**My Portfolio**

**Introduction**

As a data analytics specialist with experience in various industries and a track record of delivering impactful solutions, I am well-positioned to support businesses in achieving their goals through data-driven insights.

Today, many companies are sitting on vast amounts of data, but struggle to turn it into actionable insights that drive decision-making. This is where I come in, using my skills in data visualization, mining, cleaning, and machine learning to analyze complex data sets and deliver meaningful insights that support business objectives.

Furthermore, with my background in business acumen, I am able to contextualize data insights within the broader strategic goals of the company. This means that my work doesn't just help businesses better understand their data, but also how that data fits into the larger picture of achieving their goals.

Ultimately, my goal is to help businesses achieve success by using data to guide their decision-making. By delivering insights that are both actionable and strategically aligned, I am able to provide value to organizations that are looking to leverage their data for a competitive advantage.

**DISCRIMINANT ANALYSIS:**

Companies may be struggling with identifying key factors that distinguish between different groups or categories within their data. Discriminant analysis can help to identify which variables are most important in differentiating between groups, and can also be used to predict group membership for new cases. By applying discriminant analysis to a company's data, you can help them to gain a better understanding of the factors that differentiate their customers, products, or other key categories, and use this information to inform business and marketing strategies.

**REGRESSION ANALYSIS:**

Companies may be struggling to understand the relationships between different variables within their data, or to predict future values based on historical data. Regression analysis can help to identify which variables are most predictive of a given outcome and can also be used to develop models for forecasting future values. By applying regression analysis to a company's data, you can help them to better understand the relationships between their key variables and use this information to inform business and marketing strategies, or to develop more accurate forecasting models.

**SVM and Naïve Bays:**

Companies may be struggling with classification problems, such as identifying which customers are most likely to purchase a certain product, or which leads are most likely to convert to sales. SVM and Naïve Bays are both machine learning algorithms that can help to classify data based on certain features or attributes. By applying these algorithms to a company's data, you can help them to develop more accurate classification models, and use this information to inform business and marketing strategies, or to identify new sales leads.

In all of these projects, you have demonstrated skills in data analysis, statistical modeling, and machine learning that can help companies to better understand their data and make more informed business decisions. By presenting your projects in a clear and concise manner and highlighting the specific benefits that these techniques can provide to businesses, you can demonstrate your value as a data analytics specialist and attract potential employers or clients.

*As a data analytics specialist, there are several stakeholders who may be interested in viewing your portfolio, including:*

**Business executives:** Business executives are interested in how data analytics can help their business grow and succeed. In your portfolio, you can highlight how your projects (e.g., Discriminant Analysis, Regression Analysis, SVM, and Naïve Bays) have helped organizations to make data-driven decisions that improve their overall performance and profitability.

**Data analysts:** Data analysts are interested in learning more about the techniques and tools that you use to analyze complex data sets. In your portfolio, you can showcase your technical skills (e.g., Python, R, Tableau, Microsoft Excel) and highlight how you have used these tools to develop predictive models, conduct data mining and cleaning, and create data visualizations.

**Hiring managers:** Hiring managers are interested in finding candidates who have the right mix of technical and soft skills to excel in a data analytics role. In your portfolio, you can showcase your core skills (e.g., critical thinking, problem-solving, communication, time management) and highlight how you have applied these skills in real-world situations to achieve measurable results.

To cater to these different stakeholders, you can customize your portfolio to highlight the specific skills, projects, and achievements that are most relevant to their interests. For example, you can provide more technical details about your projects for data analysts, while highlighting your business acumen and impact on the bottom line for business executives. Additionally, you can include testimonials or case studies from previous clients or employers to showcase your ability to work effectively with others and deliver high-quality results.