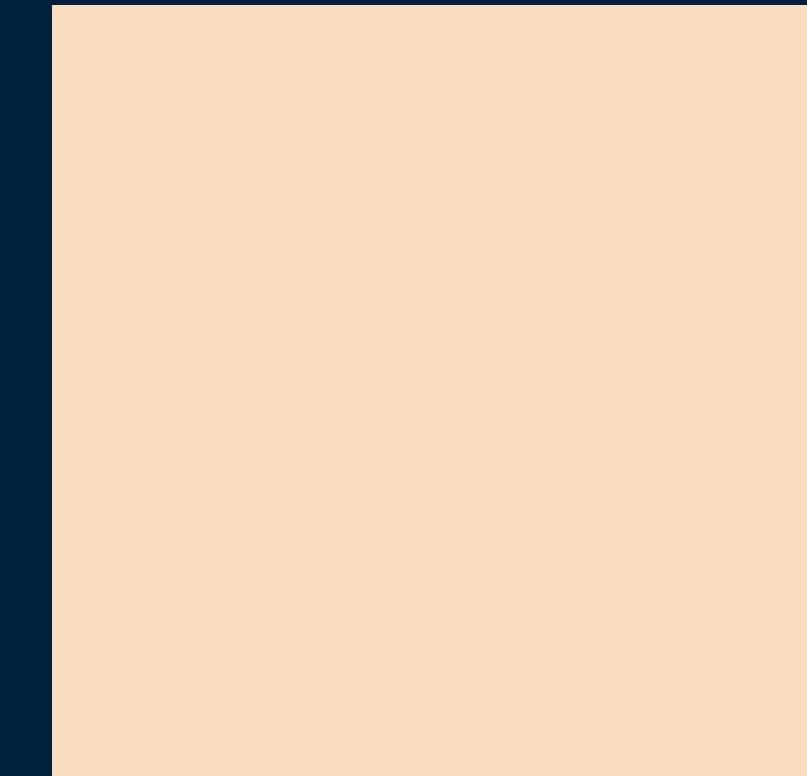


Jessica Gatta

Turning Data into Insights and Action

A Showcase of Projects from CareerFoundry Data Analytics Bootcamp

Data Analytics Portfolio



I am Jessica Gatta, a data analytics student at CareerFoundry with hands-on experience in Excel, SQL, Python, Tableau, and data visualization. I bring years of experience as a store manager in retail, developing expertise in operations, team leadership, and customer-focused decision-making. Alongside my studies, I manage Parthenope Luxury Apartment, a boutique vacation rental in the heart of Naples, where I apply analytical and organizational skills to optimize operations and guest experience. My passion lies in turning data into actionable insights that drive strategic decision-making.

- TECHNICAL SKILLS: EXCEL, SQL, PYTHON, TABLEAU
- YEARS OF RETAIL EXPERIENCE AS A STORE MANAGER
- OWNER & MANAGER OF PARTHENÖPE LUXURY APARTMENT, NAPLES
- PASSIONATE ABOUT TRANSFORMING DATA INTO ACTIONABLE BUSINESS INSIGHTS

ABOUT ME





AGENDA

Project Case Studies

- Video Game Sales Analysis - GameCo
- Influenza Season Analysis - U.S. 2010-2017
- Rockbuster Lunch Strategy - Online Video Rentals
- Intacart Customer & Sales Analysis

Key Skills & Tools Demonstrated

Closing & Contacts

VIDEO GAME SALES ANALYSIS - GAMECO

Project Description

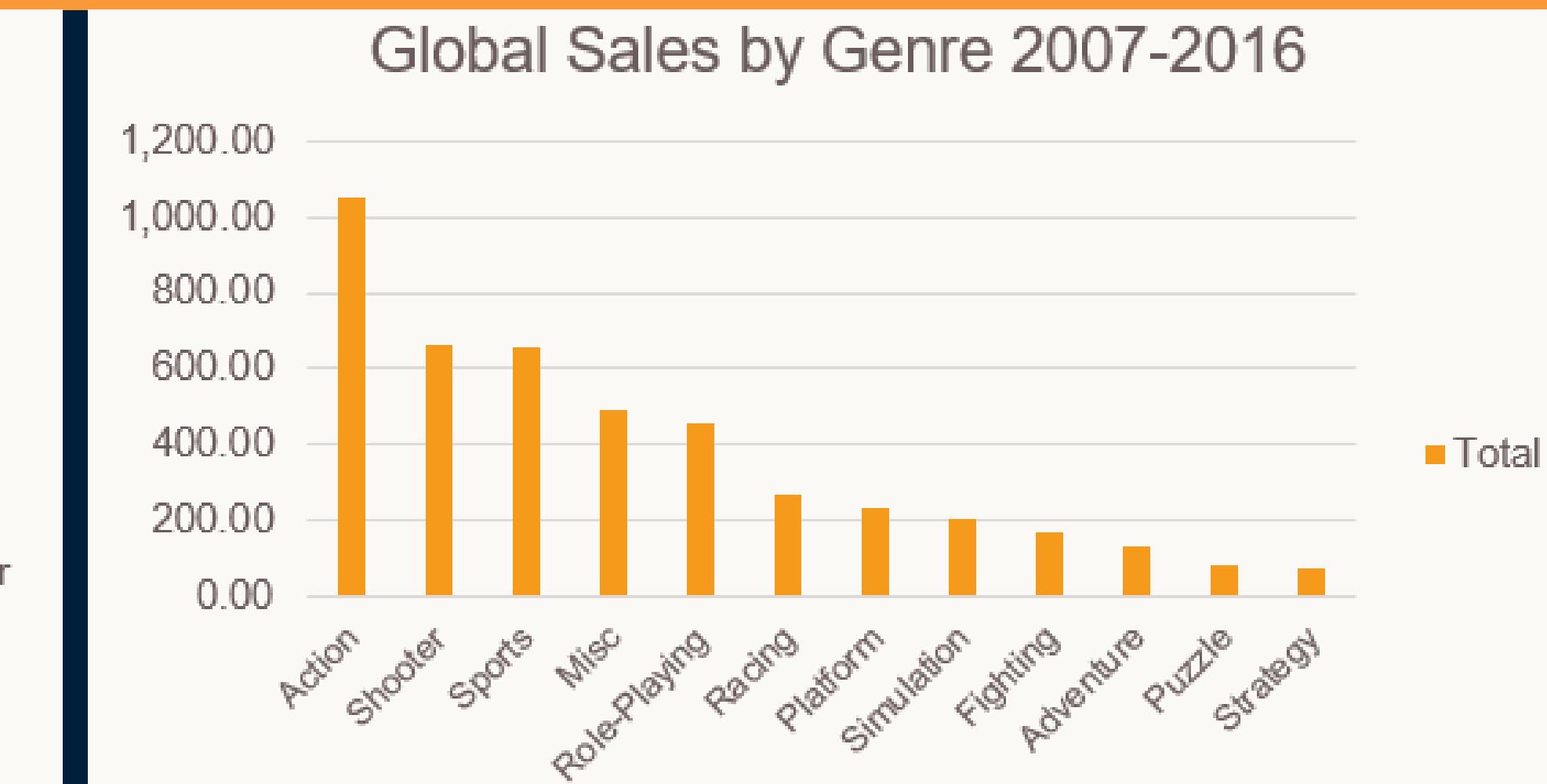
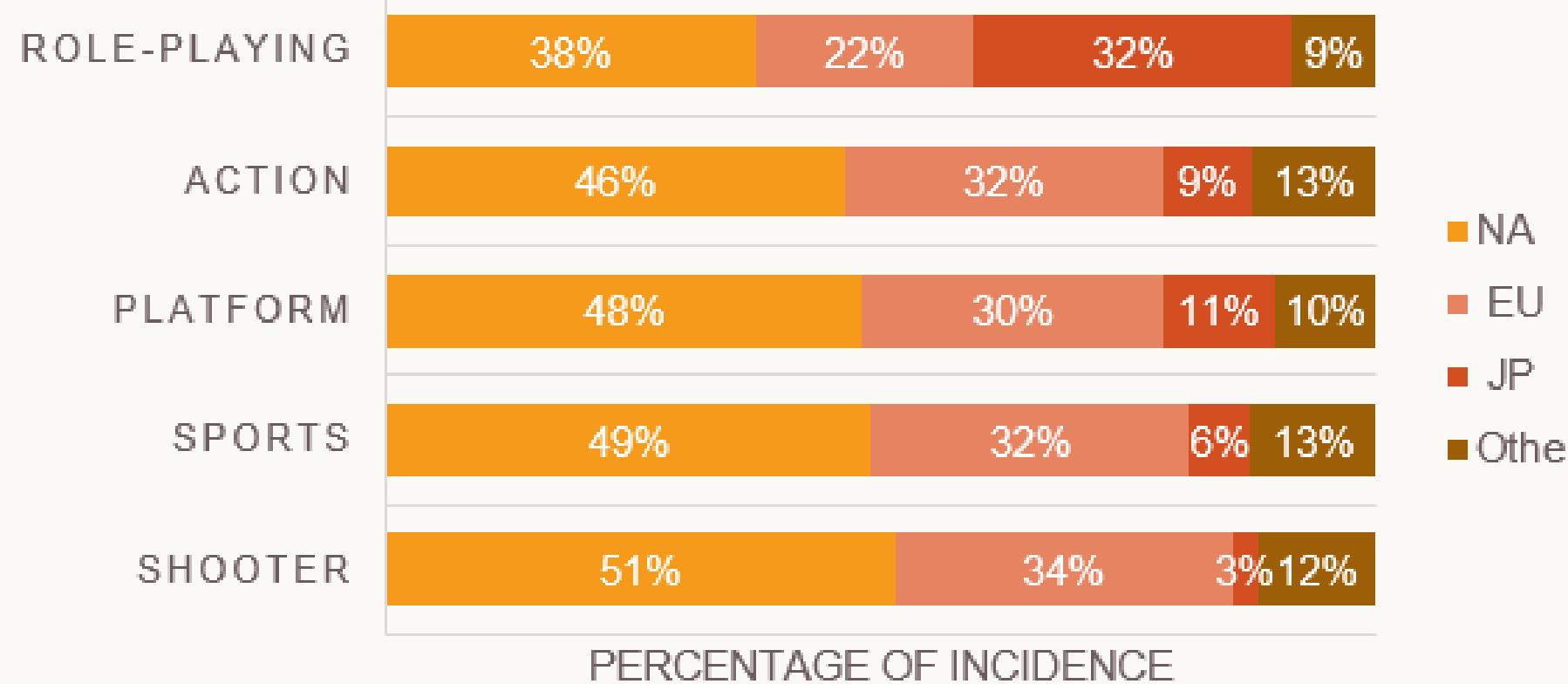
- Objective: Help GameCo understand video game popularity to guide development and marketing.
- Scope: Historical sales data (1980–2016), covering platforms, genres, and publishers.
- Tools & Techniques: Excel (pivot tables, charts), descriptive analysis, data visualization.

