

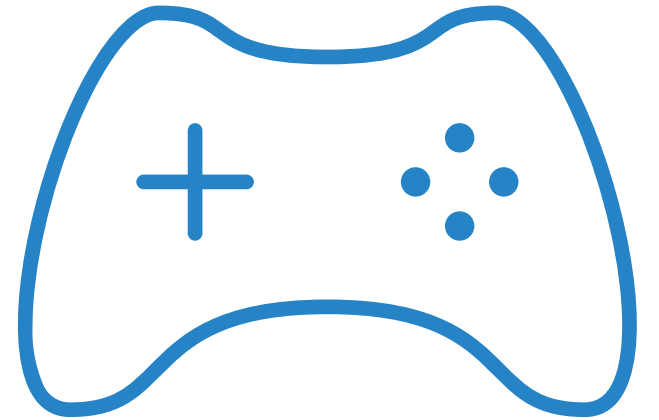
Portfolio

KENSUKE MORRIS

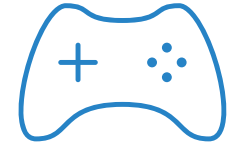
DATA ANALYST

Email: kensuke.morris@gmail.com

GameCo Sales



The Project



Company

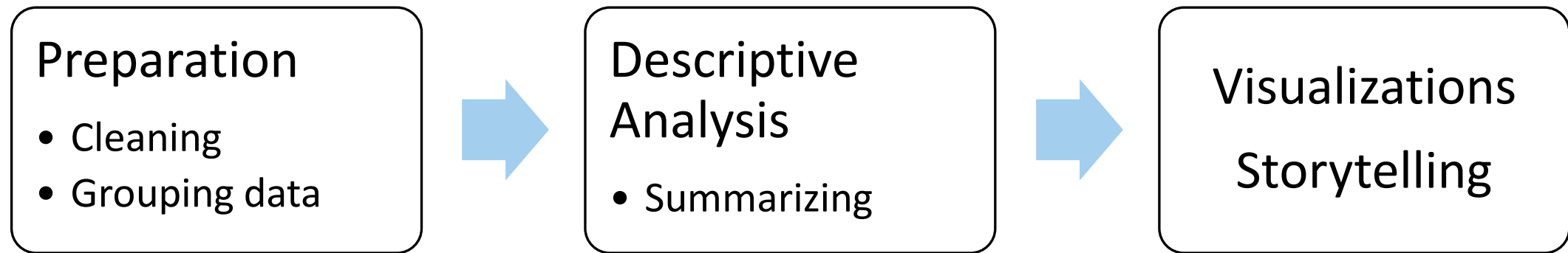
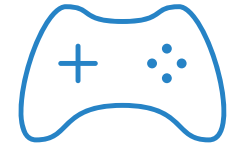
GameCo, a new video game company, wants to use data to inform development of new games.

Objectives

Conduct descriptive analysis of a video game data set to understanding of how GameCo's new games might fare in the market.

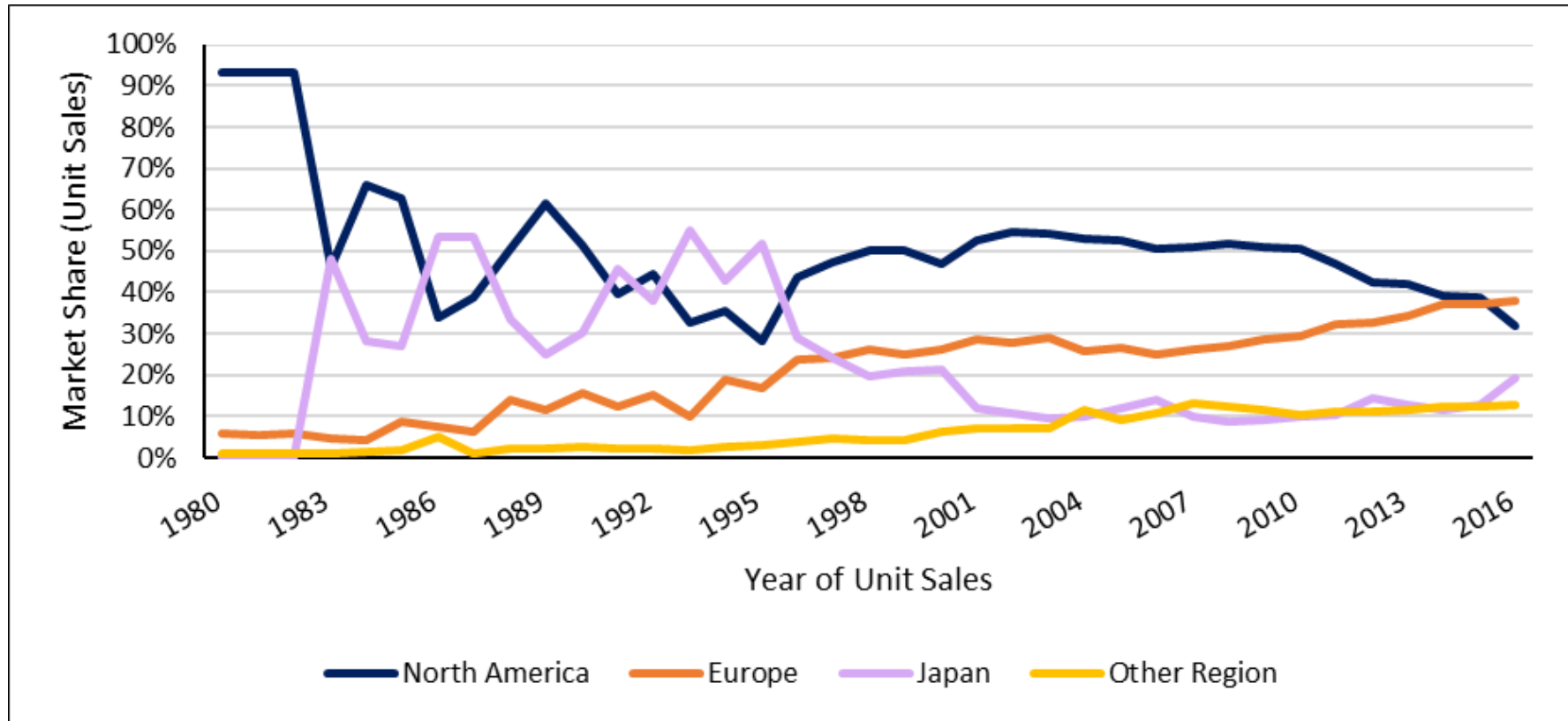
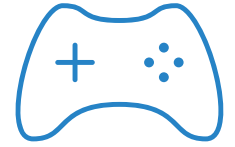
Dataset - Historical sales of video games

