



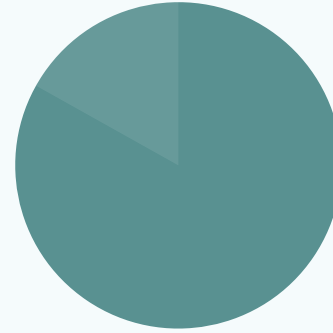
# Ayodeji Jakande's Portfolio

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## Professional Background:

I am a prospective data analyst with a strong foundation in analyzing and interpreting datasets, seeking internships or entry-level opportunities to grow my skills while contributing to organizational success. My background in Mechanical Engineering, with coursework in engineering mathematics, statistics, and applied programming, has equipped me with a solid analytical mindset.

Additionally, my certifications in Financial Modeling and Valuation Analysis, as well as Business Intelligence and Data Analysis, have honed my ability to derive insights, create visuals, and deliver key findings to solve complex business challenges. While I lack formal job experience, my passion for learning and commitment to excellence drive me to excel as a data professional.



# Udemy Data Analysis



# Project Description:

- *To better understand the pricing and subscriptions data of Udemy courses (for four different subjects) and identifying trends and patterns*
- *This will help us to:*
  - *Identify for which subject more courses should be created*
  - *Create targeted strategies to increase the company revenue*

**Dataset :** [Udemy dataset](#)



## Key questions:

1. What are the total numbers of subscribers in each subject?
2. How does the average content duration/price/number of students vary across different subjects?
3. How many courses are free and paid for each subject?
4. What is the average price of web development courses at different levels?
5. What are the 20 most popular courses? Also, include the following information:
  - Their level
  - Whether they are free or paid
  - Whether any are free beginner courses,
  - and the duration of the courses.
6. Does content duration impact the price of the course?

