YEYE LAYEFA – MERCY.

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Hello! I'm a Data Analyst, and a Banker in Trade Services with 3 years' experience based in Lagos.

Project Title: Human Resources Analysis.
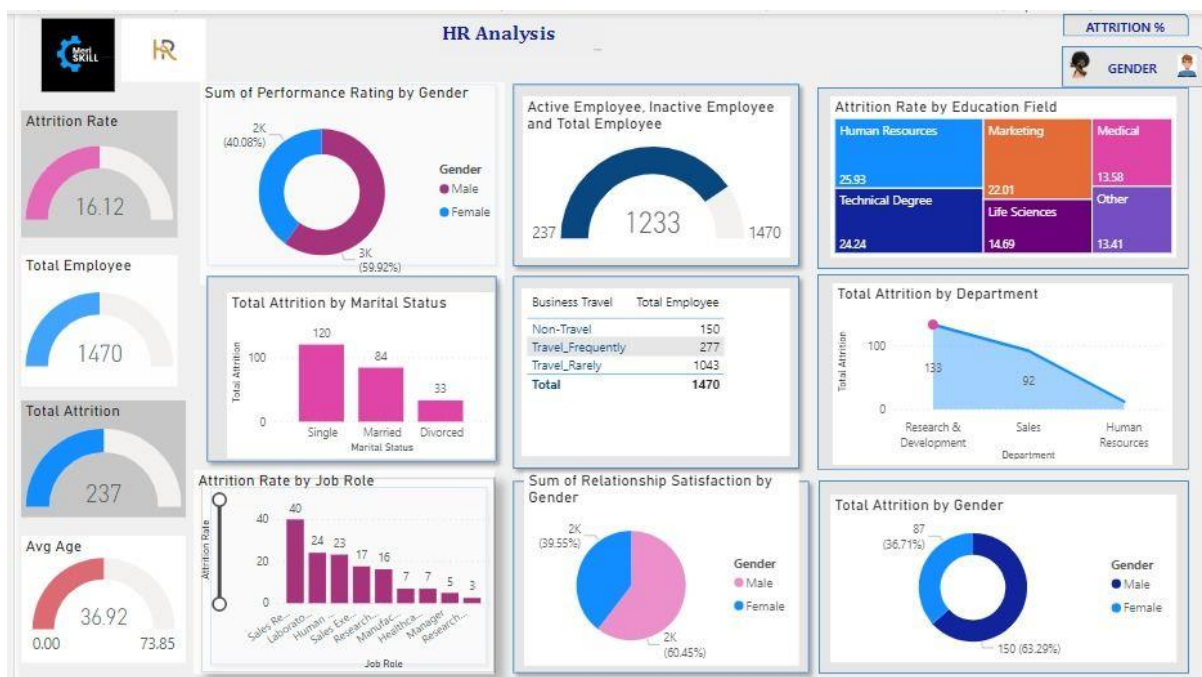
This report provides an analysis of employee attrition within the organization, based on key metrics and visual representations.

The data reveals a current attrition rate of 16.12%, with a total of 237 employees leaving out of a total workforce of 1,470.

Recommendations.
- Retention Strategies: Develop and implement employee retention strategies, with a particular focus on departments and job roles with high attrition rates.
- Gender Equality: Address gender disparities in performance and attrition by promoting and equal workplace culture.
- Consider support programs for single employees to improve their job satisfaction and engagement.

- Regular Feedback: Establish feedback mechanisms to understand the reasons for attrition and take proactive measures to address them.
- Mentoring and Support: Provide mentoring and support to employees in roles with high attrition rates, such as sales representatives.