TOOLS



GENRES & REGIONAL TREND

TOP 5 GENRES 2007-2016



Insight

- Regional differences must shape marketing and distribution strategies.
- Increased focus on Europe due to its growing market share.
- Refinement of sales strategies in North America to address market slowdown



Insight

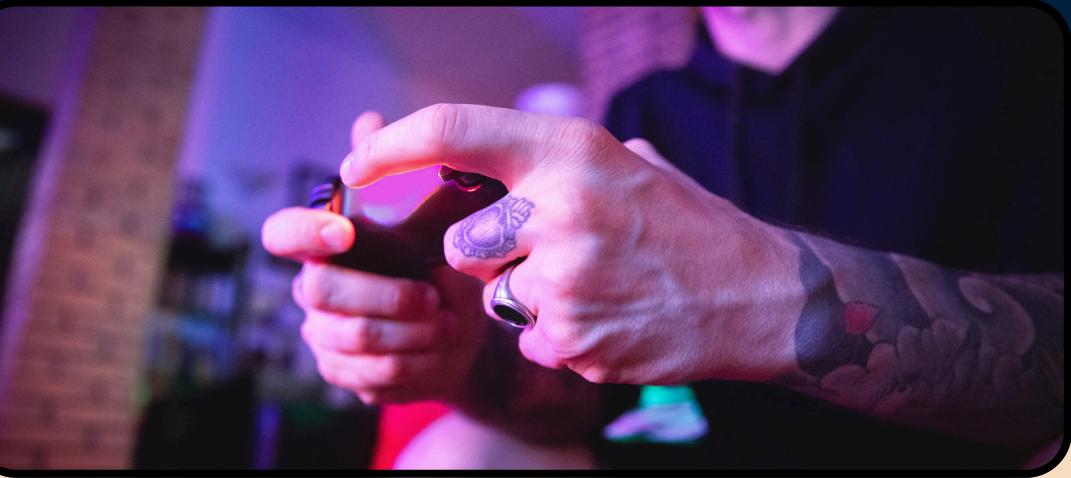
- Action and Shooter Games dominate overall, requiring tailored marketing strategies.
- Strengthen RPG marketing in Japan.
- Expand outreach for emerging genres in growing markets like Europe.

STRATEGIC INSIGHTS FOR GAMECO



Tailored Strategies

- Develop **genre-specific campaigns**: Focus on Action/Shooter games for NA/EU and RPGs for Japan.
- Create **region-specific marketing approaches** to better align with local preferences.



Budget Reallocation

- Increase investment in marketing and distribution efforts in **Europe** to leverage growth potential.
- Allocate sufficient resources to maintain **North America's market share** despite its slowing growth.
- Strengthen targeted **RPG campaigns in Japan** to maximize returns from its stable market.