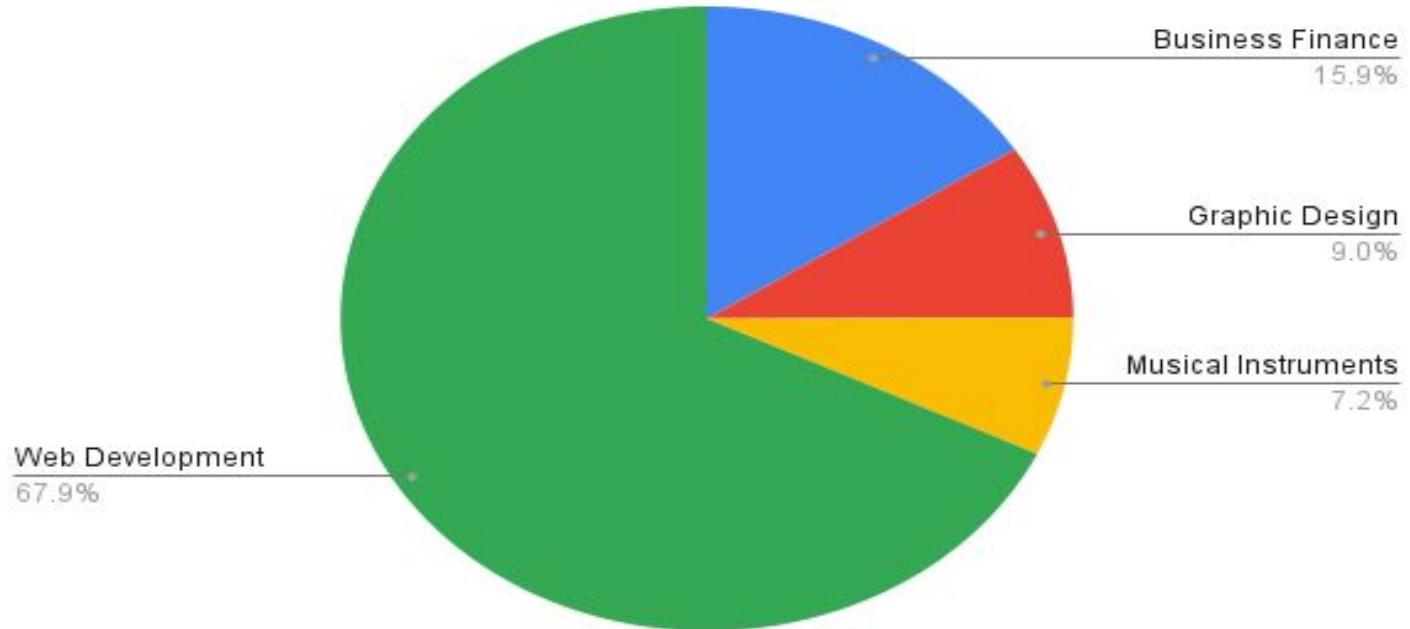


# **Findings & Insights**



# 1. What are the total numbers of subscribers in each subject?

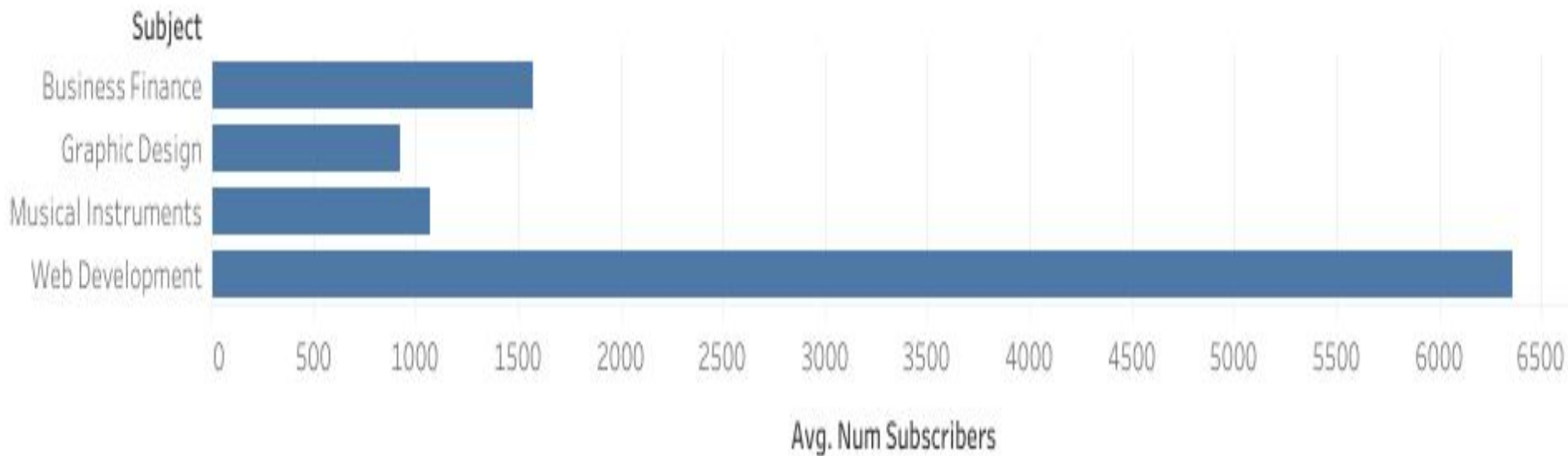
Total subscribers





## Total numbers of subscribers in each subject?(Using Tableau)

Sheet 1

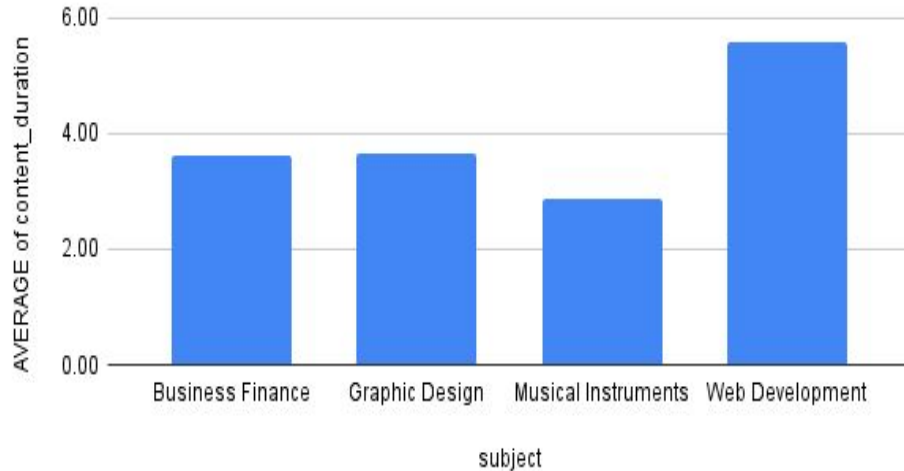




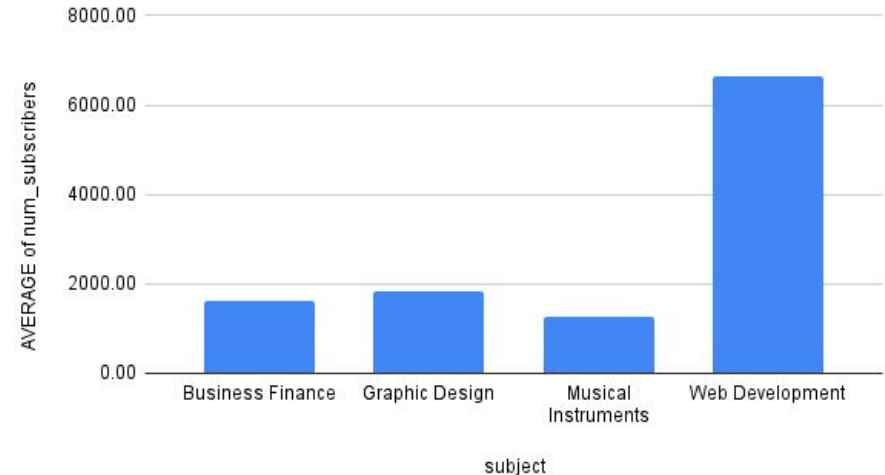
## 2. How does the average content duration/price/number of students vary across different subjects?

