

Contact Me



UMAIR AZAM BAIG

PROJECT PORTFOLIO.

DATA ANALYST



SALES DASHBOARD



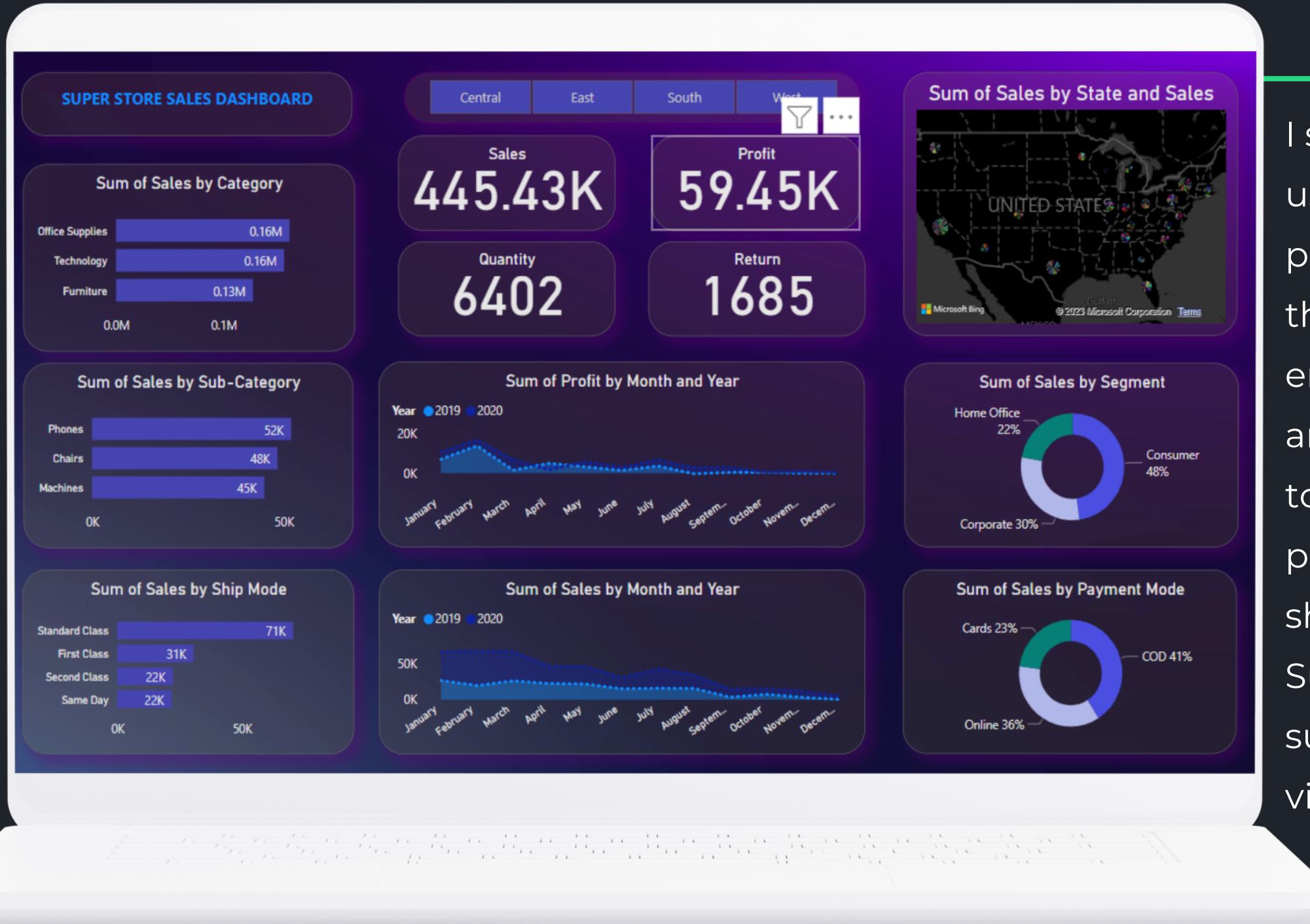
I successfully transformed raw data from a CSV file into actionable insights for the 'Sales Project 2003-2005 Analysis.' Employing SQL queries, I conducted data cleaning and manipulation to provide structure and clarity. The effectiveness of the project is measured by the extraction of valuable insights, meticulously documented in the presentation. Furthermore, I seamlessly integrated the data into Power BI, showcasing my ability to translate SQL queries into impactful visualizations, demonstrating a comprehensive achievement in data analysis and visualization.

