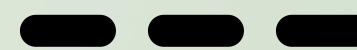


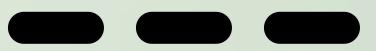
DATA ANALYST



# EXECL PORTFOLIO

By JOSHUA GBADEBOWALE





JOSHUA GBADEBOWALE

# ABOUT

As a data analyst, I have a strong background in data cleaning, transformation, and validation using various data Analysis tools. For this portfolio, I will be focusing on Microsoft Excel showcasing some Excel Dashboards.



# PERSONAL SKILLS

## EXCEL SKILLS

Excel Skills Included: Data Cleaning, Data formatting , Data Consolidation, Data Extraction, Data Analysis, Pivot Table, XLOOKUP, VLOOKUP, HLOOKUP, INDEX and MATCH, Data validation, Data visualization, Interactive Dashboards, Data Protection. E.t.c

## OTHER TOOLS

SQL, Tableau, Power BI, Python





# PROJECT PORTFOLIO

Showcasing interactive dashboards with user-friendly features used to gain insights of clients data, to help drive decision making.

- **Project 1**  
SALES PERFORMANCE DASHBOARD
- **Project 2**  
CUSTOMER ANALYSIS
- **Project 3**  
PRODUCT ANALYSIS
- **Project 4**  
EXPENSE ANALYSIS
- **Project 5**  
MARKET ANALYSIS



# SALES PERFORMANCE ANALYSIS

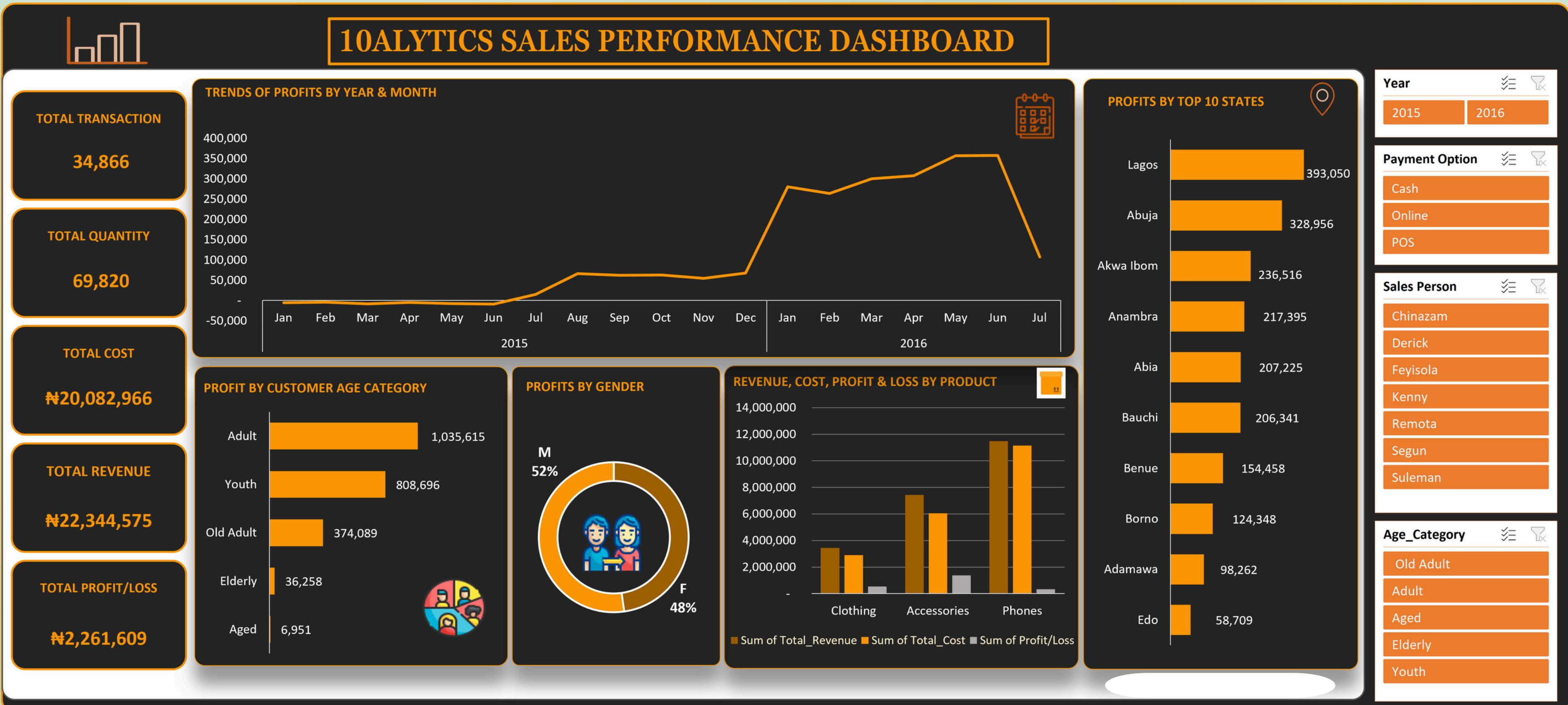
## ABOUT

The company seeks to obtain a comprehensive analysis of its sales performance across a defined period to gain valuable insights into customer preferences, product sales, and geographic locations.