INFLUENZA SEASON ANALYSIS U.S. 2010–2017

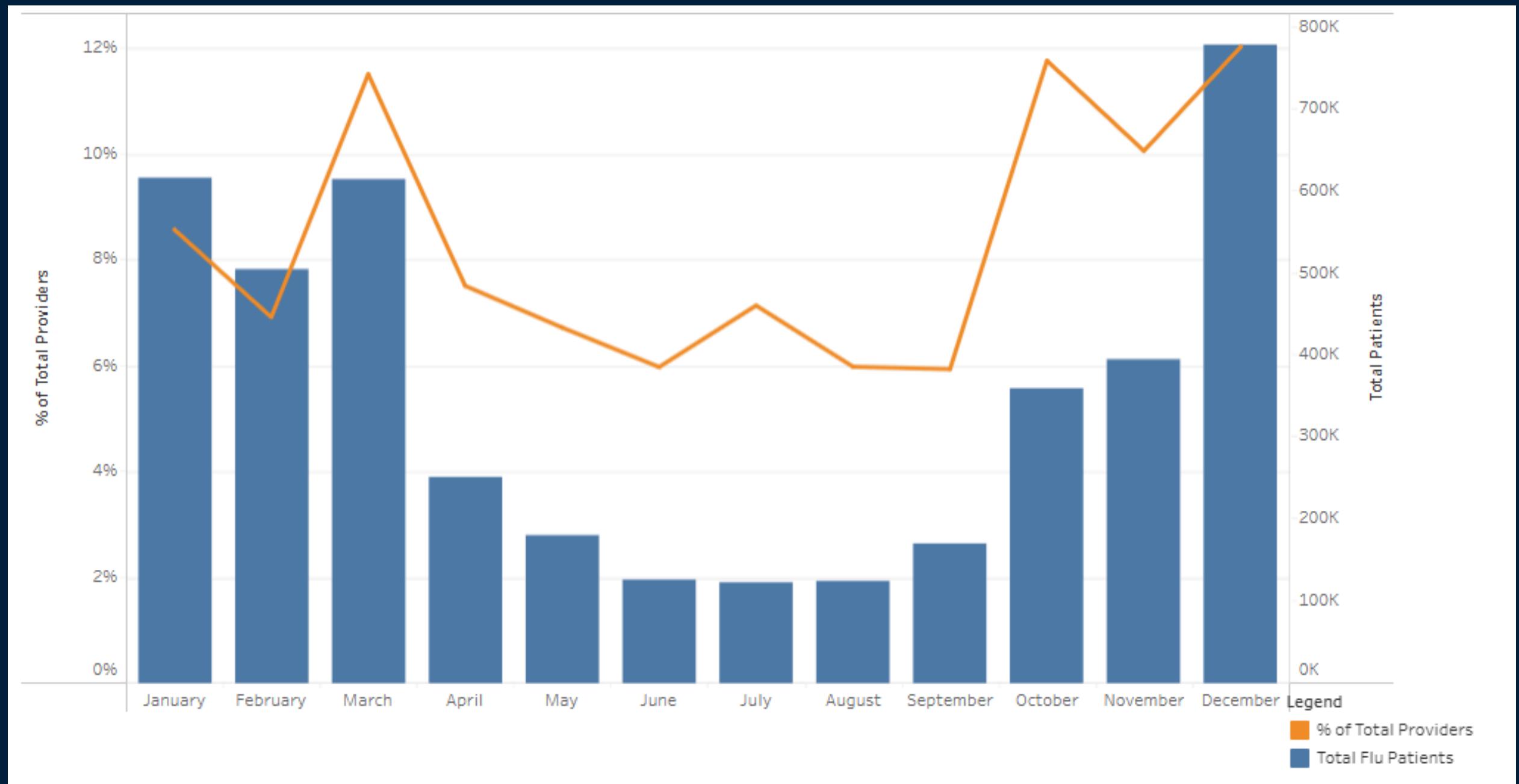
Project Description

- **Scope of Analysis:** All 50 U.S. states, examining trends in influenza visits and deaths.
- **Goal:** Help medical staffing agencies plan timing and allocation of personnel effectively.
- **Focus:** Identify high-need areas and vulnerable populations for better staffing decisions.

TOOLS



PATIENT VISITS & MONTHLY TRENDS

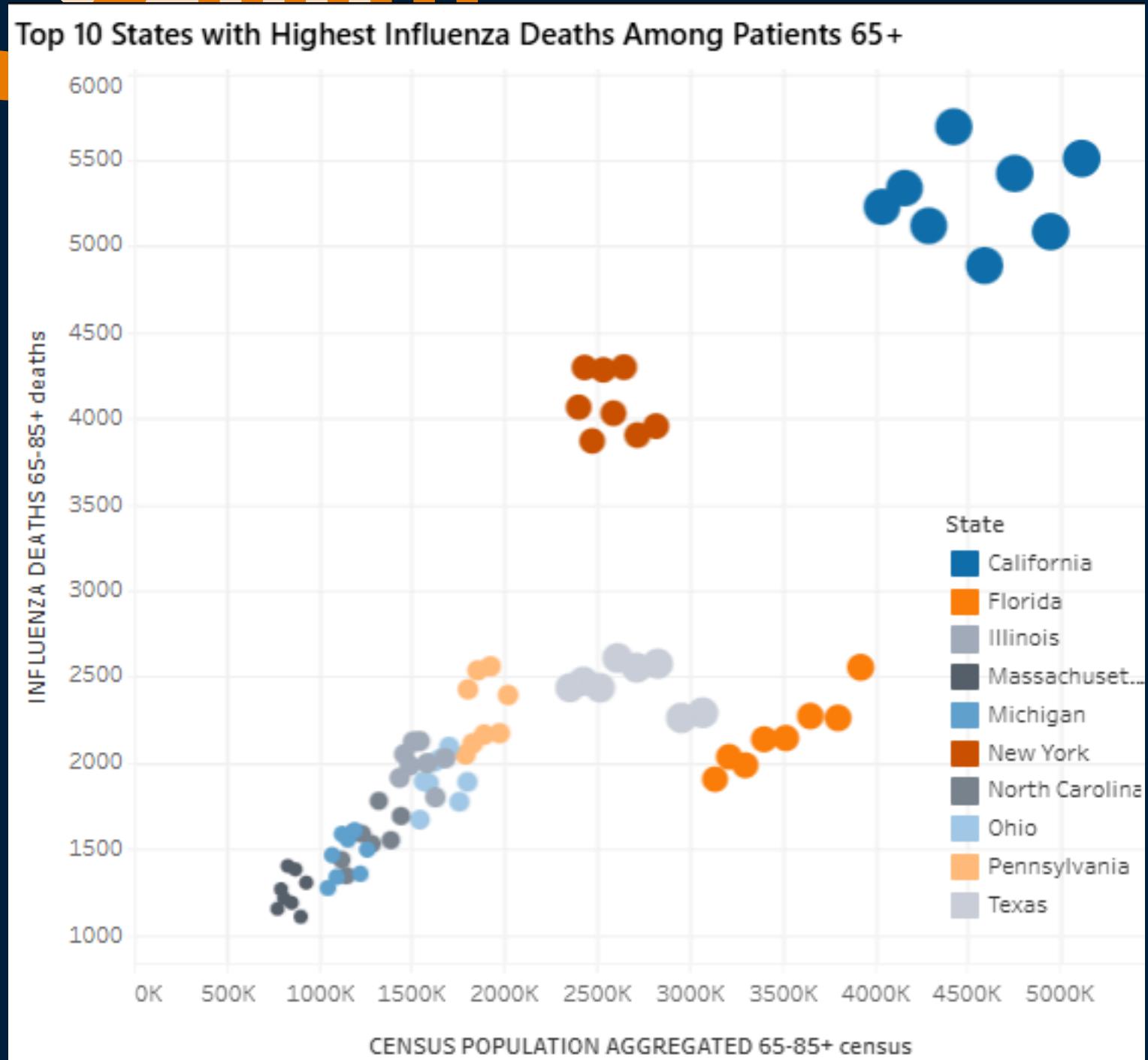


Patient visits peak December-March, confirming seasonal influenza trends.

Provider numbers fluctuate, influencing staffing requirements.

Early detection of rising visit rates can support proactive staff planning.

ELDERLY (65+) AND MORTALITY IMPACT ACROSS STATES



States with larger elderly populations tend to record higher influenza-related deaths

The visualization highlights key high-risk regions that should be prioritized for staffing and resources.

The bubble size indicates total deaths, while color intensity reflects elderly population percentage.

