DATA ANALYST

EXCEL

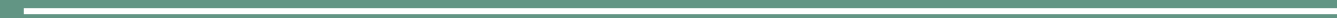## PORTOFOLIO

BY DEDAN ODIRA

DEDAN ODIRA

ABOUT

As a data analyst, I have a strong background in data cleaning, transformation, and validation using various data Analysis tools. For this portfolio, I will be focusing on Microsoft Excel showcasing some Excel Dashboards.

PERSONAL SKILLS

EXCEL SKILLS

Excel Skills included:Data Cleaning, Data formatting, Data Consolidation, Data Extraction, Data Analysis, Pivot Table, XLOOKUP,VLOOKUP,HLOOKUP,INDEX and MATCH, Data validation, Data visualization, Interractive Dashboards, Data Protection E.t.c

Other Tools

SQL,SPSS,Tableau,PowerBI

PROJECT PORTFOLIO

Showcasing interactive dashboards with user-friendly features used to gain insights of clients data,to help drive decision making.

Project 1
SALES PERFOMANCE DASHBOARD

Project 2
CUSTOMER ANALYSIS

Project 3
PRODUCT ANALYSIS

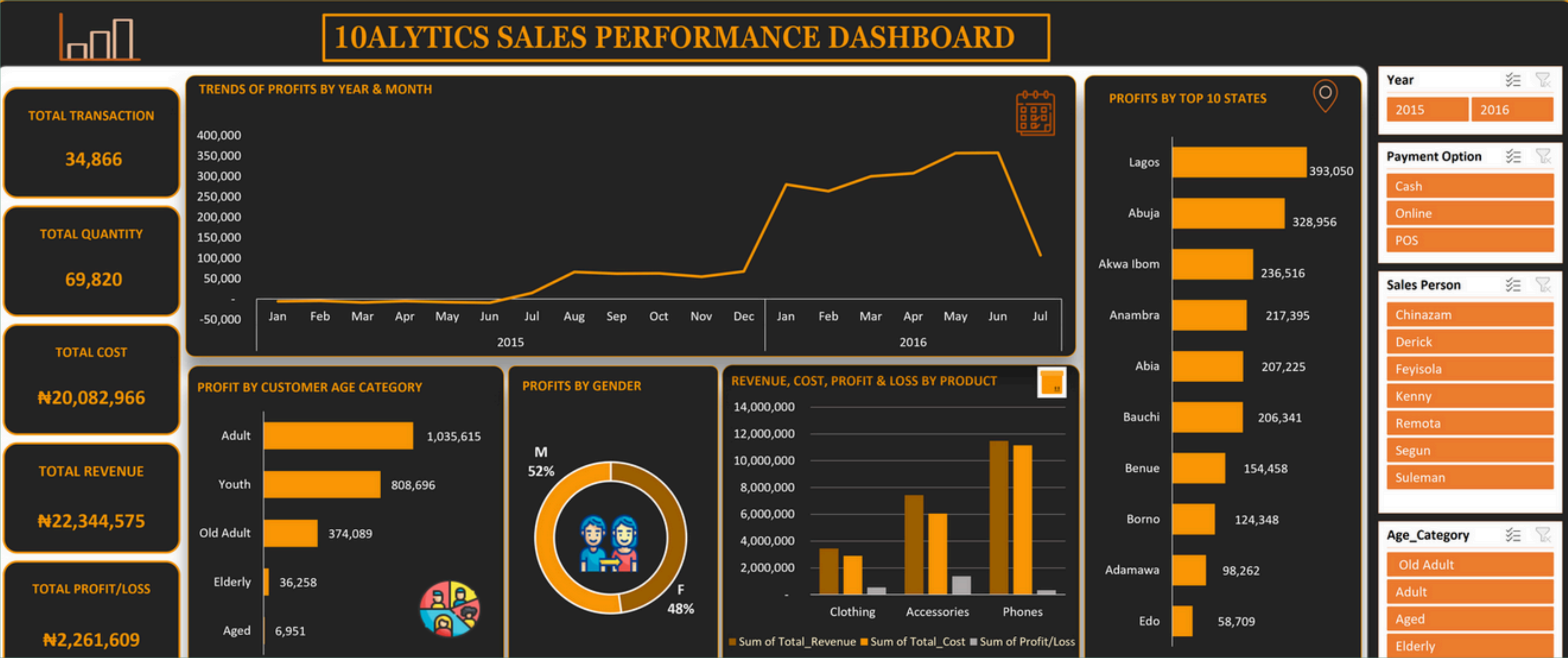## Project 5
MARKET ANALYSIS

SALES PERFOMANCE ANALYSIS

ABOUT

The Company seeks to obtain comprehensive analysis of its sales perfomance across a defined period to gain valuable insights into customer preferences, product sales, and geographic locations.

