



Hello, Welcome to my portfolio. My name is Maduka Esther, trained in Data Analysis

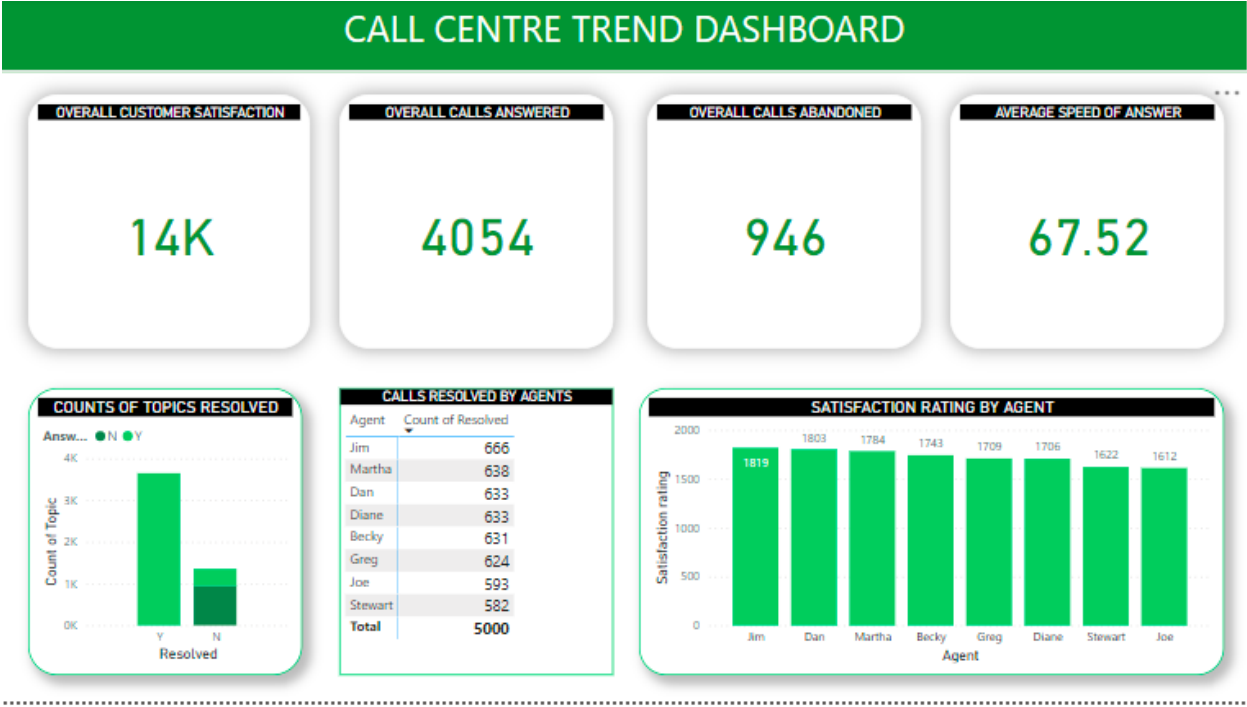
ABOUT ME

Specializing in data analytics. I am passionate about using numbers to tell stories, i am passionate about translating project visions and objectives into reality, offering tangible results in line with client expectations, ability to proactively analyze data to answer key questions out of self-initiated curiosity with an eye for what drives business performance I am adept with data analytics skills including SQL, Excel, Power BI , with the ability to learn other analytical tool. My expertise extends to Banking Ethics and Code of Conduct, Good knowledge of Banking Services Having recently completed an assessment on CAPSTONE PROJECT at CYBERSAFE FOUNDATION, i am now actively pursuing new data analyst roles. Feel free to send me a message to learn more about me.

