

# DATA ANALYSIS PORTFOLIO

by Sonu Kachhap

# **WELCOME**

## **TO THE CREATIVE PRESENTATION**

# LIST OF CONTENTS

Guide To All The Content Of This Portfolio!

**01**

**ABOUT ME**

**02**

**VISION**

**03**

**PROJECT PORTFOLIO  
CONTENT**

**04**

**ACKNOWLEDGMENT**

**05**

**CONTACT**

# **INTRODUCING**

## **ABOUT ME**

“My name is Sonu Kachhap, a dedicated second-year B.Com student with a strong 8.0 CGPA. Passionate about Data Analysis, I have honed skills in Python, Excel, SQL, Tableau, and PowerBI, aiming to leverage these in innovative data-driven solutions.”



# VISION

“My vision is to become a leader in data analysis, transforming complex data into actionable insights. I aim to drive innovation and informed decision-making in the business world through my expertise in analytics and technology.”



# PROJECT PORTFOLIO

Guide To The Eight Project On Data Analysis :

- PROJECT 01

Data Analytics Process ----- Page No. 08

- PROJECT 02

Instagram User Analytics ----- Page No. 10

- PROJECT 03

Operation & Metric Analytics -- Page No. 12

- PROJECT 04

Hiring Process Analytics ----- Page No. 14

# PROJECT PORTFOLIO

- PROJECT 05

IMDB Movie Analysis ---- Page No. 16

- PROJECT 06

Bank Loan Case Study ---- Page No. 18

- PROJECT 07

Impact of Car Features ---- Page No. 20

- PROJECT 08

ABC Call Volume Trend ---- Page No. 22



# PROJECT 01

## Data Analytics Process :

Application in Real Life  
Scenario Case Study, Plan  
to watch Cricket match  
for the entire day.



## • Description

This project involved studying various data analytics methodologies to understand how raw data is transformed into actionable insights. It covered data collection, processing, analysis, and interpretation techniques.

## • Link Of The PDF

To See the Project and the detailed steps used while making the project you can please click the below link:

[https://drive.google.com/file/d/1iebPzt5NvMFn\\_H2Z\\_FL9JHcoWHySsQIA/view?usp=drive\\_link](https://drive.google.com/file/d/1iebPzt5NvMFn_H2Z_FL9JHcoWHySsQIA/view?usp=drive_link)

## • Analysis

I applied Real Life scenarios to create this described task of this project and made an PDF file to visualize the project.

## • Conclusion

The project highlighted the importance of a structured analytics process in extracting meaningful information from data, demonstrating how effective analysis can drive decision-making in various fields.





## PROJECT 02

### Instagram User Analytics :

Analyzing user engagement and demographic data on Instagram to understand trends and patterns, enhancing marketing strategies.



## • Description

Focused on analyzing Instagram user data, this project aimed to understand user engagement and demographics to improve social media marketing strategies.

## • Analysis

Utilizing data mining techniques, I examined patterns in user behavior, engagement rates, and demographic distribution, using tools like SQL for data manipulation.

## • Conclusion

The analysis revealed key factors driving user engagement on Instagram, providing valuable insights for businesses to tailor their marketing efforts and increase their social media presence.

## • Link Of The PDF

To See the Project and the detailed analyzed steps used while making the project you can please click the below link :

[https://drive.google.com/file/d/1Kg4QwSj8ietyXNC3tl590\\_Jc-fD4TjQ2/view?usp=drive\\_link](https://drive.google.com/file/d/1Kg4QwSj8ietyXNC3tl590_Jc-fD4TjQ2/view?usp=drive_link)





## PROJECT 03

### Operation & Metric Analytics :

Evaluating operational processes and key performance metrics to optimize efficiency and effectiveness in organizational workflows.



## • Description

This project entailed evaluating operational processes and key performance metrics to enhance organizational efficiency.