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SALES PERFOMANCE ANALYSIS

10ALYTICS SALES PERFORMANCE DASHBOARD

TOTAL TRANSACTION
34,866

TOTAL QUANTITY
69,820

TOTAL COST
₦20,082,966

TOTAL REVENUE
₦22,344,575

TOTAL PROFIT/LOSS
₦2,261,609

TRENDS OF PROFITS BY YEAR & MONTH

	2015												2016						
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul

(Y-axis: 400,000 / 350,000 / 300,000 / 250,000 / 200,000 / 150,000 / 100,000 / 50,000 / - / -50,000)

PROFIT BY CUSTOMER AGE CATEGORY

Age	Value
Adult	1,035,615
Youth	808,696
Old Adult	374,089
Elderly	36,258
Aged	6,951

PROFITS BY GENDER

M 52%
F 48%

REVENUE, COST, PROFIT & LOSS BY PRODUCT

(Y-axis: 14,000,000 / 12,000,000 / 10,000,000 / 8,000,000 / 6,000,000 / 4,000,000 / 2,000,000 / -)

Categories: Clothing, Accessories, Phones

■ Sum of Total_Revenue ■ Sum of Total_Cost ■ Sum of Profit/Loss

PROFITS BY TOP 10 STATES

State	Value
Lagos	393,050
Abuja	328,956
Akwa Ibom	236,516
Anambra	217,395
Abia	207,225
Bauchi	206,341
Benue	154,458
Borno	124,348
Adamawa	98,262
Edo	58,709

