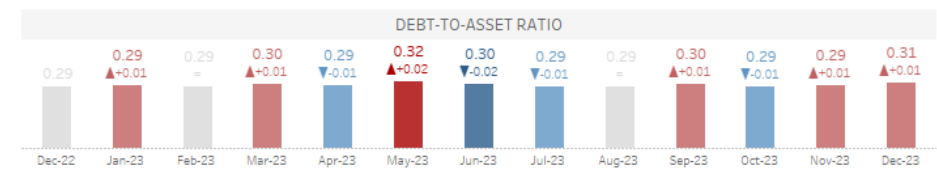
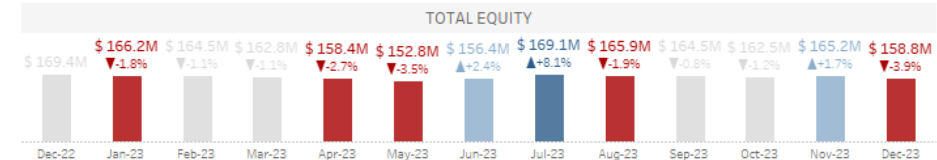
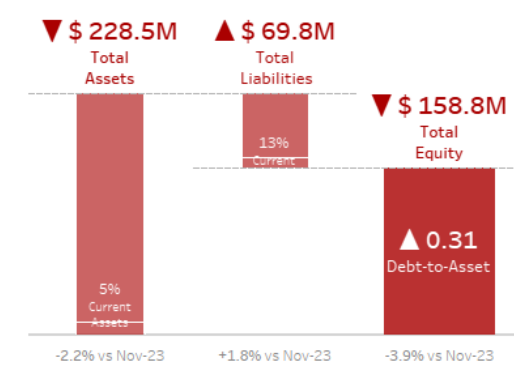
Balance Sheet

	Dec-23	Δ%
Current Assets	\$ 11,997K	▲+2.2%
→ Inventory	42% \$ 5,022K	▲+1.9%
→ Cash	25% \$ 2,953K	▲+0.1%
→ Accounts Receivable	24% \$ 2,881K	▲+6.1%
Prepaid Expenses	10% \$ 1,141K	▼-0.3%
Current Liabilities	\$ 9,224K	▼-0.6%
Current Portion of Debt	30% \$ 2,728K	▲+2.0%
Income Taxes Payable	28% \$ 2,573K	▼-1.2%
→ Accounts Payable	27% \$ 2,491K	▼-1.7%
Accrued Expenses	16% \$ 1,431K	▼-2.5%
= Working Capital	\$ 2,773K	▲+13.0%
Non-Current Assets	\$ 157,282K	▼-2.5%
Fixed Assets at Cost	\$ 164,258K	▼-2.5%
Other Assets	\$ 114K	▲+3.5%
Accumulated Deprecia..	\$ (7,089K)	▲+1.0%
Non-Current Liabilities	\$ 43,407K	▲+2.3%
Long-Term Debt	98% \$ 42,504K	▲+2.4%
Other Liabilities	2% \$ 904K	▼-2.0%
Total Assets	\$ 228,540K	▼-2.2%
- Total Liabilities	\$ 69,751K	▲+1.8%
= Total Equity	\$ 158,789K	▼-3.9%

Current Assets & Liabilities



Total Assets & Liabilities





Marketing Strategy



Background

Instacart is an online grocery delivery and pickup service that connects customers with their own personal shopper who pick and pack groceries from local stores.



Objectives

Analyze Instacart's order history and customer base (32 million rows) to gain insights into retaining existing customers as well as acquiring new ones.



Key Skills

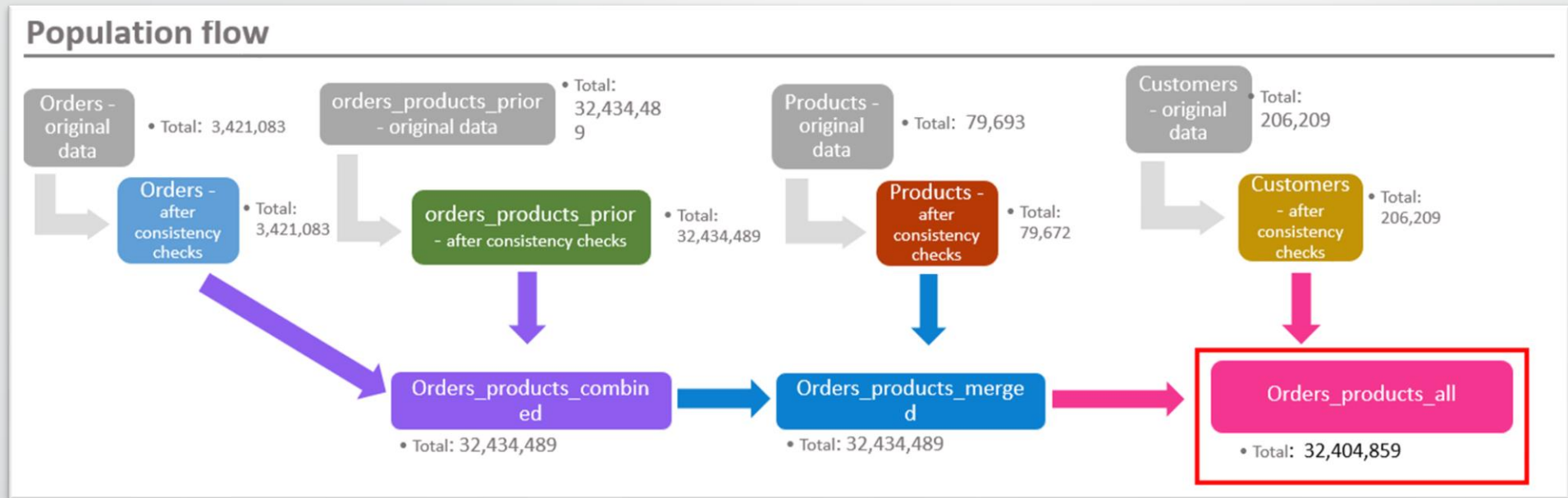
- Python – Pandas, NumPy, Matplotlib, Seaborn
- Data Cleaning & Data Wrangling
- Visualizations



