



Data Analysis Portfolio 2022

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Welcome To My Portfolio

About Me:

I have always been attracted to all kinds of statistics and analysis. That is why after developing myself as an engineer working for different companies in different countries, I get to know myself more deeply and I decided to take a step forward as a professional and I have graduated as a Data Analyst through Career Foundry.

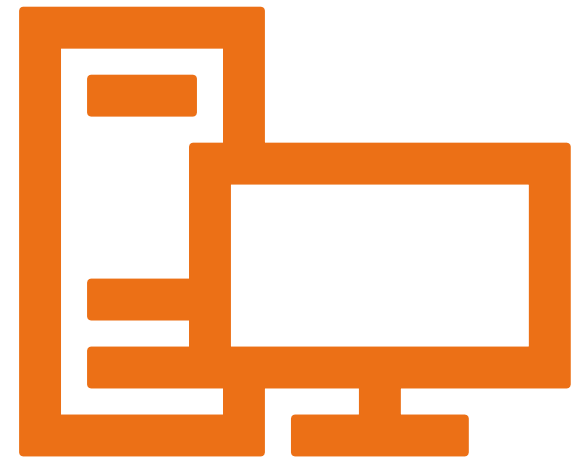
GameCo, INC

REGIONAL SALES DATA ANALYSIS 2016.

Background

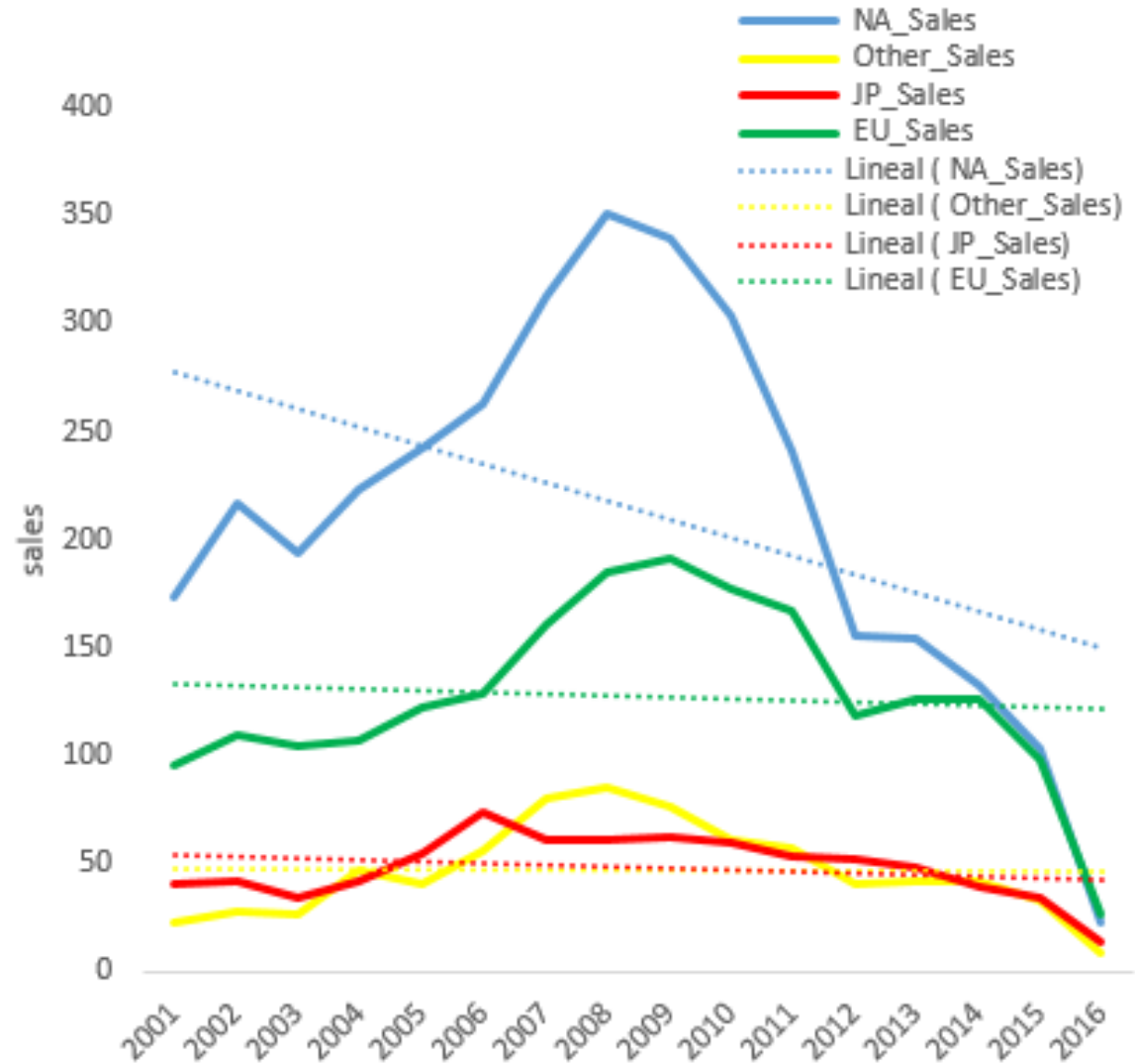
Objectives:

- § Perform a descriptive analysis of the video game data set.
- § Improve the understanding of how the new technologies are going to impact in the market.



