

# E. Christian Cotterman

Data Analyst

Career Foundry projects overview

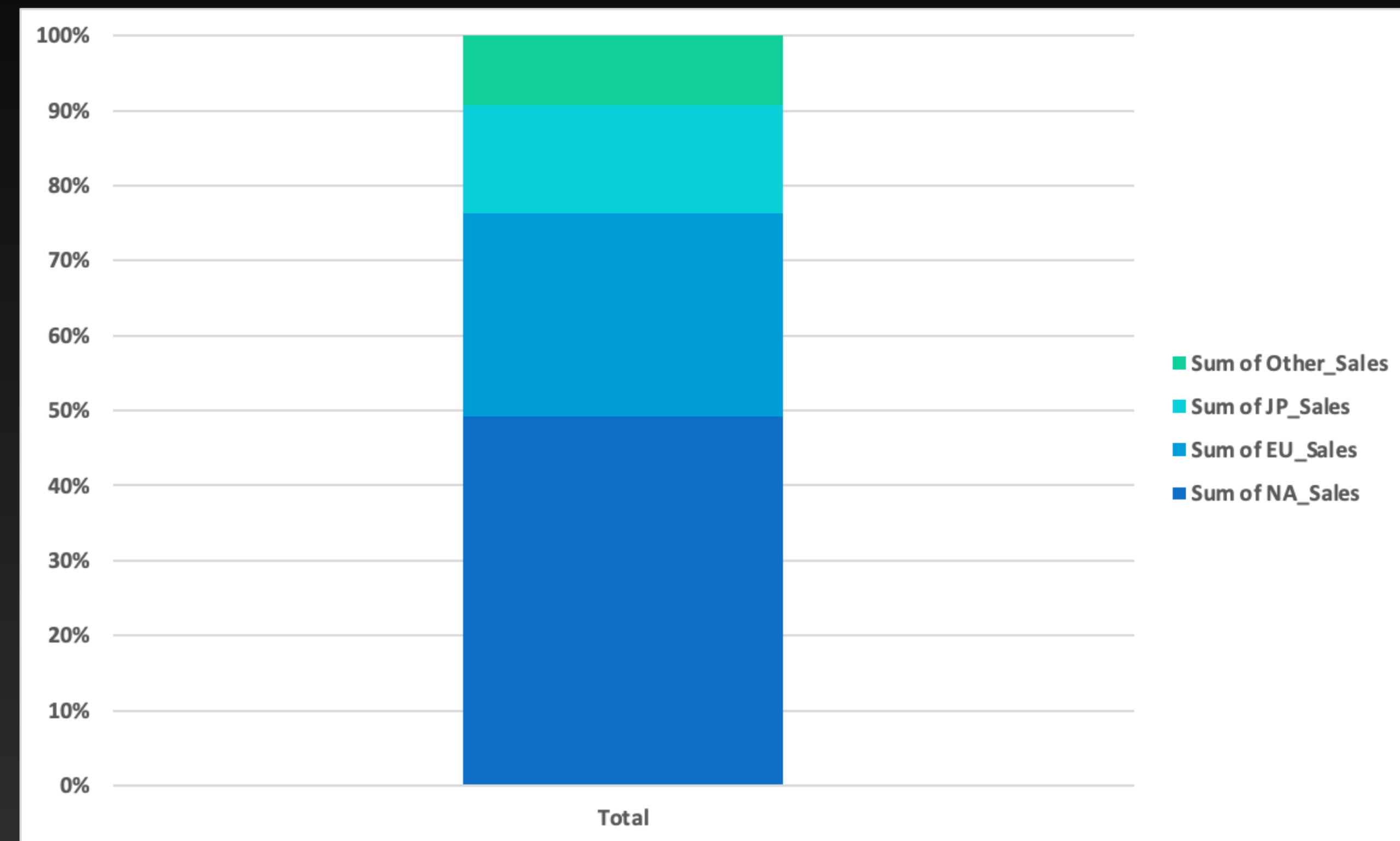
# GamesCo

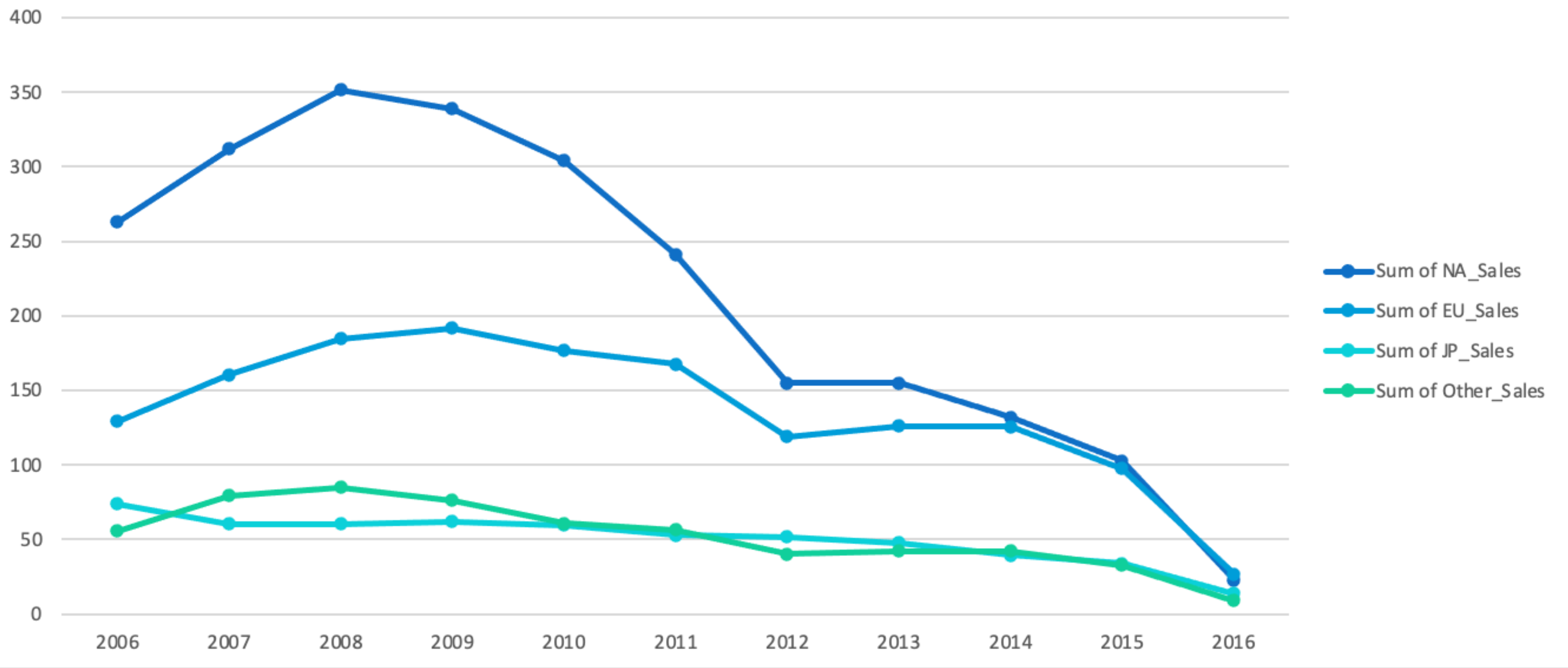
- Analyse sales both for National and International sales
- Identify top sellers in various regions
- Identify top Genres for regional sales
- Break down information into actionable results
- Excel

# International sales

NA market has the Lion's share

