**OBJECTIVE OF PROFILE ANALYSIS**

LinkedIn profile analysis was done to obtain profile insights about my activities on LinkedIn and my connections. These insights will help in guiding and improving my overall LinkedIn engagement.

**SOURCE OF DATA**

The source of data for this analysis was gotten from my LinkedIn profile.

**DETAIL ABOUT DATA**

The data collected were all structured data in CSV format.

The data types are mostly numeric, categorical, string, and datetime data.

Data generated from 2020 - 2023 (23th May, 2023)

**TOOL USED IN ANALYSIS**

Microsoft PowerBI software was used for Extract, Transform, and Load (ETL), cleaning, data aggregation, data modelling, and Data Visualization.

**DATA ANALYSIS**

The image above is a screenshot of the PowerBI dashboard created from the analysis.

The main features used in the analysis are;

1. Number of connections (aggregated as Total Connections from 2020 - 2023)
2. Number of Companies (aggregated as Total Companies from 2020 - 2023)
3. Numbers of Certificate
4. Invitations (Received/Sent)
5. Messages (Received/Sent)
6. Positions of Connections in different Companies
7. Date (month name and month name) - calculated parameter.

**SUMMARY**

This analysis has successfully unveiled important insights about my profile.

It shows the months where I have been really active and least active on LinkedIn.

Gave useful insights about the quality and quantity of my connections on LinkedIn.

Also, insights about the companies and positions of my connections were revealed.