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6+ Years Experience | Python, SQL, Tableau, Excel

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4 Featured Projects | End-to-End Data Analysis
Business Intelligence | Financial Analytics | Customer Insights

Project 1: Market Intelligence Dashboard

KPI	Value	Impact
Market Cap Analyzed	$1.3 Trillion	Comprehensive market coverage
Data Collection Rate	100%	1,350 records across 90 days
Companies Tracked	15	Major technology sector leaders
Dashboard Deployment	Tableau Public	Executive-level visualization

Business Problem: Need for comprehensive market intelligence platform to analyze technology sector performance, competitive positioning, and investment risk.

My Approach:

- Built Python API integration with Alpha Vantage for real-time financial data
- Designed SQLite database schema for efficient data management
- Created advanced SQL queries for competitive analysis and risk metrics (VaR)
- Developed executive-level Tableau dashboard for strategic decision-making

Technical Stack: Python | SQL (SQLite) | Tableau Public | Alpha Vantage API | Git

Key Results:

- End-to-end pipeline: API → Database → Analysis → Visualization
- Advanced SQL: Multi-table joins, CTEs, window functions
- Risk analytics: Value at Risk (VaR) calculations and portfolio metrics
- Business storytelling through executive dashboard

Business Value: Provides strategic insights for investment decisions, competitive positioning, and market timing. Demonstrates ability to transform raw financial data into actionable executive intelligence.

Project 2: Sales Performance Analytics

KPI	Value	Impact
Total Revenue Analyzed	$589,089	Comprehensive revenue analysis
Customers Analyzed	30	Full customer segmentation
Orders Processed	30	Complete transaction analysis
Avg Order Value	$19,636	High-value transaction insights
Top Category	Furniture	Highest revenue potential identified

Business Problem: E-commerce business needs to understand which categories drive revenue, how customer segments behave, which products perform best, and who the most valuable customers are.

My Approach:

• Collected product, customer, and transaction data from DummyJSON API
• Analyzed revenue across product categories with performance ranking
• Created demographic analysis (Gen Z, Millennials, Gen X, Boomers)
• Built SQL queries with progressive complexity and comprehensive documentation

Technical Stack: SQL | Excel | Python | Tableau | DummyJSON API

Key Results:

• Identified Furniture as highest revenue potential category
• Millennials (25-35) identified as primary demographic segment
• SQL expertise from basic aggregations to advanced window functions
• Professional query documentation with business impact explanations
• Built KPI dashboard: Revenue, Customers, Orders, AOV

Business Value: Enables data-driven inventory decisions, targeted marketing by customer segment, and product portfolio optimization. Clear SQL documentation facilitates team collaboration.

Project 3: Customer Behavior Analytics

KPI	Value	Impact
Data Source	Google Analytics 4	Real-world enterprise platform
Analysis Period	Nov 2020 - Jan 2021	3-month behavioral tracking
Cohort Analysis	Month-over-month	Retention pattern identification
Segmentation Model	Multi-dimensional	Engagement + value tiers
Churn Prediction	Risk scoring	Proactive intervention prioritization

Business Problem: Optimize customer retention, predict churn risk, maximize lifetime value, and understand customer journey patterns to reduce acquisition costs.

My Approach:

• Leveraged Google Analytics 4 BigQuery public dataset
• Built cohort analysis for month-over-month retention tracking
• Created engagement scoring with weighted activity metrics
• Developed churn prediction based on engagement patterns
• Mapped multi-touch attribution to optimize conversion paths

Technical Stack: Google Analytics 4 | BigQuery SQL | Python | Advanced SQL | Data Visualization

Key Results:

• Cohort-based retention analysis with lifecycle progression
• Multi-dimensional customer profiling with value tiers
• Predictive churn scoring with intervention prioritization
• Complex window functions, CTEs, and behavioral event analysis
• Strategic recommendations for loyalty programs

Business Value: Enables proactive churn prevention, personalized engagement, optimized marketing spend, and lifetime value maximization. Real-world GA4 data demonstrates enterprise platform expertise.

Project 4: Real Estate Investment Analysis

KPI	Value	Impact
Data Sources	3 APIs	RentCast, FRED, ATTOM integration
Financial Metrics	Cap Rate, Cash Flow, ROI	Comprehensive investment analysis
SQL Complexity	5 levels	Basic to advanced queries
Investment Scoring	Multi-factor algorithm	5+ weighted factors
Geographic Analysis	Location-based	Market velocity & pricing trends

Business Problem: Real estate investors need systematic approach to evaluate properties, calculate ROI metrics, assess market conditions, and identify optimal investment opportunities.

My Approach:

• Integrated RentCast API (valuations), FRED API (economics), ATTOM Data (market)
• Built comprehensive ROI calculators: Cap Rate, Cash Flow, Cash-on-Cash Return
• Performed location-based pricing trends and market velocity analysis
• Developed weighted investment scoring algorithm with 5+ factors
• Designed SQL query suite from basic to advanced (5 complexity levels)

Technical Stack: Python | SQL (SQLite) | Multiple APIs | Financial Modeling | Geographic Analysis

Key Results:

• Financial analytics: Cap rate, monthly cash flow, ROI projections
• Multi-API integration with error handling and validation
• Advanced SQL: Multi-CTE investment scoring with weighted factors
• Market intelligence: Time series, seasonal patterns, velocity tracking
• Systematic property evaluation framework

Business Value: Provides data-driven investment decision framework, reduces risk through comprehensive analysis, optimizes portfolio allocation, and identifies high-ROI opportunities. Demonstrates financial modeling and multi-source integration.