- NA sales comprise nearly 50% of all sales **worldwide in 2016**.
- EU sales **outpaced** sales in Japan and 'other markets' **combined**
- Data cleaned and visualised in Excel.

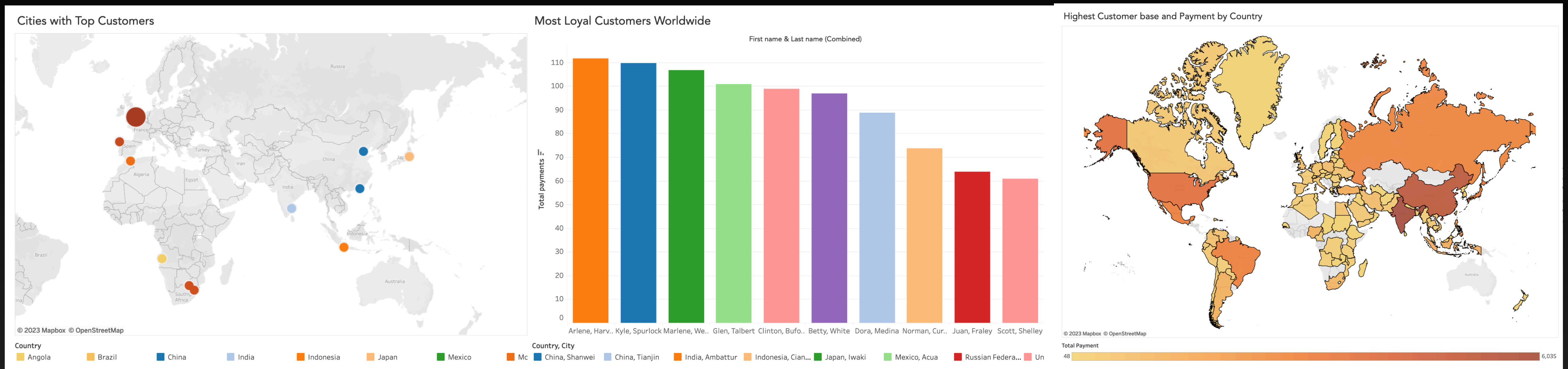




- Using data provided by GamesCo, the results showed declining sales overall.
- This will inform the forecast and planning going into 2017 and beyond.