Year
2015   2016

Payment Option
Cash
Online
POS

Sales Person
Chinazam
Derick
Feyisola
Kenny
Remota
Segun
Suleman

Age_Category
Old Adult
Adult
Aged
Elderly

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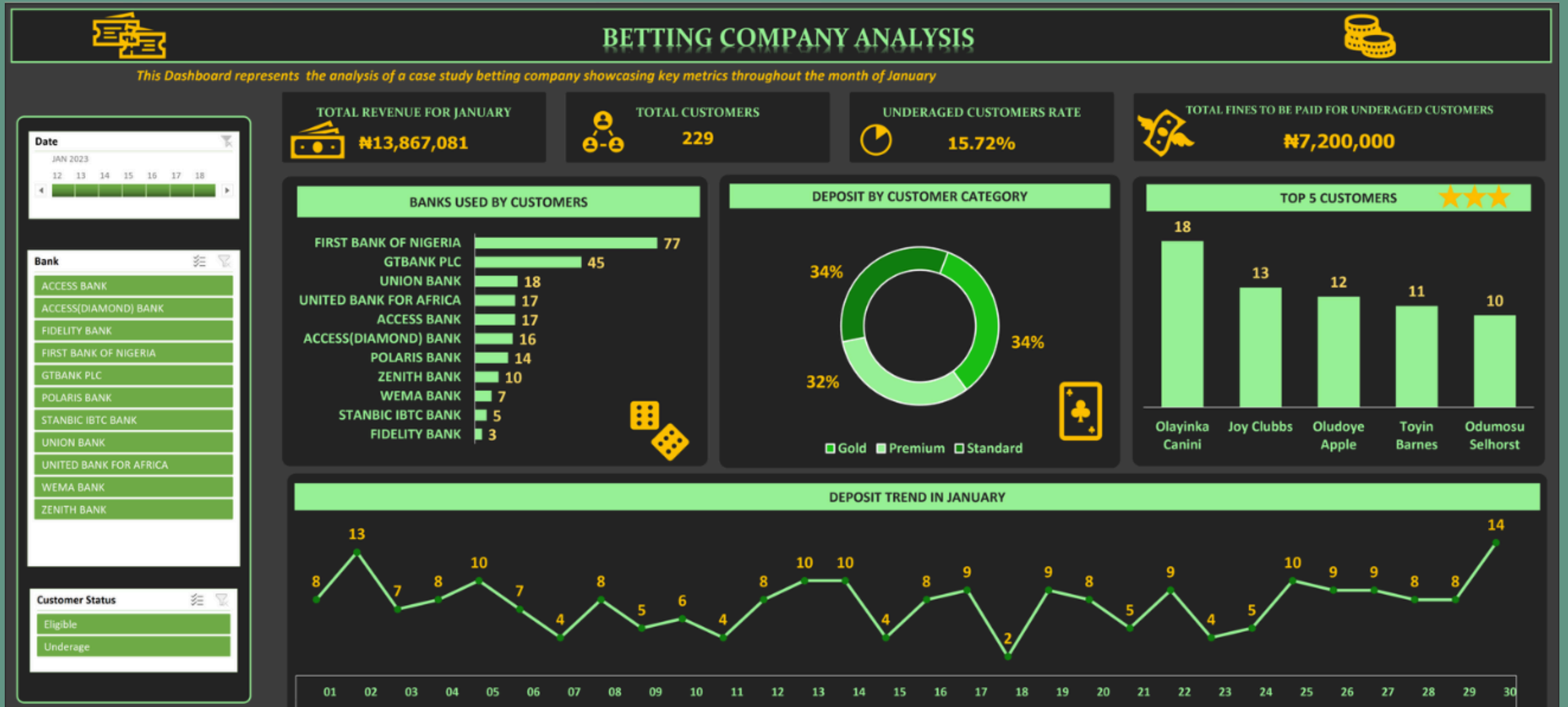
CUSTOMER ANALYSIS

ABOUT

The company seeks to determine its monthly revenue and identity any underage customers, while also analyzing the mode of transaction and customer loyalty.

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CUSTOMER ANALYSIS

BETTING COMPANY ANALYSIS

This Dashboard represents the analysis of a case study betting company showcasing key metrics throughout the month of January

TOTAL REVENUE FOR JANUARY
₦13,867,081

TOTAL CUSTOMERS
229

UNDERAGED CUSTOMERS RATE
15.72%

TOTAL FINES TO BE PAID FOR UNDERAGED CUSTOMERS
₦7,200,000

Date
JAN 2023
12 13 14 15 16 17 18

Bank
- ACCESS BANK
- ACCESS(DIAMOND) BANK
- FIDELITY BANK
- FIRST BANK OF NIGERIA
- GTBANK PLC
- POLARIS BANK
- STANBIC IBTC BANK
- UNION BANK
- UNITED BANK FOR AFRICA
- WEMA BANK
- ZENITH BANK

Customer Status
- Eligible
- Underage

BANKS USED BY CUSTOMERS

Bank	Count
FIRST BANK OF NIGERIA	77
GTBANK PLC	45
UNION BANK	18
UNITED BANK FOR AFRICA	17
ACCESS BANK	17
ACCESS(DIAMOND) BANK	16
POLARIS BANK	14
ZENITH BANK	10
WEMA BANK	7
STANBIC IBTC BANK	5
FIDELITY BANK	3

DEPOSIT BY CUSTOMER CATEGORY

34%
34%
32%

☐ Gold ☐ Premium ☐ Standard

TOP 5 CUSTOMERS ★★★

Customer	Value
Olayinka Canini	18
Joy Clubbs	13
Oludoye Apple	12
Toyin Barnes	11
Odumosu Selhorst	10

