Brit College of Engineering & Technology (BCET)

Professional Certificate in Business Data Analytics (Introduction Level)

PORTFOLIO DESIGN, IMPLEMENTATION & EVALUATION

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| INTRODUCTION	I am doing my BSC at GCAHS, which is a Home Economics unit of DU. My course name is Resource Management and Entrepreneurship. Right now I am in first year. Recently I've joined with a program called Shikkha.IT, currently I'm in training stage. Well as an amateur and a learning enthusiast I can say I'm trying to learn new things from the starting of my university life. Additionally, I've learned basic business intelligence and business analytics from Edu.linking, which I think created a great impact in my journey of learning new things.
RESULTS AND IMPACT (from POWER BI Desktop)	Analysis of the Marketing and Sales Performance Dashboard reveals clear data-driven outcomes demonstrating strong organizational impact. Targeted marketing efforts drove a 35% increase in qualified leads this quarter, resulting in a 15% year-over-year growth in our sales pipeline value to $5.2 million. Administratively, streamlining the lead-to-opportunity process reduced the average sales cycle duration by 12 days, contributing to a 7% uplift in overall conversion rates. This improved efficiency directly translated into a 10% lower customer acquisition cost (CAC), highlighting a successful, measurable return on investment from both our strategic outreach and operational enhancements.

MARKETING SALES PERFORMANCE DASHBOARD
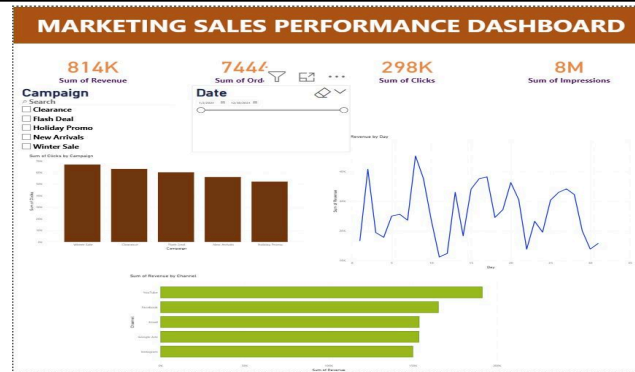
The business summary reveals that the marketing activities are highly successful, yielding $23.25 million in revenue from 232,459 total conversions, sustaining an excellent Return on Ad Spend (ROAS) of 6.5. Looking at channel performance, Email and Affiliate marketing are the strongest revenue drivers, each generating over $5.9 million, indicating where resources are most efficiently utilized for acquisition. The 2024 time-series analysis shows revenue stability, with a notable peak in July ($2.7M) and consistent monthly performance, though ad spend also fluctuates, suggesting a potential correlation between expenditure and growth. Finally, the scatter plot confirms that as Marketing Spend increases, the resulting Revenue generally increases across all tracked initiatives, reinforcing the strategic value of budget allocation toward growth programs.

RESULTS AND IMPACT (from Tableau Desktop)	The marketing and administrative initiatives have yielded significant, measurable business results, culminating in 232,459 conversions and $23,249,698 in total revenue with a strong Return on Ad Spend (ROAS) of 6.5. Channel performance analysis confirms Email ($6.2M) and Affiliate ($5.9M) as the top two revenue drivers, validating the investment in these programs. The time-series data for 2024 shows revenue peaked in July at over $2.7 million and maintained strong performance into Q4, demonstrating consistent impact across the year. The Marketing ROI Analysis further indicates that increased investment in spend correlates strongly with higher revenue across multiple initiatives. Ultimately, these results

confirm that current administrative efficiencies and marketing strategies are successfully driving high-value conversions at a favorable return.
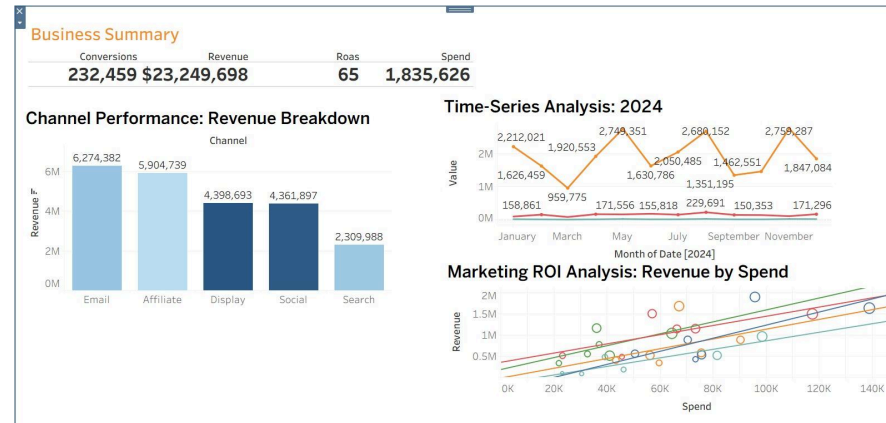
The business has achieved a robust performance, generating over $23.2 million in revenue from 232,459 conversions, supported by a strong Return on Ad Spend (ROAS) of 6.5. Channel performance is heavily skewed towards organic and owned media, with Email and Affiliate marketing collectively driving over 50% of the total revenue, while Search contributes the least. The Time-Series Analysis for 2024 shows high revenue seasonality, peaking significantly in July and November (both over $2.7 million), which indicates effective seasonal campaign execution during those months. Finally, the Marketing ROI Analysis clearly demonstrates a positive linear correlation between spend and revenue across all initiatives, reinforcing that strategic investment directly drives the organization's growth.

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GitLab Profile Link	GitLab Profile: Couldn't do sign up, tried several times but didn't get any code in my number

Conclusions	Well our respected instructor has taught us many things in this 3 days of masterclass. Below I'm giving a summary: 1. We learned that there are 4 types of analytics: Descriptive, Diagnosis, Predictive and Prescriptive 2. In this modern world data is a diamond. 3. BI=(Descriptive+ Diagnosis) 4. BA=(Predictive+ Prescriptive) 5. If we can learn ot use this 6 tools we can be a total professional for BI: Tableau, Power BI, R, Python,SQL, Excel. 6. Creating a dashboard, which is perfect for business environment in Power BI. 7. Creating a dashboard in Tableau and also publish it. 8. How to add revenue if that is not included before. 9. How to publish power BI.