- Web Development has the most subscribers and the most content duration, and I don't think so many people are interested in Musical Instruments.

AVERAGE of content\_duration vs. subject



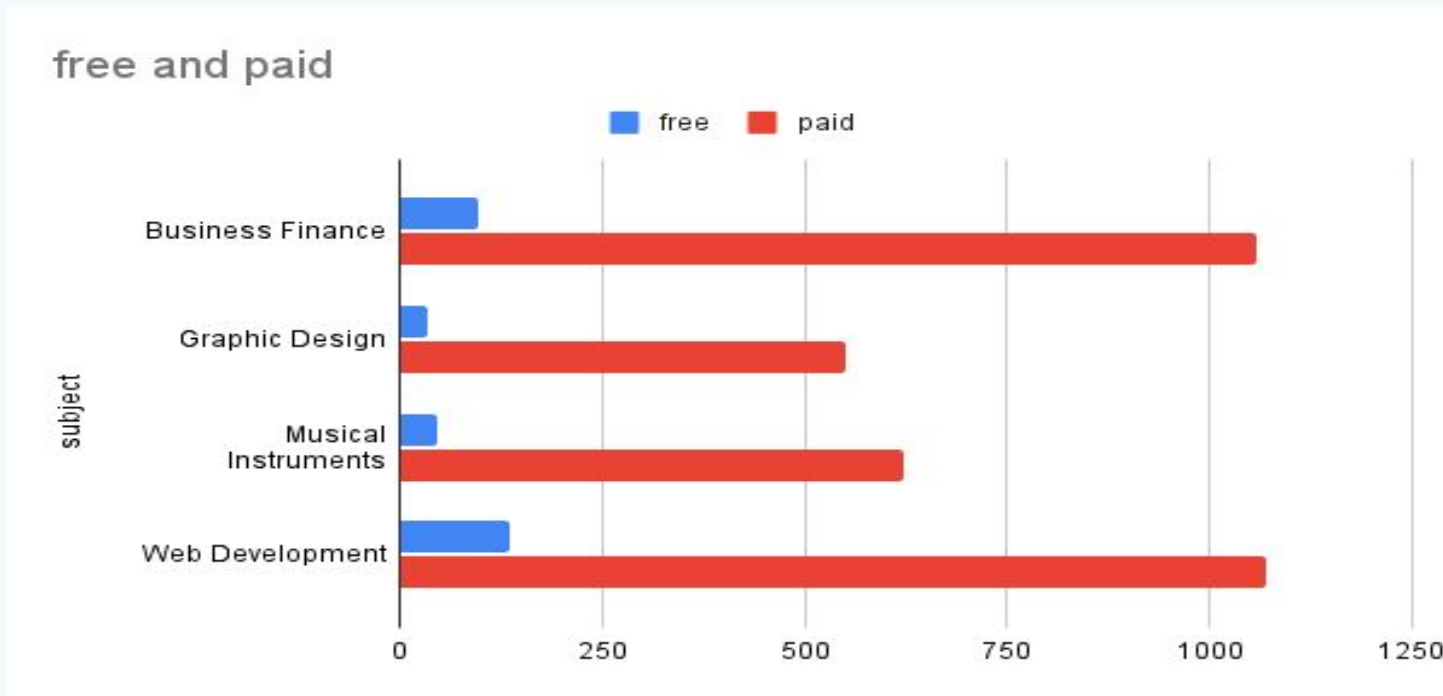
AVERAGE of num\_subscribers vs. subject





### 3. How many courses are free and paid for each subject?

- The more free courses in a subject, the more they have subscribers that are paying for the same subject.