## • Analysis

By analyzing operational data, I identified bottlenecks and inefficiencies, using SQL to manipulate the data and handling the task effectively.

## • Conclusion

The project underscored the significance of continuous monitoring and analysis of operational metrics in optimizing processes and improving overall organizational performance.

## • Link Of The PDF

To See the Project and the detailed analyzed steps used while making the project you can please click the below link :

[https://drive.google.com/file/d/1kzFlrMIKarpDX8a5SczFpbGFk0gJ-rLC/view?usp=drive\\_link](https://drive.google.com/file/d/1kzFlrMIKarpDX8a5SczFpbGFk0gJ-rLC/view?usp=drive_link)





## PROJECT 04

### Hiring Process Analytics :

A comprehensive analysis of the hiring process, leveraging data to improve recruitment strategies and candidate experience.



- **Description**

Aimed at optimizing recruitment strategies, this project analyzed the hiring process using collected data from various stages of recruitment.

- **Analysis**

Through data analysis, I uncovered patterns in candidate selection, time-to-hire, and applicant sources, employing tools like Excel to manipulate the large dataset.

- **Conclusion**

The insights gained led to recommendations for streamlining the hiring process, improving candidate experience, and enhancing the quality of hires.

- **Link Of The PDF**

To See the Project and the detailed analyzed steps used while making the project you can please click the below link :

[https://drive.google.com/file/d/1W-ieJ\\_cFVcD7CeMWpvIq-Hugrw52Muv/view?usp=drive\\_link](https://drive.google.com/file/d/1W-ieJ_cFVcD7CeMWpvIq-Hugrw52Muv/view?usp=drive_link)





# PROJECT 05

## IMDB Movie Analysis :

Examining IMDB movie data  
to uncover trends in ratings  
and success factors,  
providing insights into the  
film industry.



## • Description

This analysis of IMDB movie data sought to identify trends in movie ratings and factors influencing a film's success.

## • Analysis

Applying data visualization and statistical analysis, I explored correlations between movie features and their ratings, using Excel to find the ratings and the success of the movies.

## • Conclusion

The project provided insights into what contributes to a movie's success, offering valuable information for filmmakers and marketers in the entertainment industry.

## • Link Of The PPT & Video Presentation

To See the Project and the detailed analyzed steps used while making the project along with video presentation, You can please click the below link :

### • PPT Link

[https://docs.google.com/presentation/d/1d5tb8uoUHvp\\_HBIfjLNWoMVRhYwBKgUp/edit?  
usp=drive\\_link&oid=108189587256347955398&rtpof=true  
&sd=true](https://docs.google.com/presentation/d/1d5tb8uoUHvp_HBIfjLNWoMVRhYwBKgUp/edit?usp=drive_link&oid=108189587256347955398&rtpof=true&sd=true)

### • VIDEO Link

[https://drive.google.com/file/d/13YfGptOoer7YgW5-DzhmtGFLbZxW-3Od/view?  
usp=drive\\_link](https://drive.google.com/file/d/13YfGptOoer7YgW5-DzhmtGFLbZxW-3Od/view?usp=drive_link)



# PROJECT 06

## Bank Loan Case Study :

Analyzing bank loan data to identify trends in approvals and defaults, aiding in risk assessment and decision-making processes.



## • Description

Analyzing bank loan data, this project focused on identifying patterns in loan approvals and defaults.

## • Analysis

I employed statistical models to evaluate risk factors associated with loan defaults, using Excel for data analysis. This involved examining borrower demographics, loan amounts, and repayment histories.

## • Conclusion

The findings offered a deeper understanding of the risk profile in lending, suggesting strategies for banks to improve their loan approval processes and minimize default rates.

