

MY DATA ANALYSIS PORTFOLIO



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[🔗 GitHub](#)

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ABOUT ME

I am a data enthusiast with hands-on training in SQL, Excel, and Power BI, passionate about transforming raw data into actionable insights.

With a background in Accounting, Digital Marketing, and Customer Service, I bring business understanding and analytical thinking to the world of data. I focus on creating value through clean, visual, and impactful reporting.





SKILLS SUMMARY

SQL

- Data extraction
- JOINs and filtering
- GROUP BY and aggregations
- Subqueries and window functions

Excel

- Pivot tables and data validation
- VLOOKUP/XLOOKUP and INDEX-MATCH
- Conditional formatting
- Power Query and dashboards



Power BI

- Data modeling
- DAX formulas
- Interactive dashboards
- Relationships and KPI visuals

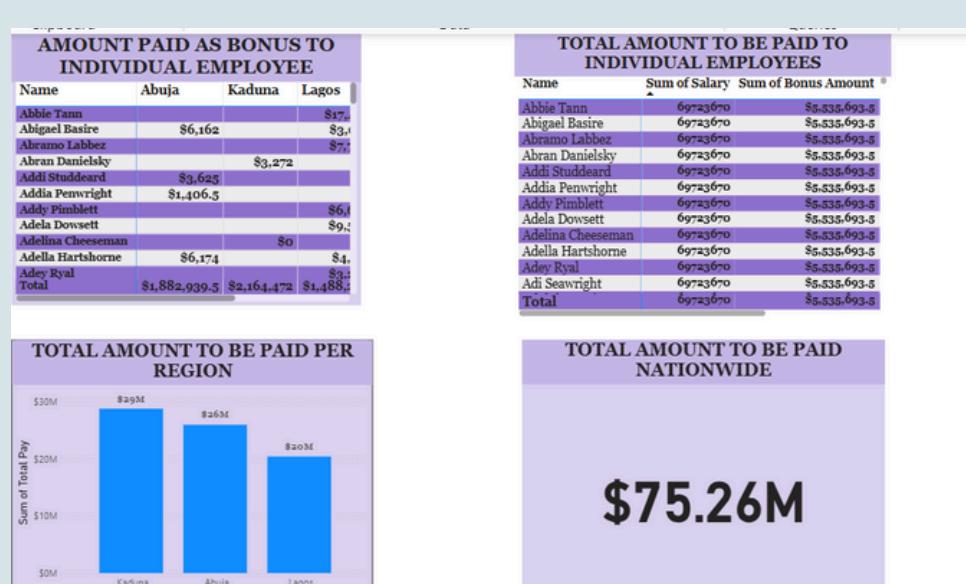
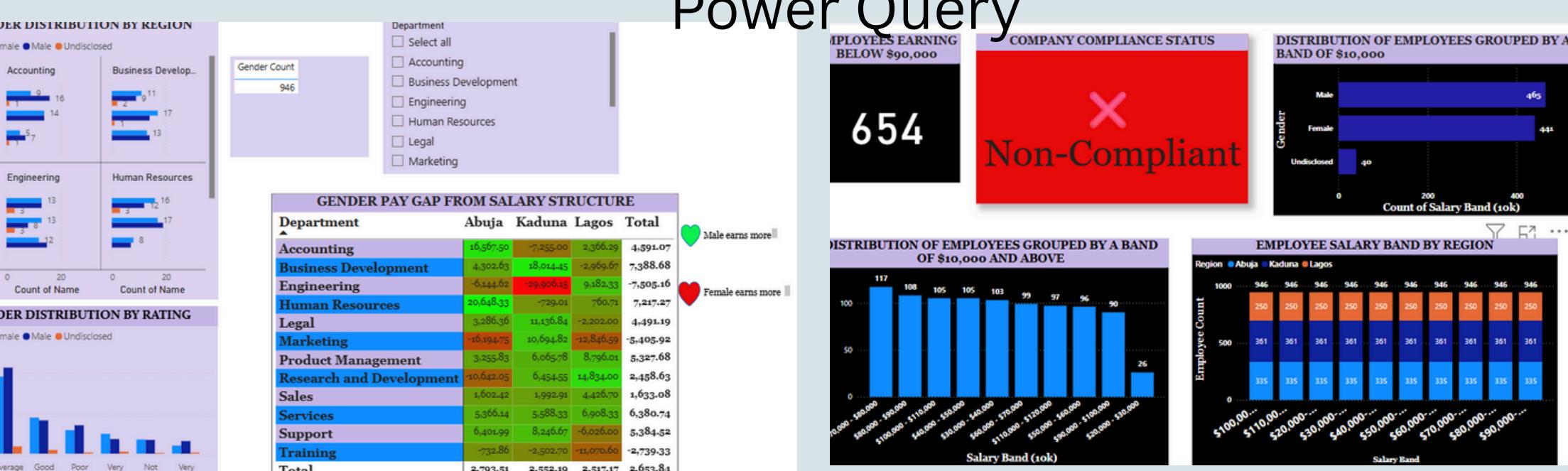




