FORTUNE 500 EXCEL PORTFOLIO PROJECT

By Patrick Lutz

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QUESTIONS

1. What industries and companies have female CEO's and are located in the South?

2. What companies and industries ranked in the top 5 according to revenue for 2015-2023?

3. What industries and companies have seen the most consistent growth over the last 9 years
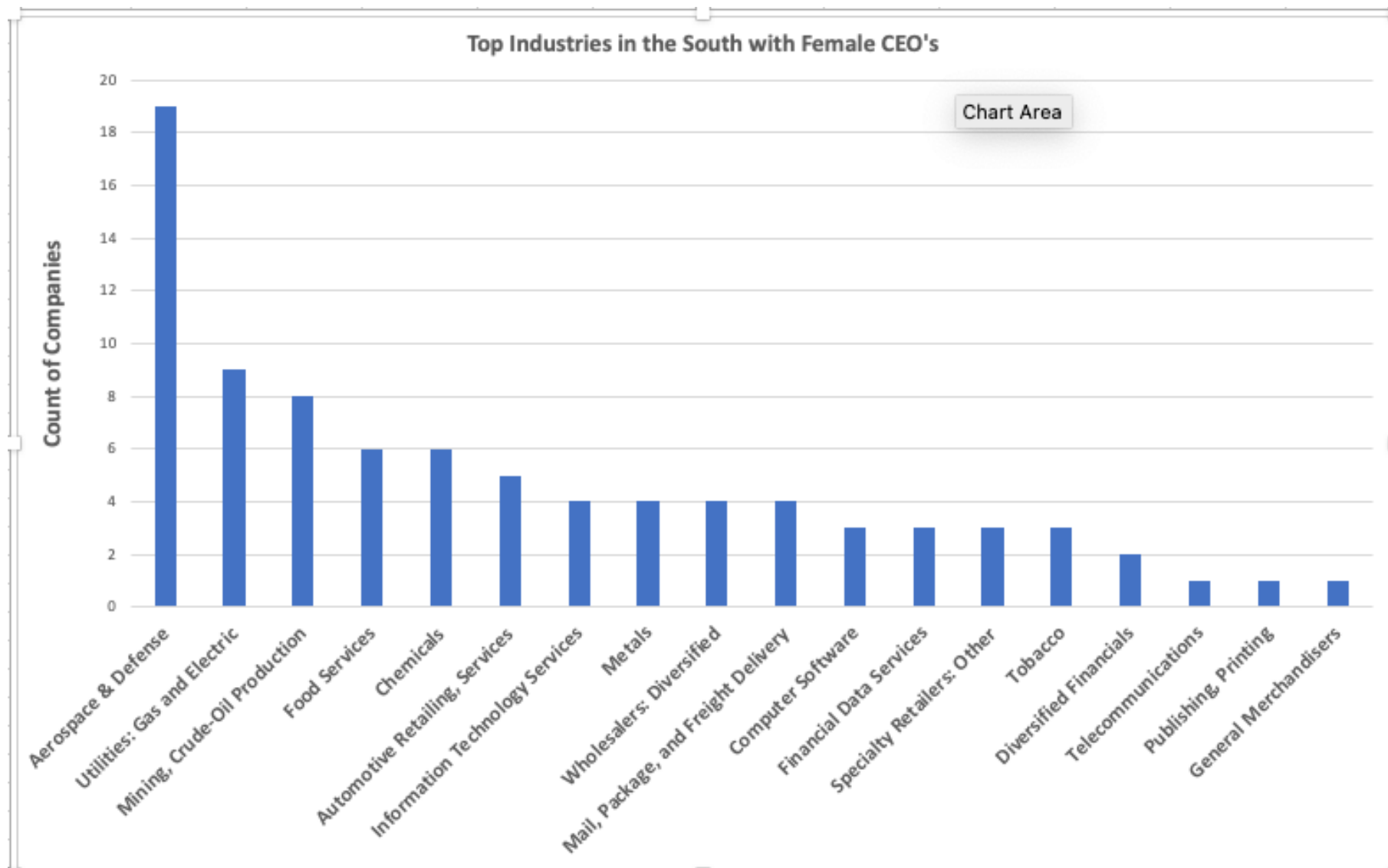
APPROACH AND ANALYSIS

- Downloaded from a dataset consisting of of Fortune 500 data during the years 1996-2023: https://www.kaggle.com/datasets/rm1000/fortune-500-companies/data

- Formatted, compiled and cleaned in one dataset

- Primary and basic functions of Microsoft Excel including XLookup, Filter, Sumif, Countif, pivot tables, charts, conditional formatting and graphical visualization will be employed

APPROACH AND ANALYSIS

- Primary Goal: Analyze the Fortune 500 dataset from a "job-searching" perspective

- Secondary Goal: Quickly extract key insights from this dataset and communicate them via a visualized dashboard

- Third Goal: Publish a storyboard portfolio project on my personal blog

TECHNICAL CHALLENGES

- While the "Delete duplicates" function of Excel found zero duplicates, there were many companies that had multiple variations of their names. For instance, "Walmart" and "Walmart, Inc". For visualization purposes I manually adjusted the names to be uniform across the dataset.