STAFFING & RESOURCE ALLOCATION STRATEGY

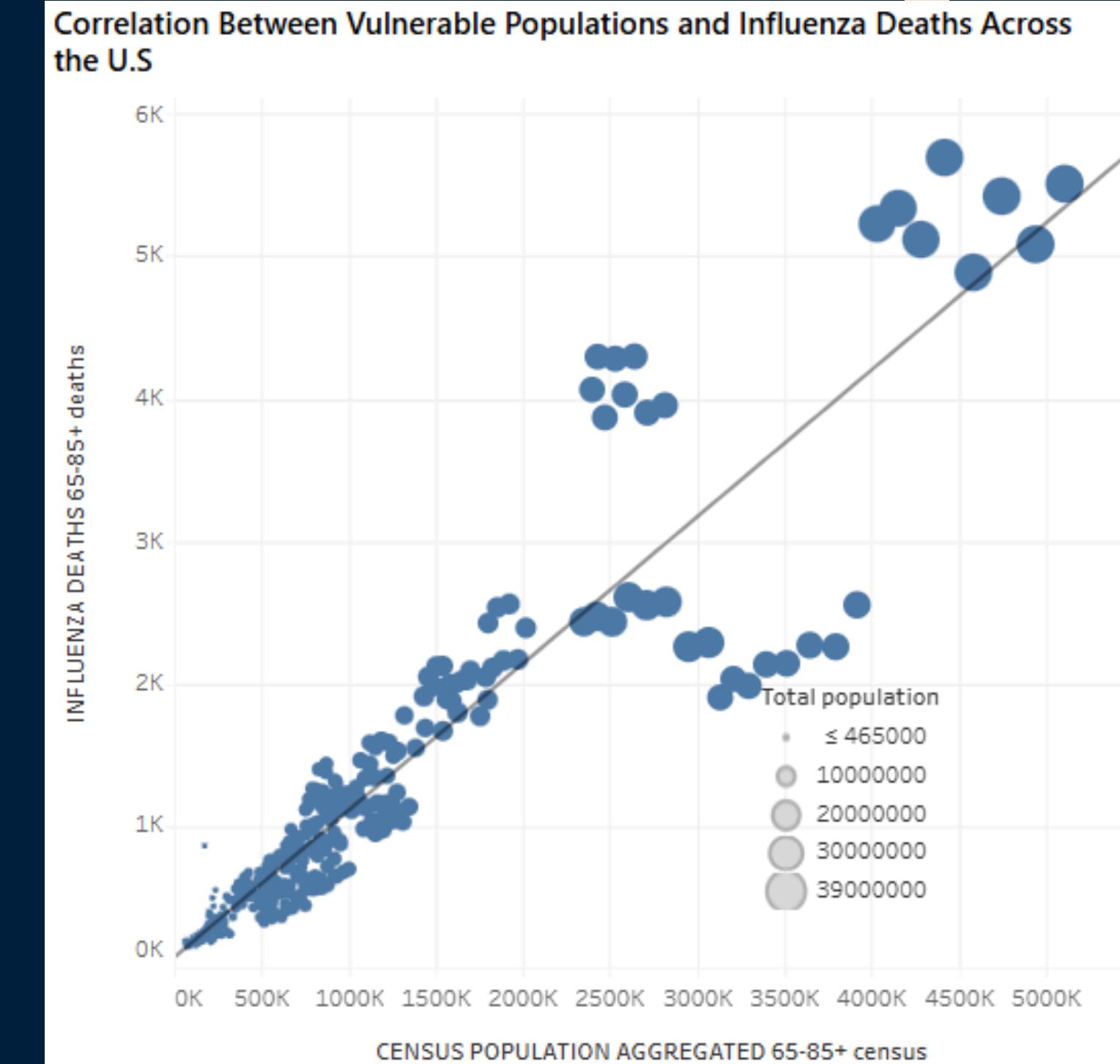


- Strong correlation between elderly population share and influenza deaths → valuable for workforce planning.
- Combine seasonal trends and demographic insights to forecast staffing needs.



Recommendations

- Increase personnel during December–March.
- Prioritize states with older populations.
- Continuously monitor trends to adjust staff dynamically.

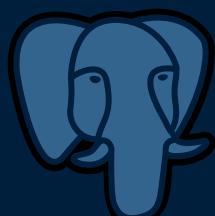


ROCKBUSTER LAUNCH STRATEGY – ONLINE VIDEO RENTALS

Project Description

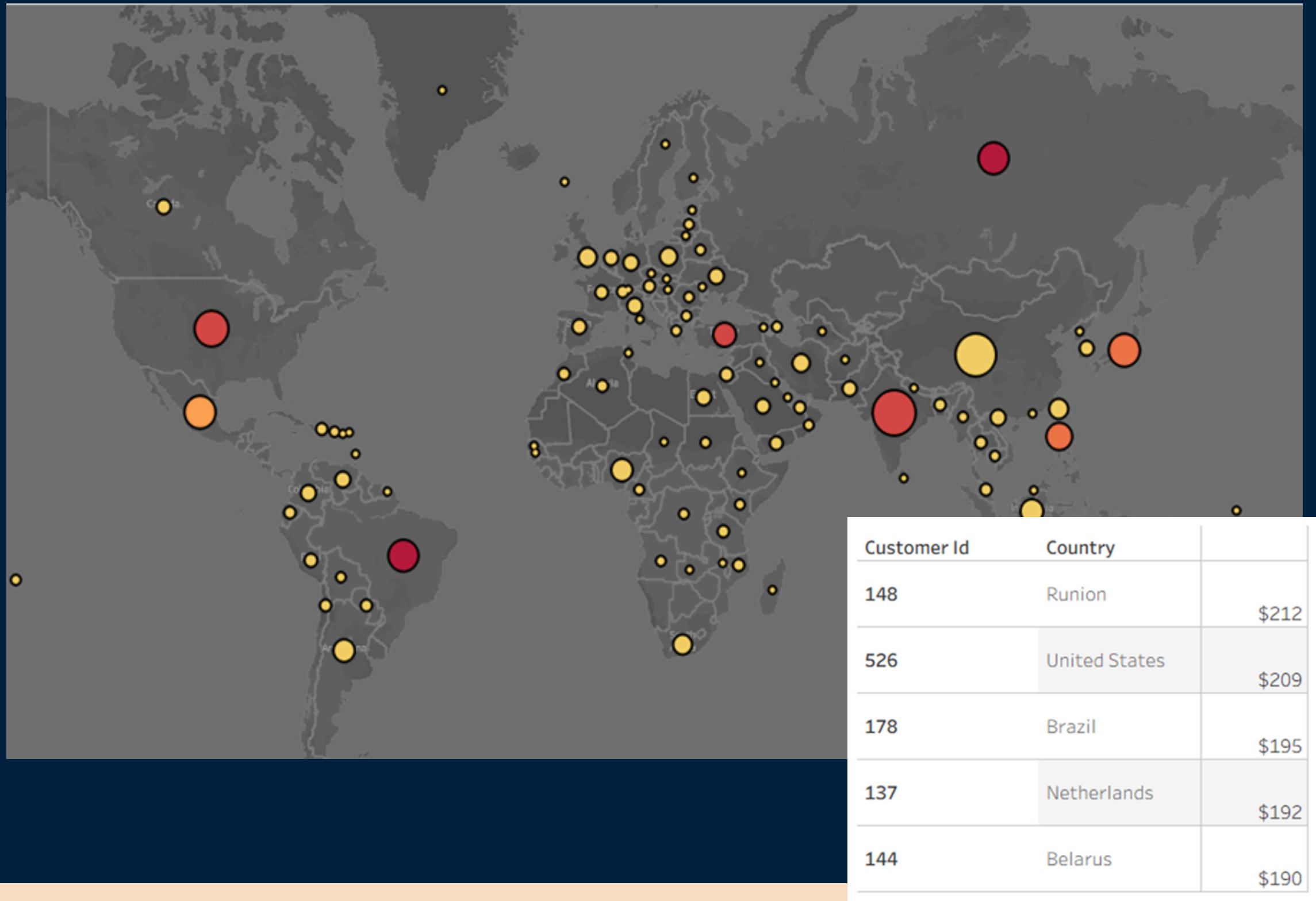
- **Objective:** Support the transition from physical stores to an online rental platform by analyzing customer behavior, revenue trends, and genre performance.
- **Scope:** Global data on customer activity, revenues, genres, and movie ratings.

TOOLS



CUSTOMER DISTRIBUTION & MARKET VALUE

- Identify where the most customers are concentrated (larger circles).
- Highlight markets generating the most revenue per customer (darker color).
- Top 5 high-LTV customers and their location indicate high-value targets.



UNDERSTANDING MARKET OPPORTUNITIES

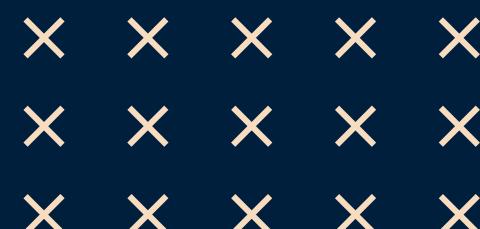
Genre	India	China	United S..	Japan	Mexico	Brazil	Russian ..	Philippin..	Turkey	Argentina
Animation	383.0	415.0	252.4	252.4	173.6	227.5	174.5	215.5	119.8	86.8
Comedy	344.3	333.2	258.5	223.6	142.7	183.6	159.6	155.7	108.8	60.9
Drama	405.1	363.1	288.4	259.4	233.5	150.5	145.7	126.7	143.7	87.8
Sci-Fi	395.1	311.3	247.4	233.4	251.4	227.4	214.6	124.7	90.7	106.8
Sports	460.0	410.2	312.3	227.5	269.4	264.5	160.7	167.6	105.8	126.8