CALLS RESOLVED BY AGENTS



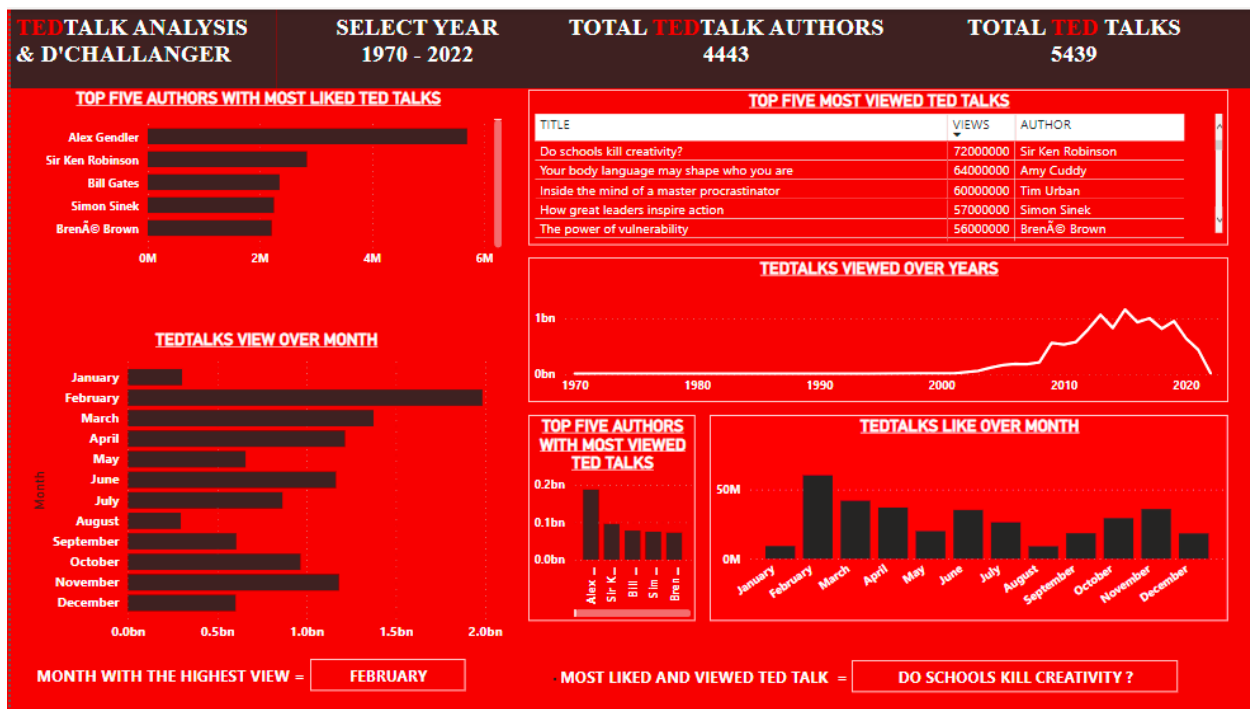
by Maduka Esther



MOST VIEWED TEDTALK



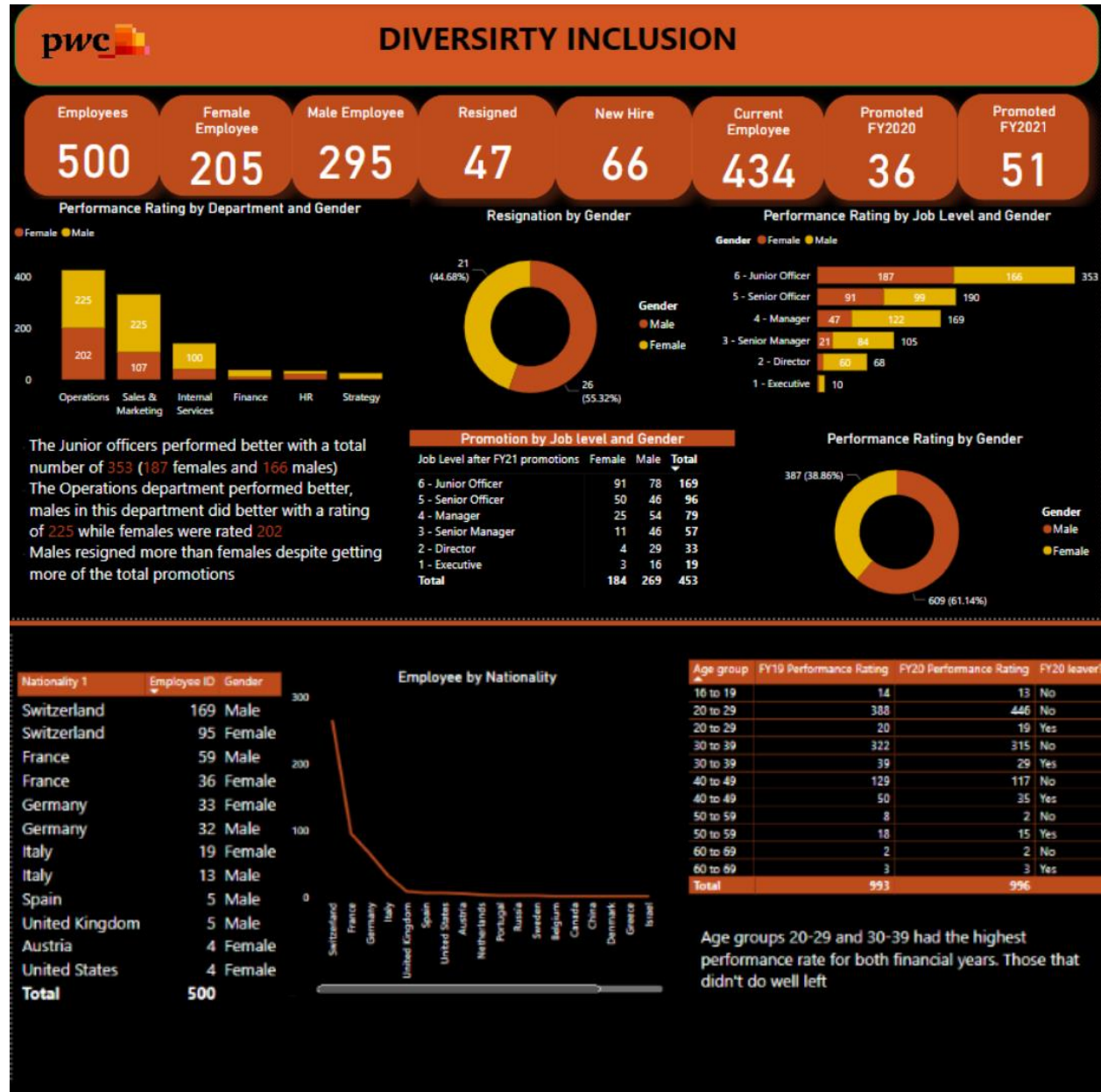
by Maduka Esther



PERFORMANCE RATING BY GENDER



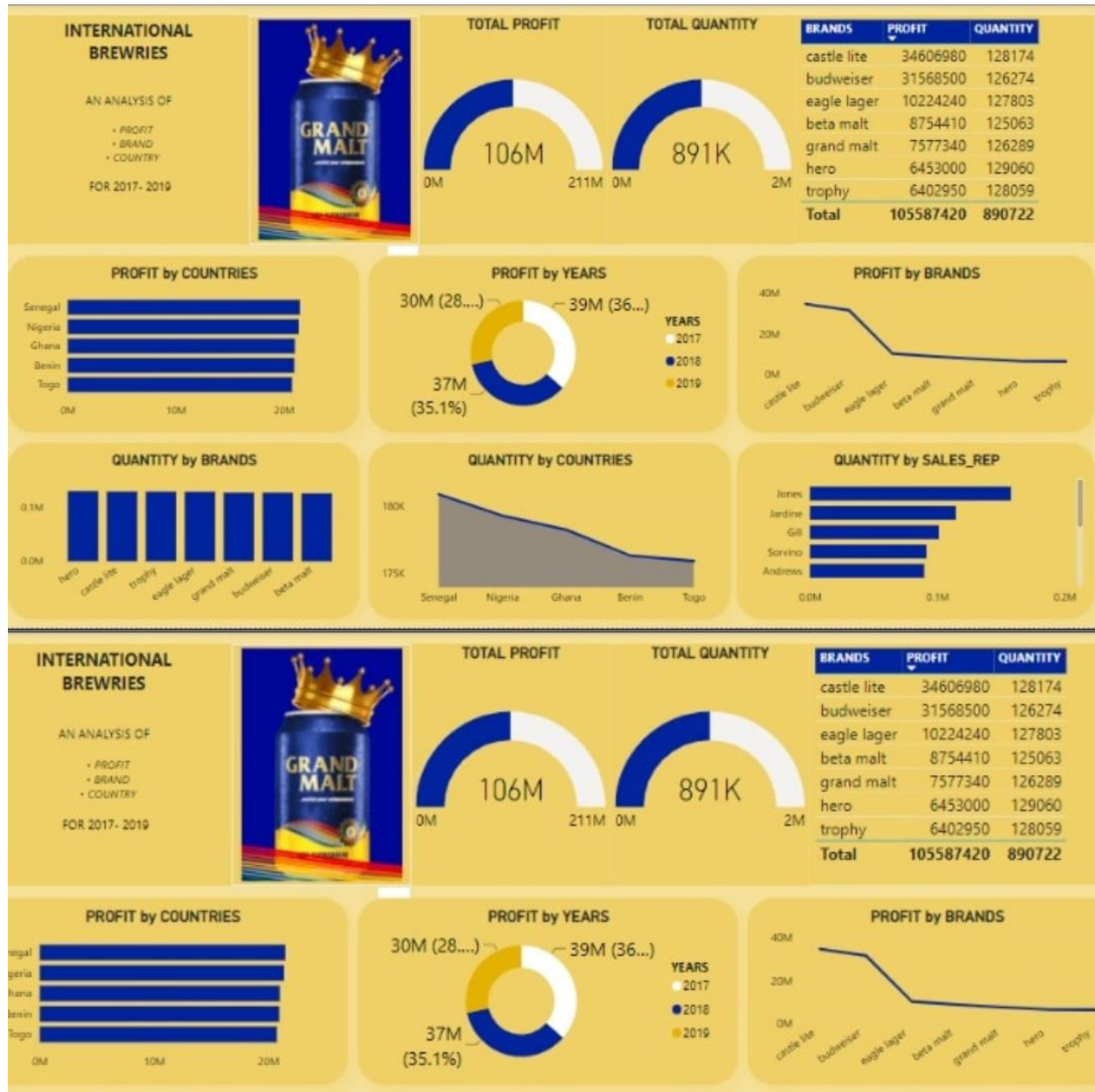
by Maduka Esther



PROFIT BY YEARS, COUNTRIES AND BRANDS



by Maduka Esther



INTERNATIONAL BREWRIES

AN ANALYSIS OF

- PROFIT
- BRAND
- COUNTRY

FOR 2017- 2019

TOTAL PROFIT

106M

0M 211M

TOTAL QUANTITY

891K

0M 2M

BRANDS	PROFIT	QUANTITY
castle lite	34606980	128174
budweiser	31568500	126274
eagle lager	10224240	127803
beta malt	8754410	125063
grand malt	7577340	126289
hero	6453000	129060
trophy	6402950	128059
Total	105587420	890722