Amazon Sales Dashboard



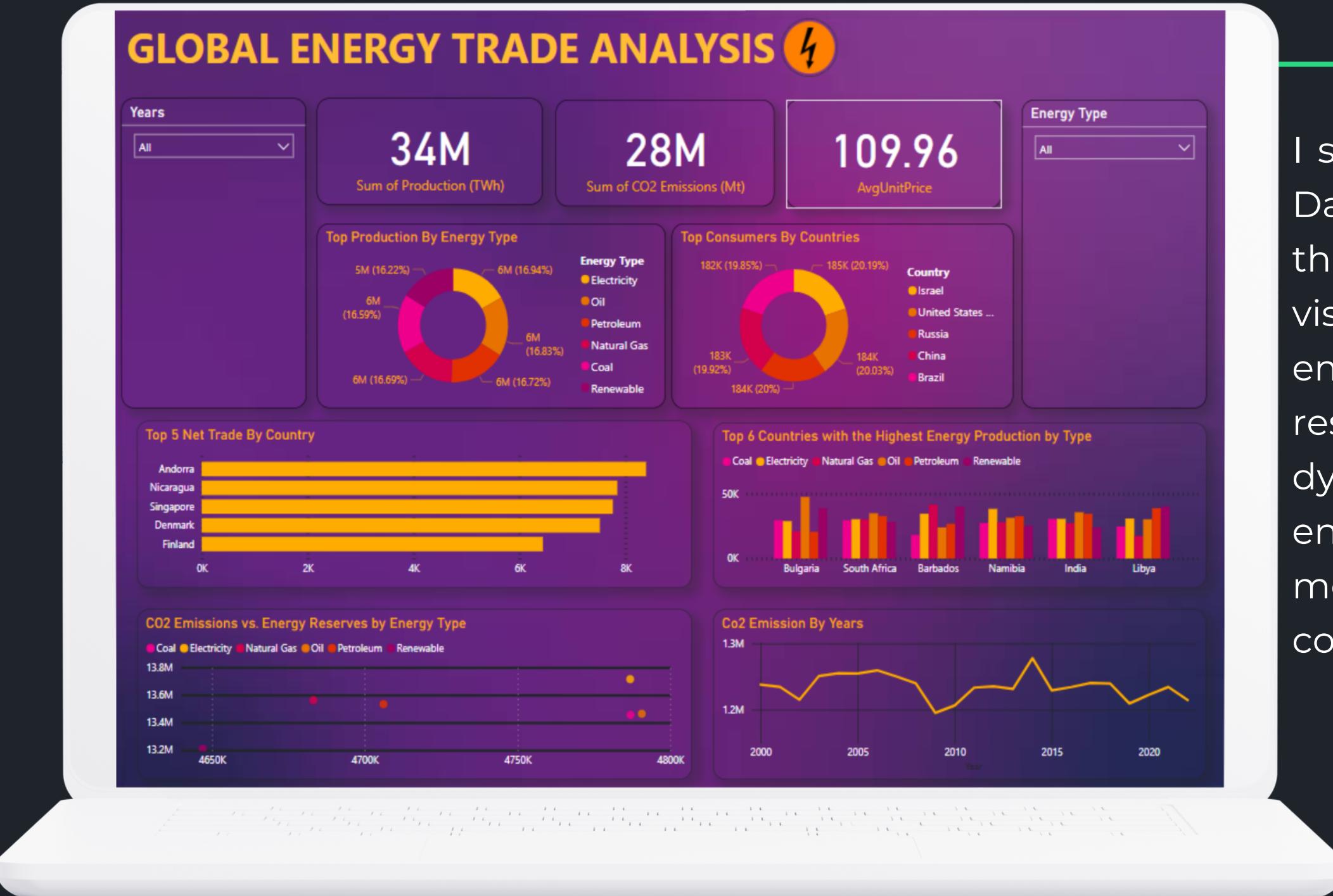
I achieved a comprehensive analysis of Amazon's sales and profits from 2012 to 2015 through the creation of a Power BI dashboard. The success is measured by the depth of insights obtained, including a granular view of sales distribution across markets, a breakdown of revenue streams by segment, and identification of top-performing products. The application of advanced data transformation techniques ensures data accuracy and reliability, contributing to a detailed profit analysis that sheds light on Amazon's financial performance during this pivotal period. The achievement lies in the ability to distill complex financial data into actionable insights using Power BI.