Key Questions

- When are the busiest days of the week and hours of days?
- What products and departments drives sales?
- How can we group customers based on spending habits and customer profiling that drives marketing strategies?

Data Cleaning & Wrangling



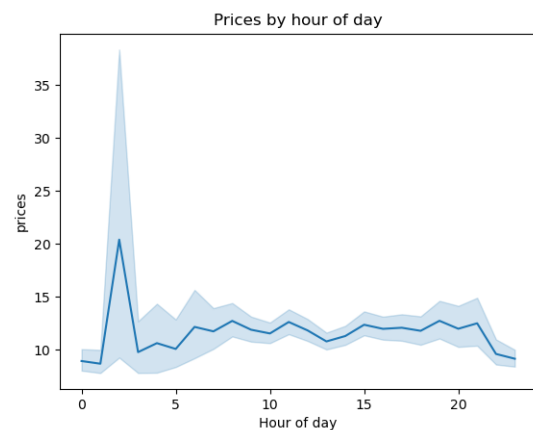
[Instacart Orders Dataset](#) is hosted on Kaggle
Customer Dataset was created by CareerFoundry for learning purposes

Pandas was used to clean, wrangle, and aggregate the data as well as create extra features to add dimensionality and allow customer segmentation all while ensuring accuracy

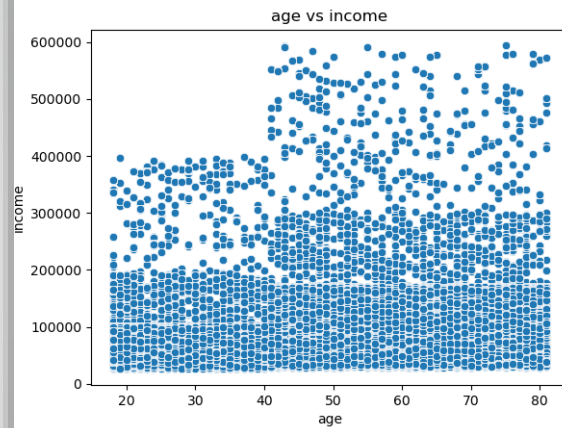
Coding best practices were followed to ensure no issues such as memory shortages when dealing with the large dataset (32 million rows)

Analysis

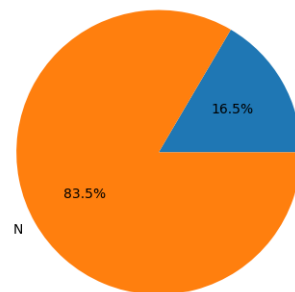
Order Trends



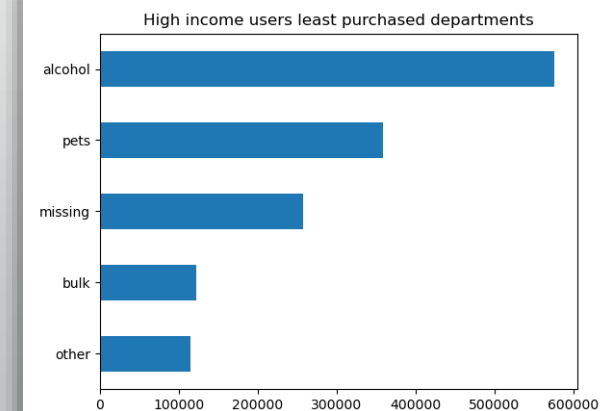
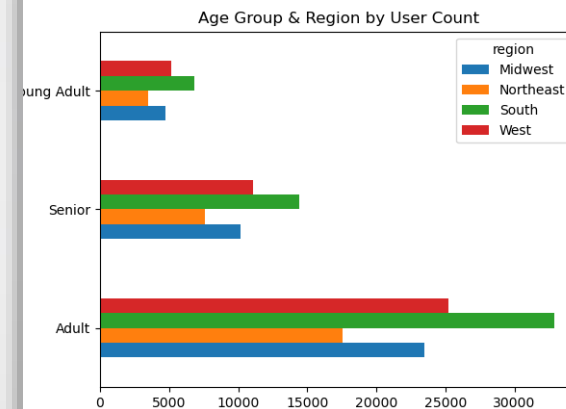
Customer Segmentation