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# SALES PERFORMANCE ANALYSIS



# CUSTOMER ANALYSIS

## ABOUT

The company seeks to determine its monthly revenue and identify any underage customers, while also analyzing the mode of transaction and customer loyalty.



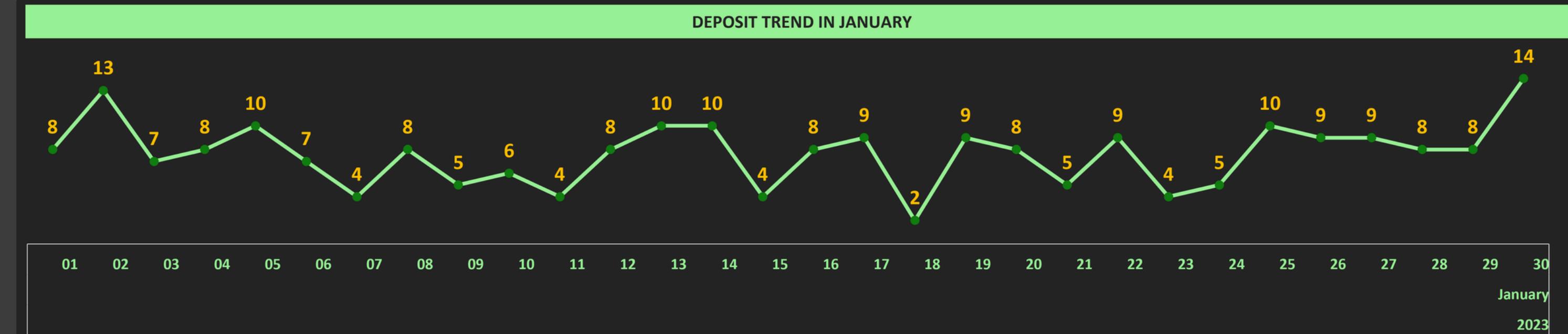