- The Women_CEO data did not begin in the dataset till 2015 so I only used data from 2015 – 2023

- In order to visualize regional data I created a separate table connecting all 50 U.S. states to corresponding regions. That way I could look at data using only companies located in the South

Top Industries in the South with Female CEO's

Q1. What industries and companies have female CEO's and are located in the South?

Top 5
-Aerospace and Defense
-Utilities:Gas and Electric
-Mining, Crude-oil Production
-Food Services
-Chemicals

Aerospace & Defense	**19**
General Dynamics	9
Lockheed Martin	5
Northrop Grumman	5
Utilities: Gas and Electric	**9**
Duke Energy	9
Mining, Crude-Oil Production	**8**
Occidental Petroleum	8
Food Services	**6**
Yum China Holdings	6
Chemicals	**6**
Celanese	5
DuPont	1
Automotive Retailing, Services	**5**
AutoNation	1
Hertz Global Holdings	4
Information Technology Services	**4**
Science Applications International	4
Metals	**4**
Commercial Metals	4
Wholesalers: Diversified	**4**
Veritiv	4
Mail, Package, and Freight Delivery	**4**
UPS	4
Computer Software	**3**
Oracle	3
Financial Data Services	**3**
Alliance Data Systems	1
Fidelity National Information Services	2
Specialty Retailers: Other	**3**
CST Brands	3
Tobacco	**3**
Reynolds American	3
Diversified Financials	**2**
Telecommunications	**1**
Lumen Technologies	1
Publishing, Printing	**1**
TEGNA	1
General Merchandisers	**1**
J.C. Penney	1

Q1. **What industries and companies have female CEO's and are located in the South?**

Some recognizable names would be:
-Lockheed Martin
-Duke Energy
-Hertz
-Oracle
-JC Penney

Q2. WHAT COMPANIES AND INDUSTRIES RANKED IN THE TOP 5 ACCORDING TO REVENUE FOR 2015-2023?

The Top Fortune 500 Industries Ranked 1-5 in Years 2015-2023				
Rank 1	Rank 2	Rank 3	Rank 4	Rank 5
General Merchandisers	Petroleum Refining	Petroleum Refining	Insurance: Property and Casualty (Stock)	Computers, Office Equipment
	Insurance: Property and Casualty (Stock)	Computers, Office Equipment	Petroleum Refining	Wholesalers: Health Care
	Internet Services and Retailing	Insurance: Property and Casualty (Stock)	Computers, Office Equipment	Health Care: Insurance and Managed Care
			Health Care: Pharmacy and Other Services	Internet Services and Retailing
				Health Care: Pharmacy and Other Services