Revenue Insights by Region & Genre

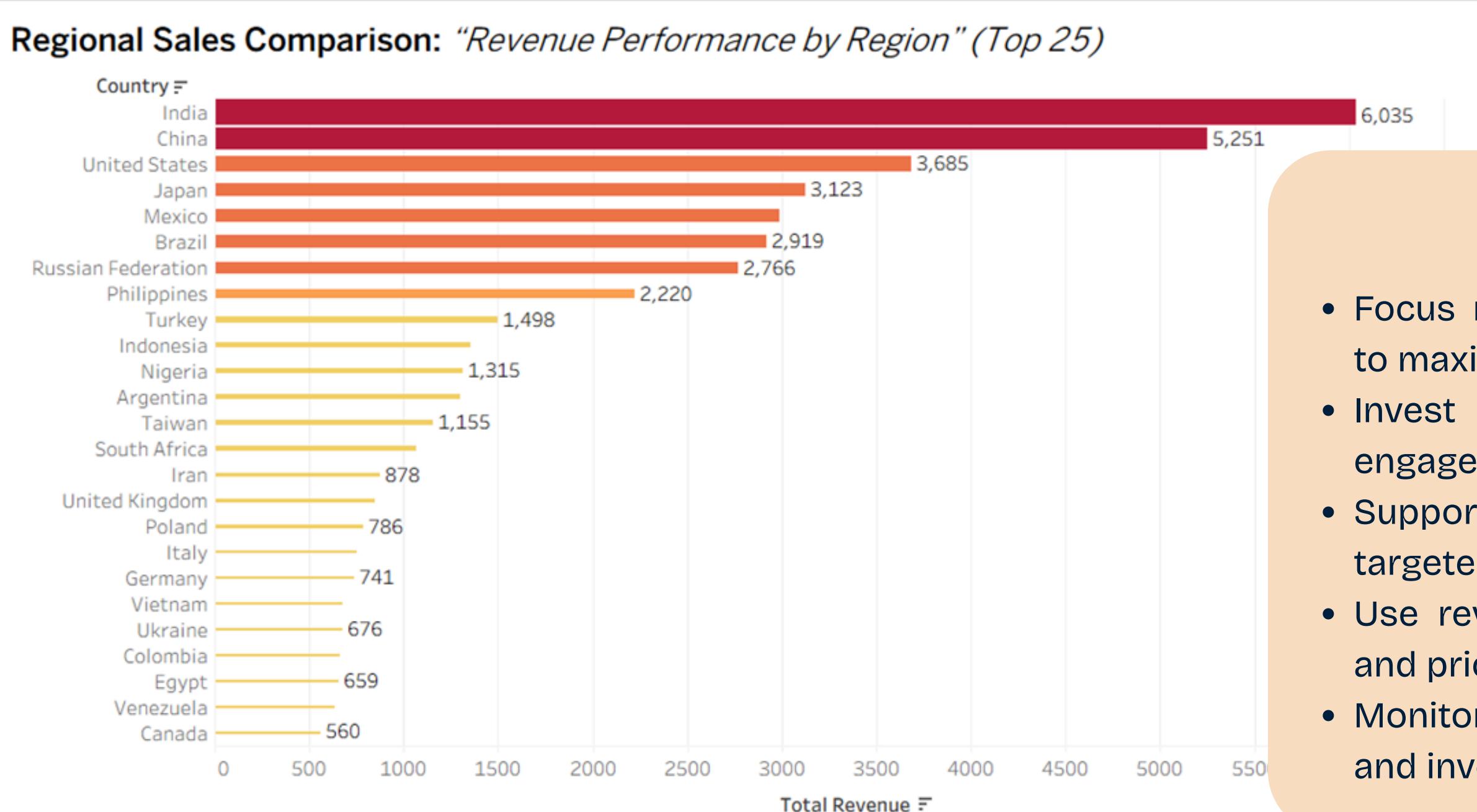
- Top-performing genres:** Highlight which genres generate the most revenue across top countries.
- Customer geography & value:** Identify markets with the largest customer base and highest revenue potential.
- Revenue-focused insights:** Detect regions where strategic investments can maximize returns.

TOP 5 GENRES AND REVENUE IN THE TOP 10 COUNTRIES

Heatmap showing revenue intensity across top regions and genres. Darker colors represent higher revenue, highlighting the most valuable markets, while lighter colors indicate lower revenue performance.



STRATEGIC RECOMMENDATIONS & NEXT STEPS



Recommendations

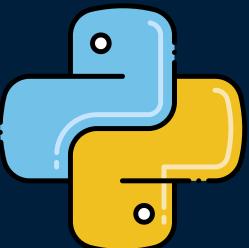
- Focus marketing on top-performing countries to maximize revenue.
- Invest in genres and movies with highest engagement to drive growth.
- Support underperforming regions with targeted campaigns.
- Use revenue insights to optimize promotions and pricing strategies.
- Monitor trends dynamically to adjust marketing and investment decisions.

INSTACART CUSTOMER & ANALYSIS

Project Description

- **Objective:** Explore purchasing patterns to inform targeted marketing strategies.
- **Scope:** Customer demographics, orders, spending patterns.
- **Tools & Techniques:** Python (Pandas, NumPy, Matplotlib, Seaborn), Jupyter Notebook, data wrangling, visualization.