Projects

Sales Performance Analysis (Power BI + Excel)

- Analyzed 12-month sales data to identify revenue trends by region and product category
- Designed a Power BI dashboard with Monthly Sales, Product Rankings, and Profit Margins
- Cleaned and transformed data using Excel Power Query
- Skills Applied: Data modeling, DAX, visual storytelling, Power Query



Customer Orders Database Analysis

(SQL)

- Wrote SQL queries to extract top customers and delayed orders
 - Used JOINs, GROUP BY, and CASE statements to segment customer data
 - Presented insights to help improve service delivery
 - Skills Applied: SQL scripting, performance segmentation, aggregations

```
1 Create Database KMS_db
2 Select * [KMS sql Case Study]
3
4 ---QUESTION ONE---
5 ---Create Product Category with the Highest Sales---
6
7 SELECT TOP 1
8     Product_Category,
9     FORMAT(SUM(Sales), 'N2') AS TotalSales
10    FROM
11        [KMS sql Case Study]
12    GROUP BY
13        Product_Category
14    ORDER BY
15        SUM(Sales) DESC;
16
17
```

70 %

Results Messages

	Product_Category	TotalSales
1	Technology	5,984,248.18

	Product_Category	TotalSales
1	Technology	5,984,248.18

```
118
119 SELECT
120     Customer_Name,
121     FORMAT(SUM(Sales), 'N2') AS Total_Sales,
122     COUNT(Order_ID) AS Total_Orders,
123     FORMAT(AVG(Sales), 'N2') AS Avg_Order_Value,
124     MAX(Order_Date) AS Last_Purchase
125 FROM [KMS sql Case Study]
126 GROUP BY Customer_Name
127 ORDER BY SUM(Sales) DESC;
128
129 -----QUESTION SIX (B)
130 -----WHAT PRODUCTS OR SERVICES THEY PURCHASE TYPICALLY-----
131
132
133 -----USING TOP 10 CUSTOMERS-----
134
```

70 %

Results Messages

	Customer_Name	Total_Sales	Total_Orders	Avg_Order_Value	Last_Purchase
1	Emily Phan	117,124.44	10	11,712.44	2012-11-26
2	Deborah Brumfield	97,433.14	20	4,871.66	2012-01-03
3	Roy Skaria	92,542.15	26	3,559.31	2012-12-04
4	Sylvia Foulston	88,875.76	24	3,703.16	2012-10-12
5	Grant Carroll	88,417.00	27	3,274.70	2012-11-11
6	Alejandro Grove	83,561.93	14	5,968.71	2012-09-01
7	Darren Budd	81,577.34	41	1,989.69	2012-11-14
8	Julia Barnett	80,044.45	21	3,811.64	2012-12-12