Analysis Process



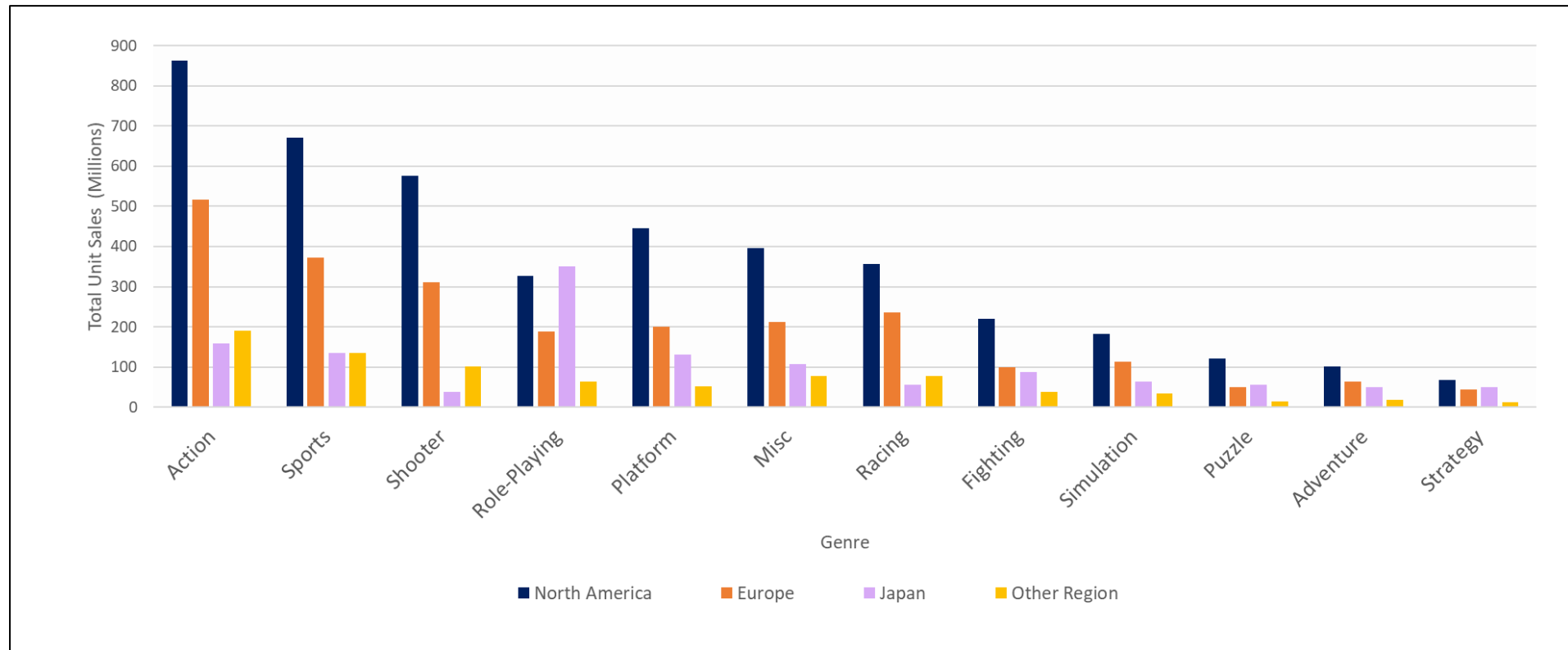
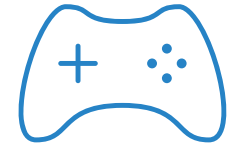
Tools: **Excel** Pivot Tables, **PowerPoint**

Findings



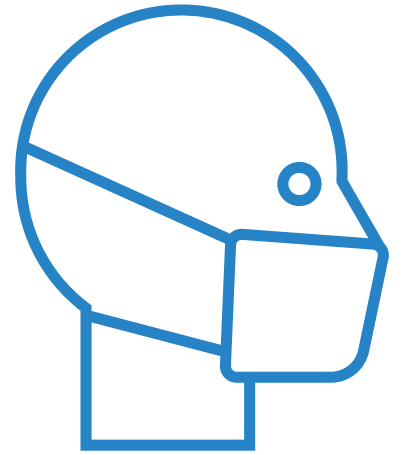
This line chart shows that in recent years, Europe has been steadily gaining market share, contrary to North America.