# Rockbuster

- Research top countries
- Find top customers internationally
- Create forecast based on past sales figures
- Excel (cleaning data) SQL, Tableau



- Cleaned and organized with pgAdmin 4 (SQL); exported to .csv file for Tableau
- Visualisations created in Tableau from data supplied by Rockbuster.
- Visualisations showing location of most loyal customers, cities with top customers and countries with highest payment history.

- Research indicated slumping sales, but provided insights into markets with strong performance.

# Influenza

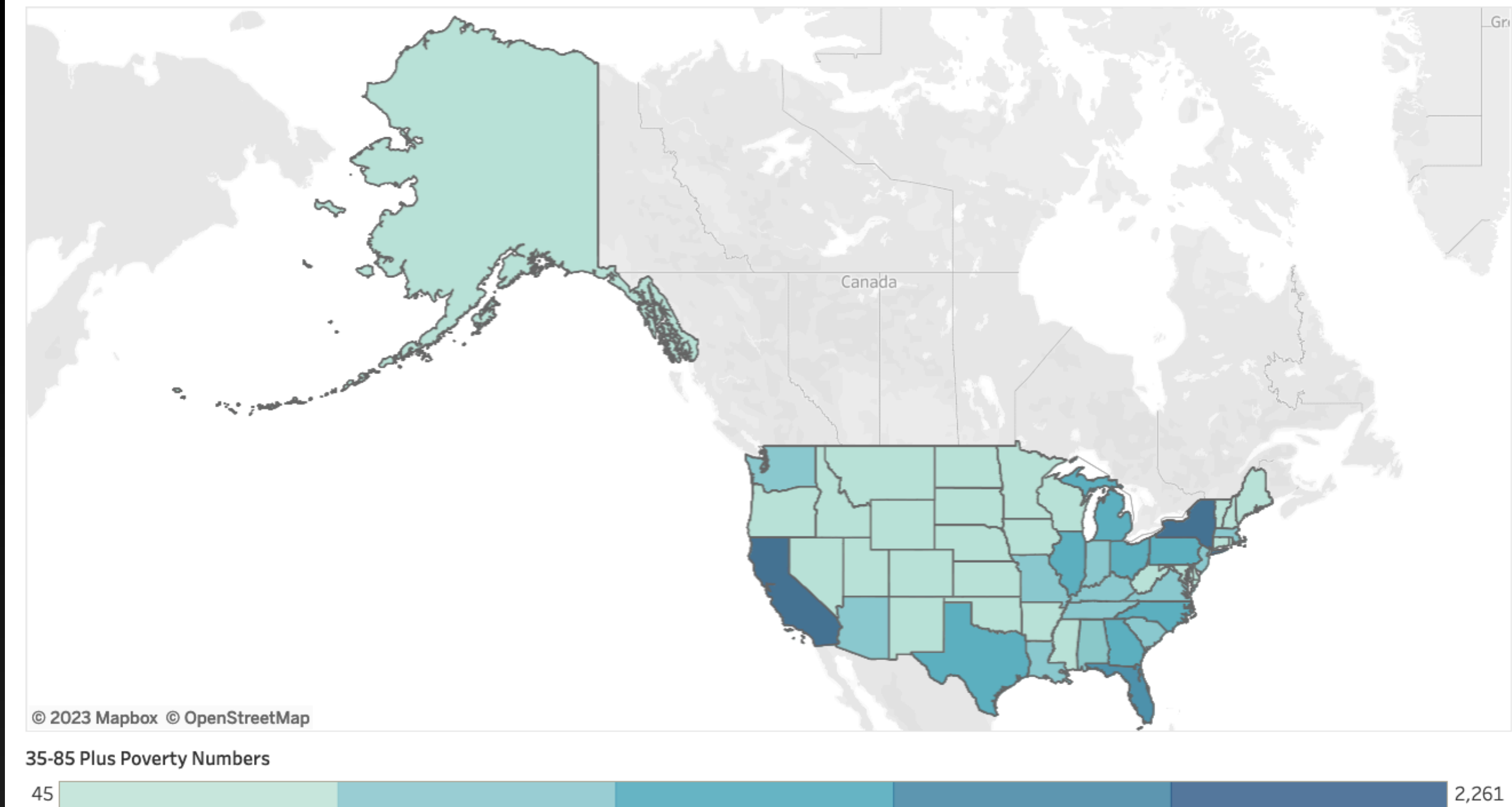
- Create hypothesis for testing
- Compare and contrast Census data with CDC information
- Locate areas of highest infection and/or deaths
- Test hypothesis and share results
- Tools: Excel, Tableau



