In this project, I used Power BI to optimize the sales performance for a US-based retail firm with a multistate presence, analysing their sales data to uncover the most profitable stores and the most profitable time of the year. Through interactive infographics and geospatial mapping, I effectively visualized each store's profitability, identifying top-performing locations and informing data-driven decisions to maximize revenue and enhance overall business strategy.

<https://drive.google.com/drive/folders/12Z6klC7Lpd3ST7WldPZx_Xt7goFIWe7j?usp=drive_link>

In this project, I used Microsoft Excel to analyse the survival rate of the Titanic ship accident that occurred the 15th April 1912. Through infographics, I visualised the survival rate by gender, age group, point of entry and ticket class.

Utilising Microsoft Excel in this project, I conducted a comprehensive analysis of the Titanic's tragic sinking on April 15, 1912, and created engaging infographics to illuminate the survival rates across various demographics. My visualisations revealed insightful patterns and trends in survivorship by gender, age group, embarkation point, and ticket class, providing a fresh perspective on this historic event.

Anthony Njoku is a seasoned data analyst and customer success manager with over 8 years of experience, he has been pivotal to the driving of business growth and fostering long-term relationships with clients across various industries. With a proven track record of managing over 500 projects, He has developed a unique blend of analytical expertise and customer-centric acumen.

Throughout his career, he has leveraged his passion for data analysis to uncover actionable insights, identify trends, and inform strategic decision-making. His expertise spans across data analysis and data visualization, with a keen eye for storytelling and communicating complex findings to both technical and non-technical stakeholders.

As a customer success manager, he has honed his skills in building and maintaining strong relationships, understanding customer needs, and tailoring solutions to drive business outcomes. His dedication to customer satisfaction has earned him a reputation for being a trusted advisor, strategic partner, and results-driven professional.

With a unique blend of analytical and interpersonal skills, he continues to drive business impact, foster meaningful connections, and empower organizations to make data-driven decisions that propel success.

Anthony's project.githu.io