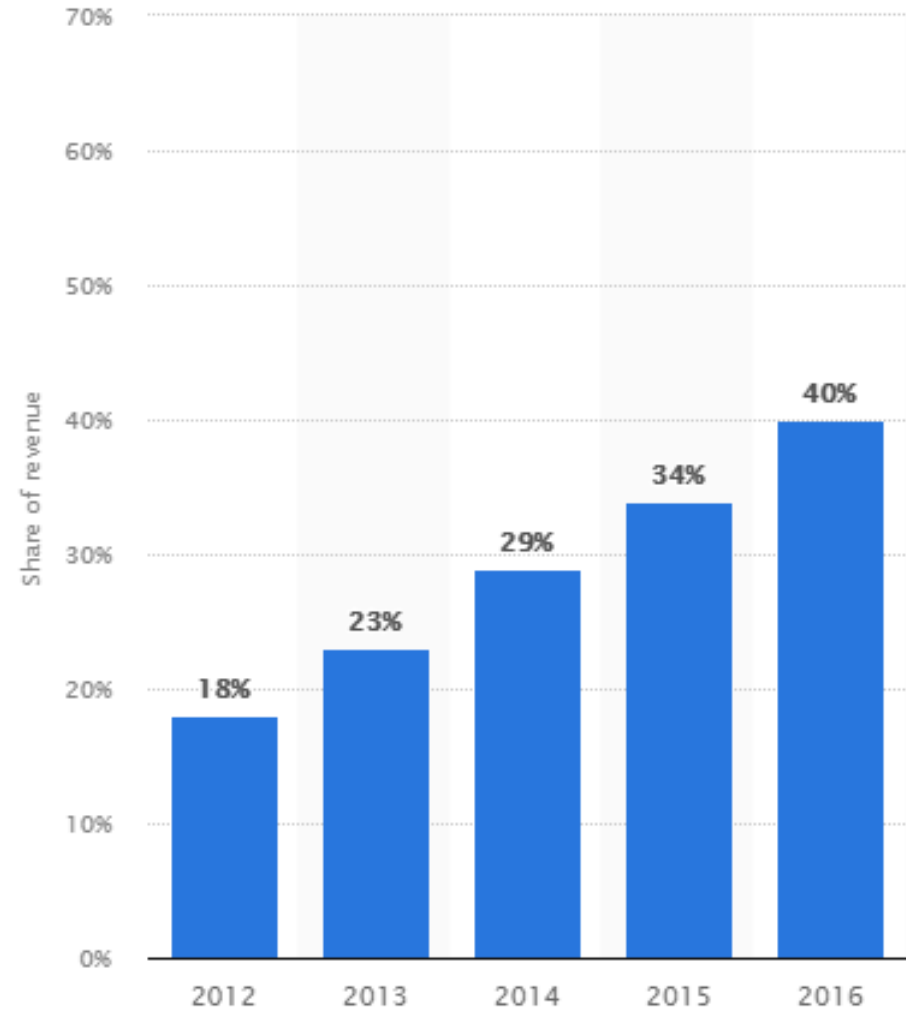
Sales By Region, GameCo, INC

- § Sales reach the max in 2008.
- § A general drop in sales has been produced since 2008.
- § North America is the most affected region by this fall.



Mobile gaming sharing of total revenue worldwide , GameCo, INC

- § The mobile gaming share reach 40% in 2016.
- § The mobile share has grown more than 20% of the total share since 2012.



Recommendations

More presence
in the mobile
devices.

Focus the budget
on the largest
markets (NA,
EU).

Focus on the
best-seller's
genres (Action,
shooters).

Invest to regain
interest in sports
games in North
America.

Try to boost
sales growth of
action games in
Japan.

Influenza Impact In The United States

DATA ANALYSIS 2008-2018.

Background

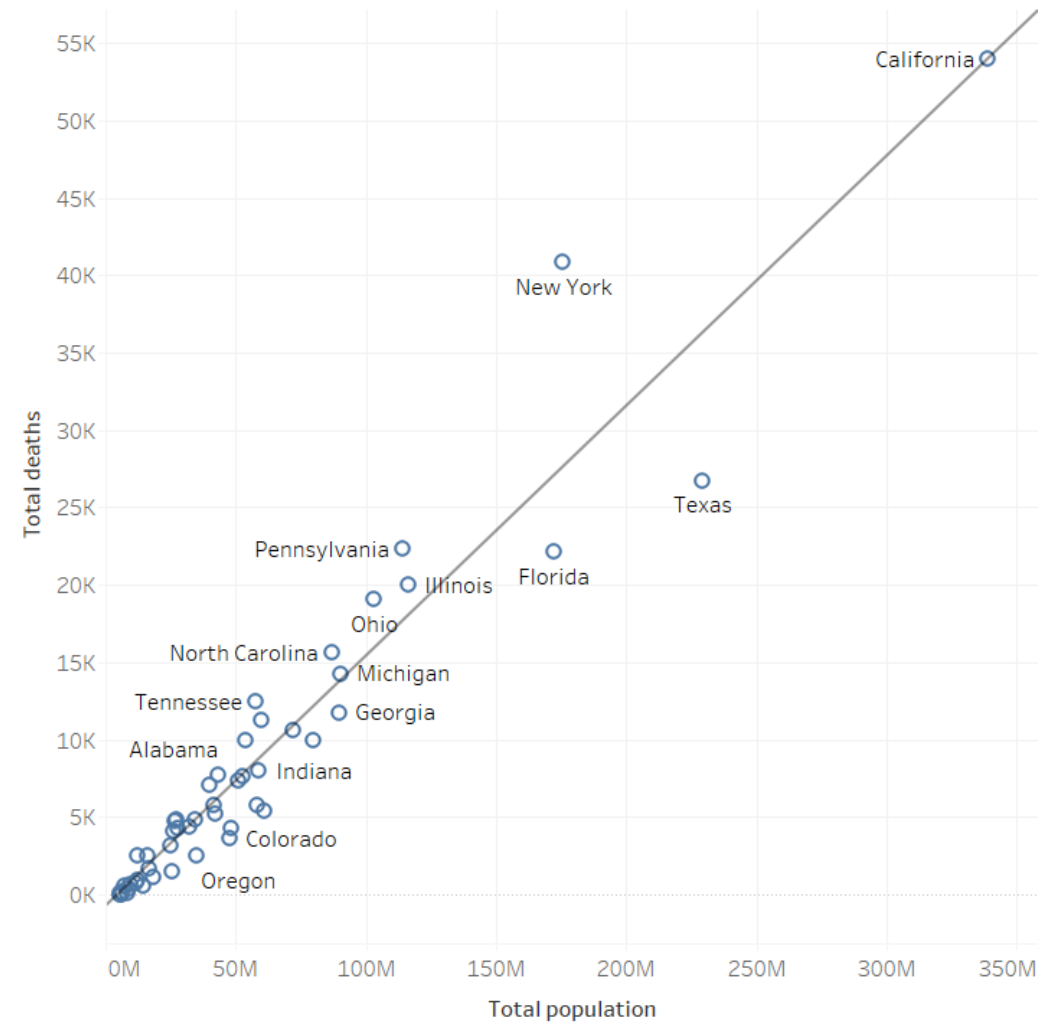
Objectives:

- § Translate business requirements into questions that can be answered through the analysis.
- § Examine trends in influenza and determine where to send staff.
- § Assess data limitations.

Impact of the Influenza by Region

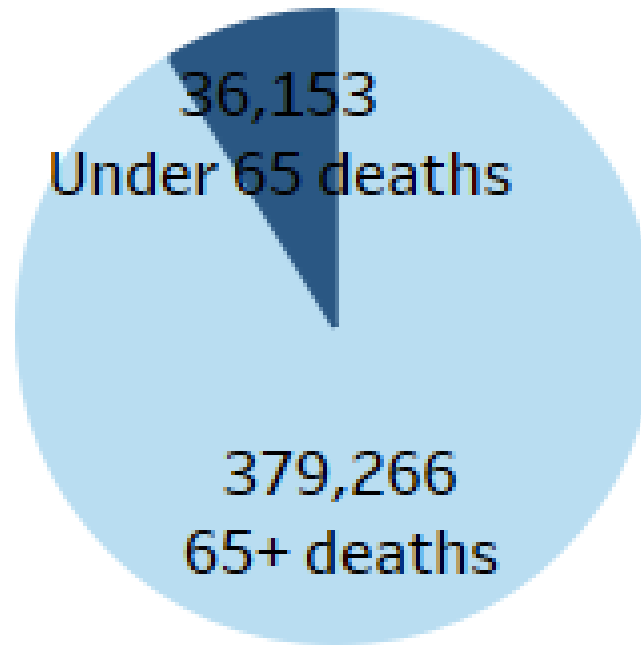
- § States with stronger winter climates are more impacted by influenza.
- § The most densely populated places suffer a greater impact due to influenza.

Correlation Population and Deaths by State



Impact of the Influenza in the Elderly

- § Mortality from influenza is correlated to age.
- § More than 90% of the deaths caused by the flu occur in population over 65 years old.



Correlation Between Influenza Deaths and Population Over 65 Years Old



Conclusion

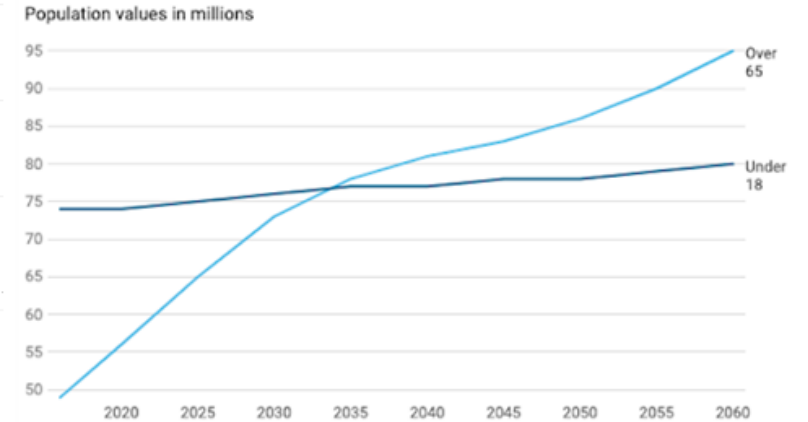
Conclusion:

- § Age is the highest risk factor related to the effects of the flu. the population over 65 years suffers more than 90% of deaths from the disease.
- § As can be seen in the adjacent graph, the population will continue to age in the U.S., so the impact of the flu will be greater in the population in the coming years.

