DATA ANALYST PORTFOLIO

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Date: June 2025

Prepared in response to a Data Analyst application at Lagos Cribs Properties

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1. Introduction

This project demonstrates my ability to analyze lead generation data and present insightful, actionable business intelligence through a Power BI dashboard. Using a dataset from Kaggle, I created an end-to-end report that simulates a real-world scenario where a business must optimize its marketing channels and improve conversion rates.

2. Project Overview

This dashboard provides a visual analysis of lead generation and conversion performance, helping stakeholders understand which channels and demographics contribute most to successful conversions. The project simulates real-world business analysis for a property or service-based company aiming to optimize marketing and sales strategies.

3. Tools & Skills Used

- Power BI for dashboard creation and interactive visualizations
- Python (Pandas, NumPy) for initial data cleaning and preparation
- Data transformation techniques including calculated fields and KPI setup
- Exploratory Data Analysis (EDA), outlier detection, and segmentation
- Communication of insights in a business-friendly format

4. Objective

- Identify key sources of high-converting leads and demographic breakdown of leads
- Evaluate lead performance by education, city, and parent occupation
- Customer journey analysis, reasons for conversions and drop-off
- Individual performances of the sales team in converting leads
- Evaluate effectiveness of Demo/Advertisement
- Present actionable insights in a simple, dynamic layout

5. Lead Generation Dashboard Walkthrough

This dashboard provides a visual representation of key metrics related to lead performance:

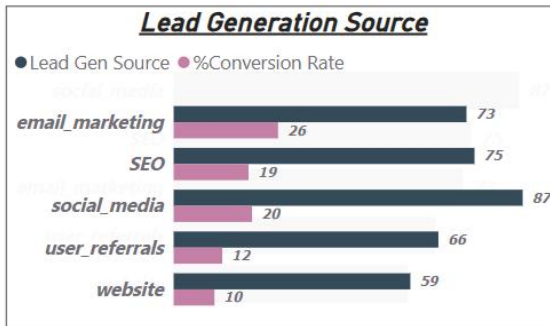- Conversion Rate: 17.78% overall conversion rate shown as a central KPI.
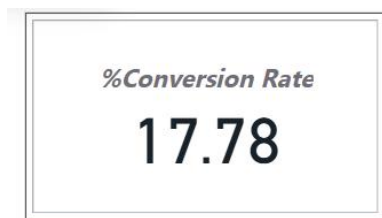
- Gender Distribution: More leads came from females (199) compared to males (161).

> FEMALE
> 199

> MALE
> 161

- Lead Source: Email marketing had the highest conversion rate (26%), while social media produced the most leads (87).


- Education & Occupation: B.Tech holders and individuals from government employee families formed the largest segments.
- Location-Based Insight: Bengaluru had the highest conversion rate (29%) despite fewer leads than Hyderabad and Visakhapatnam.
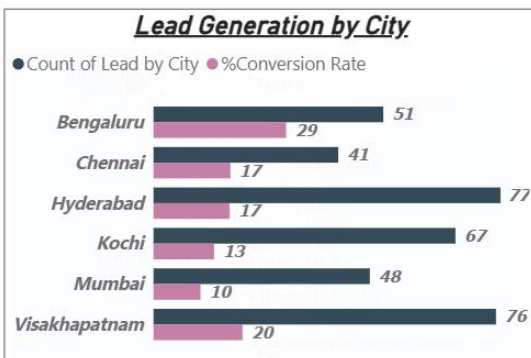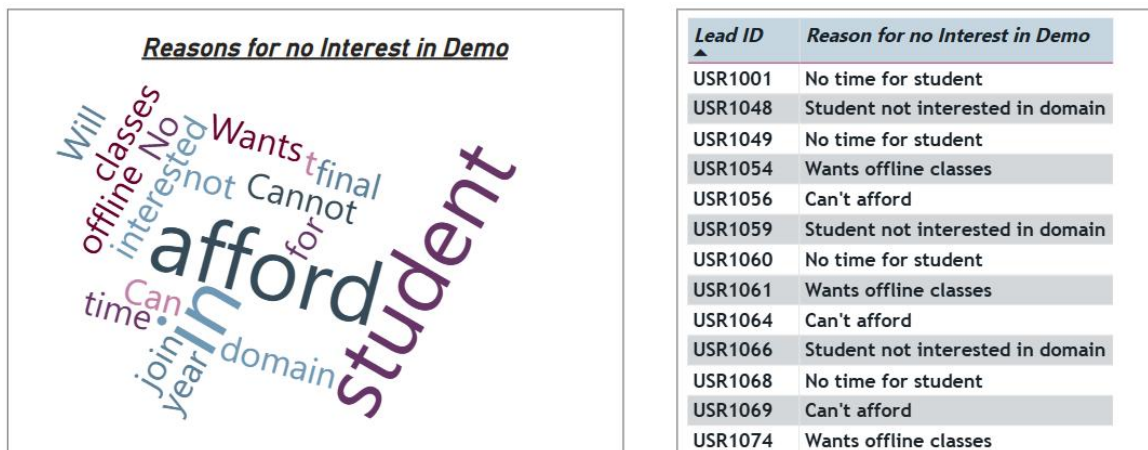