Percent of Users That Are Single Adults



Marketing Targets



Insights & Recommendations



Maximize Efforts During Peak Hours

- Ensure capacity and marketing campaigns during peak hours where more traffic occurs
- Busiest ordering days are the weekends | Busiest hours are between 11AM – 2PM



Reward Repeat Customers

- Regular & Loyal customers make a majority of Instacart's customer base (75%+)
- Repeat customers are more likely to purchase from a wider variety of departments



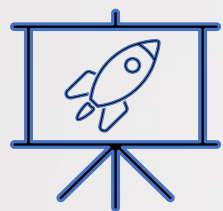
Incentivize New & Infrequent Customers

- Leverage limited promotions to cycle in new customers as well as refresh users who order infrequently
- New Customers have a higher total order value on average
- Give Infrequent customers (< 1 order per month) a greater reason to return to the service



Capitalize On High Value Customers

- Single & middle/high income adults is a large and growing customer segment | < 5% of products offered cost \$25+
- Introduce and incentivize high-range products to high value customers



Rockbuster Stealth

Launching a Video Rental Service



Background

Rockbuster Stealth LLC, is a fictitious video rental company trying to break into the stream service industry



Objectives

Analyze Rockbuster Stealth's database of movies and customers to create a strategy for transitioning to an online service model



Key Skills

- PostgreSQL – Querying a database using SQL
- Tableau – Visualization & Storytelling



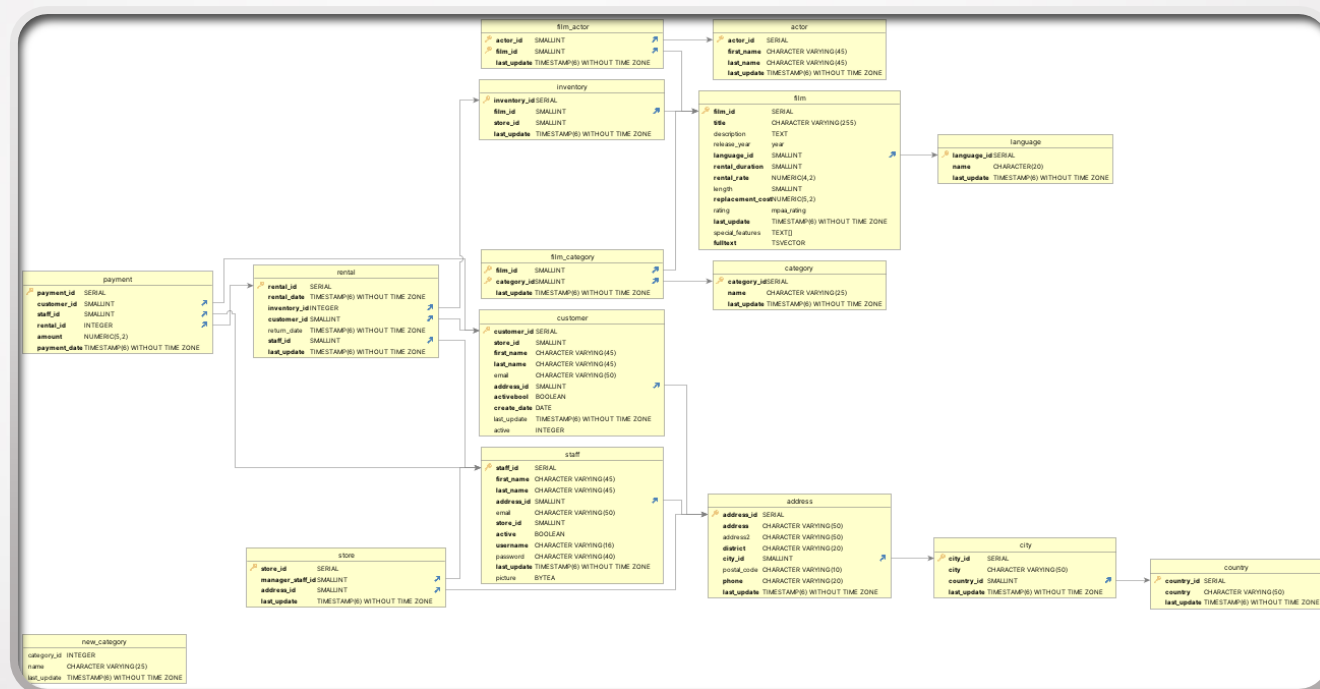
Key Questions

- What are the key movie characteristics that drive sales? Genre? Movie length? etc
- Which markets are the high value customers located in?