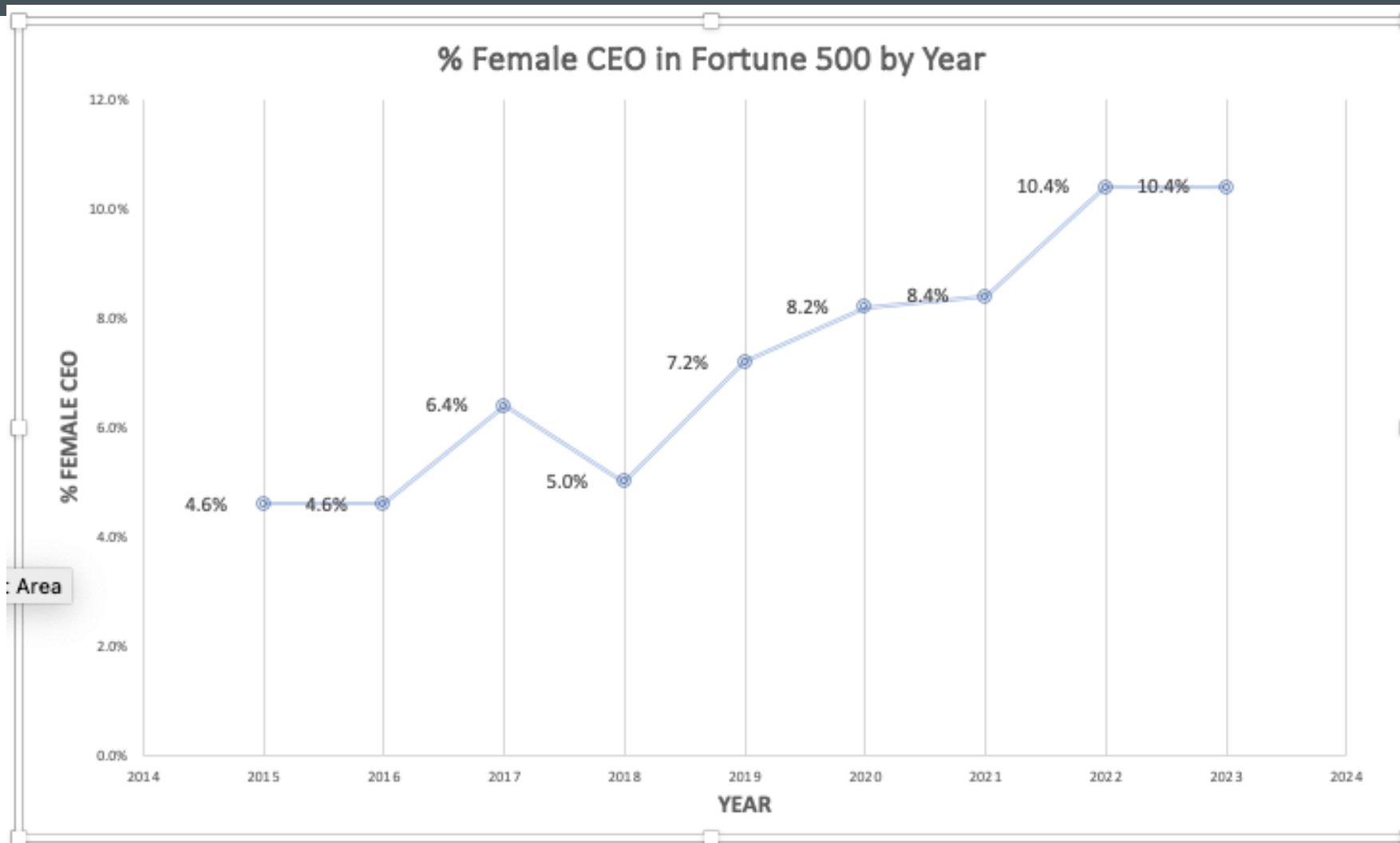| Top 5 Fortune 500 Companies 2015-2023				
Rank 1	Rank 2	Rank 3	Rank 4	Rank 5
Walmart	Exxon Mobil	Chevron	Berkshire Hathaway	Apple
	Berkshire Hathaway	Apple	Exxon Mobil	McKesson
	Amazon	Berkshire Hathaway	Apple	UnitedHealth Group
		Exxon Mobil	CVS Health	Amazon
				CVS Health

Q2. WHAT COMPANIES AND INDUSTRIES RANKED IN THE TOP 5 ACCORDING TO REVENUE FOR 2015-2023?