## 4. What is the average price of web development courses at different levels?

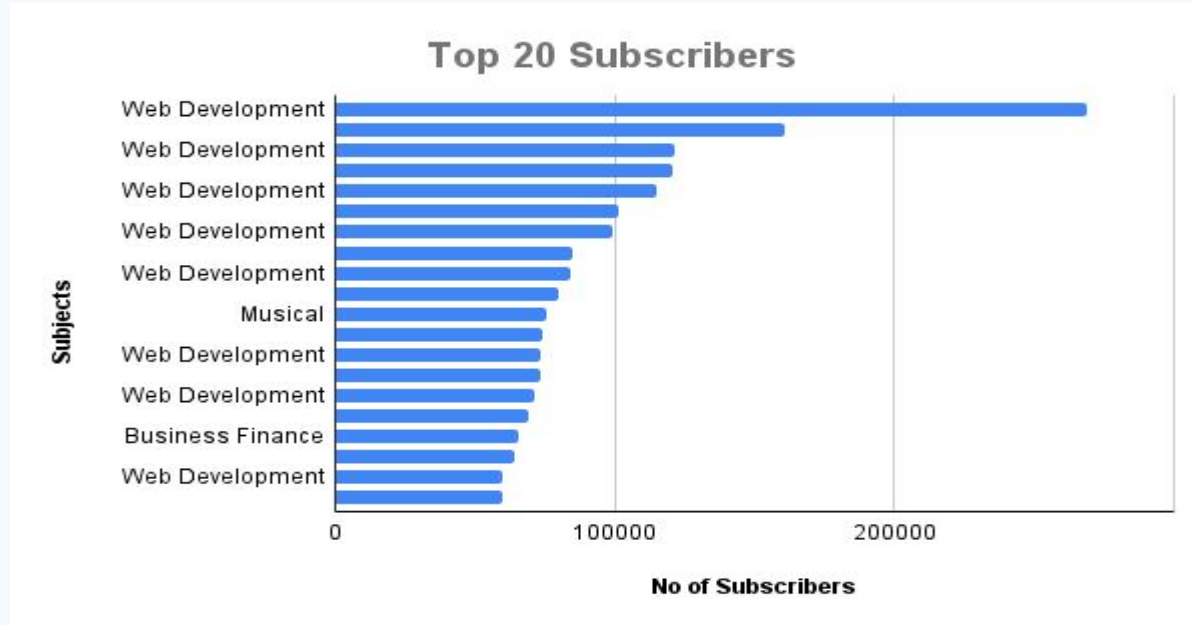
- The average price of expert level was the lowest among all levels and the average price for intermediate level was highest.





## 5. What are the 20 most popular courses?

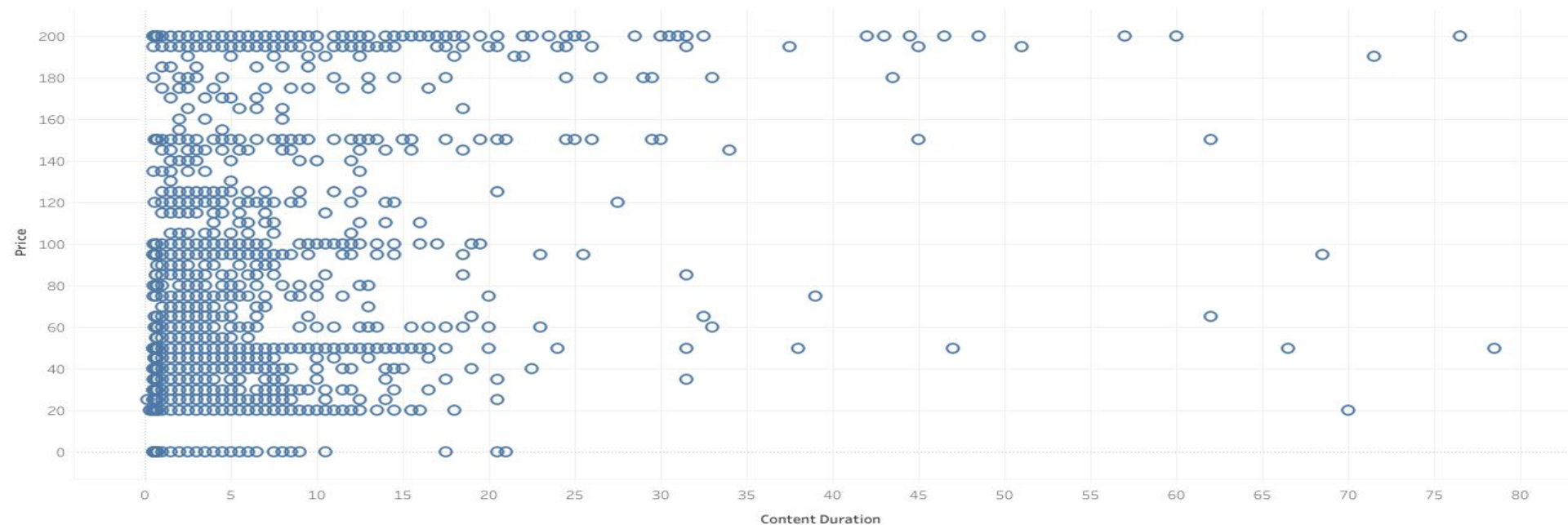
- The most subscribers started with a free beginner course and the course with the highest content duration in this category has the third highest subscribers who started with a paid beginner course.
- There are only two free beginner courses out of the top 20 and majority of the top 20 are Web Development courses.