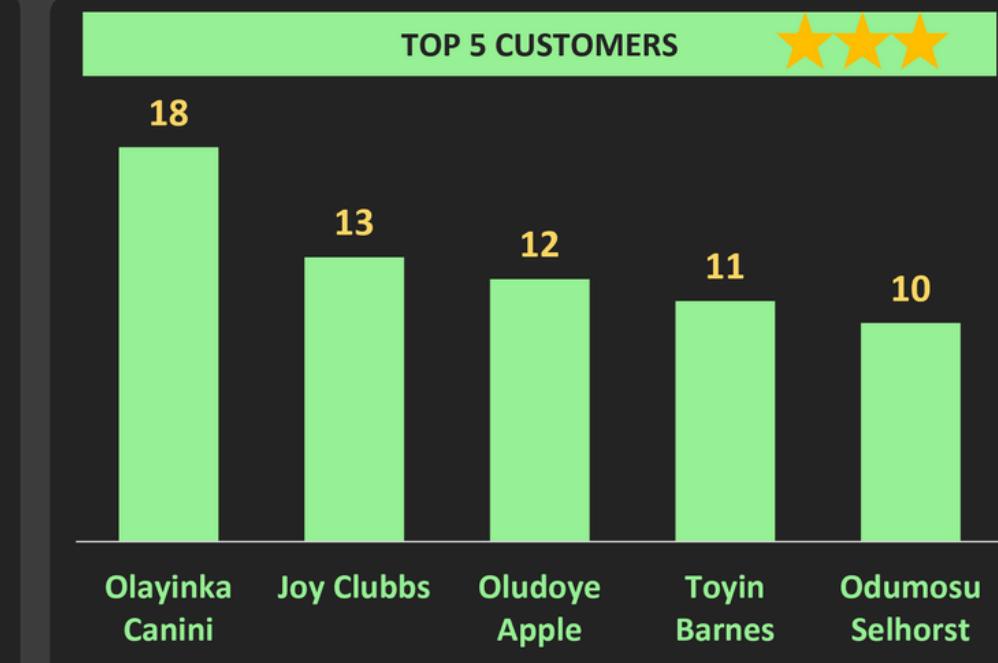
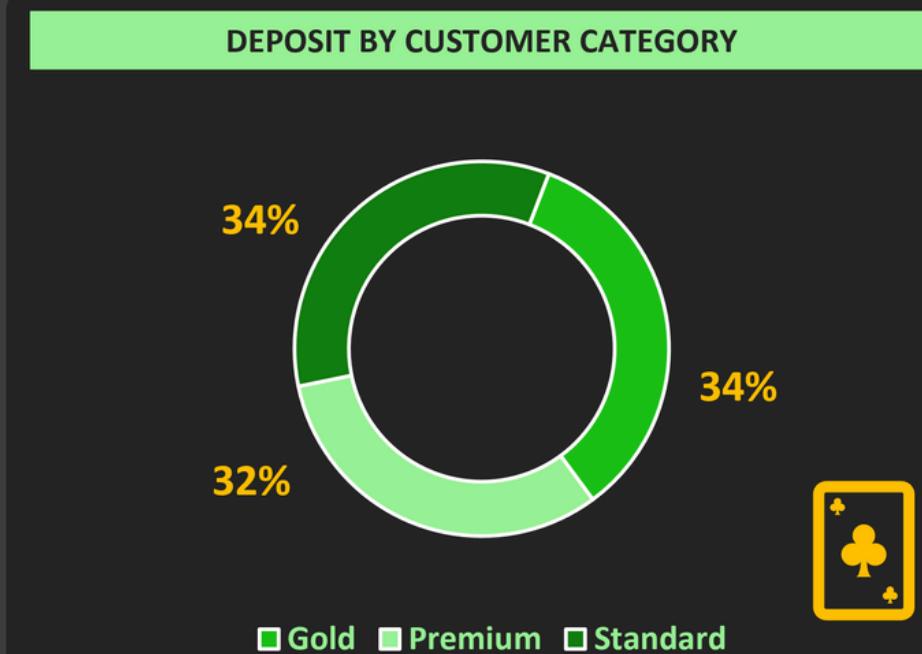
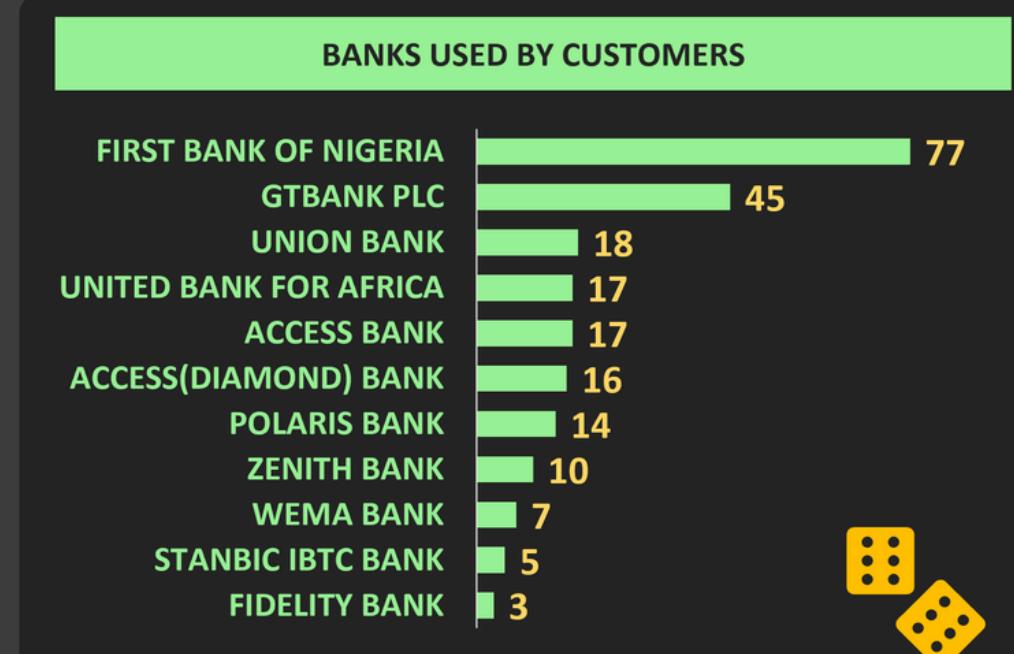
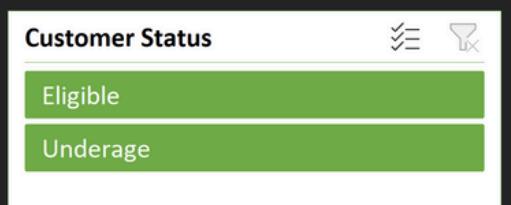
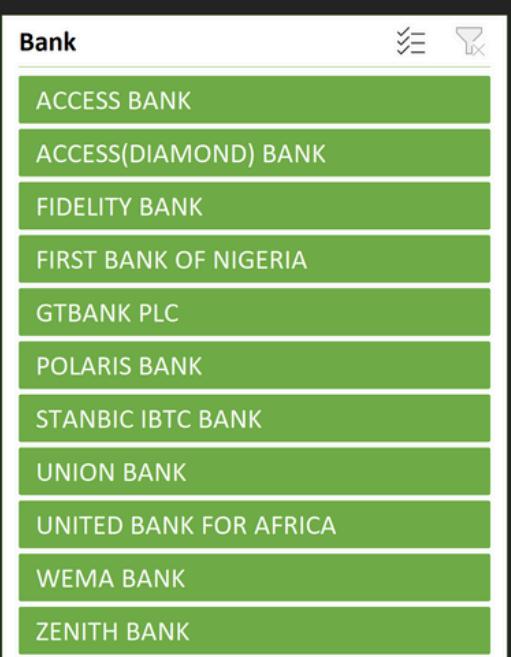
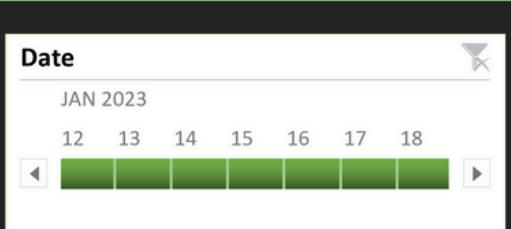
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# CUSTOMER ANALYSIS