DEPOSIT TREND IN JANUARY

Values: 8, 13, 7, 8, 10, 7, 4, 8, 5, 6, 4, 8, 10, 10, 4, 8, 9, 2, 9, 8, 5, 9, 4, 5, 10, 9, 9, 8, 8, 14

Days: 01 02 03 04 05 06 07 08 09 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30

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SALES PRODUCT ANALYSIS

ABOUT

In this case study a leading fintech company in Europe, have tasked him with analyzing a sales dataset that includes customer, product , and location details for one of the company's Stakeholders. H primary responsibility is to provide insights and help the Stakeholders gain a deeper understanding of their data by answering some key questions.
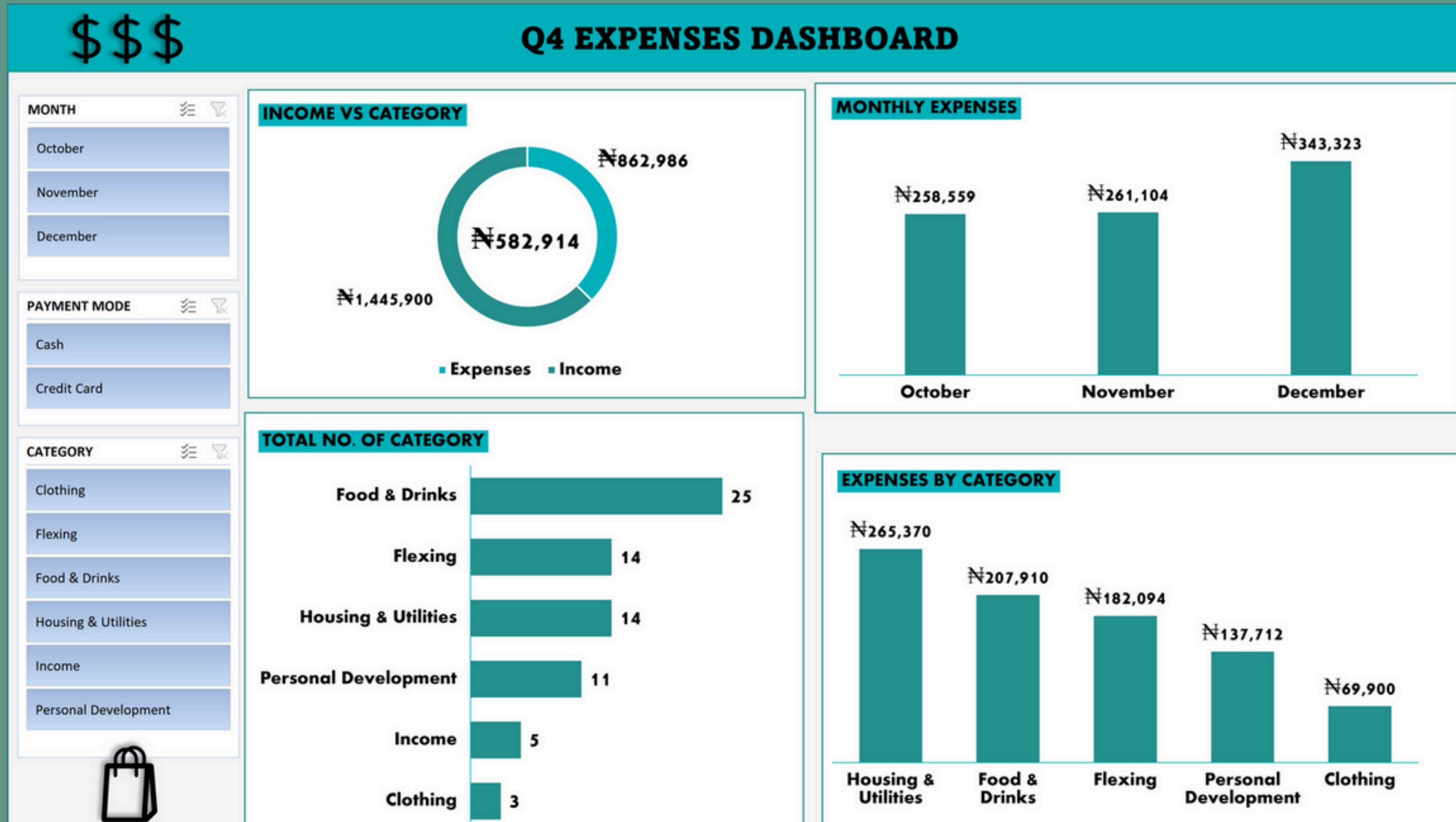
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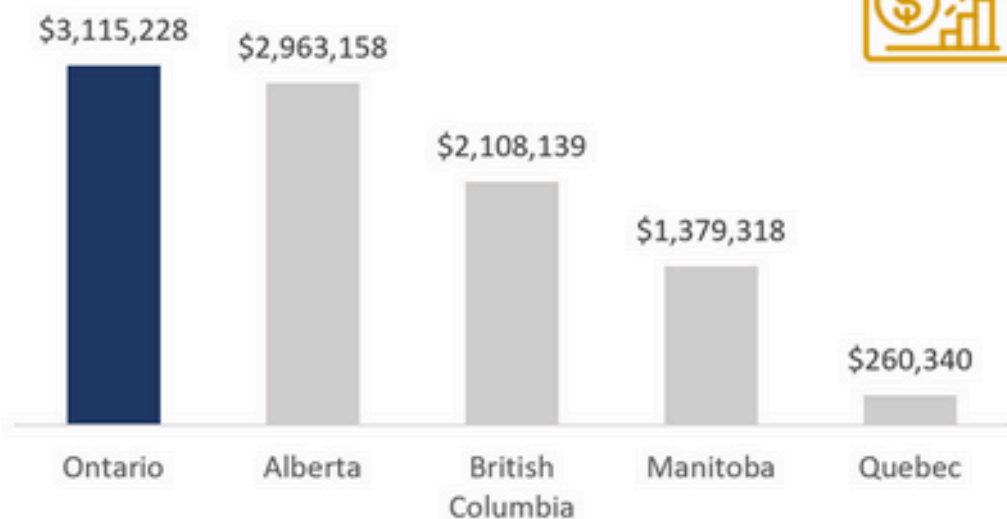
EXPENSE ANALYSIS