TOOLS



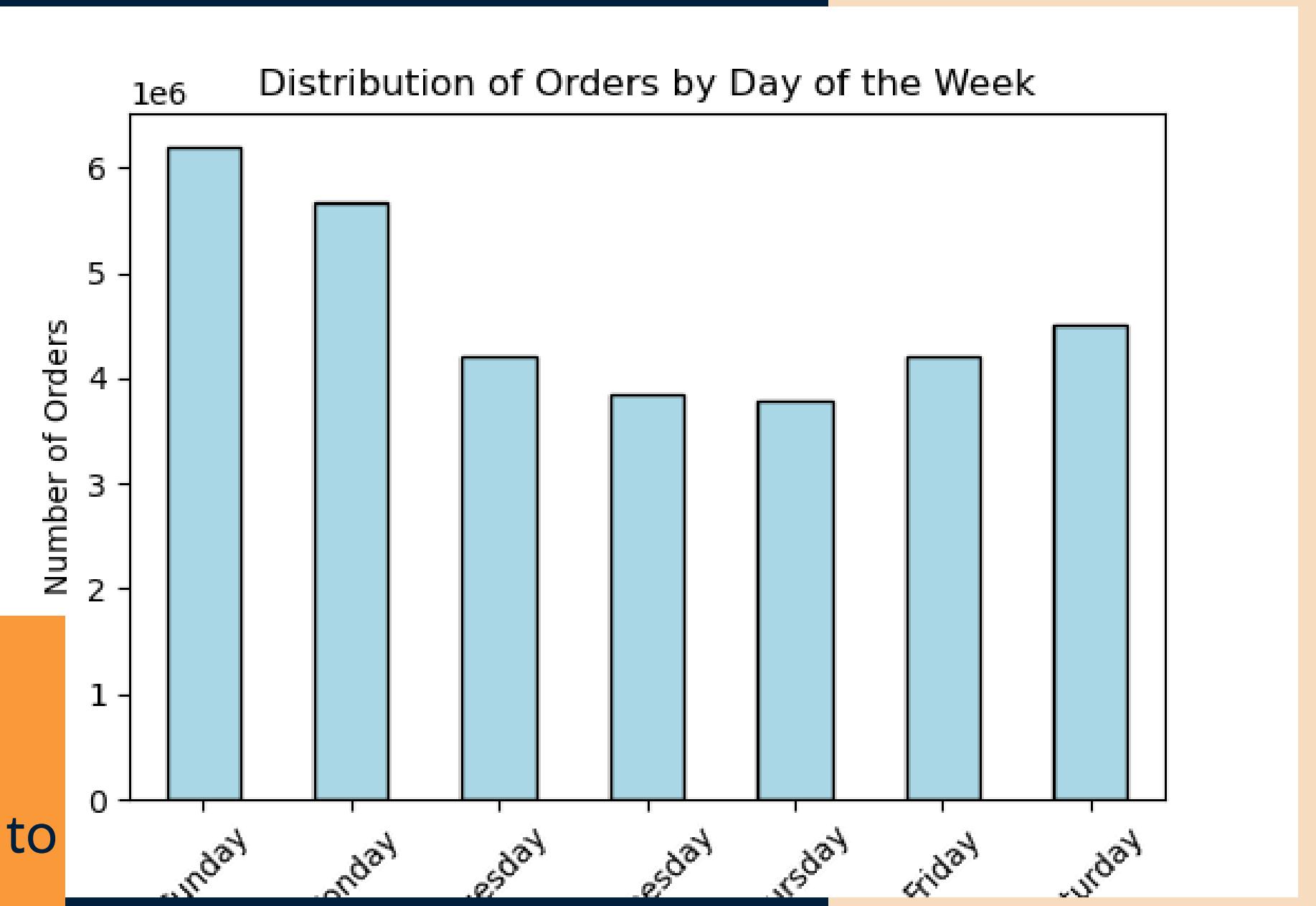
SALES



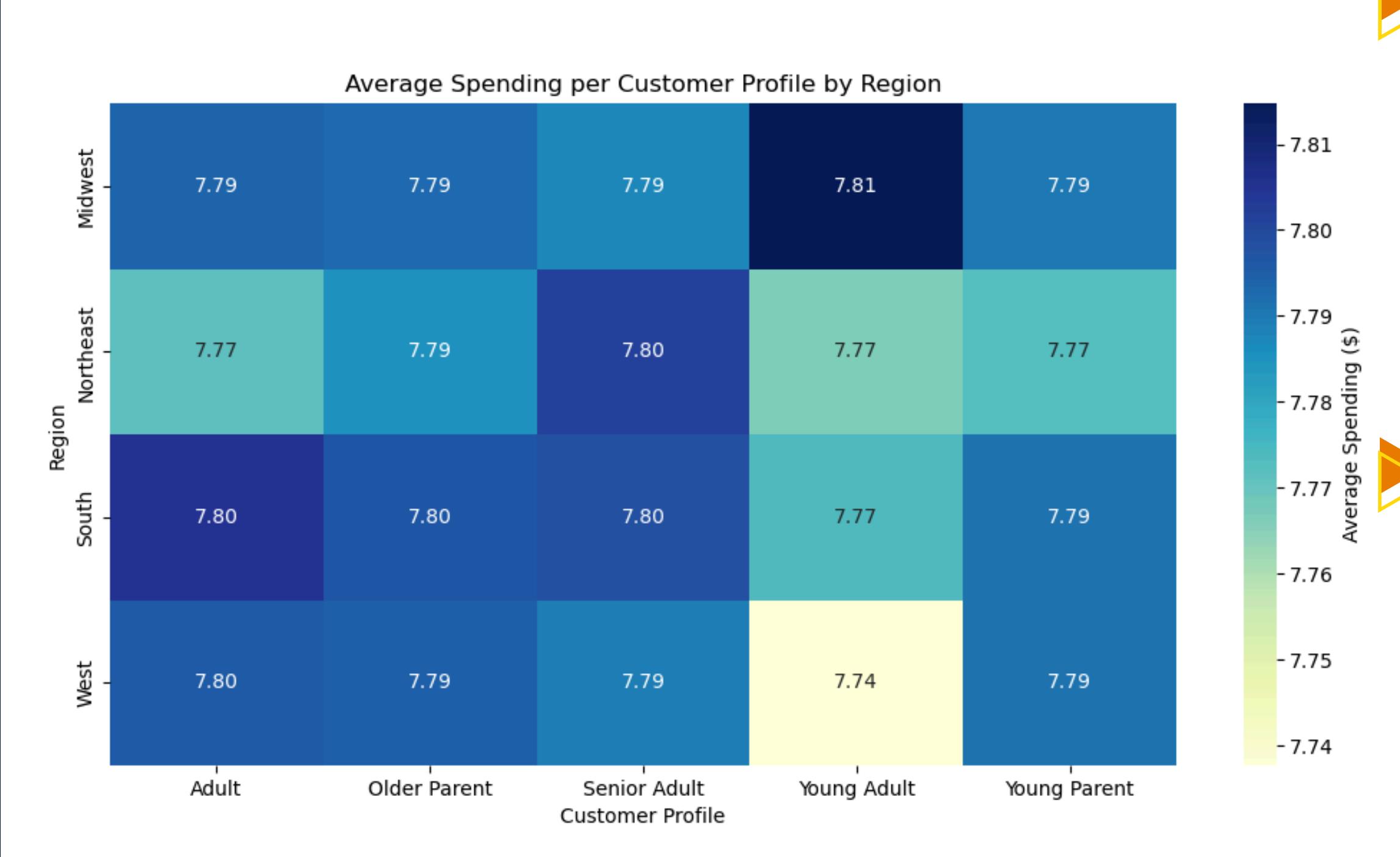
ORDERING PATTERNS - WEEKLY TRENDS

Orders peak from Saturday to Monday, indicating high weekend and early-week shopping activity. Midweek (Wednesday–Thursday) sees the lowest order volumes, highlighting potential opportunities for targeted promotions and operational planning

- Schedule special offers and discounts on slower mid-week days to boost sales.
- Optimize inventory and delivery schedules to meet weekend demand.
- Align marketing messages with customer behavior patterns for maximum impact.



CUSTOMER PROFILES & REGIONAL SPENDING



Customer Profiles & Loyalty

- Young Parents and Adults are the most frequent shoppers
- Senior Adults and Older Parents purchase less often
- Loyalty distribution: New and Regular Customers dominate
- Insights help target high-value segments and encourage repeat purchases



Regional Spending Patterns

- Spending varies across regions: Young Parents spend more in the South, Singles in the Northeast
- Regional insights guide personalized promotions and marketing campaigns
- Focus resources where high-value customers are concentrated
- Highlights opportunities to increase engagement in lower-spending areas

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x x x x x

MARKETING STRATEGY RECOMMENDATIONS



Strategy Insights:

- Focus campaigns on high-value customer profiles.
- Target high-spending regions for maximum ROI.
- Schedule promotions around peak ordering days (Saturday–Monday).
- Highlight popular departments in marketing content.



Actionable Recommendations:

- Incentivize lower-frequency customer profiles to encourage repeat orders.
- Use pricing insights to bundle or promote high-margin products.
- Monitor regional performance and adapt promotions dynamically.
- Leverage data-driven insights to optimize timing and product targeting.

AIRBNB SUPERHOST ANALYSIS

Unlocking Superhost Success: Data-Driven Insights in Italy

Project Description

Objective:

Identify the key factors that distinguish Superhosts from regular Airbnb hosts across Italy.

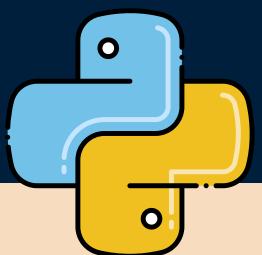
Scope:

- Analysis of Italian Airbnb listings (2022–2024)
- Focus on host behaviors, listing features, and guest feedback
- Combination of Python (data exploration, clustering, geospatial analysis) and Tableau (interactive dashboards)

Key Question:

- Which host behaviors and listing features most influence Superhost status?