## BETTING COMPANY ANALYSIS

This Dashboard represents the analysis of a case study betting company showcasing key metrics throughout the month of January



# SALES PRODUCT ANALYSIS

## ABOUT

In this case study a leading fintech company in Europe, have tasked her with analyzing a sales dataset that includes customer, product, and location details for one of the company's Stakeholders. Her primary responsibility is to provide insights and help the Stakeholders gain a deeper understanding of their data by answering some key questions.



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# PRODUCT ANALYSIS

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## MONEYSE FINTECH COMPANY



**\$9,826,183**

TOTAL REVENUE

**\$6,959**

AVERAGE REVENUE

**1430**

UNITS SOLD

**286**

PRODUCTS

**9**

SEGMENTS

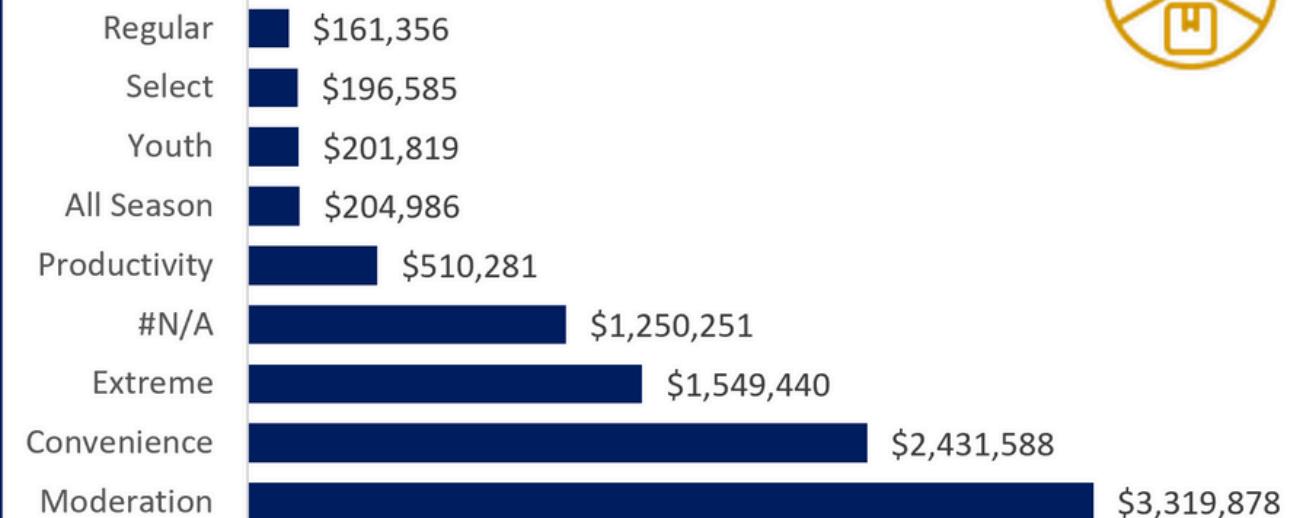
How many units of **Maximus UM-43** products were sold?

**48**

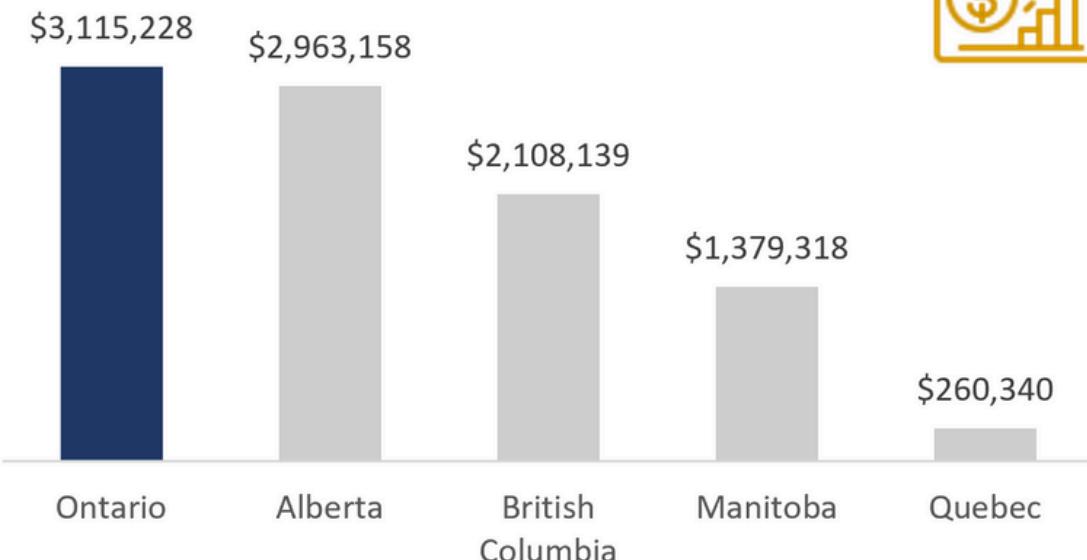
How many product names appear as **#N/As** after consolidating product and sales sheet?