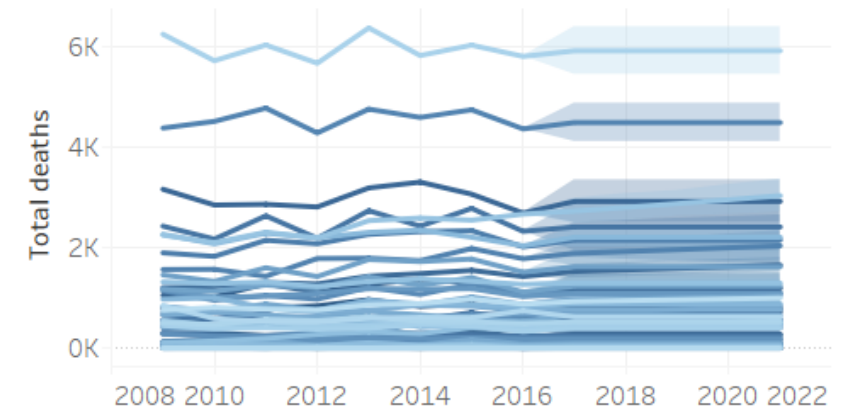
[Link to tableau](#)

[Link To video presentation](#)

U.S. Population Predictions for Seniors and Children



Influenza Forecast U.S.



ROCKBUSTER STEALTH LLC SALES ANALYSIS

DATA ANALYSIS 2008-2018.

Background

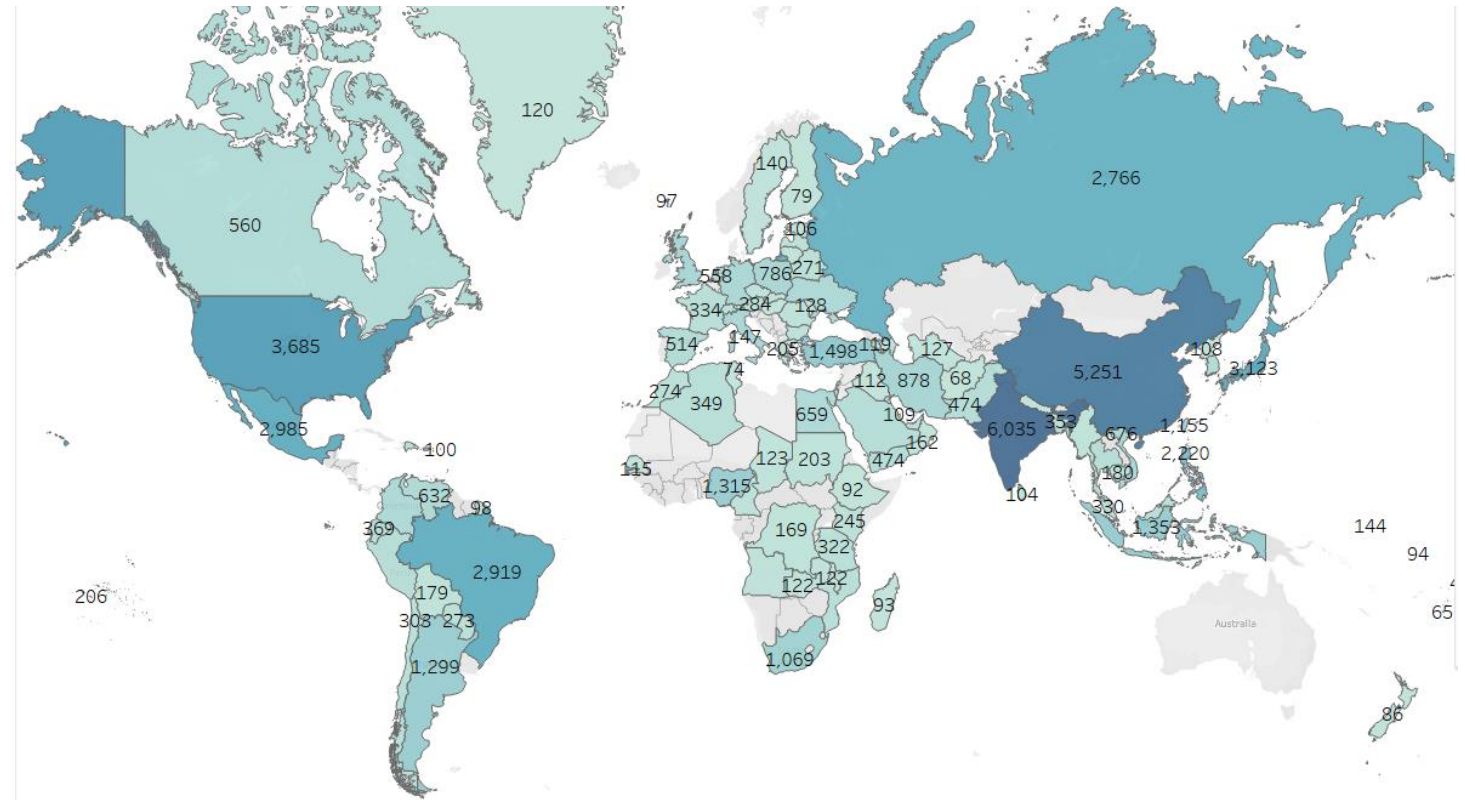
Objectives:

- § Translate business requirements into questions that can be answered through the analysis.
- § Help Rockbuster with a strategy to launch their streaming service.
- § Load all data into RDBMS(PostgreSQL)
- § Assess data limitations.

Impact of Geography on Revenue

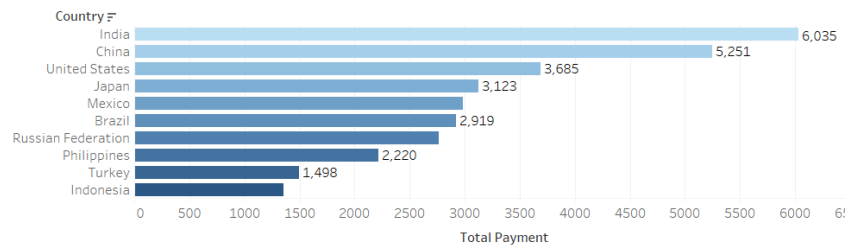
- § Top 3 largest customer bases are situated in India, China and the United States.
- § More than 80% of the revenue comes from the top 10 countries.