## 6. Does content duration impact the price of the course?

- As we can see on the diagram below from tableau, the content duration has little effect on the price.

Sheet 2





## Summary of findings:

- **Top 5 courses:**
  - Almost 68% of subscribers come from Web Development and the top 5 courses are for Web development as well
- **Business Finance vs Web Development:**
  - Business Finance and web development have almost equal number of total courses (1155 vs 1203), but web development course are almost 2x in content duration and have 4x the average subscribers
- **Course Pricing:**
  - More people are interested in Web Development courses, so I think they should be willing to pay more for an in demand subject.
- **Course Creation:**
  - A Free beginner course had the most subscribers in our top 20, so I think all subjects should have free beginner courses.



## Recommended actions:

### ***Product recommendations:***

- *Focus on getting more paid courses for Web Development courses and also more free courses in all subjects.*
- *More free beginner courses should be added to all subjects to interest the subscribers with also paid courses at the later levels and more focus should be placed on Web Development courses since that is the most in demand subject.*

### ***Marketing recommendations:***

- *Our data tells us that our web development courses are most popular and people are willing to pay for it. Marketing and advertising campaigns should therefore still remain for all subjects but focused more on Web Development.*





# Video Game Analysis



## Project Description:

- *To analyze a dataset of video games with sales greater than 100,000 copies to provide insights and recommendations to improve sales and revenue.*
- *This data will help video game publishers make data-driven decisions about game development, marketing and prices.*

**Dataset :** [Video games data](#)



## Key questions:

1. What are the top-selling video games by platform and genre, and how do sales vary by region.
2. Are there any trends in video game sales overtime, and how do they vary by platform and genre.
3. What is the impact of a game rating on it's sales, and how do they vary by genre and region.
4. Which publishers have the highest and lowest sales, and what factors contribute to their success or failure.
5. What are the most popular genres and platforms in different regions and how can publishers tailor their marketing strategies accordingly?