PROFIT by COUNTRIES

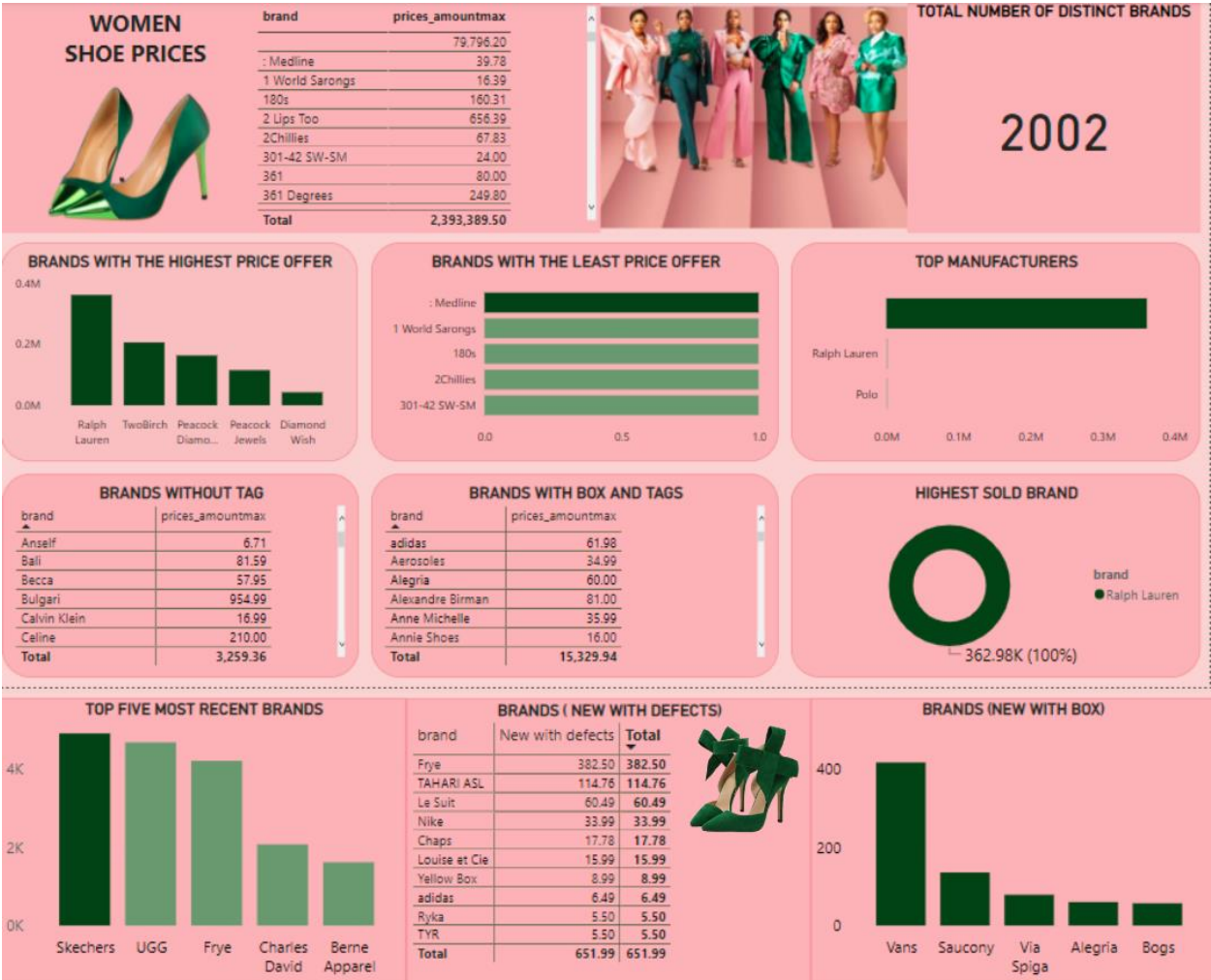
PROFIT by YEARS

PROFIT by BRANDS

WOMEN SHOE ANALYSIS



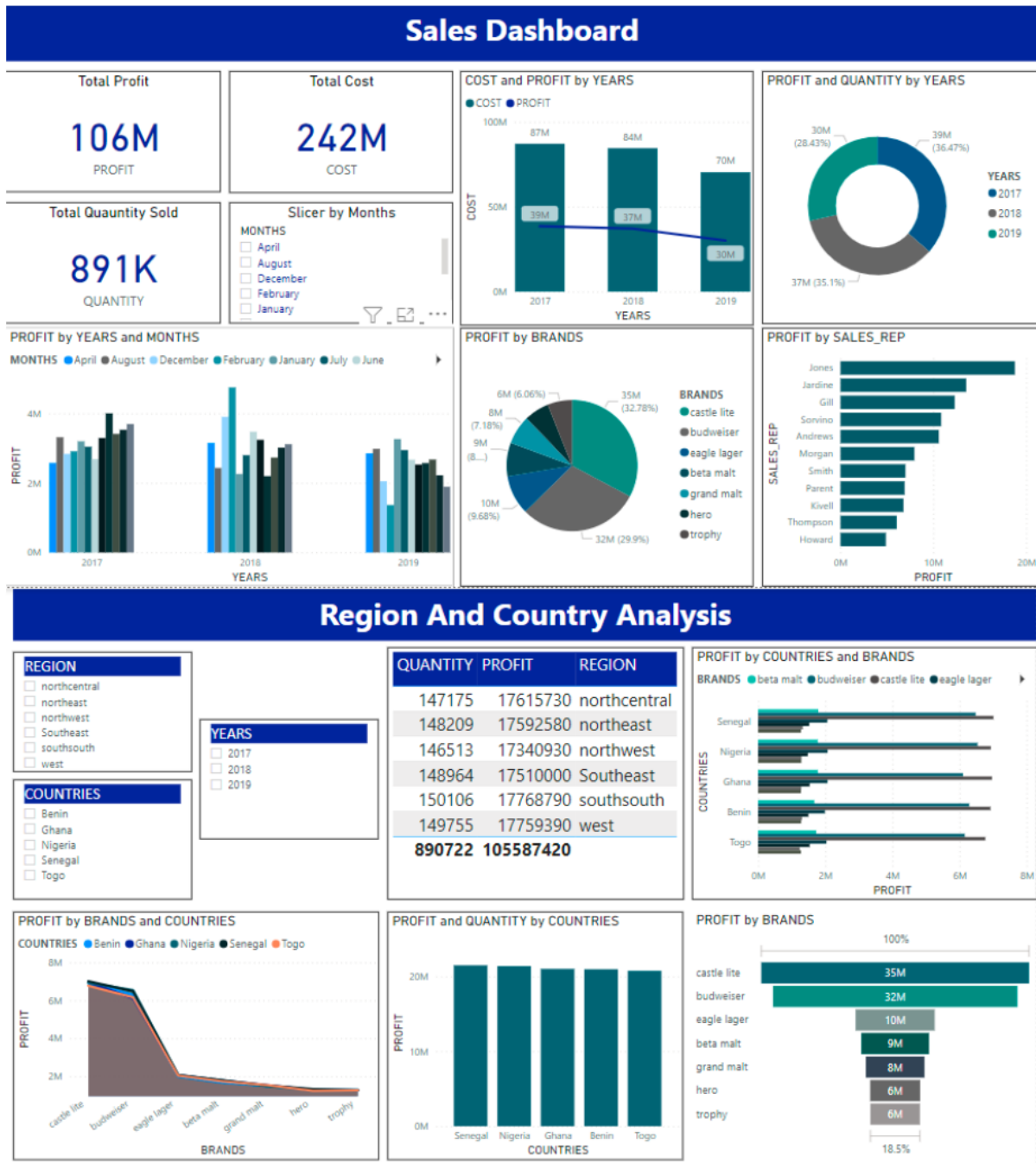
by Maduka Esther



SALES ANALYSIS BY COUNTRY AND REGION



by Maduka Esther



REGION

- ☐ northcentral
- ☐ northeast
- ☐ northwest
- ☐ Southeast
- ☐ southsouth
- ☐ west