Countries by Revenue

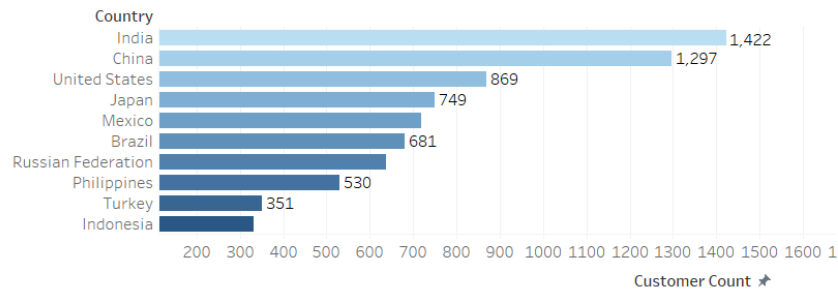


Impact of Geography on Revenue

Top 10 countries by Revenue



Top 10 countries by Customers



§ The countries with the most customers are also the countries with the highest revenue.

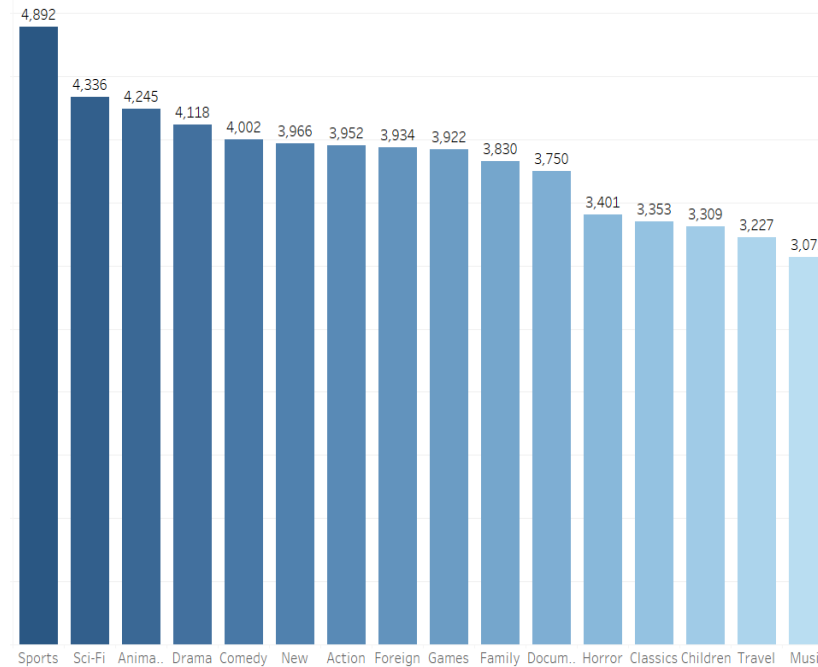
§ Top 3 largest customer bases are situated in India, China and the United States.

Movies that Generate the Most Revenue

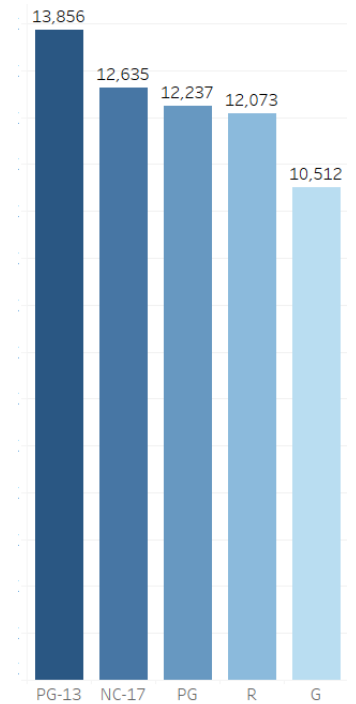
§ PG-13 is the rating that generates more revenue