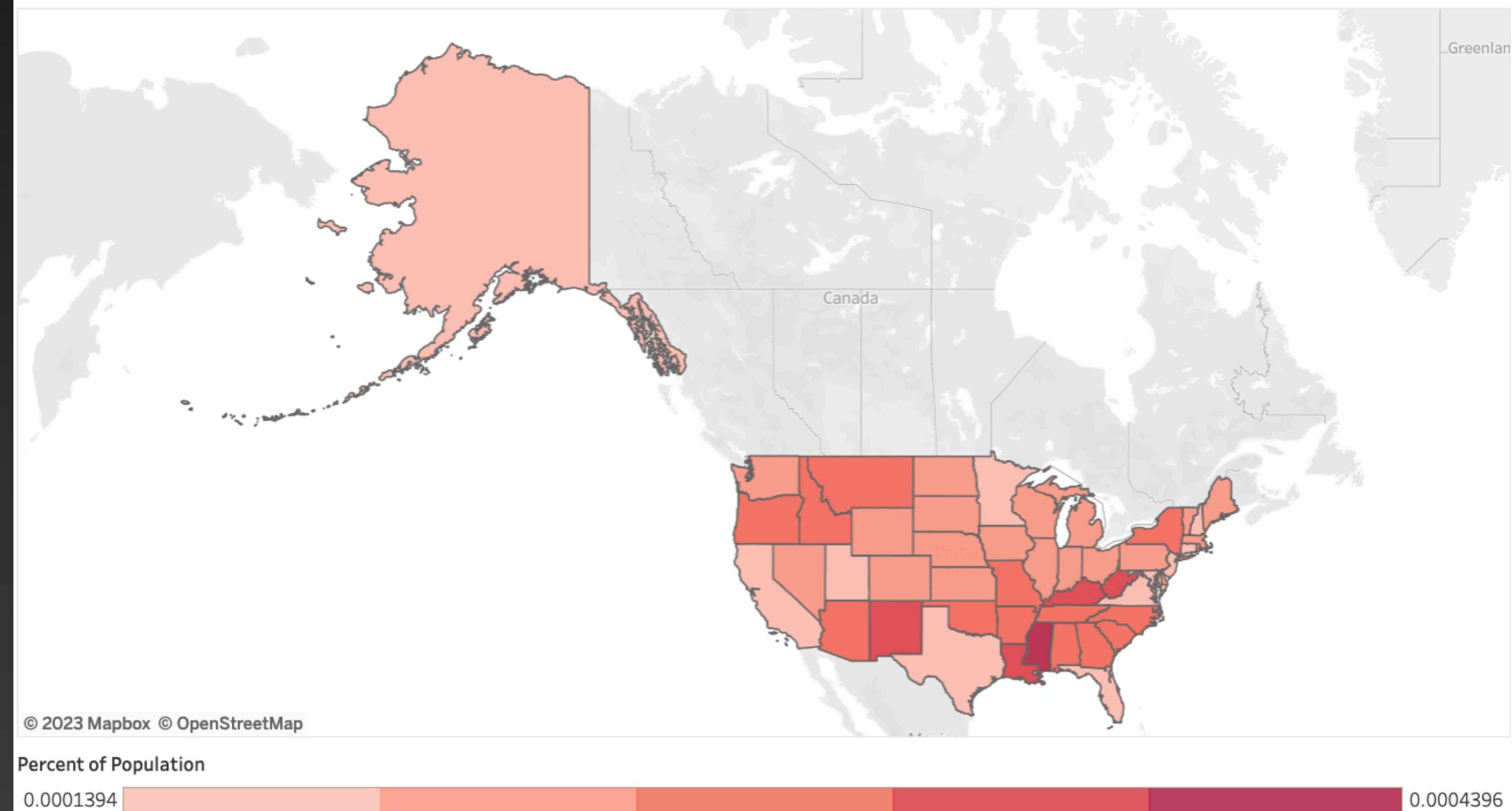
# Influenza and Poverty

- Top view show total deaths from Influenza
- Bottom view shows Death rate among poverty-stricken areas
- Preliminary data suggests poorer areas are hardest hit