YEARS

- ☐ 2017
- ☐ 2018
- ☐ 2019

PROFIT by COUNTRIES and BRANDS

BRANDS

- beta malt
- budweiser
- castle lite
- eagle lager

COUNTRIES

PROFIT by BRANDS and COUNTRIES

COUNTRIES

- Benin
- Ghana
- Nigeria
- Senegal
- Togo

BRANDS

PROFIT and QUANTITY by COUNTRIES

COUNTRIES

PROFIT by BRANDS

100%

18.5%

CUSTOMER RETENTION ANALYSIS



by Maduka Esther

DASHBOARD FOR CUSTOMER RETENTION

TOTAL MONTHLY CHARGES

456.12K

TOTAL NUMBER OF TECH TICKET

2955

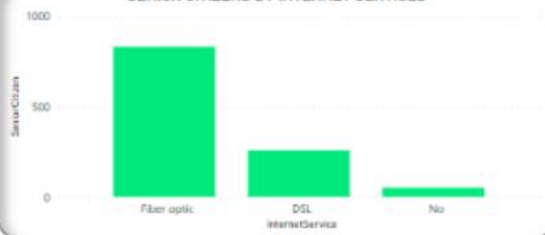
TOTAL NUMBER OF ADMIN TICKET

3632

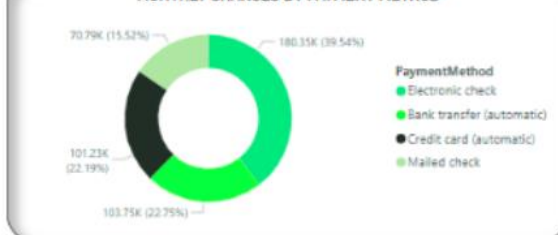
OVERALL CHARGES

16.06M

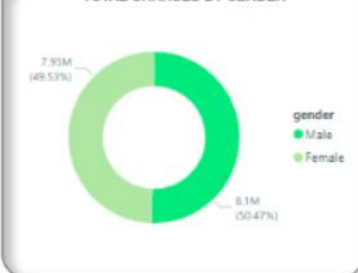
SENIOR CITIZENS BY INTERNET SERVICES



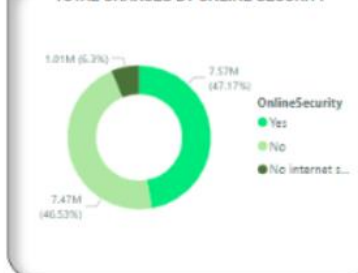
MONTHLY CHARGES BY PAYMENT METHOD



TOTAL CHARGES BY GENDER



TOTAL CHARGES BY ONLINE SECURITY



TOTAL CHARGES BY CONTRACT



TOTAL CHARGES BY STREAMING MOVIES AND STREAMING TV



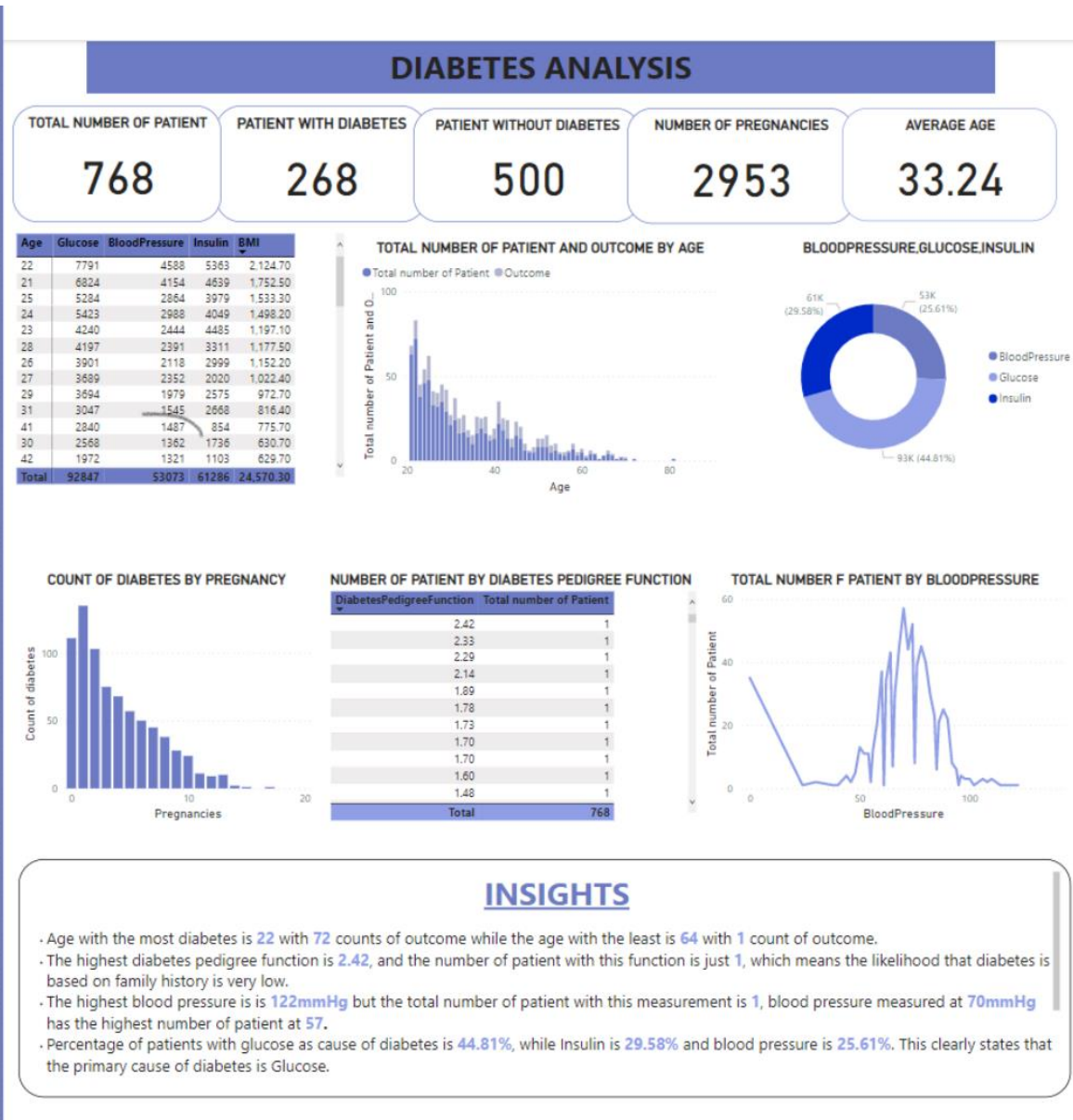
INSIGHTS

1. The male gender paid more charges, with a total of 8,103,814.50 while the female gender generated 7,952,354.20.
2. Online security made the company generate more charges, as customers who felt secured online were willing to pay more.