Database Querying

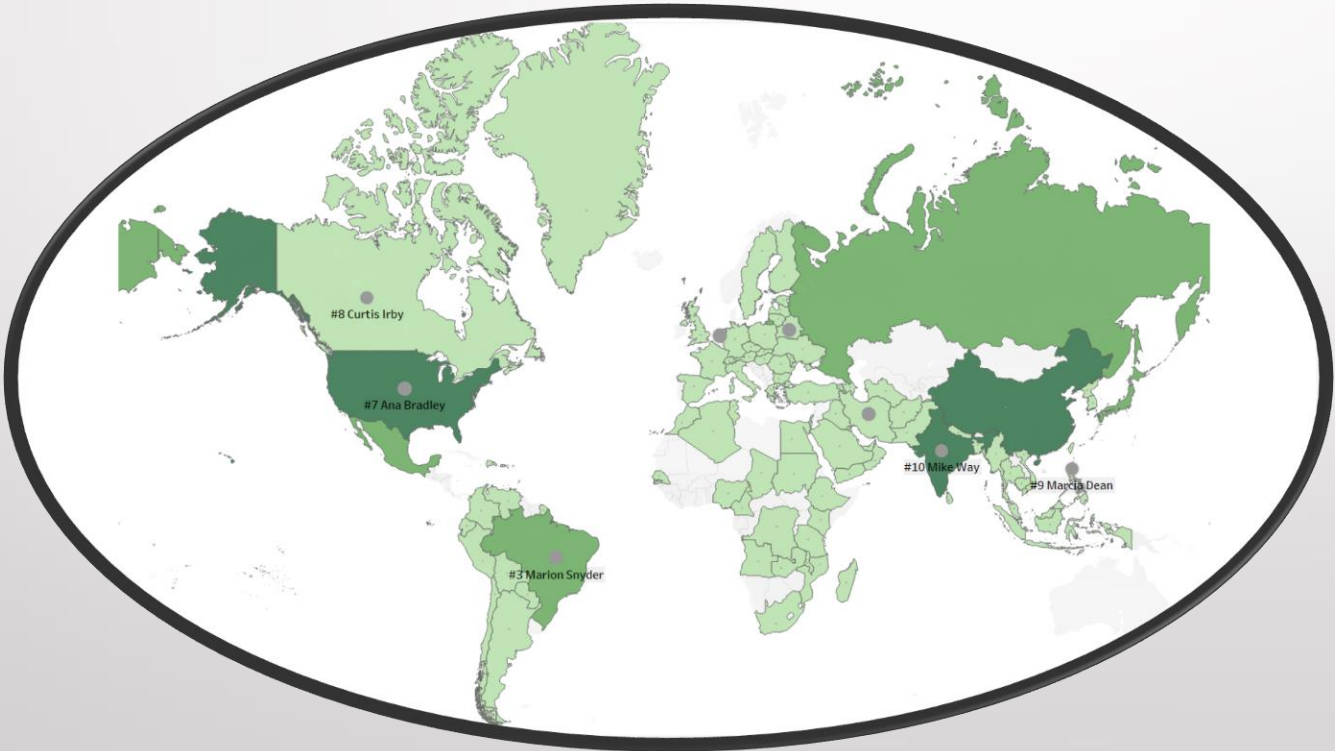
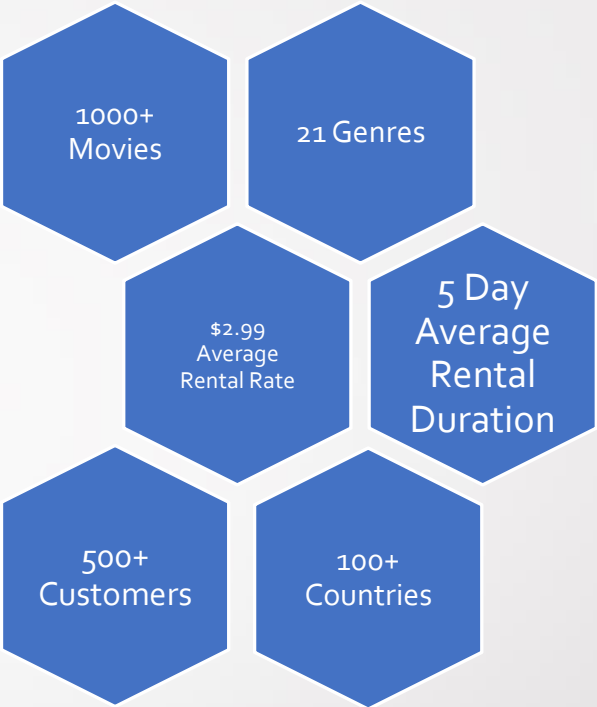
- Rockbuster Stealth's data is stored in a relational database of 16+ tables

- Extracting insights from the data involves efficiently querying the database using SQL



Descriptive Analysis

Sales at Rockbuster have been steadily decreasing therefore leadership has made the decision to pivot the business towards streaming as a service