From these simple visualizations, I can focus my data analyst job search on specific companies and industries. For instance:
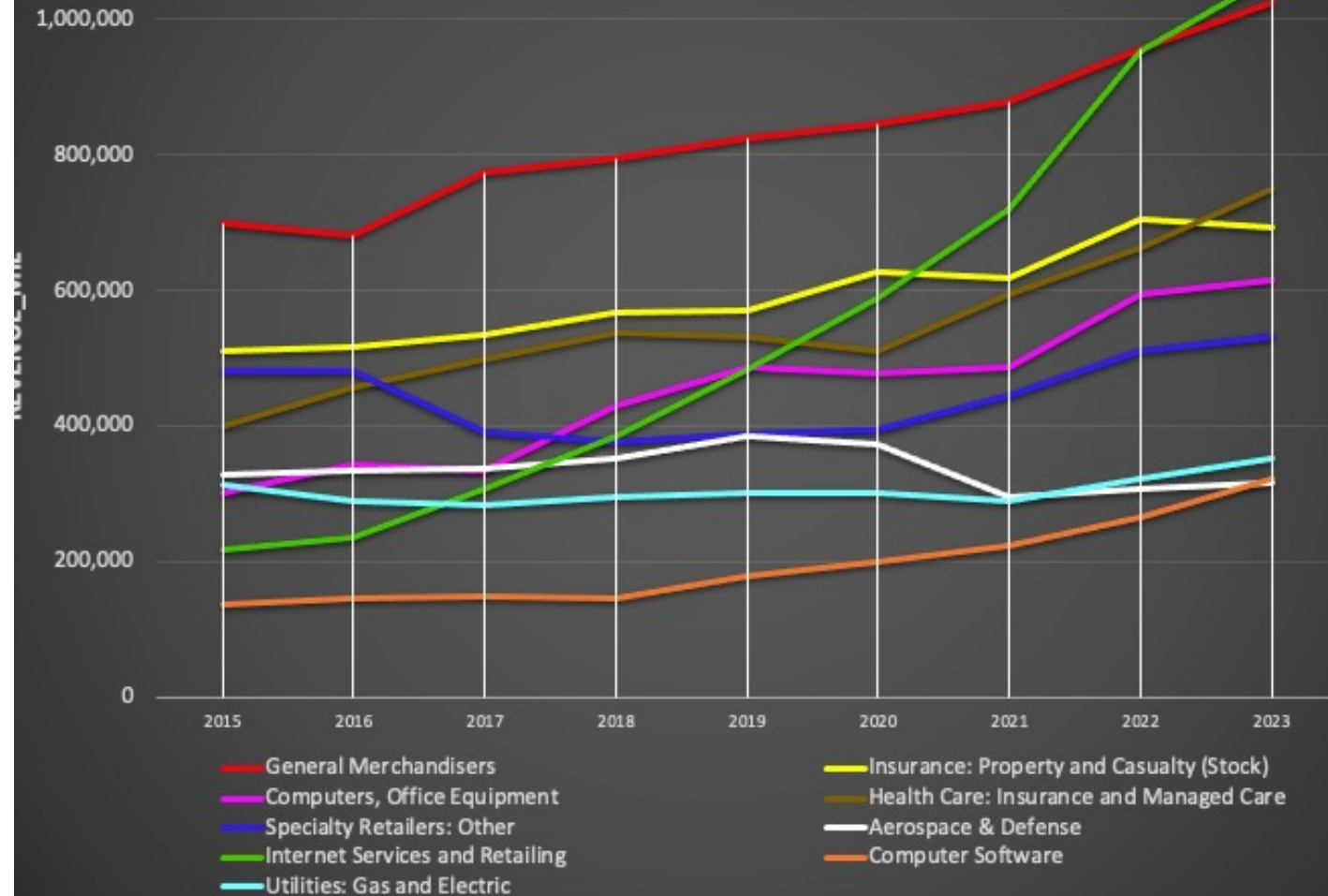
- General Merchandisers, (Walmart)
- Insurance Companies, (Berkshire Hathaway)
- Computers and Tech, (Apple and Amazon)
- Health Care, (CVS Health, and United Health Group)

SIDE TANGENT: EXPLORING FEMALE_CEO DATA

% Female CEO in Fortune 500 by Year

While the percentage of Fortune 500 companies with Female CEO's is low, that percentage has consistently been growing over time.

Q3. INDUSTRY GROWTH AND STABILITY

I included only the industries that have consistently shown up during the course of this project as well as industries I'm just naturally interested in.

CONCLUSION

1. The top industries in the South with female CEOs are:

- Aerospace and Defense
- Utilities, Gas and Electric
- Mining, Crude Oil Production
- Food Services
- Chemicals

2. The industries with the largest count of companies are:
- Utilities, Gas and Electric
- Specialty Retailers
- Commercial Banks
- Insurance: Property and Casualty
- Chemicals

3. The Companies ranked in the Top 5 are:
- Walmart
- Exxon Mobile
- Berkshire Hathaway
- Amazon
- Chevron
- Apple
- CVS Health
- Mckesson
- UnitedHealth Group

CONCLUSION

4. Since 2015 the percentage of Female CEOs has increased.

5. The Industries that have consistently grown or remained stable over the last 9 years are:

- General Merchandisers
- Insurance
- Healthcare
- Computers
- Internet Services and Retailers
- Aerospace and Defense
- Computer Software
- Utilities: Gas and Electric

CONCLUSION

From this analysis, I can see trends in the companies that keep reoccurring allowing me to better aim my data analyst job search. Having spent countless hours on various job boards, I now know that the industries I'll be keeping an eye out for will be general merchandisers, insurance, healthcare, computers and software, utilities, internet services and retailers, aerospace and defense, and specialty retailers. I also have a better idea of what companies have been performing well and hiring more progressively over the last nine years.