Findings

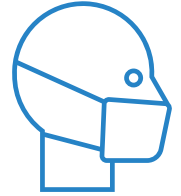


North America is the leader in total unit sales in every category except role-playing games.

Influenza Season



The Project



Company

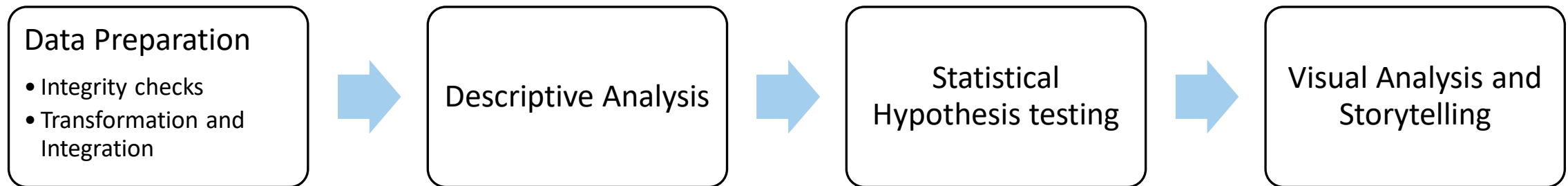
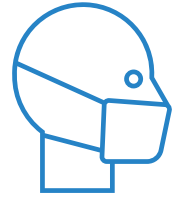
A medical staffing agency that provides temporary workers to hospitals on an as-needed basis. The agency is currently planning for influenza season, a time when additional staff are in high demand.

Objectives

Examine trends in influenza and how they can be used to proactively plan for staffing needs across the country.

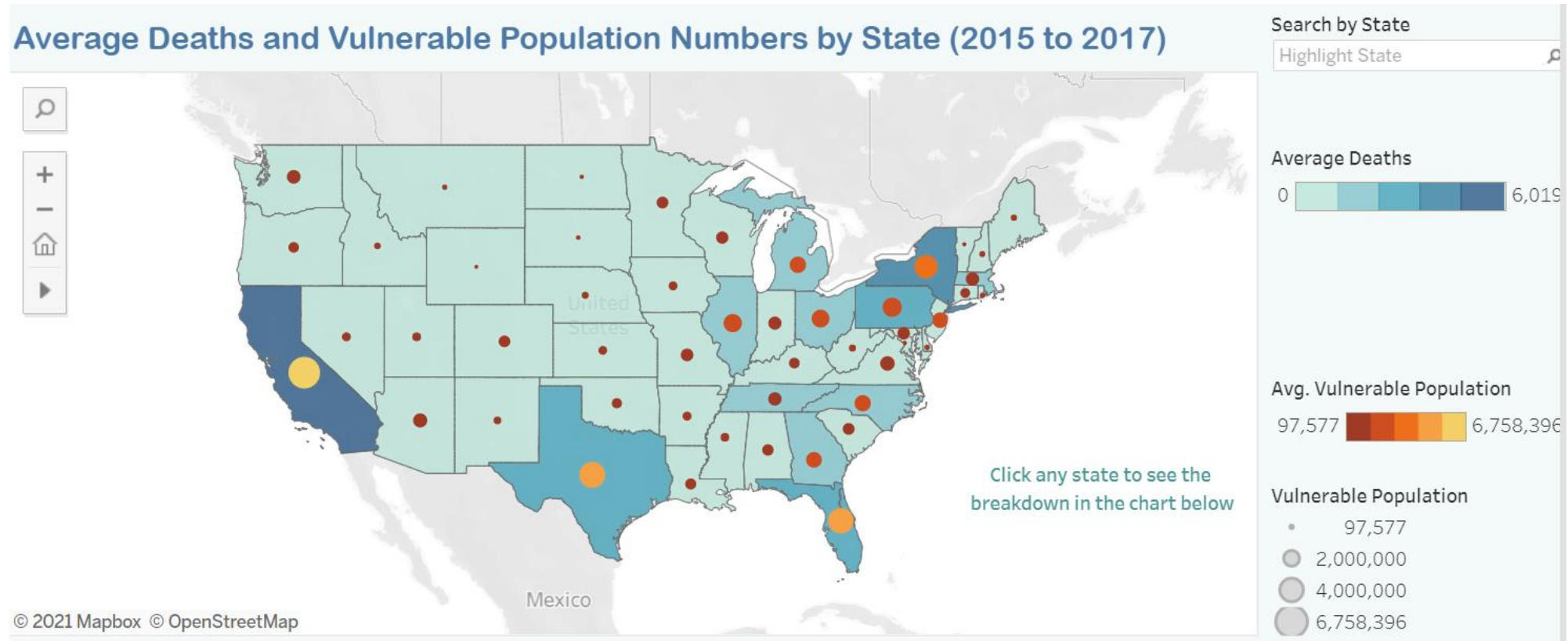
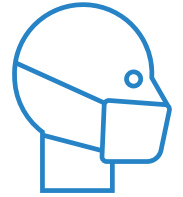
Dataset - Census data, deaths data from the CDC