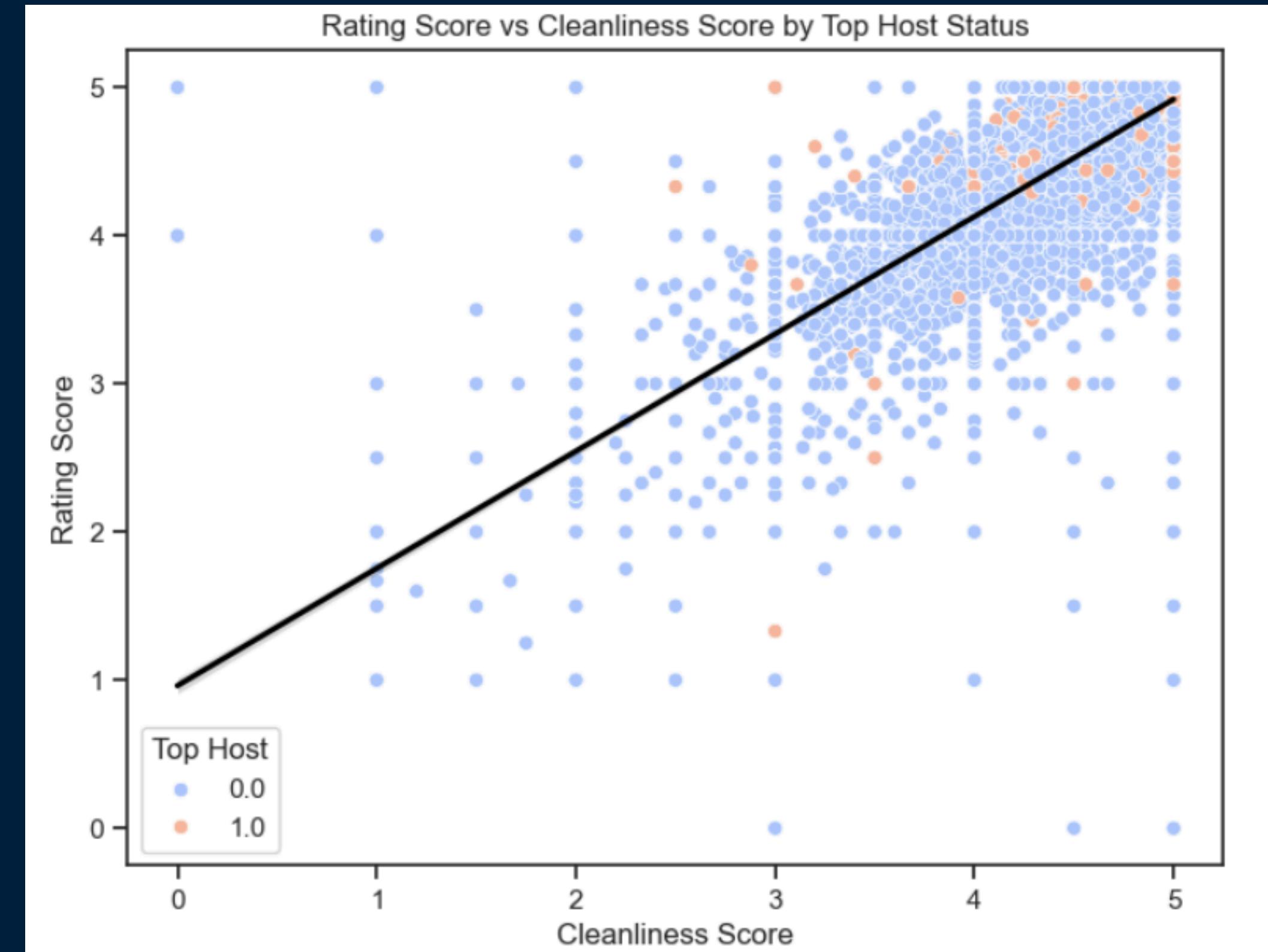
TOOLS



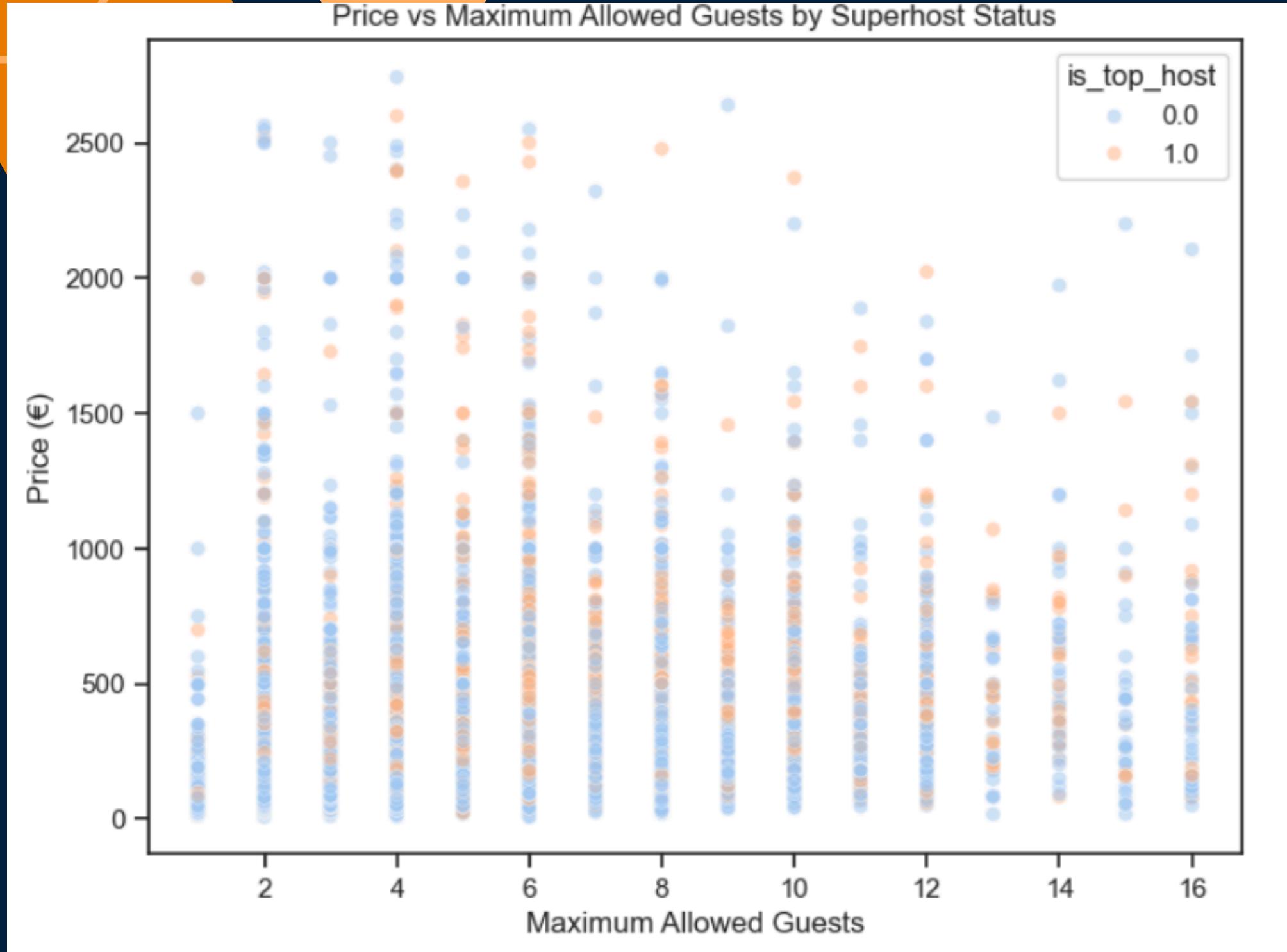
airbnb

WHAT DRIVES SUPERHOST RECOGNITION?

- High correlation between rating_score and other review metrics (cleanliness_score, communication_score)
- Larger properties (max_guests, beds) tend to be pricier, but price alone doesn't determine Superhost status
- Host experience has minimal impact on ratings and pricing
- Focus: Guest experience metrics are the strongest drivers for Superhost recognition

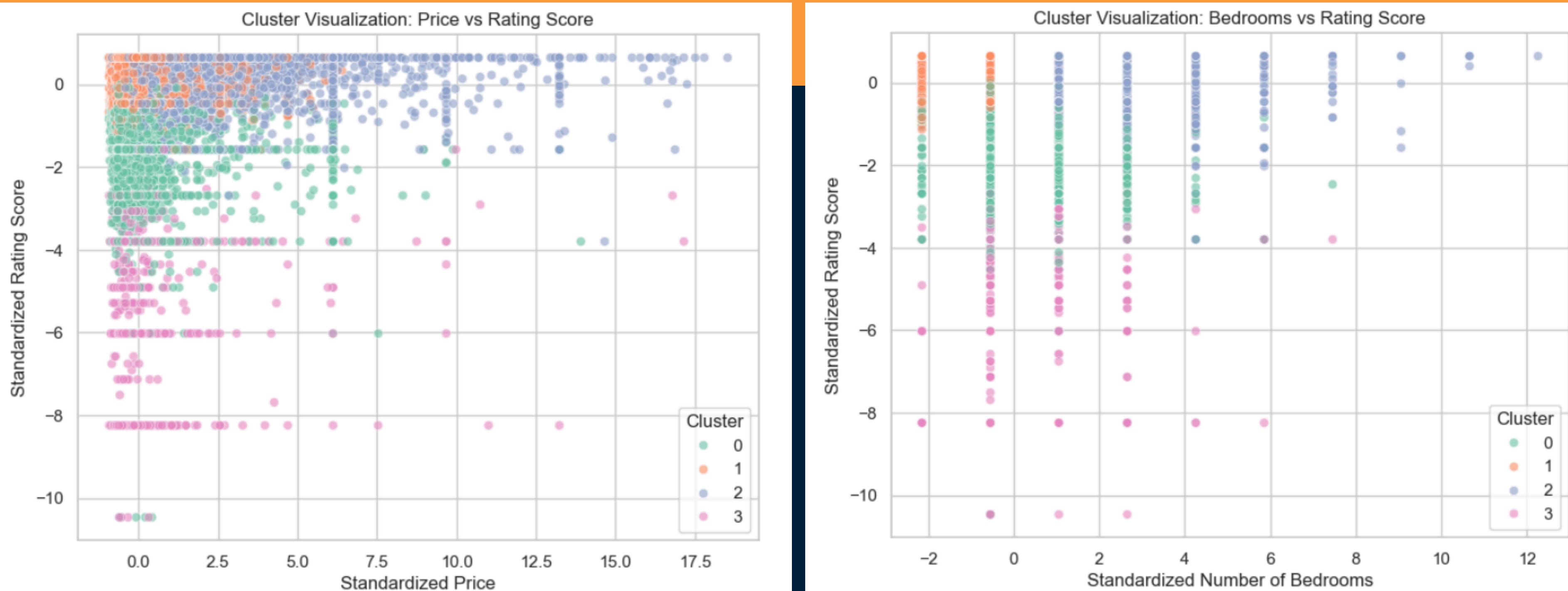


PROPERTY STRATEGY AND SUPERHOST STATUS



- Superhosts tend to manage properties with an optimal balance between price and guest capacity.
- Higher guest satisfaction and consistent ratings differentiate Superhosts more than property size or price alone.
- This insight helps identify strategic patterns in successful listings.