## • Link Of The PPT & Video Presentation

To See the Project and the detailed analyzed steps used while making the project along with video presentation, You can please click the below link :

### • PPT Link

[https://docs.google.com/presentation/d/1IkarkVLvJ8n7HwAx6CCYzY-vL6LZS2uAy/edit?usp=drive\\_link&oid=108189587256347955398&rtpof=true&sd=true](https://docs.google.com/presentation/d/1IkarkVLvJ8n7HwAx6CCYzY-vL6LZS2uAy/edit?usp=drive_link&oid=108189587256347955398&rtpof=true&sd=true)

### • VIDEO Link

[https://drive.google.com/file/d/18\\_8IG4-NIWNRSKB5CVIRO0xVSzT922ml/view?usp=drive\\_link](https://drive.google.com/file/d/18_8IG4-NIWNRSKB5CVIRO0xVSzT922ml/view?usp=drive_link)



# PROJECT 07

## Impact of Car Features :

Investigating how different features influence car performance and consumer preferences, guiding design and marketing decisions.



## • Description

This project explored how various car features impact performance and consumer preferences, aiming to guide design and marketing decisions in the automotive industry.

## • Analysis

Using data analysis and visualization techniques, I assessed the relationship between car features like engine size, fuel efficiency, and safety ratings, and consumer demand. Using Excel to show the impact of the car features and Graphical presentation of it.

## • Conclusion

The analysis provided insights into which features are most valued by consumers, informing manufacturers about potential areas for innovation and marketing focus.

## • Link Of The PPT & Video Presentation

To See the Project and the detailed analyzed steps used while making the project along with video presentation, You can please click the below link :

### • PPT Link

[https://docs.google.com/presentation/d/1GYKJmAyF3MZ5yXFrIR4e9K4IS-rYhVV/edit?usp=drive\\_link&oid=108189587256347955398&rtpof=true&sd=true](https://docs.google.com/presentation/d/1GYKJmAyF3MZ5yXFrIR4e9K4IS-rYhVV/edit?usp=drive_link&oid=108189587256347955398&rtpof=true&sd=true)

### • VIDEO Link

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# PROJECT 08

## ABC Call Volume Trend :

Studying call volume trends at ABC company, identifying patterns to optimize customer service operations and resource allocation.



## • Description

The project involved studying call volume trends at ABC company to optimize customer service operations.

## • Analysis

I analyzed call data over time, identifying peak hours and patterns in customer inquiries using tools like Excel and PowerBI.

## • Conclusion

The project revealed critical insights into customer behavior, enabling ABC company to better allocate resources, thus improving efficiency and customer satisfaction in their call centers.

## • Link Of The PPT & Video Presentation

To See the Project and the detailed analyzed steps used while making the project along with video presentation, You can please click the below link :

### • PPT Link

[https://docs.google.com/presentation/d/1djGdxIIKq5WU\\_UQ3Hy\\_EKzx0tQVclo39/edit?  
usp=drive\\_link&oid=108189587256347955398&rtpof=true  
&sd=true](https://docs.google.com/presentation/d/1djGdxIIKq5WU_UQ3Hy_EKzx0tQVclo39/edit?usp=drive_link&oid=108189587256347955398&rtpof=true&sd=true)

### • VIDEO Link

[https://drive.google.com/file/d/1eqZ9-w0OkJHh6Lse8x0MTeMQHIU2VxY/view?  
usp=drive\\_link](https://drive.google.com/file/d/1eqZ9-w0OkJHh6Lse8x0MTeMQHIU2VxY/view?usp=drive_link)

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# THANKS FOR WATCHING

“Thank you very much for taking the time to explore my portfolio. Your attention to my work and achievements is greatly appreciated. I hope this portfolio has given you a clear insight into my skills, experiences, and the passion I bring to my field. I am excited about the possibility of applying these learnings and experiences in new, challenging environments. Should you have any questions, or if there's any further information I can provide, please feel free to reach out. I am eager for the opportunity and how I can contribute to future projects. Once again, thank you for your consideration.”



# Talk to me!

## PHONE

91-7070362135

## EMAIL ADDRESS

[sonukachhap77@gmail.com](mailto:sonukachhap77@gmail.com)

