Exercise 2.5
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🔗 Portfolio Link

Here's the link to my published data portfolio:
 www.yariselvelacanto.com/analyst

Right now, I have three completed project case studies live and ready to explore:

1. Instacart Basket Analysis: Segmenting grocery shoppers and uncovering marketing opportunities
2. Influenza Insights: Analyzing flu mortality rates and prevention patterns in the U.S.
3. Reproductive Pressure: A deep dive into global fertility decline and policy support gaps

Each project blends data storytelling, visuals, and technical work using tools like Python, SQL, Tableau, and Excel. I kept everything approachable and clean, just like how I'd want to present insights on a real team.

🎮 Solo Project Plan: Expanding My GameCo Analysis

For my independent project, I'm revisiting a topic I really enjoyed: **video game sales**, specifically my previous work on GameCo's market strategy. That project focused on visual storytelling and regional genre trends, and I used Excel and Tableau to deliver insights for stakeholders in marketing, finance, and operations.

This time, I want to build on that foundation by expanding the analysis using **Python and SQL**. My goal is to go beyond visuals and explore new questions, patterns, and methods that give me more hands-on practice with technical tools. I'll treat this like a full case study, with a documented workflow and a new write-up that reflects my growth.

🔧 My 3-Step Action Plan

1. **Rework the Dataset**
    I'll clean and structure the dataset again, this time using Python. I'll also load it into a SQL environment so I can practice querying and explore dimensions I didn't touch the first time.

2. **Deepen the Analysis**
   I'll use SQL and Python to dig into sales by release year, publisher strategy, and platform performance. I want to test some clustering ideas or correlations to see what else is hiding in the data.

3. **Publish an Updated Case Study**
   I'll update the visuals using Tableau, rewrite the case study to include my new analysis, and reflect on how my approach has evolved since the first version. This version will live in my portfolio as a deeper, more technical follow-up.

This project lets me build on work I already care about while also showing how I've grown as an analyst. It connects my love of games with a real push to sharpen my skills across tools and techniques that matter in real roles.