Analysis Process



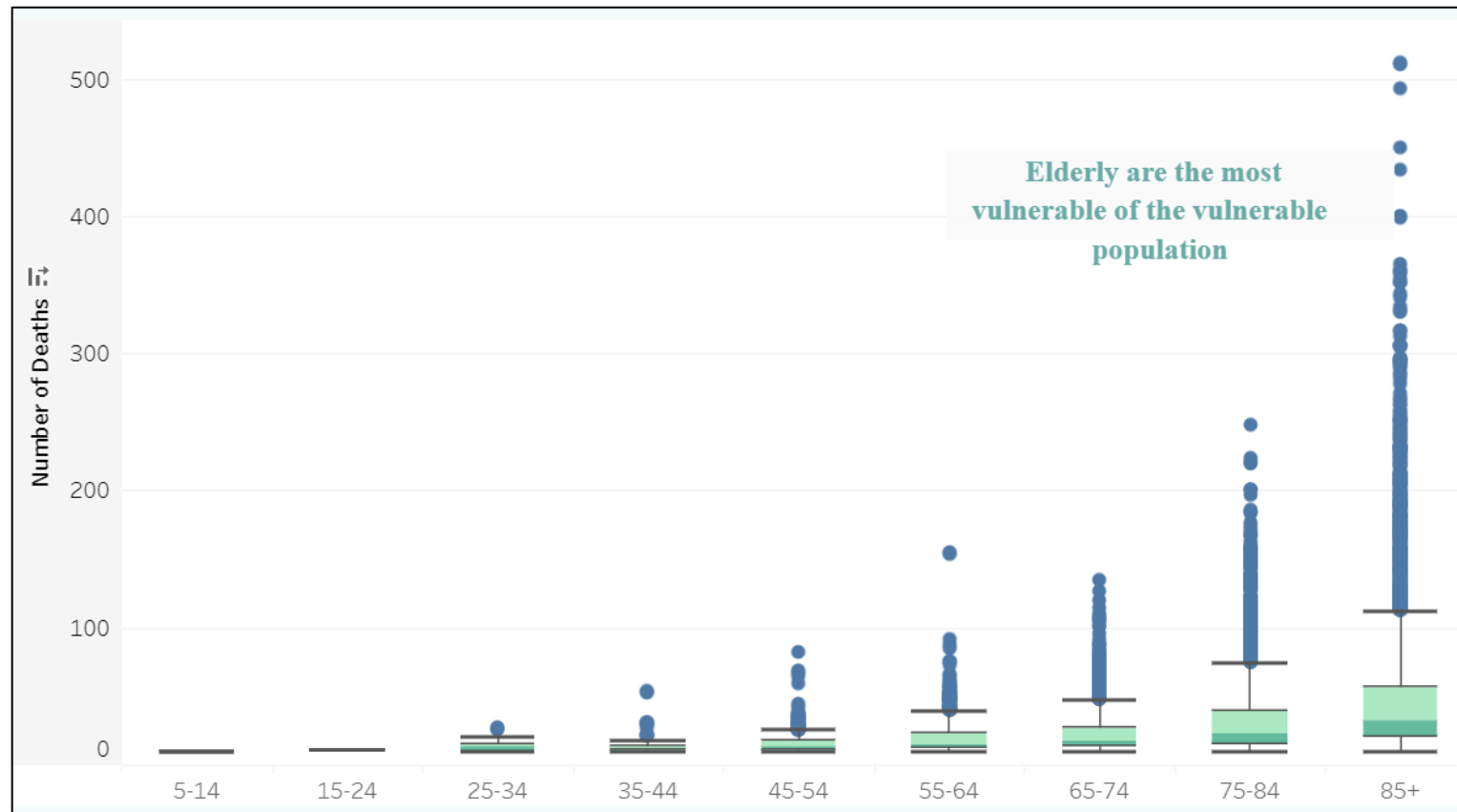
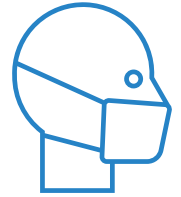
Tools: **Excel** for Pivot Tables and Data Integration, **Tableau** Story Board

Findings



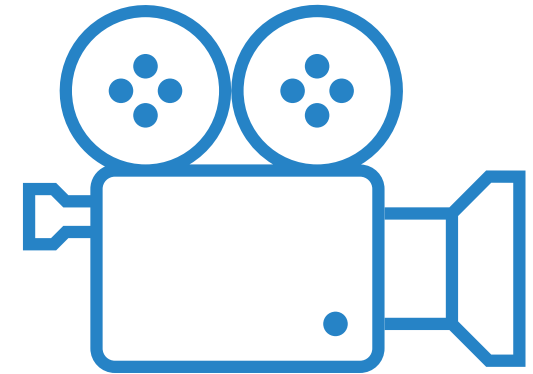
The map shows that California, Texas and has a higher number of vulnerable populations and will require additional staffing.