§ Sports is the genre that generates more revenue

Revenue by Genre

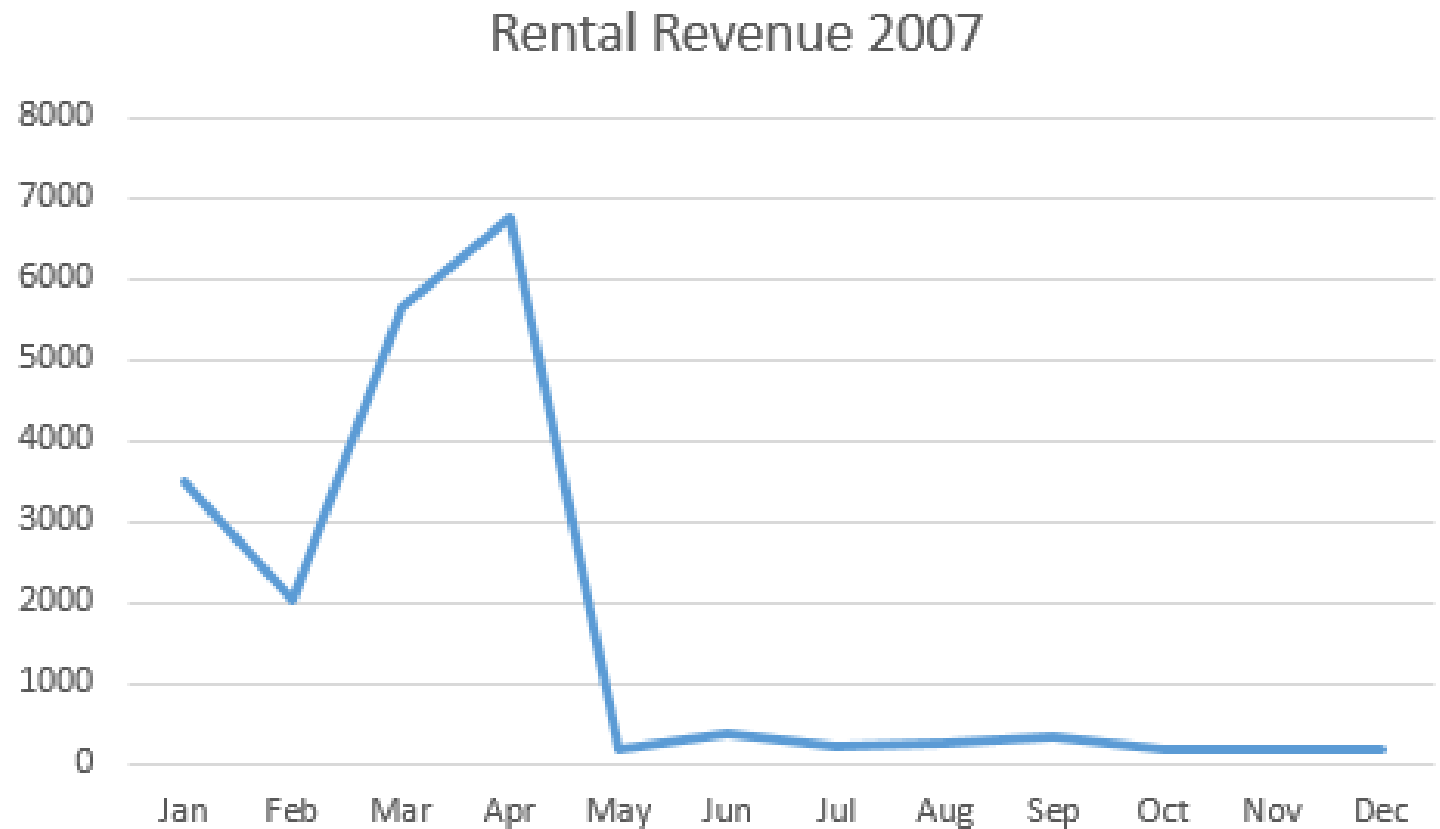


Revenue by Rating



Revenue 2007

- § The launch of streaming platforms and audiovisual content have monopolized the consumption of audiovisual entertainment, having a very negative impact on the company's profits



Recommendations

Develop an application or a web page to offer services online

Sell the service with access to all the content instead of selling each product individually

Invest in advertising to inform about the new online consumption platform

[Link to Glt Hub](#)

INSTACART

GROCERY BASKET ANALYSIS

Background

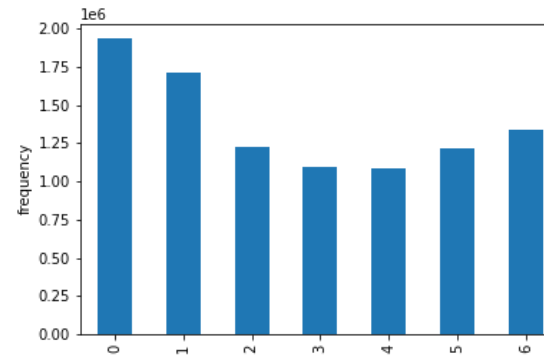
Objectives:

- § Uncover information about sales patterns based on customer needs.
- § Perform an exploratory analysis to derive insights.
- § Suggest strategies for better segmentation of the data.

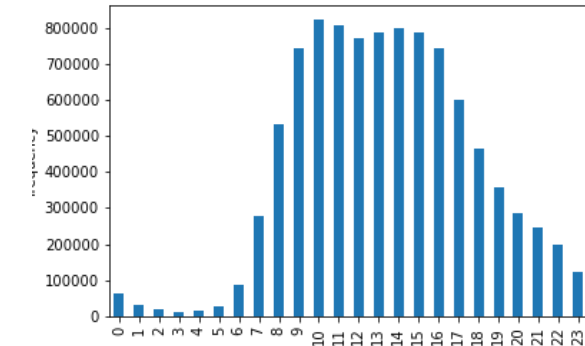
BUSIEST PERIODS OF TIME

- § The busiest days of the week are Saturday and Sunday.
- § Busiest hours of the day are between 10am and 4pm.