- Age Group: Adults (250 leads) were the most responsive, showing a 19% conversion rate.
- Sales Team Conversion: Every Junior sales member yielded conversions but some clearly outperformed more than orders.

Senior Sales Manager	Number of Leads	%call_success	Call Effectiveness %	Conversion Rate %
⊟ **SNR501MG**	94	83	41.10	24.47
JNR1001MG	34	73	38.71	17.65
JNR1002MG	20	89	57.02	35.00
JNR1003MG	20	87	39.55	30.00
JNR1004MG	20	83	30.30	20.00
⊟ **SNR502MG**	79	87	26.64	15.19
JNR1005MG	20	85	25.40	10.00
JNR1006MG	19	87	29.63	21.05
JNR1007MG	20	88	22.90	10.00
JNR1008MG	20	87	28.37	20.00
⊟ **SNR503MG**	98	85	25.04	12.24
JNR1009MG	20	85	22.90	10.00
Total/Average	**358**	**85**	**29.43**	**17.88**

- Demo Performance: English was by far the favoured choice of language and with 53.84% average watch time.
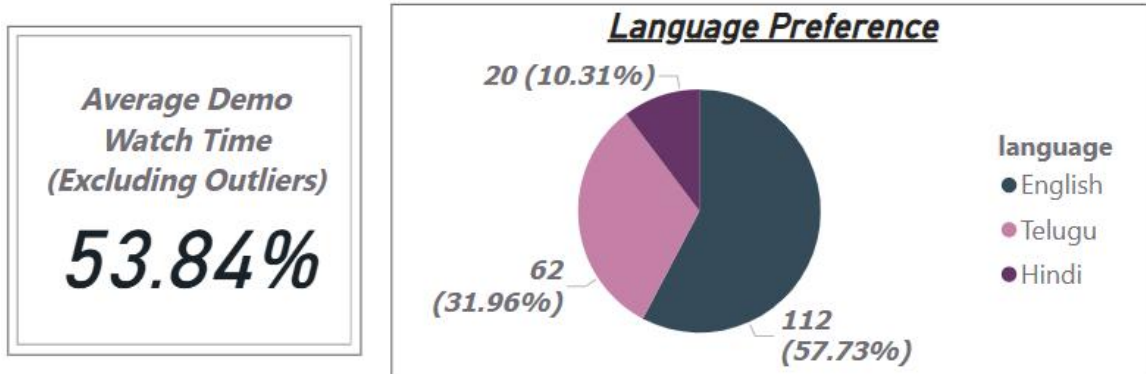
- Reasons for drop-off: Affordability and no time for student was a major cause for no interest.

Lead ID	Reason for no Interest in Demo
USR1001	No time for student
USR1048	Student not interested in domain
USR1049	No time for student
USR1054	Wants offline classes
USR1056	Can't afford
USR1059	Student not interested in domain
USR1060	No time for student
USR1061	Wants offline classes
USR1064	Can't afford
USR1066	Student not interested in domain
USR1068	No time for student
USR1069	Can't afford
USR1074	Wants offline classes

6. Insights & Interpretations

From this analysis, it is clear that conversion strategies should focus more on email marketing and targeted campaigns in cities like Bengaluru. While social media drives traffic, it may not convert as well as email-based outreach. Additionally, young adults and job seekers offer promising engagement potential. Efforts can be made to ensure the demo is more watch friendly, and general review of the cost will be advisable.

7. Conclusion & Reflection

This project showcases my ability to transform raw data into meaningful insights and communicate findings effectively. It reflects my core skills as a data analyst: analytical thinking, dashboard creation, and the ability to align data solutions with business goals.

8. Appendix / Additional Notes

- Dataset Source: Kaggle (Lead Conversion dataset)
- This project is for learning purposes only and does not reflect data from a real company.