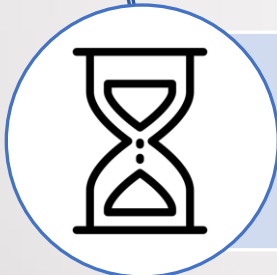


Insights & Recommendations



Capitalize On Customer Preference

Rockbuster users enjoy a wide variety of genres.
Continue to invest in high performing genres while providing a diverse portfolio



Understanding Consumer Behavior

Optimize policy around consumer behavior
Consider promotions and specials around the average rental duration of 5 days



Expanding The Customer Base

Target marketing campaigns towards high-value markets, ie countries with high average customer value and low number of customers (China/India)



Pig E. Bank

Customer Risk Analysis



Background

Pig E. Bank is a fictitious global banking institution built to provide excellent and secure financial services



Objectives

Provide detailed analysis of Pig E. Bank's customers to improve customer retention and reduce security risks



Key Skills

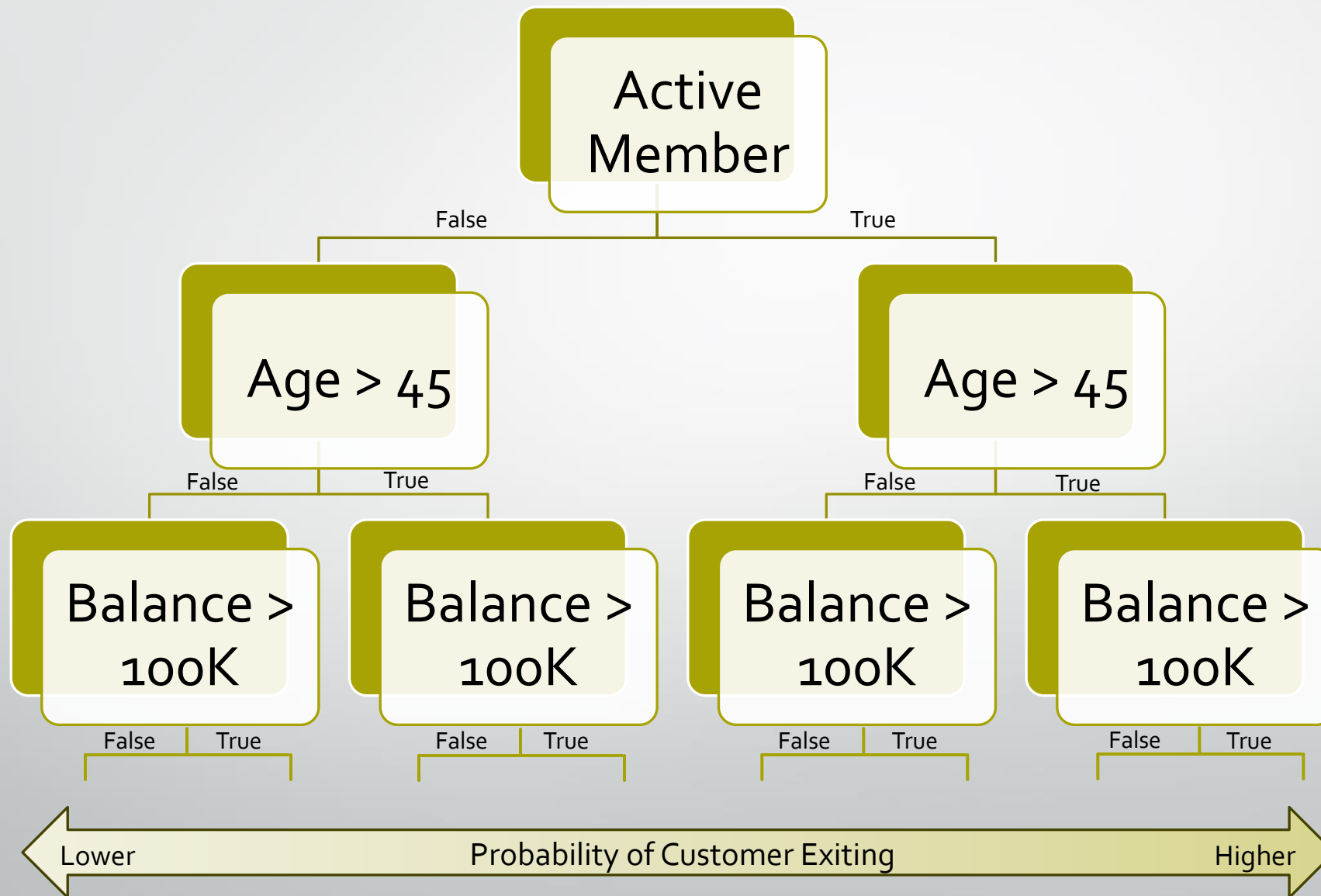
- Python – Pandas, Scikit-learn
- Machine Learning – decision tree algorithm & predictive analysis
- Time series forecasting



Key Questions

- What customer characteristics leads churn?
- How can we use predictive analysis to drive better decision-making?