Super Store Sales Dashboard



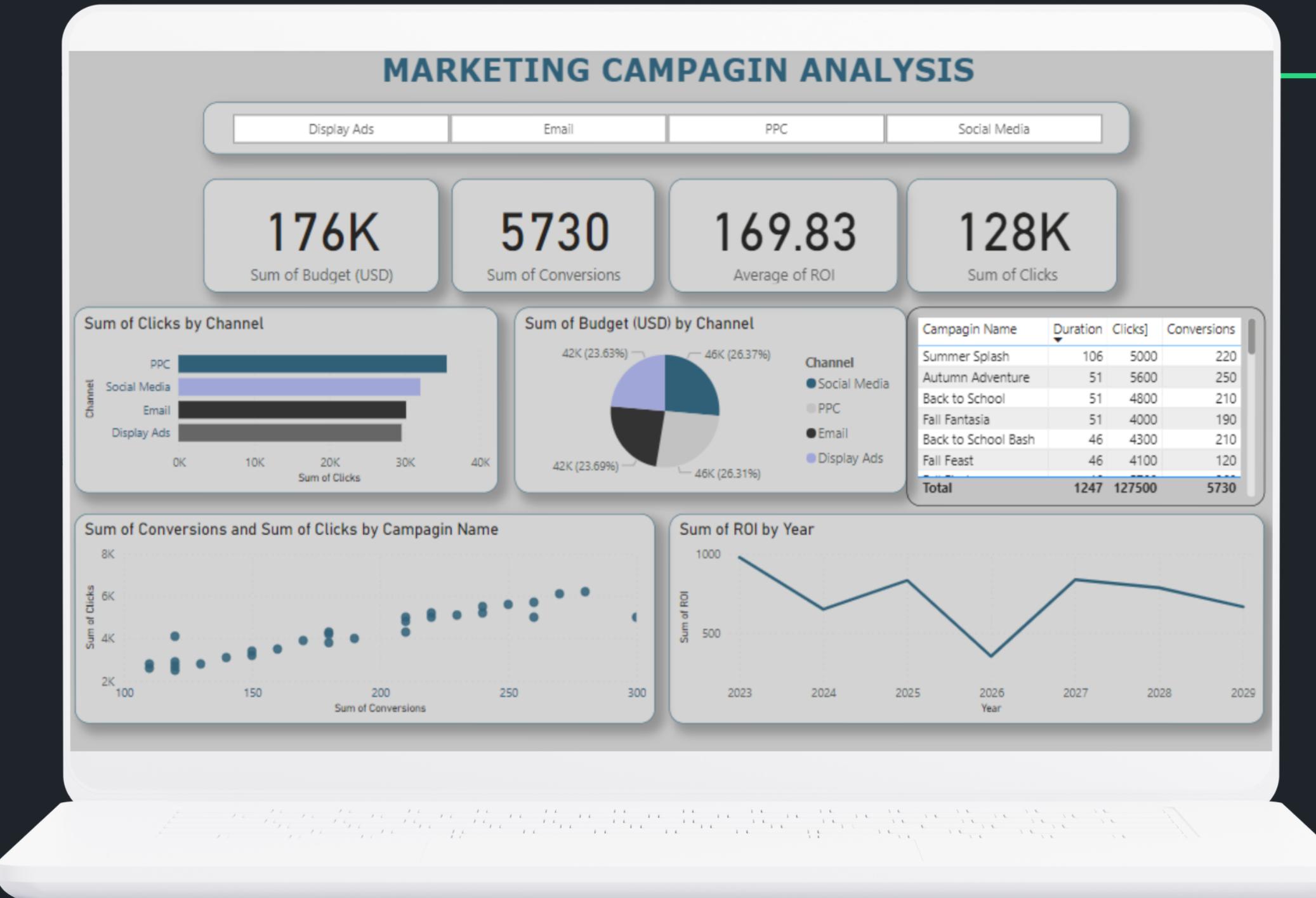
I successfully developed the "Super Store Sales Dashboard" using Power BI, achieving a comprehensive overview of sales, profits, and returns. The accomplishment is measured through the effective integration of cleaned data from Excel, employing DAX functions for aggregation and descriptive analytics. The dashboard highlights key metrics, including the total sales and profits for 2019 and 2020, categorized by product category. It further visualizes sales across different shipping modes, showcasing a detailed breakdown of the Super Store's performance. The achievement lies in the successful synthesis of data processing techniques and visualization tools to deliver valuable business insights.