Findings

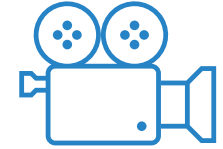


Elderly people occupy a considerable number in the influenza related deaths among vulnerable populations

Rockbuster Films



The Project



Company

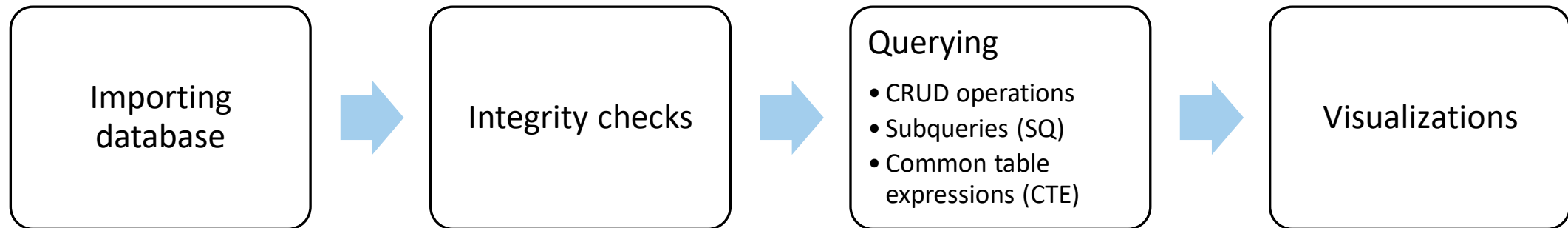
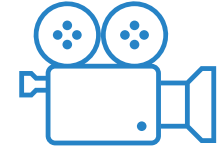
Rockbuster Stealth LLC is a movie rental company that used to have stores around the world. To remain competitive, Rockbuster management plans to launch an online video rental service.

Objectives

Answer business questions posed by Rockbuster's Management Board to inform their strategical plans.

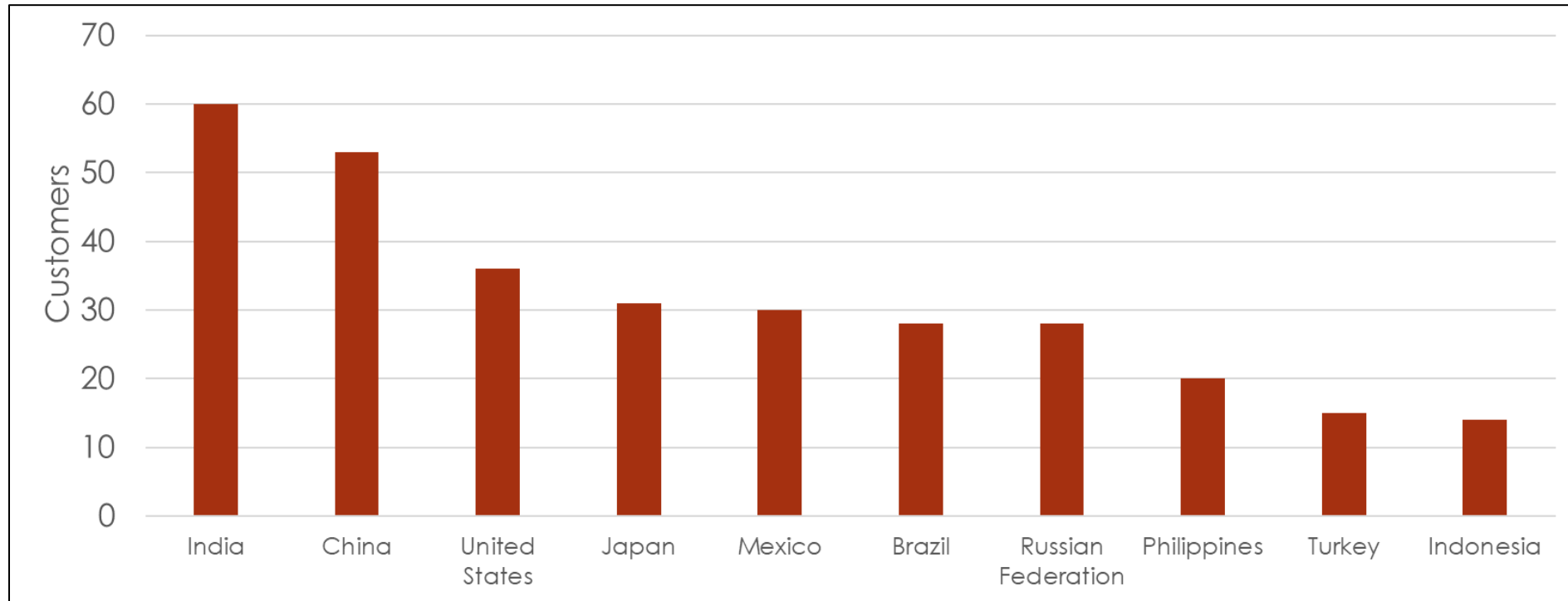
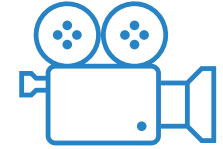
Dataset - Data from all Rockbuster's stores worldwide.

Analysis Process



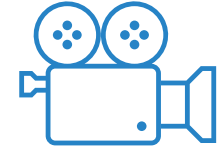
Tools: **PostgreSQL** for Integrity Checks, SQ and CTE, **Tableau** for Map Visualization

Findings



The bar graph above shows the 10 ten countries based on number of customers.

