

OLANIYI DADA BUSINESS ANALYST PROJECTS PORTFOLIO CASE STUDIES:

Plume E-Commerce Platform analysis

Plume, a well-established e-commerce retailer craved to gain deeper insights into its customer behaviour to improve its online shopping experience and boost sales. Plume has observed that its e-commerce platform is not achieving the desired level of success, given the substantial investment made in its development. The return on investment (ROI) for its online store has been lower than anticipated, indicating a need to enhance its revenue-generating capabilities. As a Business Analyst, comprehensive revaluation of the online store and its operational processes were conducted. Plume business model was analyzed, and pivot table was deployed to understand customer preferences, improve cart conversion, explore time-based trends, and enhance search and browsing experience. The findings and recommendations informed the management decisions to achieve 25% growth in its ROI.

ETHEREUM USD 5 YEARS PERFORMANCE ANALYSIS

Five years of historical performance data of Ethereum USD from Yahoo Finance were sourced on its web, transformed, and metrics analyzed with DAX functions using Power BI to gain valuable insights into past trends, market behavior, and customer preferences. The five-year Ethereum USD (ETH-USD) data collected ranged from June 1, 2019, to May 2, 2024, with its corresponding monthly frequencies. The forecast mechanism and a slicer embedded in the dashboard visualizations will facilitate real-time data updates, and performance monitoring, allowing for timely responses to changing situations and ensuring that decisions are based on the most current information available. This solution will enhance transactions forecast success rate by 0.85%.

Sunshine resort Customer analysis

Sunshine Resort is a luxurious beachfront hotel management company that caters to leisure and business travelers alike. As part of its commitment to exceptional customer service and continuous improvement, the hotel management team wanted to gain deeper insights into its reservation data. To achieve this, the management provided data related to bookings, cancellations, customer preferences, and revenue. MS Excel was used for data analytics, and data-driven recommendations to enhance guest experiences, optimize hotel operations, and maximize revenue. The insights gained were documented and dashboard presented to the management to foster decisions to reduce the tide of arbitrary cancellations and improve customer experience by 10%.

GlowGadgets new business Initiative analysis

"GlowGadgets, a small but ambitious startup specialized in creating innovative and eco-friendly electronic gadgets that captured the hearts of environmentally conscious consumers was exploring a new business initiative aimed at boosting productivity and revenue. Critical data necessary for determining specific operational strategies for this initiative which resided within the GlowGadgets data store was presented for analysis. I leveraged my data analytics skills to extract valuable insights and derive actionable conclusions from the data using Microsoft Excel. This approach ensured that the new business initiative was underpinned by data-driven decision-making, and enhanced the GlowGadgets potential for success.

MaxCorps Sales And Shipping Operations Analysis

MaxCorps Electronics is a mid-sized electronics retail company with operations spanning across multiple regions. The company was facing a challenge related to its sales and shipping operations. There was an urgent need to reverse the trend and gain insights from the company's dataset to address the issues and improve its overall performance. The business shipping mode, a region with the highest sales, sales monthly variance, product categories, invaluable clients, and average sales for each shipping mode were analyzed in line with the company's key performance indicators (KPIs) using Power BI analytical tools and visualizations. Recommendations were made to the management of MaxCorps Shipping Operations based on the insights gained from the visualizations. The recommendations were followed by the latter, and the downward trend was reversed with a 15% profitability margin netted in the first quarter of implementing the recommendations. What is the average of sales for each shipping mode?

10Alytics Incorporated Sales Performance Analysis

10Alytics Incorporated lines of business include phones, accessories, and clothing across some states. A quick overview of its 6-year sales performance using MS Excel analytical tools and visualizations unveiled noticeable phone sales spikes during the launch of new products and a continued trend of increasing market share, especially in tech-savvy regions. The available data analyzed show varied performance in some states with consistent growth while others fluctuate, with strong seasonal patterns, and significant upticks during holidays and special promotions. And there exist opportunities for targeted marketing to boost sales in slower regions. Clothing sales analysis revealed mixed results across states, with certain regions consistently outperforming others. The insights gained from the visualizations show potential for diversification into niche markets to capitalize on emerging trends. Sales performances were reviewed, and there was a need for training and re-training of the Salesforce on strategic sales drive and diversified payment options. The insights gained were documented, and recommendations were submitted to the management.

Black Gold Business Intelligence Sales Performance Analysis

Black Gold retail store wants to design an end-to-end business intelligence solution from scratch. The company wants to track KPI on sales, profit, and profit margin, compare regional performance, analyze product level trends and forecasts, and identify high-value clients. The company provided a folder of raw CSV files containing information about transactions, products, customers, and territories. The dataset was extracted, uploaded, and transformed using Power BI analytical tools.

Dimension tables were developed and connected to sales facts tables in the model view. DAX was deployed for calculations and two separate visualizations were built to analyze the company sales performance and demography. KPIs of total sales, total profit, total orders, and profit margin coupled with bookmark buttons were built and added to the dashboard. The clustered bar charts were used to analyze sales by category, top 10 products, and sales by region, and the line chart visualized the sales trend. The company management gets valued insights from the end-to-end business intelligence solution developed.