Day of the Week



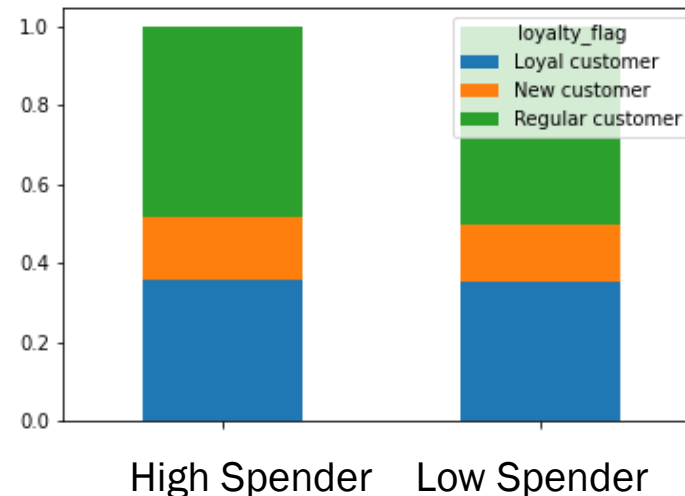
Hour of the day



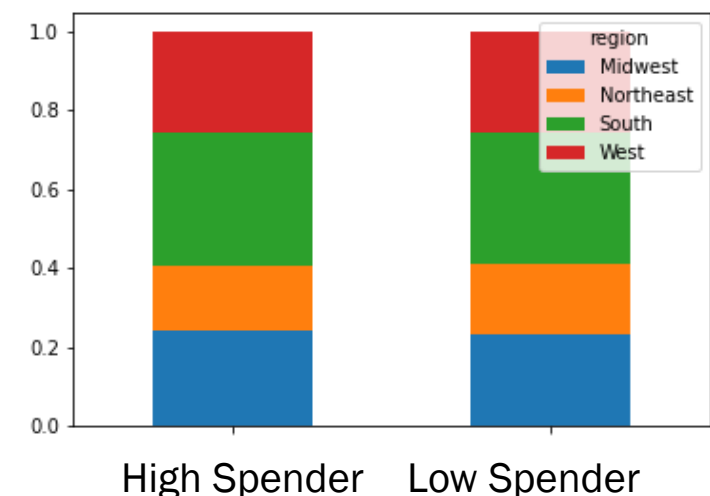
Ordering Habits Based on a Customer's Region or Loyalty Status

- § The southern region is the one that makes the most sales.
- § New customers account for a small part of the total sale.

Loyalty Proportions by Spend Level



Region by Spend Level



Recommendations

Increase the number of workers during the weekends and rush hours

Use loyalty flags to promote loyal and new users separately

encourage regular customers to convert them into loyal customers since they account for 50% of revenue

[Link to Git Hub](#)

Uefa Champions League 2021-2022 Stats

Background

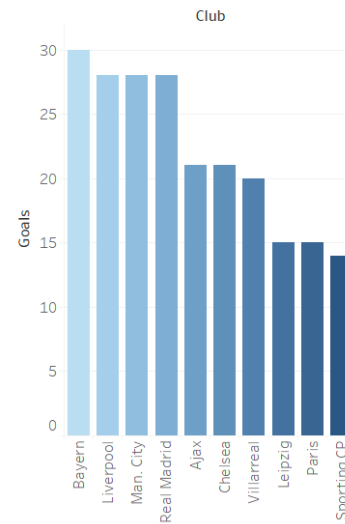
Objectives:

- § Uncover information about stats.
- § Perform an exploratory analysis to derive insights.

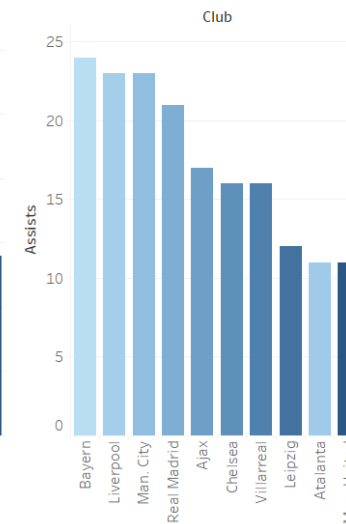
Team Stats

§ The teams that score the most goals and distribute the most assists are the ones that advance the most in the competition.

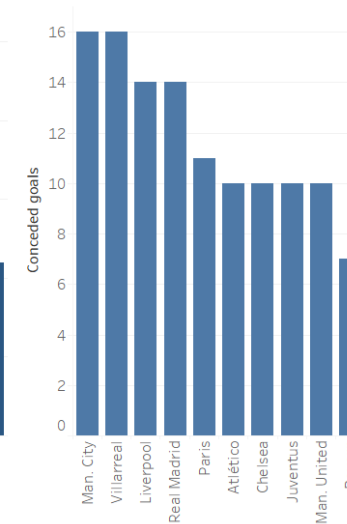
Goals per Team



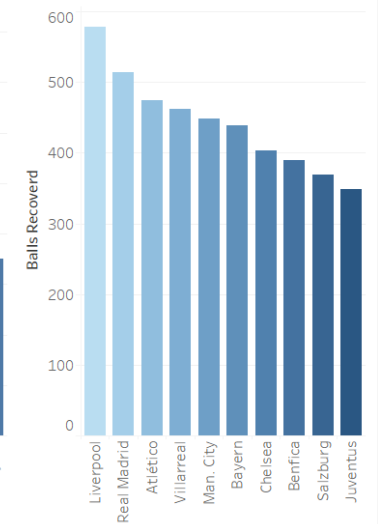
Assists Per Team



Conceded Goals



Balls Recovered



Goals per Player

Player Name	Club	
Benzema	Real Madrid	15
Lewandowski	Bayern	13
Haller	Ajax	11
Salah	Liverpool	8
Mahrez	Man. City	7
Nkunku	Leipzig	7
Danjuma	Villarreal	6
Mbappé	Paris	6
Núñez	Benfica	6
Ronaldo	Man. United	6

Assits per Player

Player Name	Club	
Bruno Fernandes	Man. United	7
Sané	Bayern	6
Vinícius Júnior	Real Madrid	6
Antony	Ajax	5
Alexander-Arnold	Liverpool	4
Capoue	Villarreal	4
De Bruyne	Man. City	4
Gerard Moreno	Villarreal	4
João Mário	Benfica	4
Mbappé	Paris	4