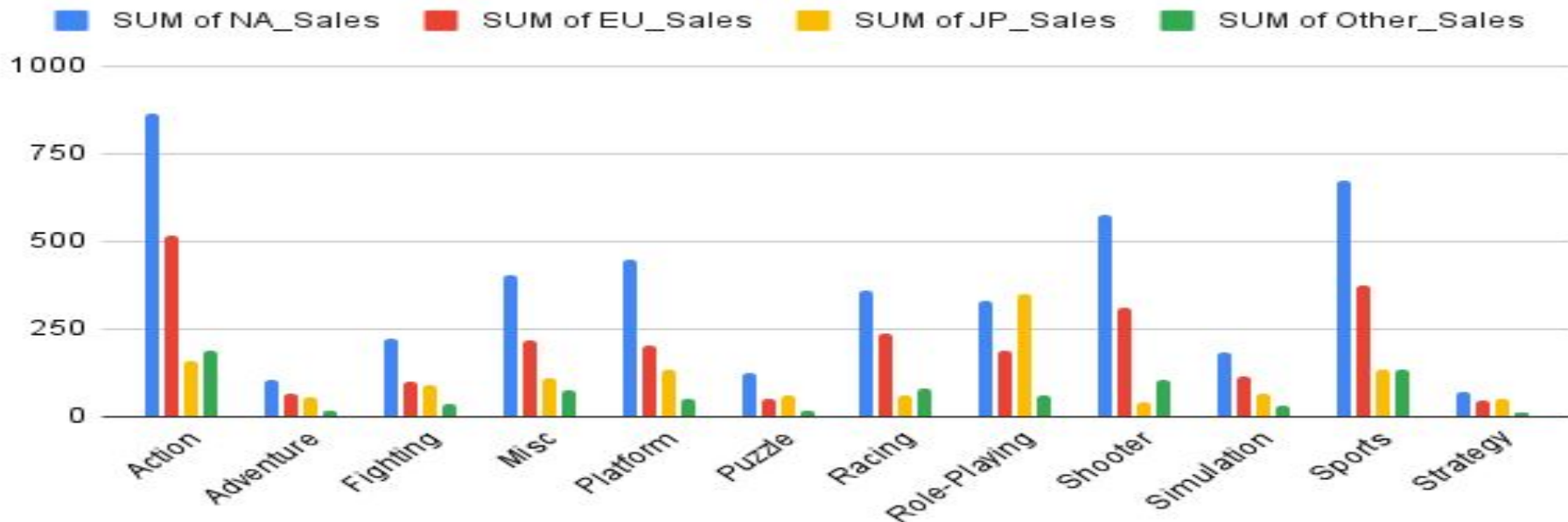
# **Findings & Insights**



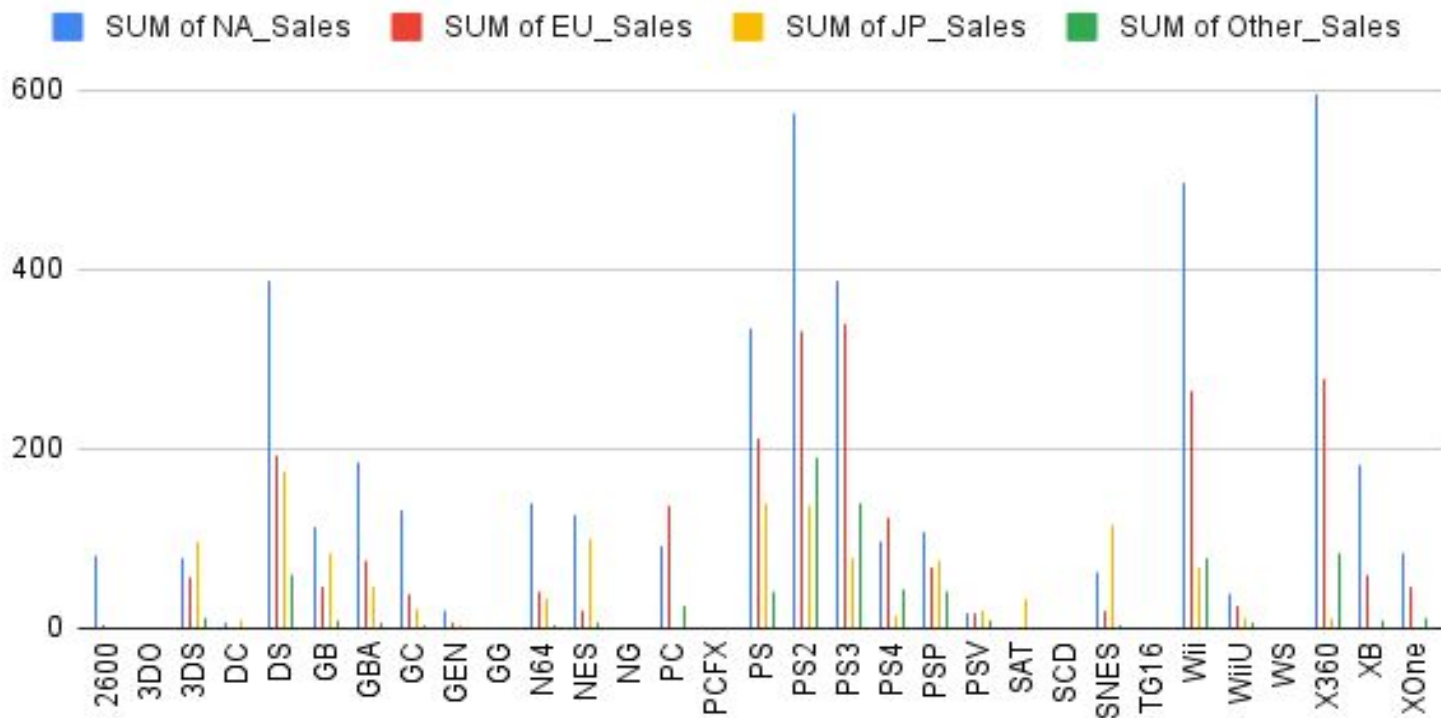


# 1. What are the top-selling video games by platform and genre, and how do sales vary by region.