3. The Electronic check payment method generated more, while the bank transfer method was next, then credit card method, and mail check method.
4. The Senior citizen made use of the fiber optic internet service option more.
5. Customers were willing to pay more charges for a longer contract, hence the "two years" contract generated more.
6. Streaming Movies generated more, this shows that if customers are provided with a good internet service that allows them to stream movies, they'll be willing to pay the charges accrued.

THE PRIMARY CAUSE OF DIABETES



by Maduka Esther



COCACOLA SALES ANALYSIS



by *Maduka Esther*



Key American Retailers

Total Sales
\$8,684,028

Total Units Sold
17,148,250

Total Operating Profit
\$3,173,632

Average Operating Unit
36.3%

Retailer
BevCo
DreamCo
FizzySip
Sodapop

Region
Midwest
Northeast
South
Southeast
West

Beverage Brand
Coca-Cola
Dasani Water
Diet Coke
Fanta

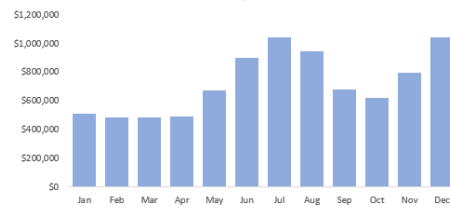
Sales Period

All Periods

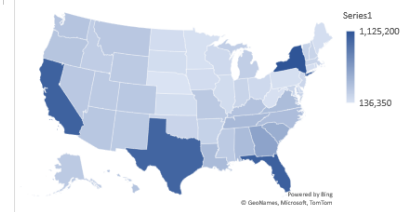
2021



Monthly Sales



Map of Units Sold



BOSTON CRIME ANALYSIS



by Maduka Esther