Analysis – Decision Tree



Insights & Recommendations

Inactive Customers

- Customers with a low balance is more likely to close their account
- Incentivize customer activity through promotions

Age

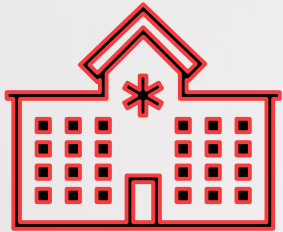
- Middle-aged customers are more likely to close their account
- Tailor customer care and products that this age group is more likely to engage in such as retirement planning

Product Portfolio

- Customers with only one financial product is more likely to close their account
- Ensure that new customers are fully aware of the bank's vast service offerings

Credit Score

- Customers with lower credit scores are more likely to close their account
- Identify early signs for customers with degrading credit scores



Preparing for Influenza Season



Background

In 2017, 45,000 people in the US have died from the flu and that number has been trending upwards. A medical staffing agency is preparing for the incoming influenza season



Objectives

The medical staffing agency would like data driven analysis on where and when to allocate their medical staff resources



Key Skills

- Tableau – Visualization & Storytelling with Dashboards
- Statistical Hypothesis Testing
- Correlation Analysis
- Forecasting

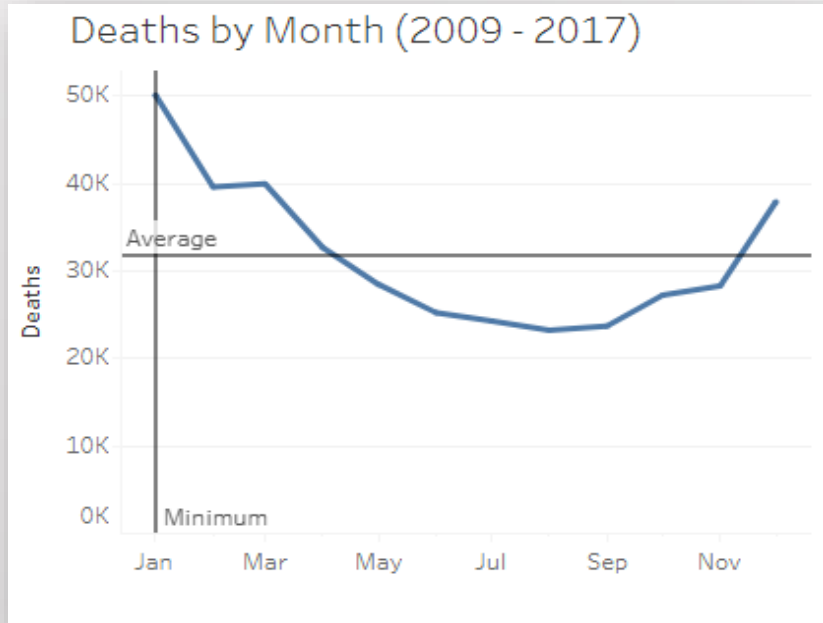


Key Questions

- What affects influenza season?
- What are the key demographics or vulnerable populations that may affect the influenza mortality rate more than others?



Identifying Key Contributors



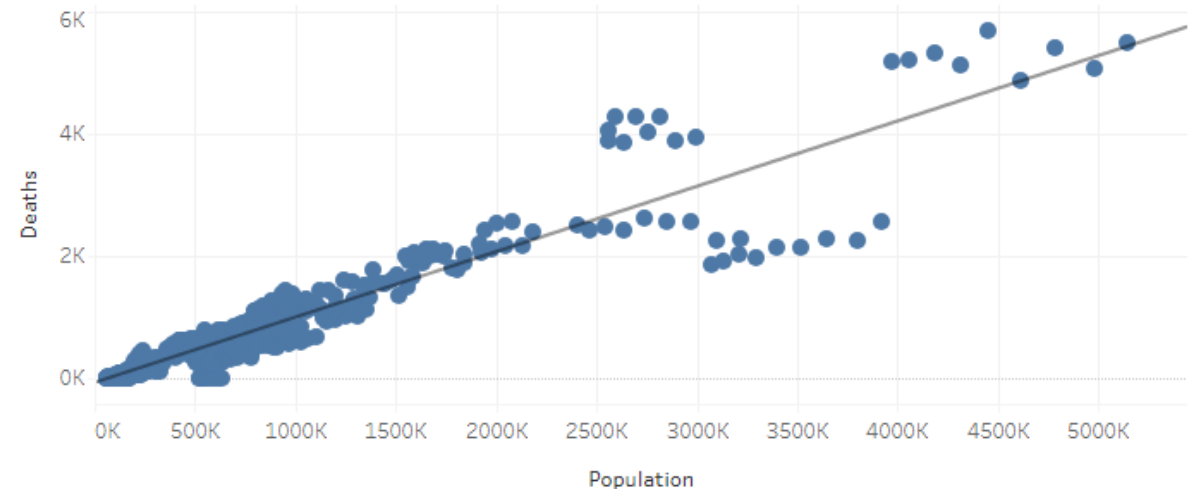
Age

- There is a strong positive correlation between age and influenza fatality rate
- States with a greater population, especially those with a greater relative elderly population would require more resources