**140**

What Product segment has the least revenue?



What state has the highest revenue?



The product segment that has the least revenue is the **Regular Segment** which has a total revenue of **\$161,356**.

In a total of 5 states **Ontario** has the **Highest Revenue** of **\$3,115,228** which makes up of **32%** of the total revenue followed by **Alberta** with **30%** and **British Columbia** with **21%**.

# EXPENSE ANALYSIS

## ABOUT

This individual wishes to understand his or her own spending in this project, to see where more money is being spent and to determine how to cut or balance these costs to increase savings.



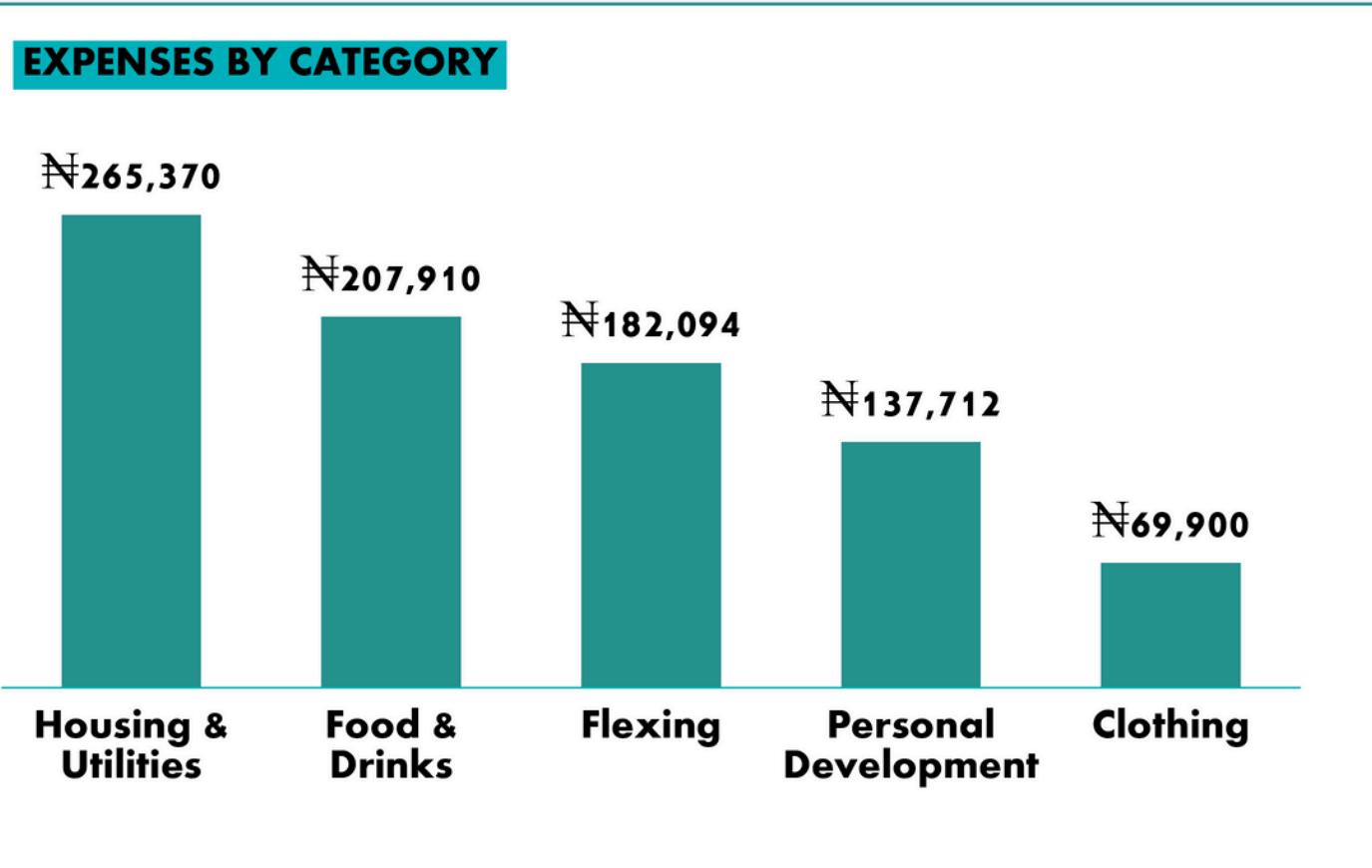
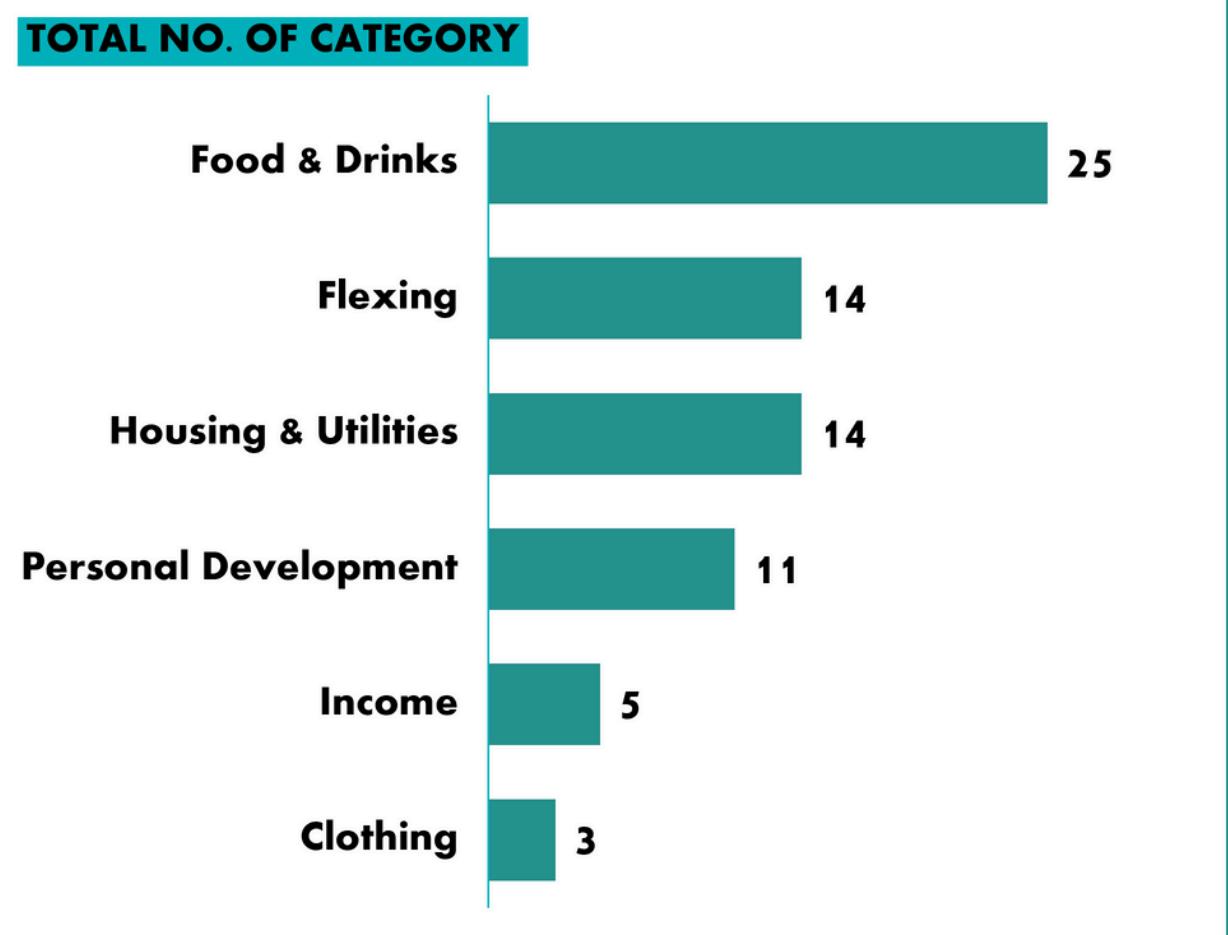
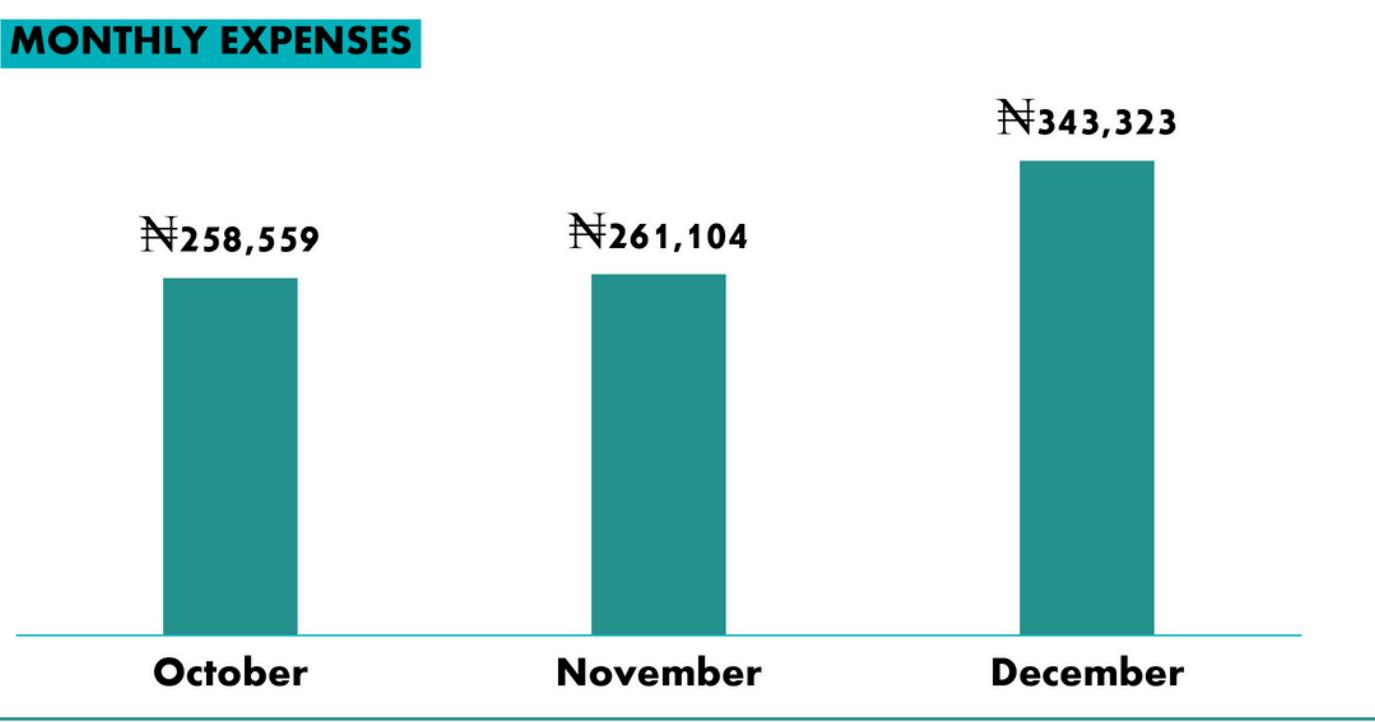
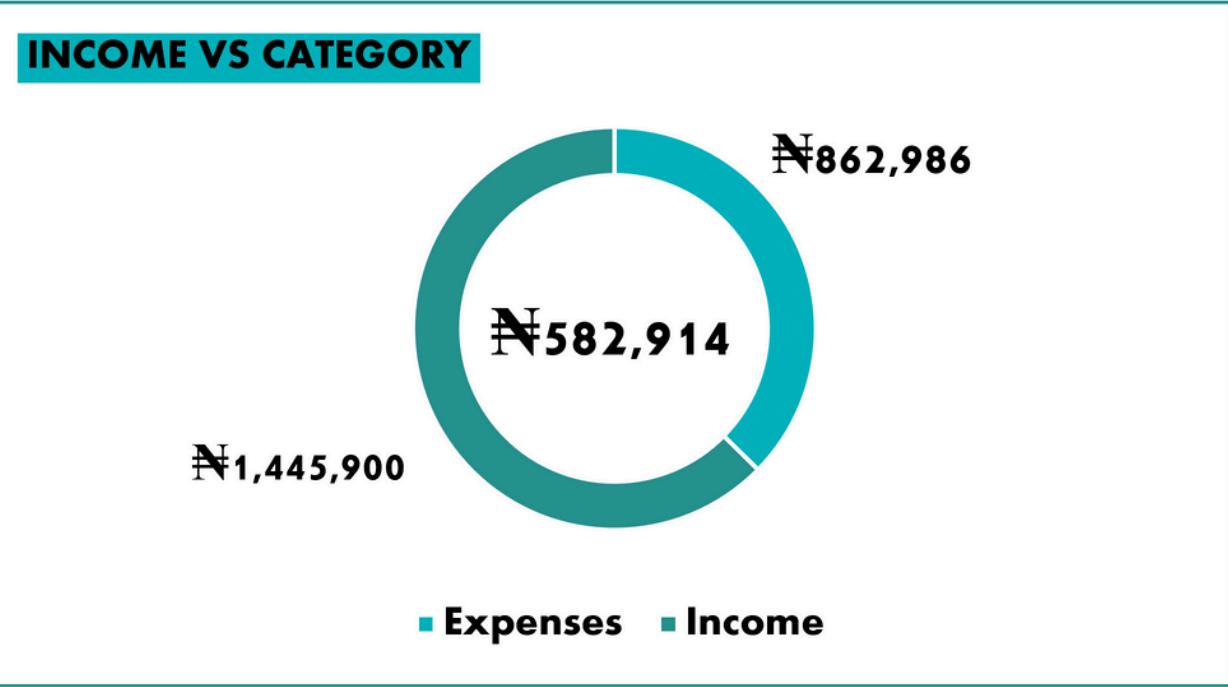
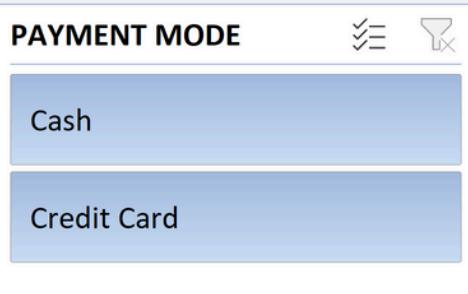
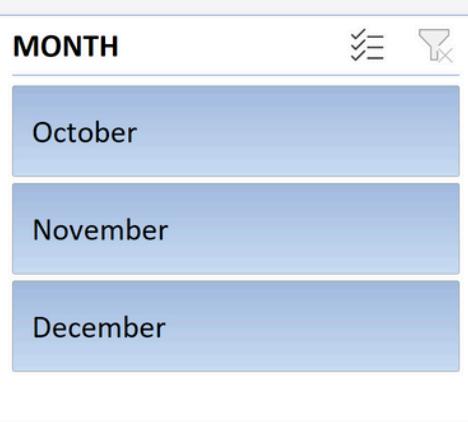
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# EXPENSE ANALYSIS