Yellow cards

Player Name	Club (Discip..)	
Adams	Leipzig	4
Álvarez	Ajax	4
Balanta	Club Brugge	4
Éder Militão	Real Madrid	4
Guilavogui	Wolfsburg	4
Ikoné	LOSC	4
Addo	Sheriff	3
André	LOSC	3
Arnold	Wolfsburg	3
Bamba	LOSC	3

Red cards

Player Name (..	Club (Dis..	
Felipe	Atlético	2
Coquelin	Villarreal	1
Chistiakov	Zenit	1
Carrasco	Atlético	1
Capoue	Villarreal	1
Brooks	Wolfsburg	1
Barella	Inter	1
Angeliño	Leipzig	1
Alexis Sánchez	Inter	1
Ahmedhodžić	Malmö	1

Balls Recovered

Player Name	Club (Defen..	
Éder Militão	Real Madrid	76
Casemiro	Real Madrid	76
Reinildo	Atlético	76
Fabinho	Liverpool	74
Albiol	Villarreal	73
Thiago Silva	Chelsea	65
Otamendi	Benfica	63
Capoue	Villarreal	62
Martínez	Ajax	53
Camara	Salzburg	41

Fouls Committed

Player Name (..	Club (Discip..	
João Palhinha	Sporting CP	23
Rodri	Man. City	19
Capoue	Villarreal	19
Seiwald	Salzburg	19
Balanta	Club Brugge	18
Álvarez	Ajax	17
Casemiro	Real Madrid	17
Éder Militão	Real Madrid	17
Gravenberch	Ajax	17
Camara	Salzburg	14

Fouls Suffered

Player Name (..	Club (Discip..	
Vinícius Júnior	Real Madrid	24
Camara	Salzburg	23
Mahrez	Man. City	20
Neymar	Paris	20
Mané	Liverpool	19
Adeyemi	Salzburg	18
Casemiro	Real Madrid	18
Kroos	Real Madrid	18
Ocampos	Sevilla	18
Bellingham	Dortmund	17

Goals Conceded

Club (Goalk..	Player Name (..	
Atlético	Oblak	10
Liverpool	Alisson Becker	14
Man. City	Ederson	14
Real Madrid	Courtois	14
Villarreal	Rulli	16
Benfica	Vlachodimos	17

Individual Stats

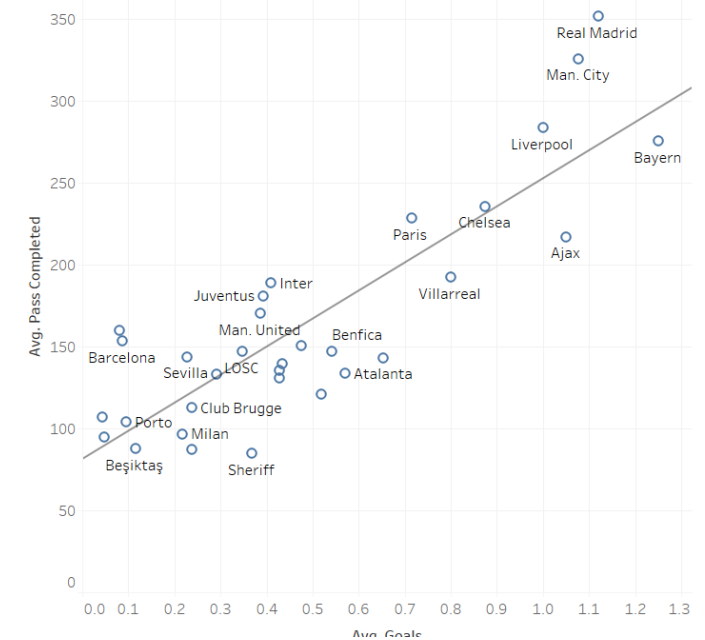
Correlations Between Statistics and Goals Scored

- § There is a positive correlation between all facets of the game and the goals scored by each team.
- § Regarding the possession of the ball, it can be observed how the teams that made more passes and with greater efficiency advanced more in the competition.
- § In relation to more defensive or physical facets of the game, a positive relationship is also observed between the distance covered, the balls recovered and the teams with the best results.

Correlation Between Distance covered and Goals Scored



Correlation Between Passes Completed and Goals Scored



Reflections

Conclusion:

- § There is a positive correlation between all facets of the game and the goals scored by each team.
- § Regarding the possession of the ball, it can be observed how the teams that made more passes and with greater efficiency advanced more in the competition.
- § In relation to more defensive or physical facets of the game, a positive relationship is also observed between the distance covered, the balls recovered and the teams with the best results.

Project limitations:

- § I have had some limitation when carrying out the analysis because I have not been able to obtain data for all the necessary statistics.
- § By having the statistics of a single year of competition, the results may not be as exact as we would like.

Data Source:

§ [UCL !\[\]\(5a132f13505a6571904d622757b7a8f0_img.jpg\) 2021-22 !\[\]\(0f17417dd77a61b2fdbff69a33adf9f2_img.jpg\) Players Data | Champions League](#)

LINK TO TABLEAU:

§ <https://public.tableau.com/app/profile/fernando2060/viz/UefaChampionsLeague2021-2022Stats/Story1?publish=yes>

LINK TO GIT HUB

§ <https://github.com/fernandoDataAnalysis/Uefa-Champions-League-2021-2022-Stats>

Get In Touch

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[Tableau](#)

[Git Hub](#)