Findings



The chart shows the top 5 customers within the top ten countries based on their total payments. These top customers are eligible for rewards for their support.

Instacart Customer Behaviour



The Project



Company

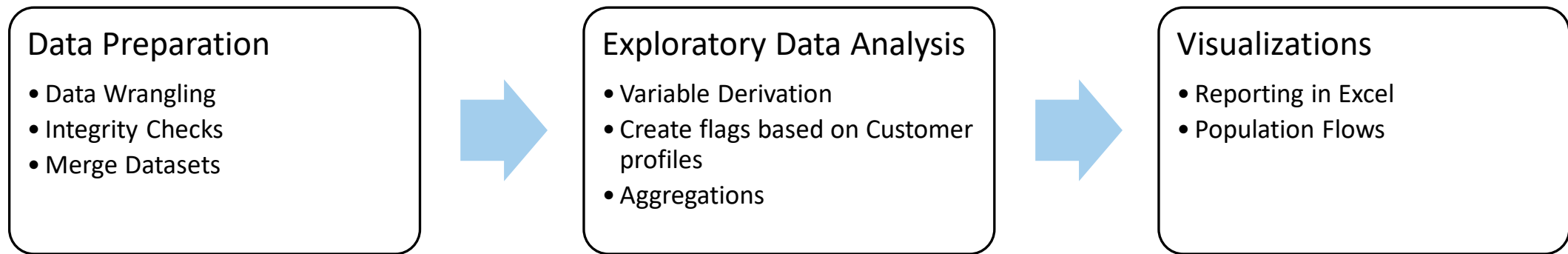
Instacart, an online grocery store that operates through an app. Despite good sales, executives want to uncover more information about their sales patterns.

Objectives

Perform an initial data and exploratory analysis of customer data to derive insights and suggest strategies for better customer segmentation.