ABOUT

This individual wishes to understand his or her own spending in this project, to see where more money is being spent and to determine how to cut or balance these costs to increase savings.
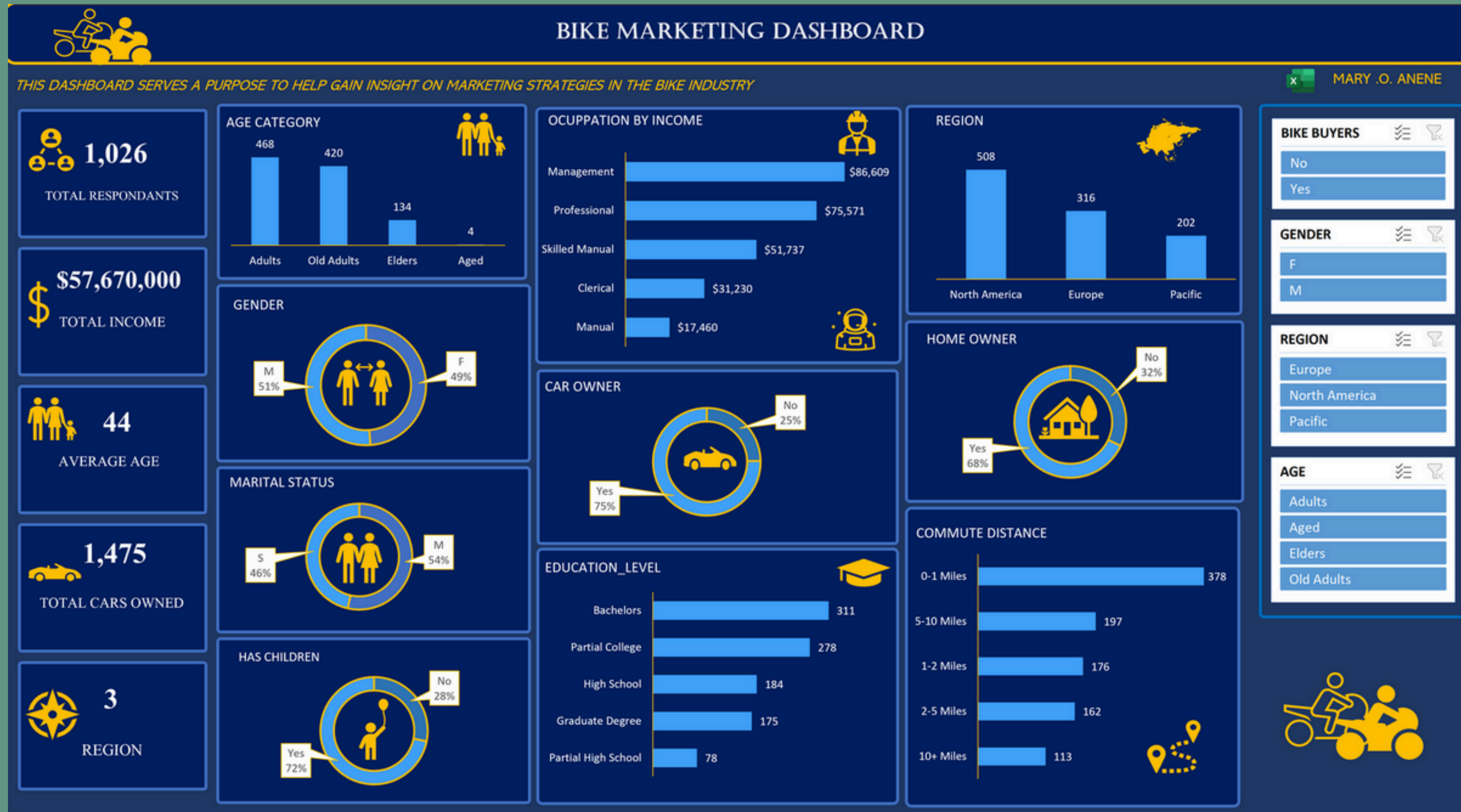
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MARKET ANALYSIS

ABOUT

For this analysis the client wants to understand what people use these products as well as some of the characteristics of this customers, in other to know what types of customers to target in theses next marketing campaign. The dashboard helps them gain insights as to who these customers are and most common traits to look out for.

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MARKET ANALYSIS

BIKE MARKETING DASHBOARD

THIS DASHBOARD SERVES A PURPOSE TO HELP GAIN INSIGHT ON MARKETING STRATEGIES IN THE BIKE INDUSTRY

MARY .O. ANENE

1,026 TOTAL RESPONDANTS

$57,670,000 TOTAL INCOME

44 AVERAGE AGE

1,475 TOTAL CARS OWNED

3 REGION

AGE CATEGORY
- Adults: 468
- Old Adults: 420
- Elders: 134
- Aged: 4

GENDER
- M 51%
- F 49%

MARITAL STATUS
- S 46%
- M 54%

HAS CHILDREN
- Yes 72%
- No 28%

OCCUPATION BY INCOME
- Management: $86,609
- Professional: $75,571
- Skilled Manual: $51,737
- Clerical: $31,230
- Manual: $17,460

CAR OWNER
- Yes 75%
- No 25%

EDUCATION_LEVEL
- Bachelors: 311
- Partial College: 278
- High School: 184
- Graduate Degree: 175
- Partial High School: 78

REGION
- North America: 508
- Europe: 316
- Pacific: 202

HOME OWNER
- Yes 68%
- No 32%

COMMUTE DISTANCE
- 0-1 Miles: 378
- 5-10 Miles: 197
- 1-2 Miles: 176
- 2-5 Miles: 162
- 10+ Miles: 113

BIKE BUYERS
- No
- Yes

GENDER
- F
- M

REGION
- Europe
- North America
- Pacific

AGE
- Adults
- Aged
- Elders
- Old Adults

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