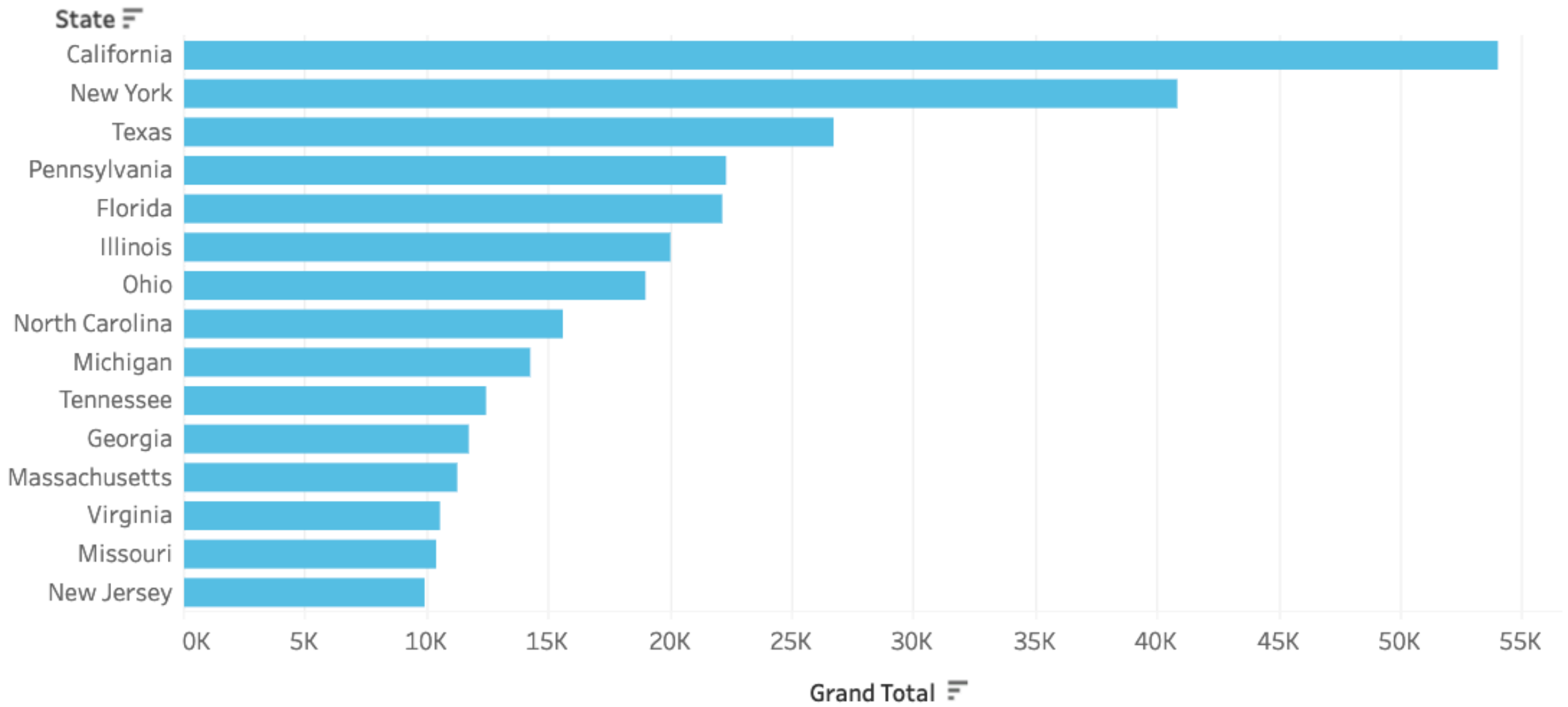
State by State analysis of Deaths from Influenza with poverty figures. (2017)



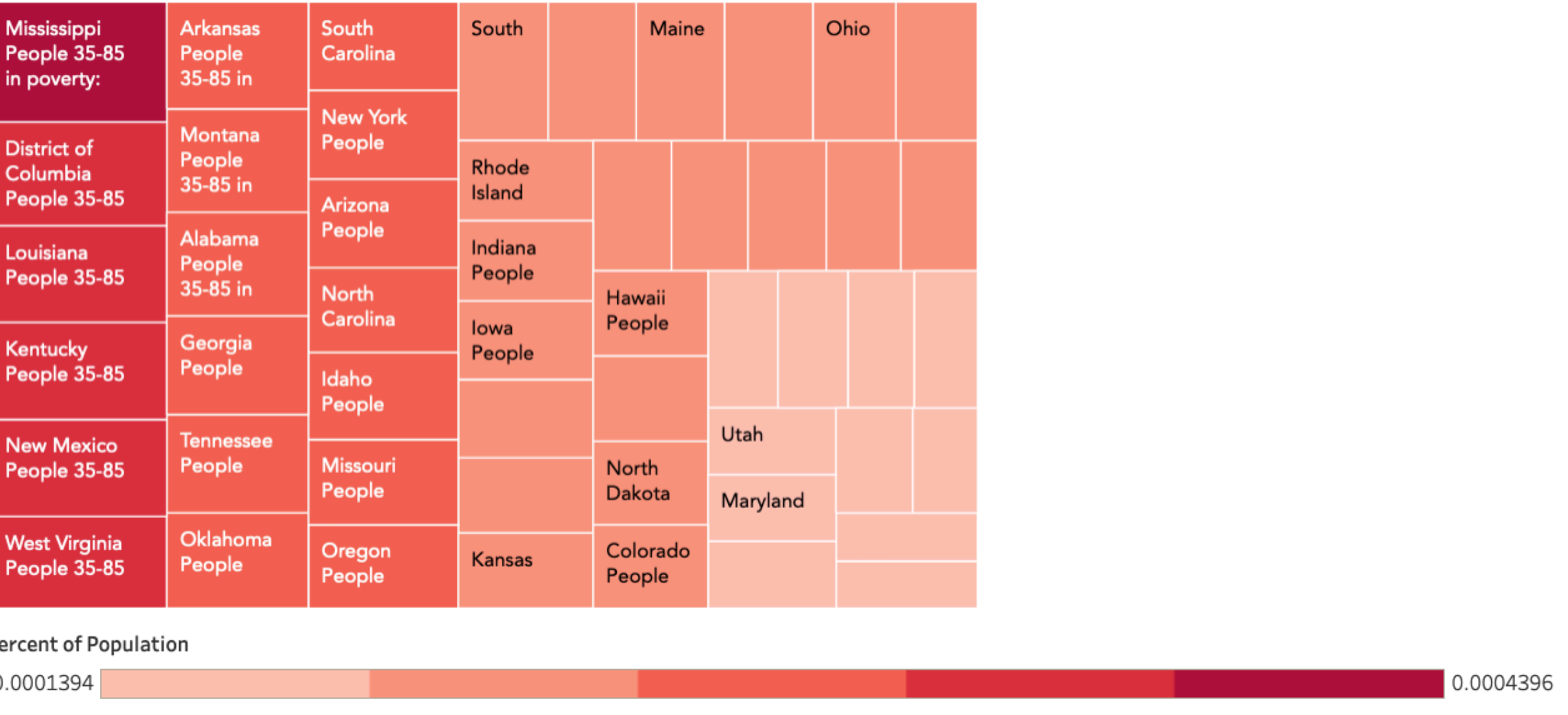
Deaths from Influenza with poverty as percentage of affected. (2017)