Dataset - Instacart datasets about customers, orders, products and departments

Analysis Process



Tools: **Python** for Data Analysis and Visualization, **Excel** for Reporting

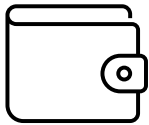
Findings



Customer Profiles



Parental Group



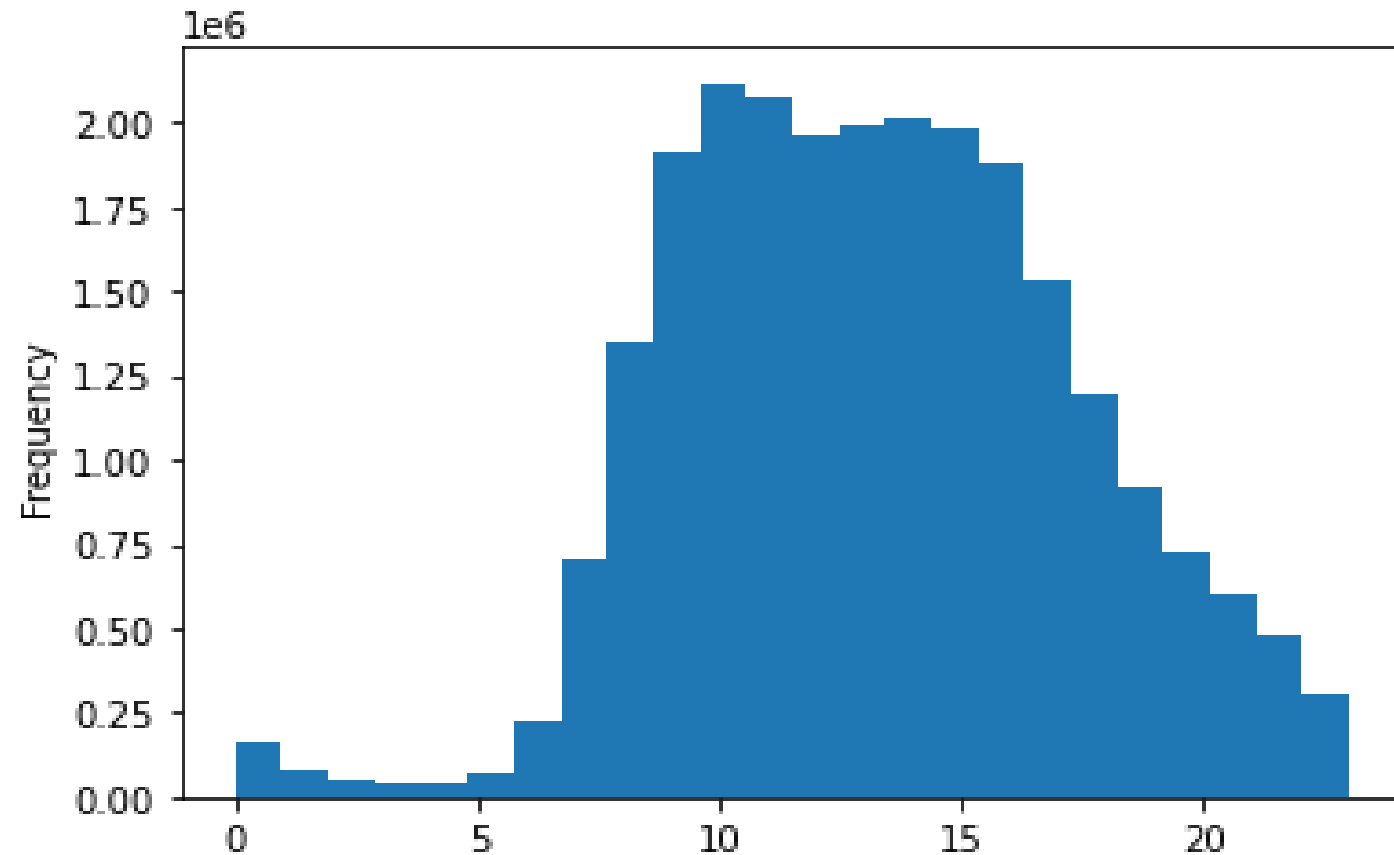
Income Level



Loyalty Status

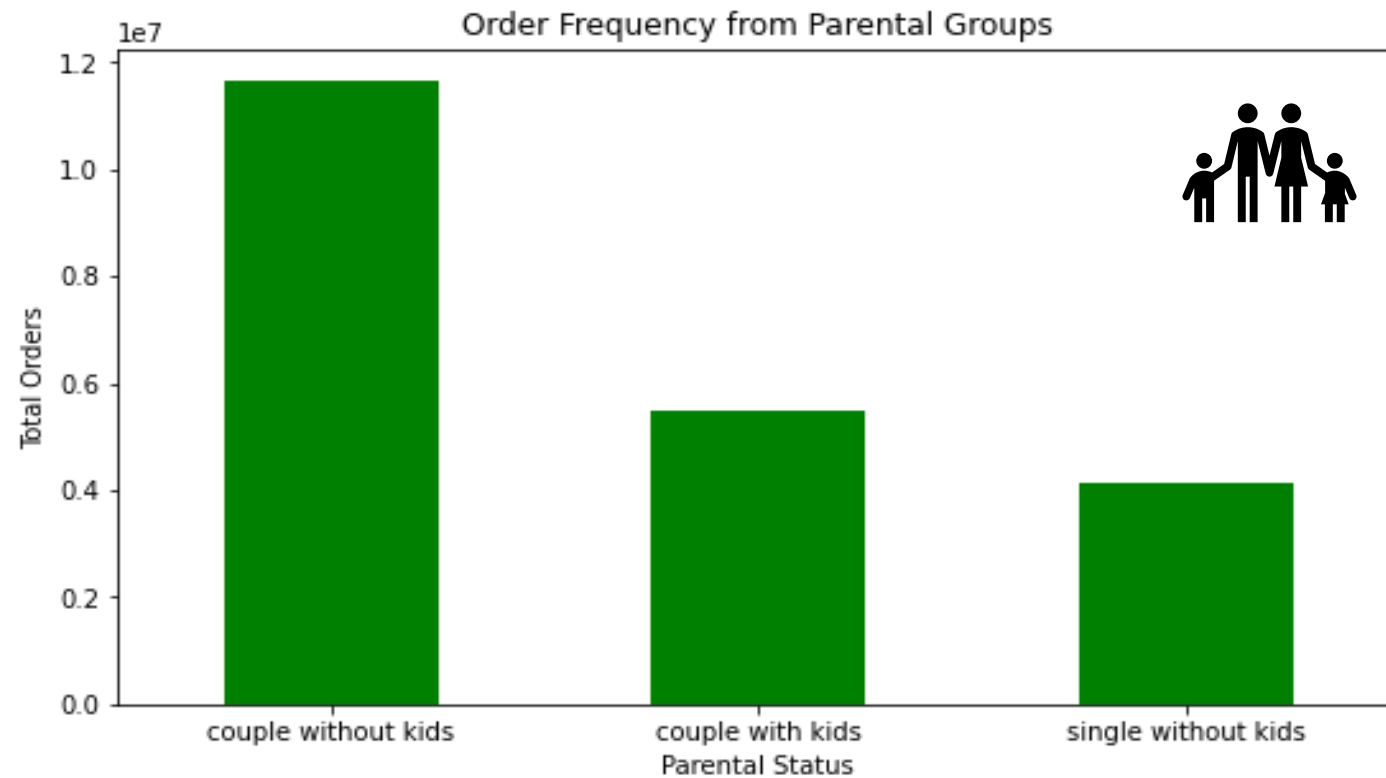


Time of the Day



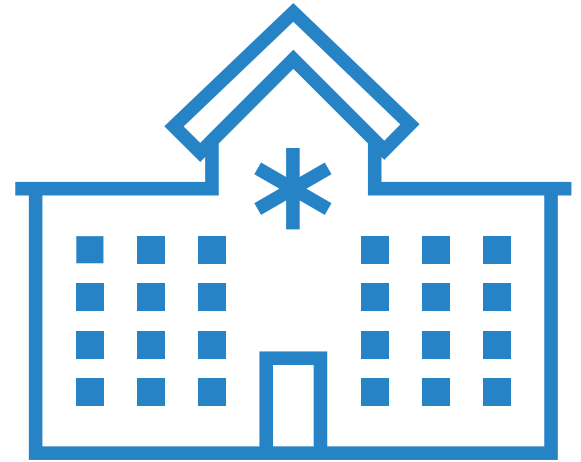
The histogram above shows that the busiest times are between 10am and 3pm during the day.

Findings



The graph is based one of the customer profiles based on parental groups. Couples without children made the most orders on the Instacart platform.