Global Energy Trade Analysis



I successfully created the 'Global Energy Trade Analysis Dashboard' using Power BI, measuring achievement through precise data cleaning and impactful visualizations. The accomplishment is realized by employing Power Query for refined data transformation, resulting in a comprehensive overview of global energy dynamics. The strategic use of diverse charts and slicers ensures an effective user experience, offering meaningful insights into energy production, consumption, and CO2 emissions.

MARKETING CAMPAGINS ANALYSIS



I successfully developed a Power BI dashboard for my project, "Marketing Campaign Analysis," employing Power Query for meticulous data cleaning and implementing various DAX functions for aggregation and calculated columns. The achievement is measured through the dashboard's ability to visualize and analyze different marketing channels, including display ads, email ads, PPC ads, and social media ads. Key performance indicators (KPIs) such as budget comparison, conversion rates, and return on investment (ROI) are effectively measured, providing insights into the highest-budget and most successful channels. The accomplishment is rooted in a strategic combination of Power BI functionalities, enabling a comprehensive overview of marketing campaign performance and facilitating data-driven decision-making.

Space Mission Dashboard



I successfully created a Power BI dashboard, "All Space Missions from 1957 to August 2022," providing detailed insights into global space exploration. The achievement is measured through comprehensive data presentation, including launch details, responsible entities, rocket specifics, and insightful analyses. Key metrics, such as trends in rocket launches and mission success rates, gauge the dashboard's effectiveness. The accomplishment stems from meticulous data handling and visualization in Power BI, applying advanced analytical techniques to reveal patterns and trends. The result is an informative tool for exploring and understanding the dynamics of space missions over the specified period.

HR Analytic Dashboard



I successfully developed an HR Analytics Dashboard using Power BI, named "HR Analytics Dashboard," measuring its success through key features. These include analyzing attrition by education and age groups, assessing job roles and satisfaction scores, and pinpointing turnover rates by department. The dashboard's effectiveness is gauged through KPI cards, presenting critical metrics for an overview of attrition status, and slicer filters for departmental focus. This comprehensive tool enables informed decision-making and targeted strategies to address employee attrition within the organization.



THANK YOU