Grand total of deaths (2017)



Grand total of deaths (2017)

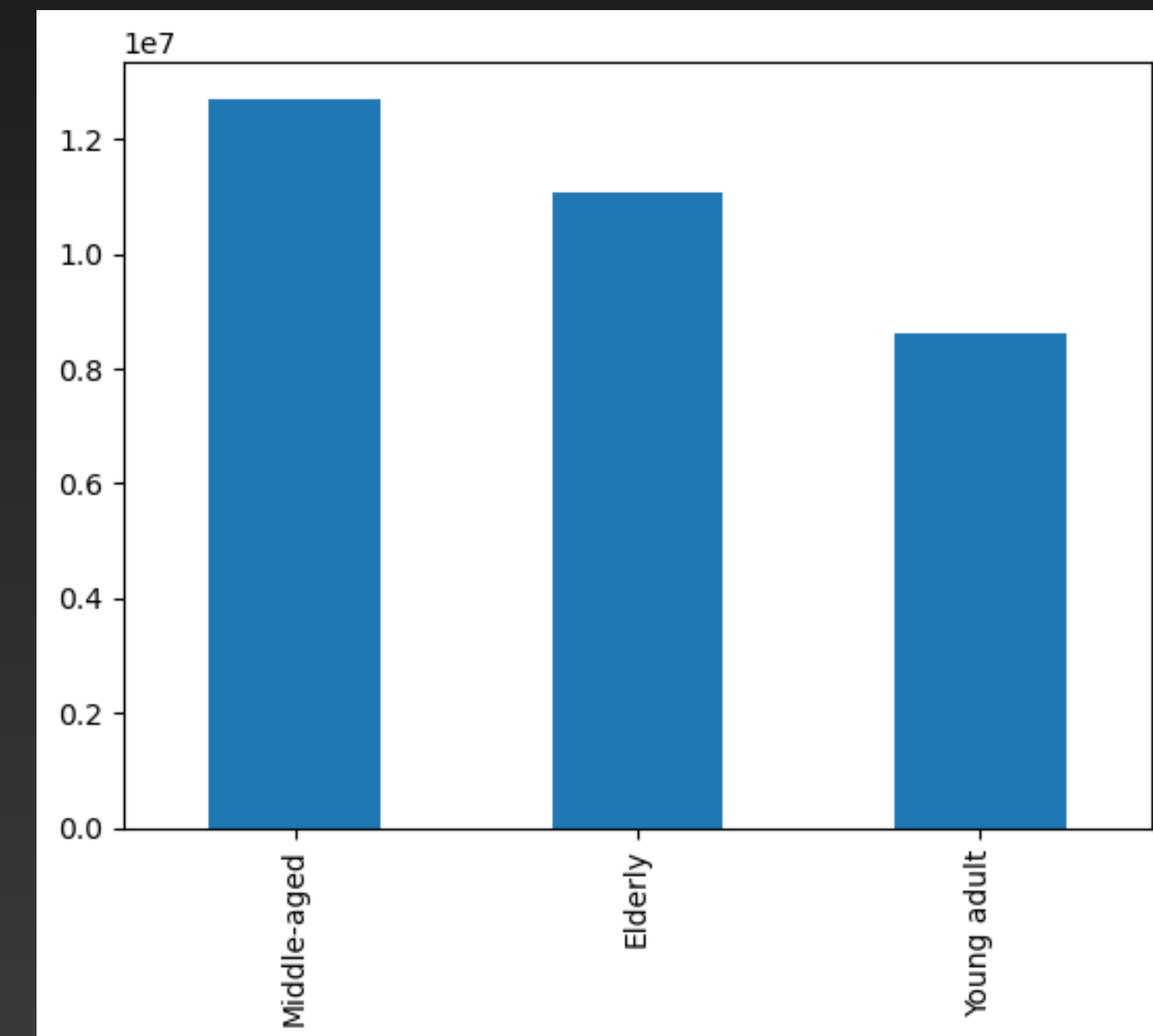
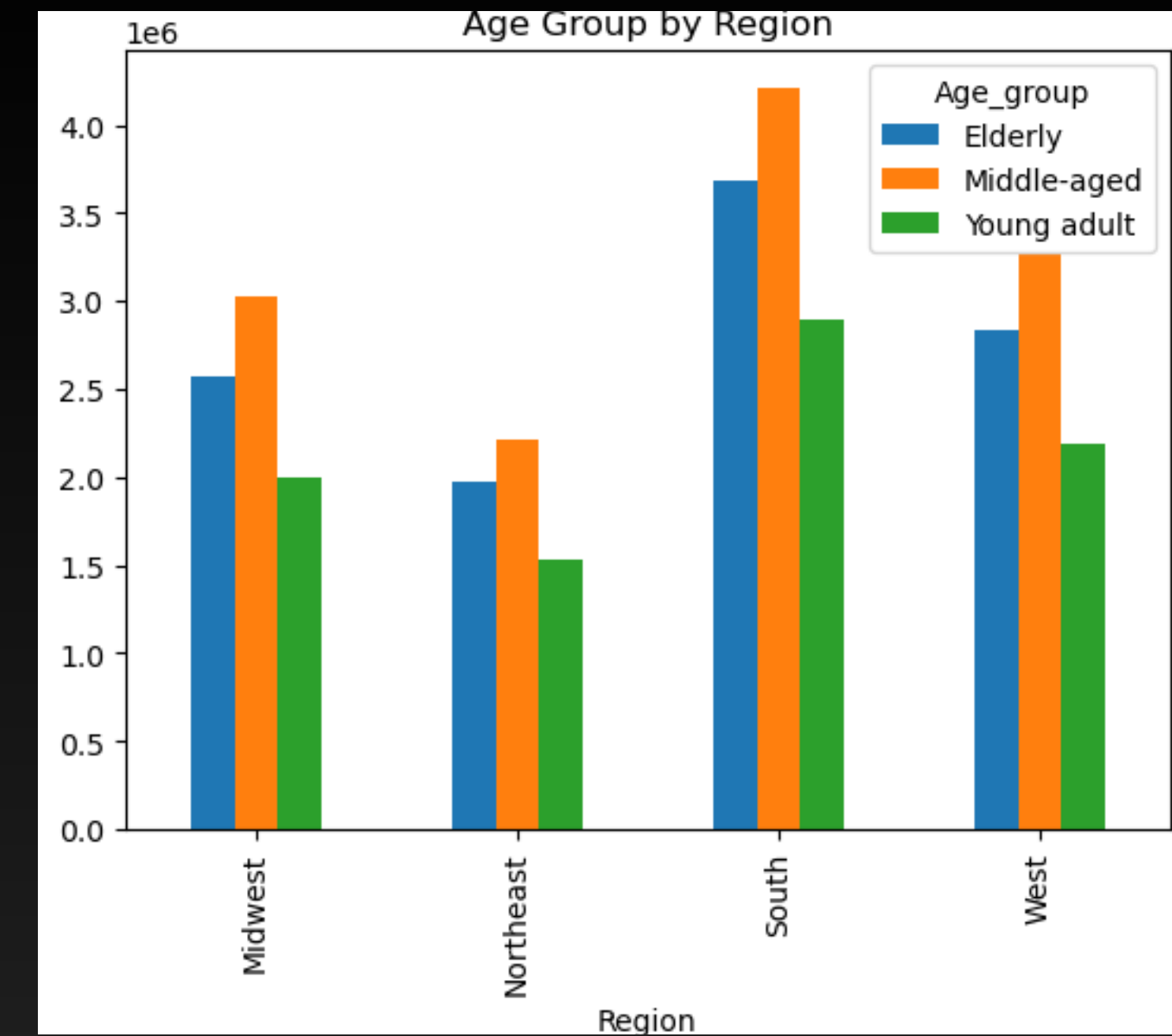
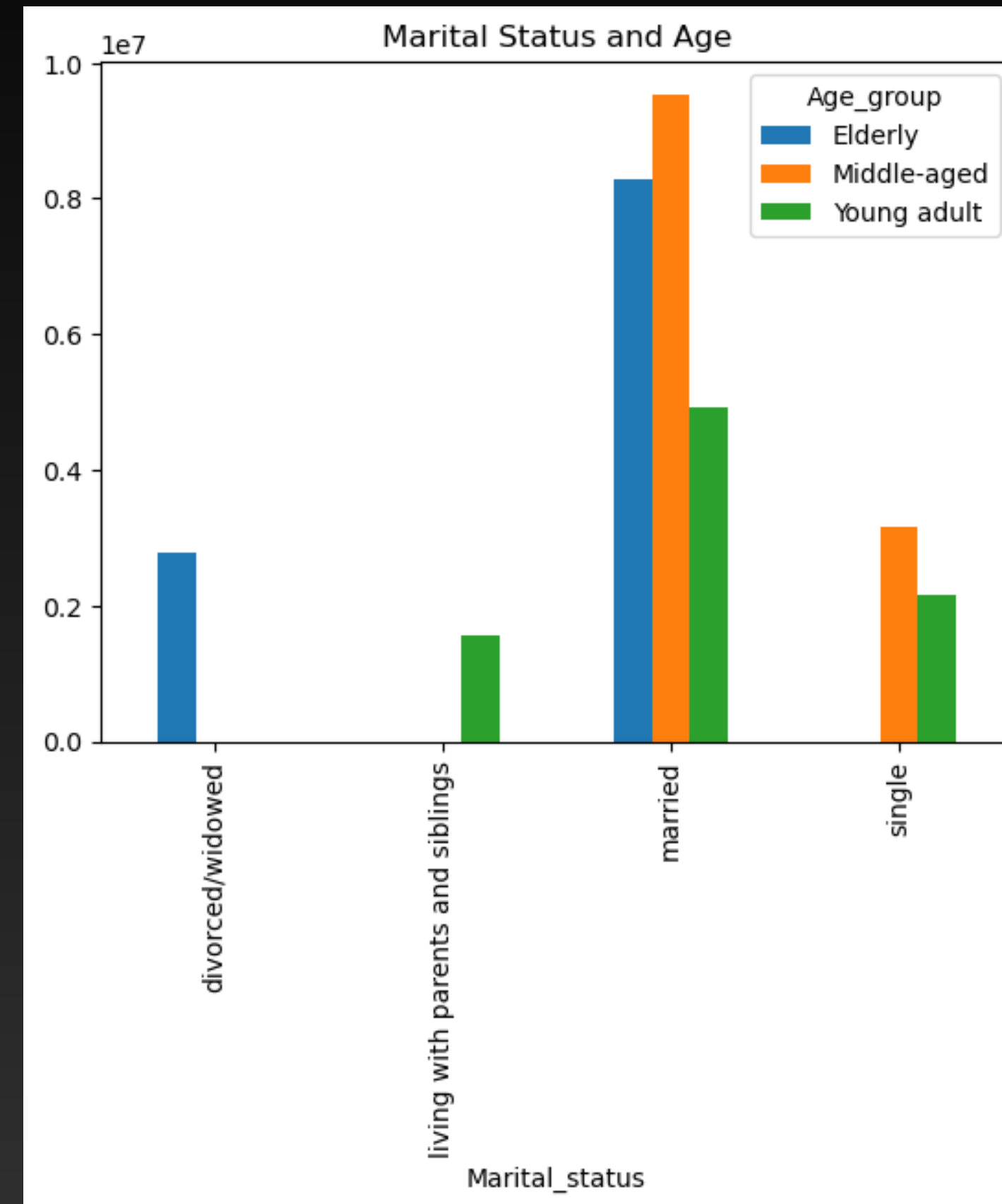


- Grand total of Deaths (Top 15 states; top image)
- Grand total of Deaths (Top 15 poverty-stricken states; bottom image)
- Data shows conflicting information about number of deaths.
- Further analysis is recommended.
- Images created in Tableau; Data cleaned in Excel.

# Instacart

- Look at regional sales
- Identify loyal customers and big-spenders
- Compare sales across regions
- Develop marketing strategy based on analysis results
- Create visuals supporting the findings
- Tools: Python

- Break down sales by region, marital status, age group
- Explore differences in buying patterns



- Data suggests Middle-aged shoppers with families are the largest spending group across all regions.
- Regional differences were highlighted and suggestions put forth re: future marketing strategies from insights gathered from the analysis.

# E. Christian Cotterman

email : [e.christian@cotterman.de](mailto:e.christian@cotterman.de)

Linkedin : <https://www.linkedin.com/in/eccotterman/>

GitHub : <https://github.com/ECCotterman>

Tableau : <https://public.tableau.com/app/profile/christian.cotterman>