Seasonality

- There is a strong negative correlation between temperature and influenza fatality rate
- States with a lower average temperature would require more resources

Correlation Between Population & Death - 65+ years



Insights & Recommendations



Population size

States with the most population should receive a proportional amount of resources



Age

States with a higher aging population should receive extra resources



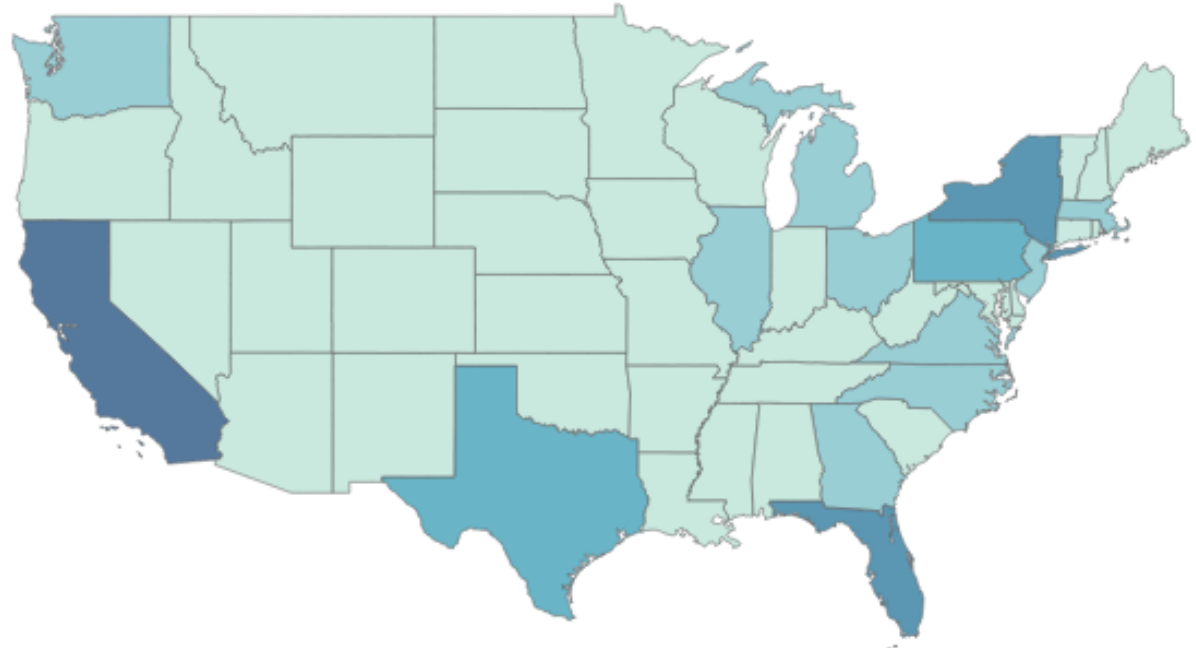
Temperature

States with a lower than average daily temperature should receive extra resources



Seasonality

The winter season should be the period of the year where the agency should look to increase recruiting



Weighted Allocation

0.2%



10.5%





GameCo Budget Analysis



Background

The video game customer base has shifted over the past decade. GameCo is looking make strategic business decisions that would recapture market share in a shrinking industry



Objectives

Analyze historical video game sales to understand the current customer behavior



Key Skills

- Excel
- Visualizing Results
- Descriptive Analysis



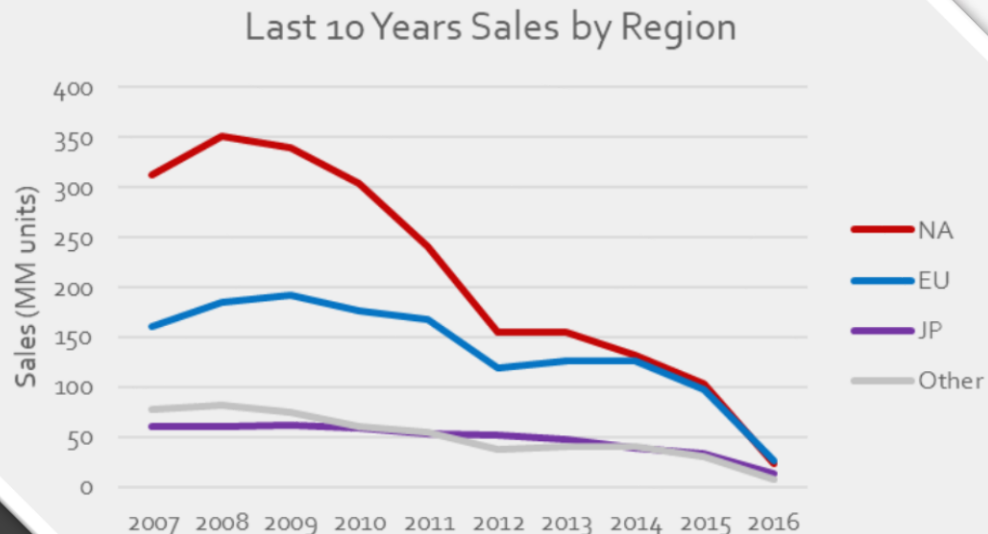
Key Questions

- What makes a popular video game? Genre? Platform? etc
- How can GameCo leverage its data to make better informed business decisions?