## Regional Sales vs Genre



## Regional Sales vs Platform

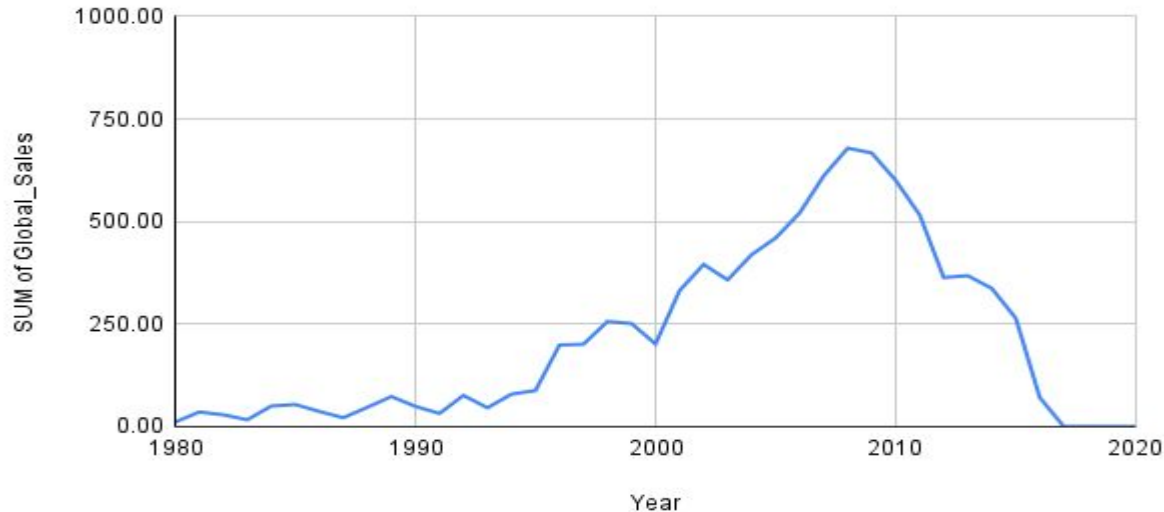




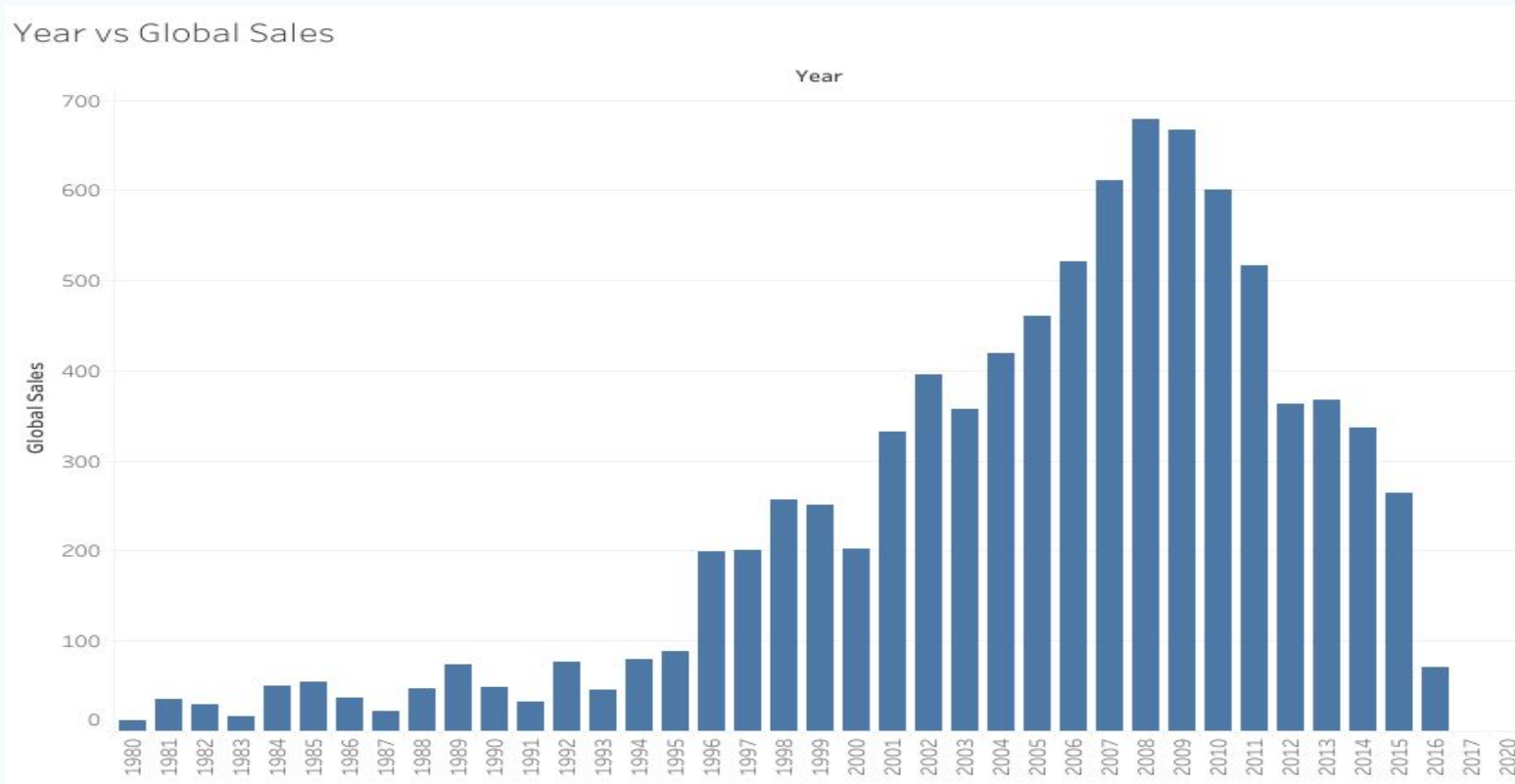
## 2. Are there any trends in video game sales overtime, and how do they vary by platform and genre.