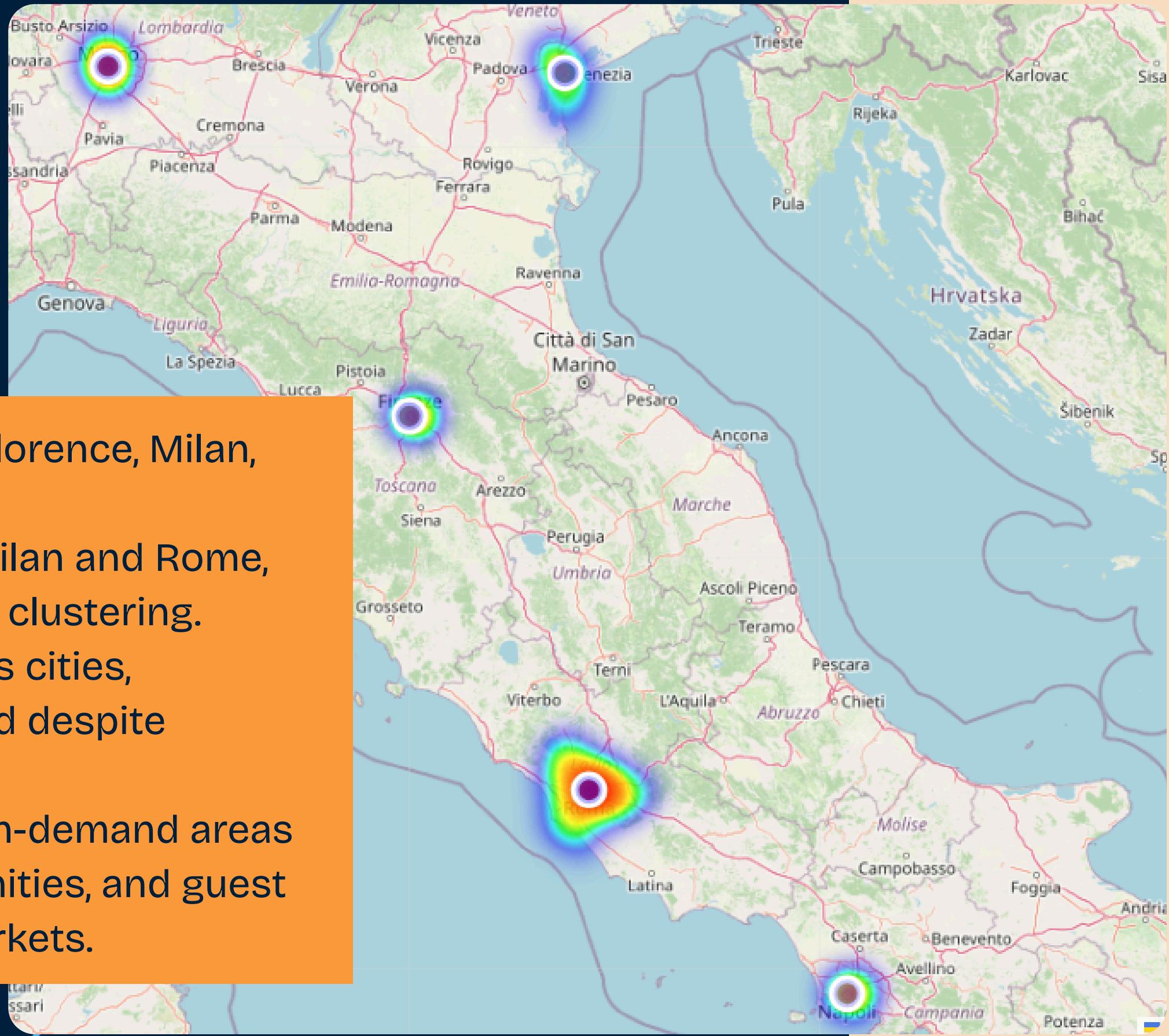
UNDERSTANDING LISTING SEGMENTS VIA K-MEANS CLUSTERING



- Cluster 0: Smaller, lower-priced listings with below-average ratings and review scores. X X X X X
- Cluster 1: Moderately priced listings with above-average ratings and experienced hosts. X X X X X
- Cluster 2: Larger, high-priced listings with strong ratings. Clear separation from smaller units. X X X X X
- Cluster 3: Outlier listings with extremely low ratings and unusual characteristics. X X X X X
- Overall Takeaway: K-Means clustering highlights distinct listing segments, revealing patterns in pricing, size, and ratings. These insights can guide pricing strategy, marketing, and host improvement efforts.

AIRBNB LISTINGS ACROSS KEY ITALIAN CITIES

- Listings are concentrated in major cities: Florence, Milan, Naples, Rome, and Venice.
- Density maps reveal high competition in Milan and Rome, while Naples and Florence show moderate clustering.
- Average ratings are fairly consistent across cities, suggesting guest satisfaction is maintained despite location.
- Strategic takeaway: Hosts can identify high-demand areas and consider factors such as pricing, amenities, and guest experience to stand out in competitive markets.



KEY FINDINGS - WHAT DRIVES SUPERHOST STATUS

GUEST EXPERIENCE



Ratings & Reviews

High guest satisfaction (ratings, cleanliness, communication) is essential for Superhost recognition.

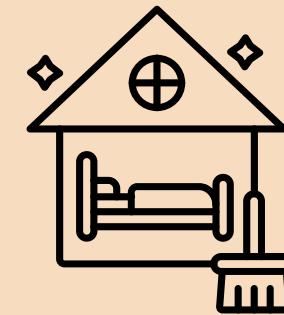
HOST BEHAVIOR & CONSISTENCY



Responsiveness & Reliability

Low cancellations, prompt communication, and consistent service across seasons strongly influence success.

LISTING CHARACTERISTICS



Property & Market Strategy

Larger or premium listings cluster differently; quality listings with professional photos, clear descriptions, and appropriate pricing attract higher ratings.



SKILLS AND TOOLS DEMONSTRATED



Excel - Pivot tables, grouping, summarizing

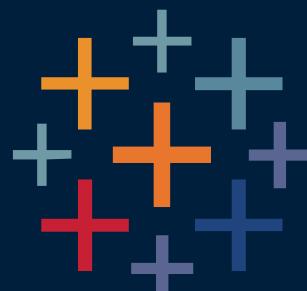
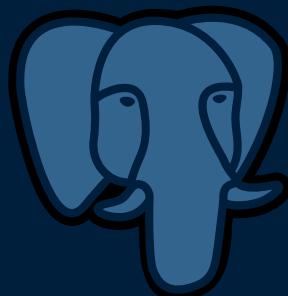
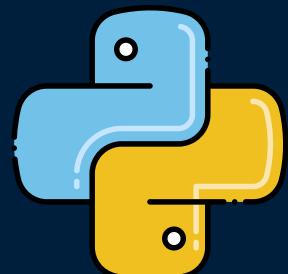


Tableau- Visual storytelling, dashboards



PostgreSQL - Queries, joins, subqueries



Python – Pandas, NumPy, Matplotlib, Seaborn

SKILLS:

- Data Preparation & Integration – Cleaning, transforming, and consolidating datasets
- Data Visualization – Charts, heatmaps, scatterplots
- Descriptive & Predictive Analysis – Identifying patterns, trends, and insights
- Storytelling & Presenting Insights – Communicating findings to stakeholders

THANK YOU FOR YOUR ATTENTION

More Information



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