JOSHUA GBADEBOWALE

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## Q4 EXPENSES DASHBOARD



# MARKET ANALYSIS

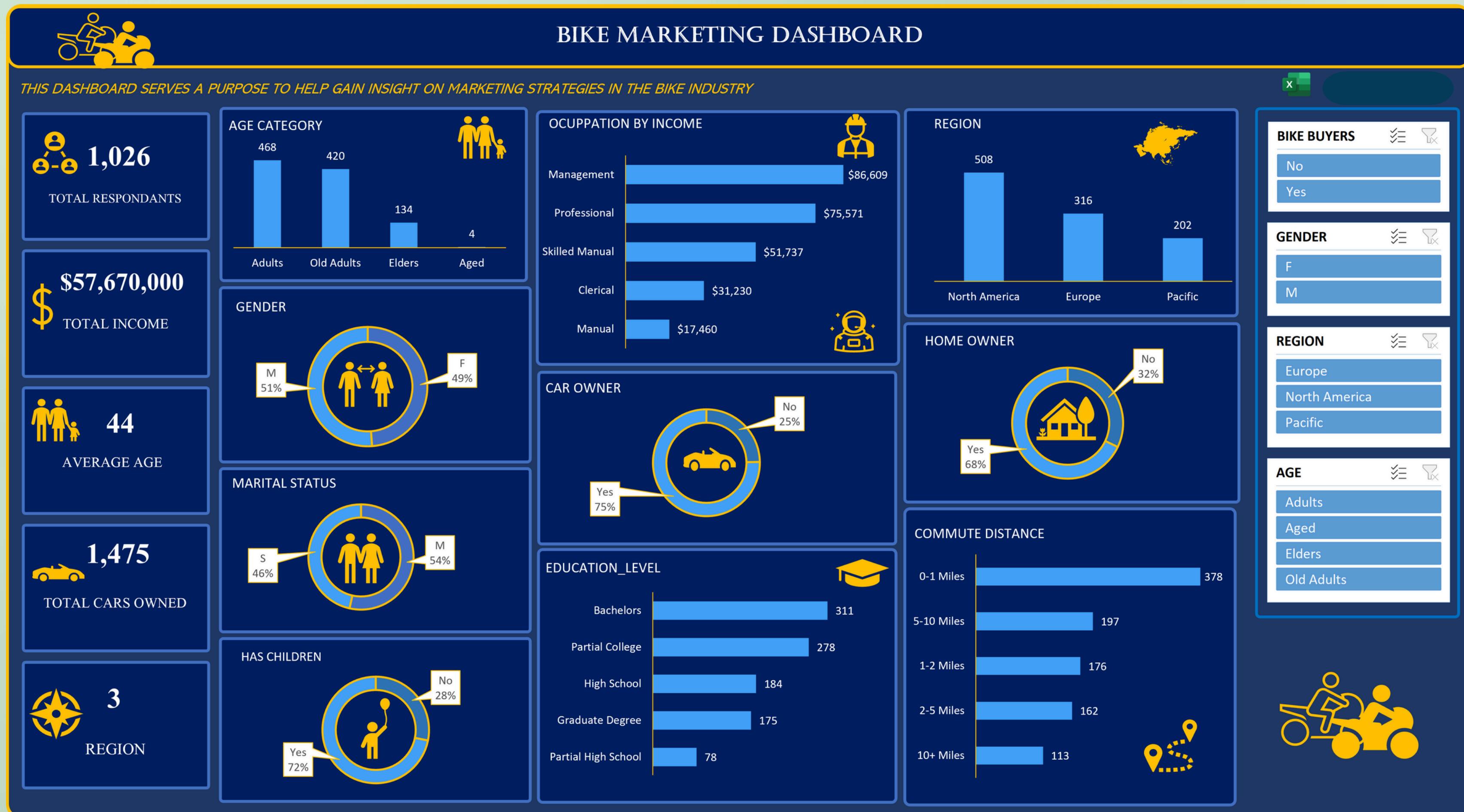
## ABOUT

For this analysis the client wants to understand what people use there products as well as some of the characteristics of this customers, in other to know what types of customers to target in there next marketing campaign. The dashboard helps them gain insight as to who these customers are and the most common traits to look out for.



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# MARKET ANALYSIS



THANK YOU  
LET'S WORK  
TOGETHER



Portfolio

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<https://github.com/Consciousgt>