- We can see from the diagram below that there was a rise in video game sales within year 2001 to 2008 and a later decline every year in global sales till 2020.

SUM of Global\_Sales vs. Year



## From Tableau, Global Sales in each year.







## Summary of findings:

### **3. What is the impact of a game rating on it's sales, and how do they vary by genre and region.**

- *The rating of a game impacts the global sales, but the regional sales may differ.*

### **4. Which publishers have the highest and lowest sales, and what factors contribute to their success or failure.**

- Nintendo publishers have the highest sales while (Majesco Entertainment, Dramatic Create, Falcom Corporation, Ubisoft, Destineer, Kemco, Infogames, Activision, 7G//AMES, Wanadoo) have the lowest sales.
- From my findings, the 10 publishers with the lowest sales were affected by the platform they used, as some of those platforms had the lowest sales in all regions.

### **5. What are the most popular genres and platforms in different regions and how can publishers tailor their marketing strategies accordingly?**

- *Regions have different liking for the genres and platforms of games but from my findings I see that majority of the regions prefer the genre of action games and globally the most used platform for video games is PS2.*



# Summary of findings:

- **Platform**

- According to Global sales of video games, the top used platform globally by video gamers are: PS2, X360, PS3, Wii & DS.
- From our diagram we see that platform for video games in Japan differs to the other regions, their top five platforms are as follows; DS, PS, PS2, SNES & NES.

- **Genre**

- According to Global sales of video games, the top genres are: ACTION, SPORTS, SHOOTER, ROLE PLAYING & MISC.
- But for regional sales, only North America follows the global sales and even at that, RACING genre comes third in their own top genres. Japan on the other hand has a special desire for Role Playing genre of games, as it makes up 27.3% sales followed by Action which has 12.4% sales.

- **Publisher**

- From the previous slide we see that the publishers with the lowest sales had low sales mainly because of the platform the games were released, so just maybe if they were available on other top platforms they might generate more sales.



# Recommended actions:

## **Game development recommendations:**

- *From the different diagrams/charts we see that Sales of different genre of games are doing better in NA(49.2% of global sales) followed by EU(27.3% of global sales ) then JP(14.6% of global sales) and lastly other sales(which has a significantly low percentage of 8.9% of global sales).*
- *For the platforms we see that 3DO, GG, NG, PCFX, SCD, TG16, WS, have very low sales or no sales at all in all regions.*

## **Marketing recommendations:**

- *Marketing needs to be extensively done in Japan and also other regions as their sales are very low. I would like to recommend role playing games to be marketed in Japan since they are more interested in that genre and also more action games in North America and Europe.*
- *Some insights should be taken from my summary for Platforms, Genres and Publishers, if they are treated accordingly for all regions, I think video gamers will have more sales in every region.*



# **Education for All Analysis**



## Project Description:

I was given a hypothetical situation that I am a Data Analyst working for the charity, Education for All. I have been asked by the Head of Fundraising to present the data on donor insights and donation rates. My objectives are to;

- Increase the number of donors in my database.
- Increase the donation frequency of donors.
- Increase the value of donations in my database.

In two weeks, my team is having a fundraising strategy meeting for the following year, and I need to present insights from the donation data to inform my fundraising strategy and increase donations.

*Report : [Education for All](#)*

**Thank you!**