By acting on this recommendations, organization can work towards reducing attrition and improving overall employee satisfaction and retention.
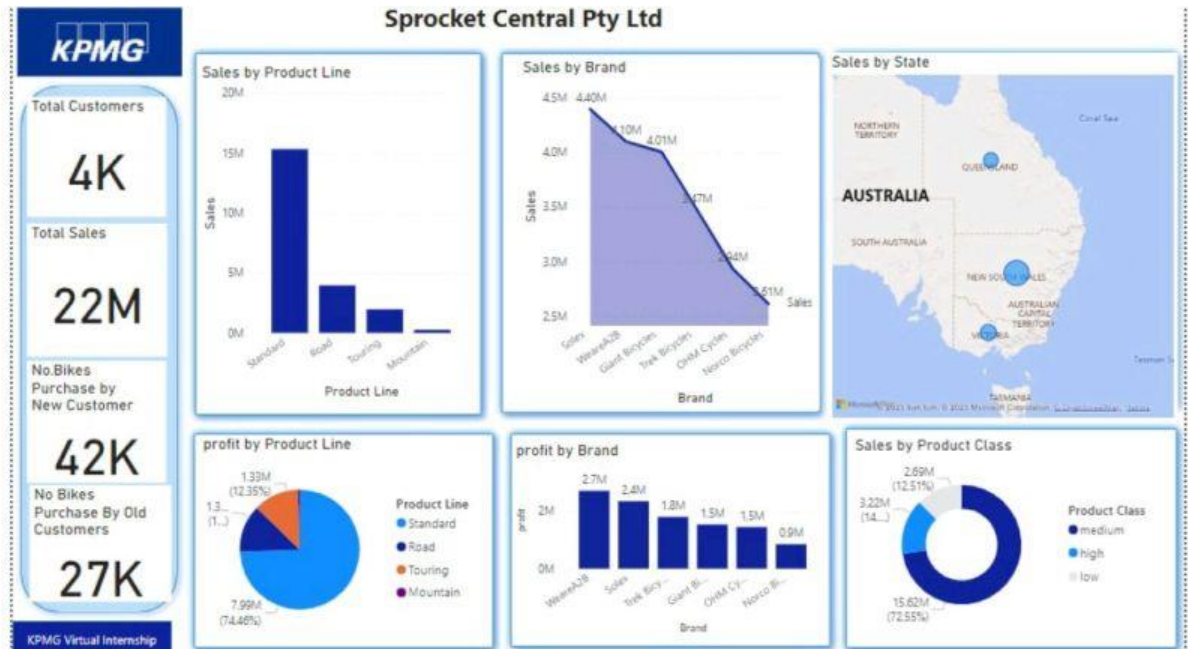
Project Title: Sales Analysis.
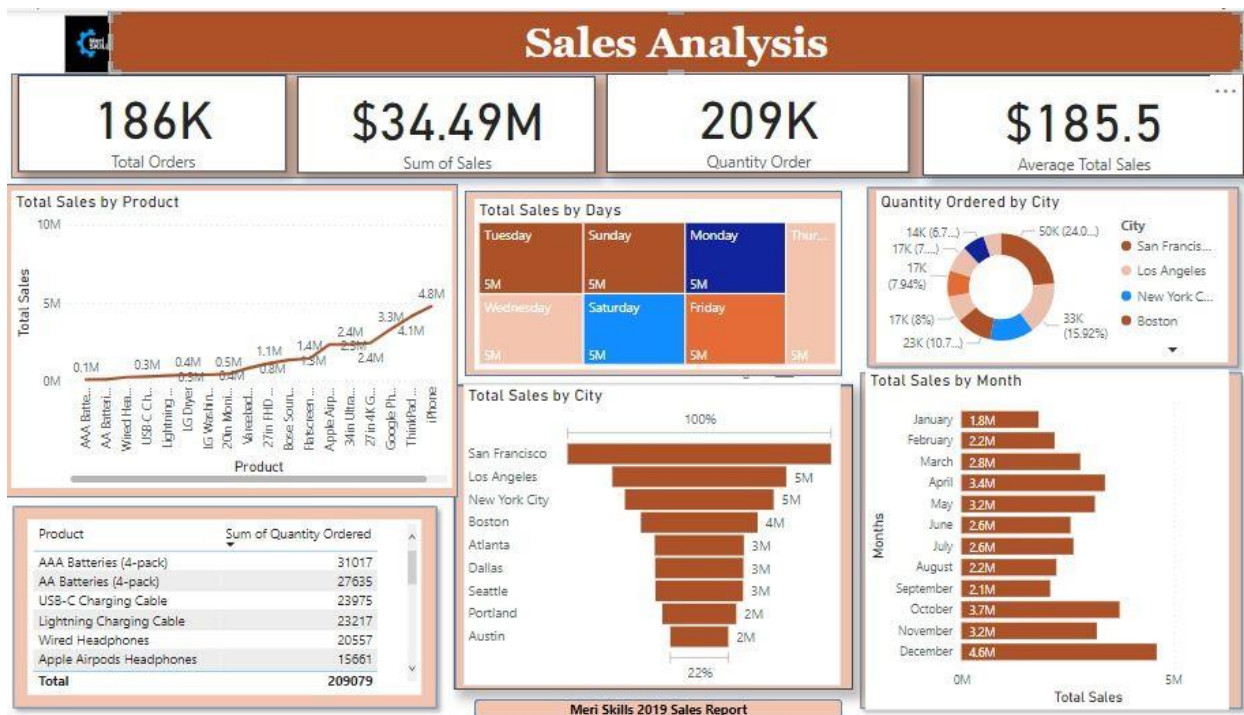
The following report provides an in-depth analysis on the sales data, shedding light on crucial metrics and trends driving business performance. By examining key indicators such as total revenue, product preferences, and sales patterns, this report aims to provide valuable insights for strategic decision-making.

Capitalize on the success of the "AAA battery" by introducing complementary product and also ensure this particular product still maintains its high quality so as not to reduce the demands from the customer.

Appreciation to MeriSKILL for this opportunity to create this dashboard.

Project Title: Sprocket Central Pty Limited.

Sprocket Central Pty Ltd — KPMG Virtual Internship dashboard

Layefa Yeye — Data Analytics Consulting Virtual Internship — Certificate of Completion, October 3rd, 2023

I completed a task given to me by KPMG and received a certificate for it. Below is an interpretation of the dashboard.

- Sales by State: Looking at the map, we can see that New South Wales has the biggest sales.
- Sales by Brand: The Solex brand made the highest sales approximately 5m.
- Sales by Class: The medium class has the highest sales.
- Sales by Product line: Standard product line made the highest sales of 15M.

Conclusively, Standard Product line has made the highest profit to the company. Most importantly, companies or a business organization should understand the market trends across all region, and also know what their customers want at every point in time through preference in change of taste. From the above analysis, we can see that Solex Brand bicycle is making more sales.

Project Title: Bank Churn Analysis.

The analysis below shows the total number of customers who;
- Stop transacting with the bank (2,037)
- Still maintain their accounts with the bank. (7,963)
  As at this period, the churn rate was 20.37%. We can further deduce from the analysis that bank still makes their profit even though their profit margin has dropped.

Project Title: Call Center Analysis and Visualization.

This project was done using the PowerBI tool. Below is the Analysis and Visualization;

Total numbers of callers over the month amount to 33,000. We can also see the Average Calls Duration which results to 25.02%. Here, we also have Calls by Response time, the light blue colour which happens to have the largest SLA response to calls within the SLA.

Yeye Layefa – Mercy is a graduate of Osun State College of Technology, Esa-Oke, Osun State. She currently works in United Bank for Africa. Furthermore, she has mastered (and still learning) tools used data analytics such as Excel, PowerBI, SQL, and Python.

In her leisure time, she enjoys singing.