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```
90  ('Jeremy Farry', 85.72, '2012-04-25', 'Re-engage with "We Miss You" email and 10% off next order.'),  
91  ('Natalie DeCharney', 125.98, '2010-06-14', 'Send product bundle promo to encourage return.'),  
92  ('Nicole Fjeld', 153.03, '2010-09-01', 'Offer bundle discounts and cross-category suggestions.'),  
93  ('Katina Edelman', 180.38, '2011-06-06', 'Send free shipping promo and reorder reminder.'),  
94  ('Dorothy Dickinson', 198.08, '2010-05-07', 'Loyalty offer and product recommendation.'),  
95  ('Christine Kargaltis', 293.22, '2011-09-07', 'Cross-sell premium items, offer volume discount.'),  
96  ('Eric Murdock', 343.33, '2012-09-28', 'Loyalty points or seasonal discount incentive.'),  
97  ('Chris McAfee', 350.18, '2011-07-06', 'Subscription model suggestion for recurring orders.'),  
98  ('Ricki Hutwhale', 415.82, '2011-07-12', 'Offer volume-based discount and upsell combos.'),  
99  ('Dorothy Dickenson', 420.56, '2010-06-10', 'Re-engage with premium gift and welcome-back offer.');  
100  
101 SELECT * FROM Customer_Recommendations;  
102  
103  
104 -----QUESTION FIVE-----  
105 -----WHICH SHIPPING METHOD INCURRED THE MOST SHIPPING COST-----  
106
```

	Customer_Name	Total_Sales	Last_Purchase_Date	Recommendation
1	Chris McAfee	350.18	2011-07-06	Subscription model suggestion for recurring orders.
2	Christine Kargaltis	293.22	2011-09-07	Cross-sell premium items, offer volume discount.
3	Dorothy Dickenson	420.56	2010-06-10	Re-engage with premium gift and welcome-back offer.
4	Dorothy Dickinson	198.08	2010-05-07	Loyalty offer and product recommendation.
5	Eric Murdock	343.33	2012-09-28	Loyalty points or seasonal discount incentive.
6	Jeremy Farry	85.72	2012-04-25	Re-engage with "We Miss You" email and 10% off n...
7	Katina Edelman	180.38	2011-06-06	Send free shipping promo and reorder reminder.
8	Natalie DeCharney	125.90	2010-06-14	Send product bundle promo to encourage return.

```
ULTRA MEGA STO...DH1A22C\HP (70)* ➔ X
145
146     o.Customer_Name,
147     o.Product_Category,
148     o.Product_Sub_Category,
149     COUNT(o.Order_ID) AS Order_Count,
150
151
152     FORMAT(SUM(o.Sales), 'N2') AS Total_Spent
153 FROM [KMS sql Case Study] o
154 JOIN TopCustomers t
155     ON o.Customer_Name = t.Customer_Name
156 GROUP BY o.Customer_Name, o.Product_Category, o.Product_Sub_Category
157 ORDER BY o.Customer_Name, SUM(o.Sales) DESC;
158
159
160 -----QUESTION SEVEN-----
161 -----THE SMALL BUSINESS CUSTOMER WITH THE HIGHEST SALES-----
```

0 %

Results Messages

	Customer_Name	Product_Category	Product_Sub_Category	Order_Count	Total_Spent
1	Alejandro Grove	Office Supplies	Binders and Binder Accessories	2	41,199.12
2	Alejandro Grove	Furniture	Tables	2	17,638.56
3	Alejandro Grove	Furniture	Chairs & Chairmats	2	13,552.24
4	Alejandro Grove	Office Supplies	Appliances	1	9,081.98
5	Alejandro Grove	Office Supplies	Envelopes	1	806.08
6	Alejandro Grove	Furniture	Office Furnishings	2	675.11
7	Alejandro Grove	Office Supplies	Paper	1	306.30
8	Alejandro Grove	Office Supplies	Pens & Art Supplies	1	163.98

Certifications

 Data Analysis – DIGITAL SKILLUP AFRICA –
2025

 Virtual Assistant – ALX – 2024

 Digital Marketing Specialist –
GOMYCODE – 2024



Portfolio Access

You can view my sample dashboards, SQL scripts, and Excel reports on:



[GitHub](#)