Analysis and Key Insights

Regional Allocation

- All regions have seen a decline in boxed video games over the last 10 years
- The NA region suffered the most severe decline



Platform Market

- The platform video games are enjoyed on shift depending on what is the current generation console
- The Playstation and Xbox continue to be the most dominant platforms

Sales (MM)		Year									
System	Platform	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015
Nintendo	3DS						125	102	112	86	54
Nintendo	DS	242	298	295	244	176	56	23	4	0	
Nintendo	GBA	11	7								
Nintendo	GC	23	1								
Nintendo	Wii	276	310	348	421	263	125	46	19	9	3
Nintendo	WiiU							36	44	45	33
Other	DC		0								7
Other	N/A	0	0	0	0	1					0
PC	PC	6	19	25	34	49	70	47	26	27	16
Sony	PS2	207	152	108	53	11	1				
Sony	PS3	42	148	239	265	289	319	219	235	102	36
Sony	PS4								50	198	230
Sony	PSP	112	95	69	76	70	36	15	6	0	0
Sony	PSV						10	37	25	29	14
Microsoft	X360	104	192	271	242	342	290	202	179	73	26
Microsoft	XB	20	1	0							
Microsoft	XOne								37	105	115

Analysis and Key Insights

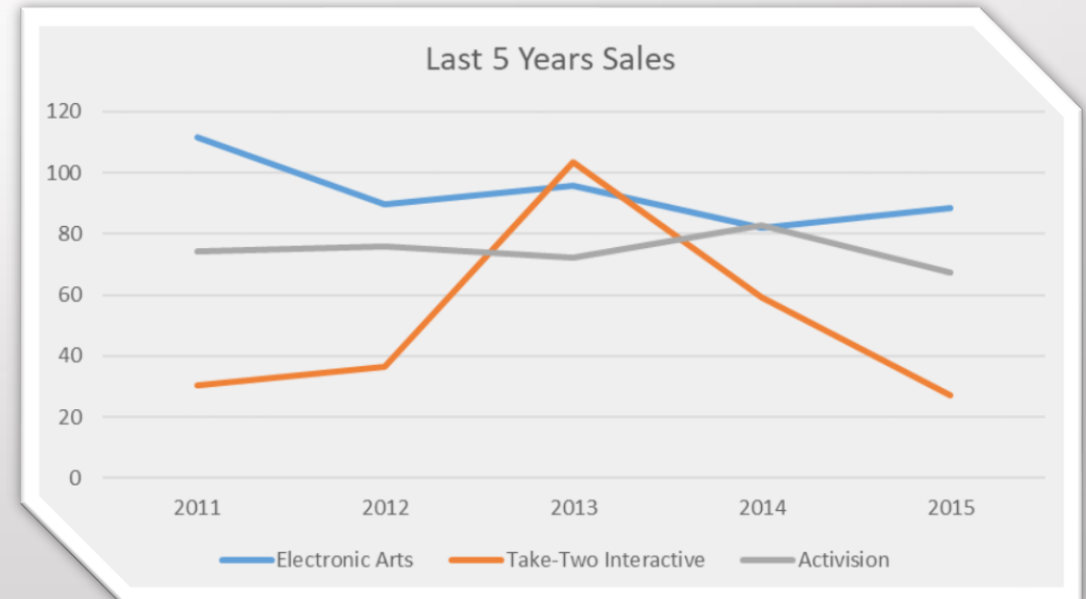
Focusing on Key Genres

- Action games have a huge volume of customers (28.1% share)
- Shooter games sell more per game on average (1.36 mil vs 0.80 market avg) leading to a potentially undersaturated market
- Role-Playing games are only one of two genres who has seen 3 years of continuous year over year growth

Competition Analysis

- Electronic Art dominates the Sports genre, therefore not a recommended genre to pursue
- Take-Two Interactive and Activision are both on the decline in recent years for any competing titles GameCo considers creating

Genre	Last 10 Year Sales	Avg Sales per Game	Sales versus Prior Year
Action	749.8	0.59	
Adventure	61.5	0.12	
Fighting	123.3	0.46	
Misc	194.0	0.44	
N/A	0.2	0.20	
Platform	67.3	0.57	
Puzzle	3.0	0.10	
Racing	173.9	0.61	
Role-Playing	235.7	0.46	
Shooter	594.0	1.36	
Simulation	32.5	0.31	
Sports	405.1	0.60	
Strategy	25.4	0.20	
Grand Total	2,665.5	0.56	



Key Takeaways

The boxed video game industry is on a decline over the past 10 years. In order to maintain and increase market share against the competition, GameCo. should take initiative of the following:

- Shift marketing resources from NA to EU
- Develop games on current/new generation of platforms, ie. PS4/Xone
- Focus efforts on critical genres, ie. Action, Shooter, Role-Playing