Patient Discharge Encounters



COUNTIES IN CALIFORNIA, U.S.A

The Project



Company

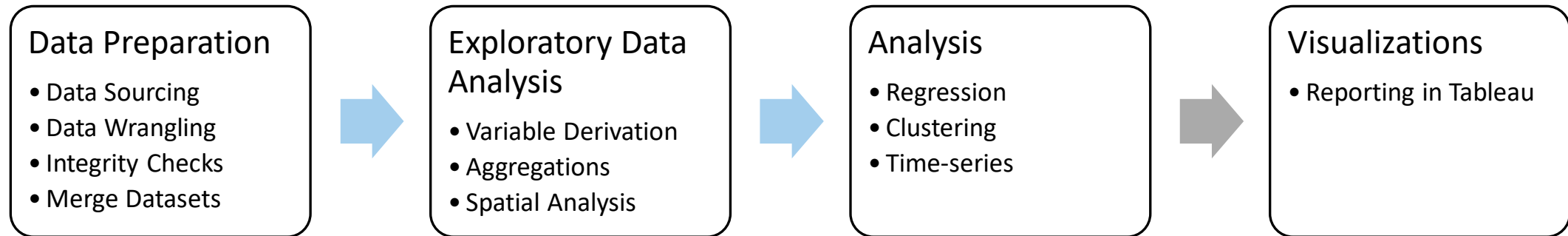
CaLED, a fictitious company, specializes in developing user experience (UX) related solutions for healthcare facilities and patients. A UX research manager wants to investigate patient encounters in California.

Objectives

Preliminary investigation of discharge encounters related to patient race groups and ED discharge types.

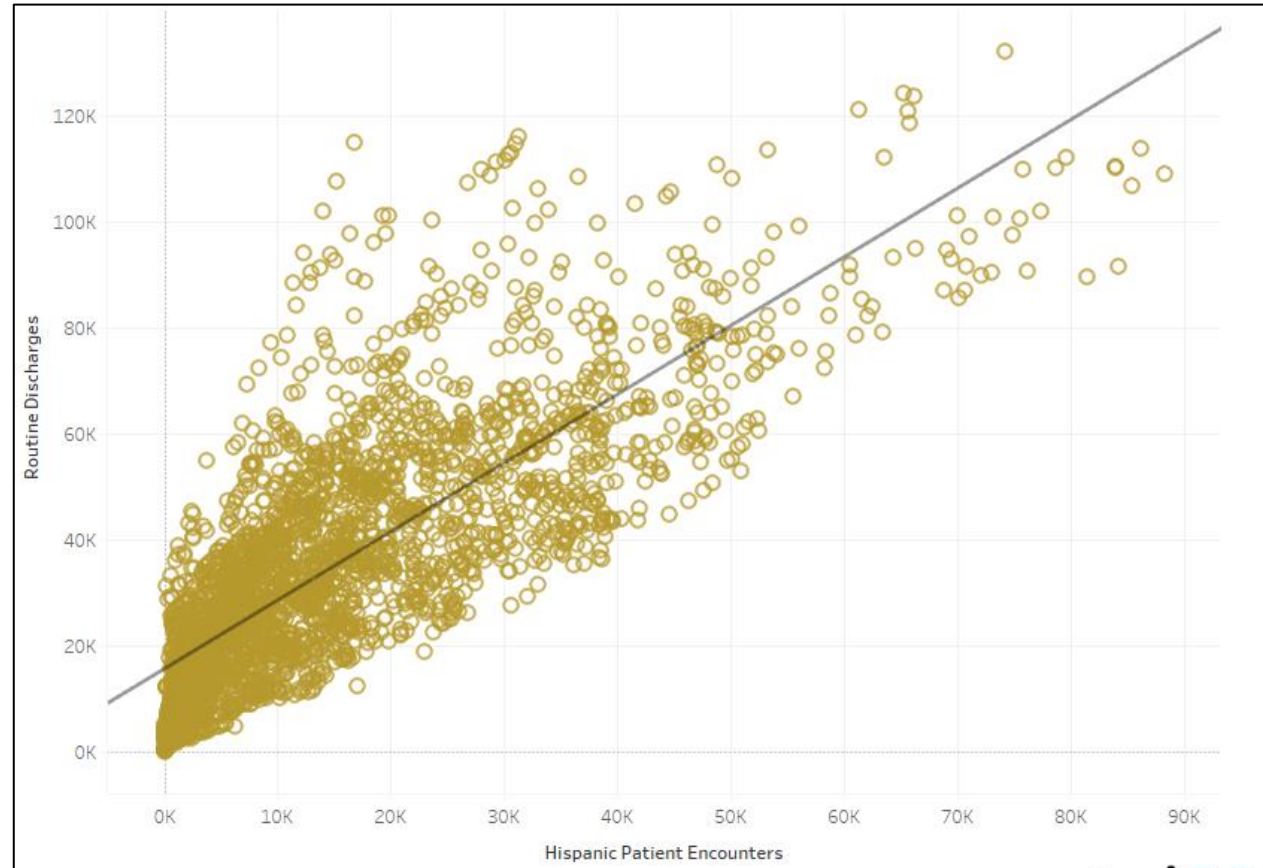
Dataset – Facility-level and location level data from the Office of Statewide Health Planning & Development (OSPHD)

Analysis Process



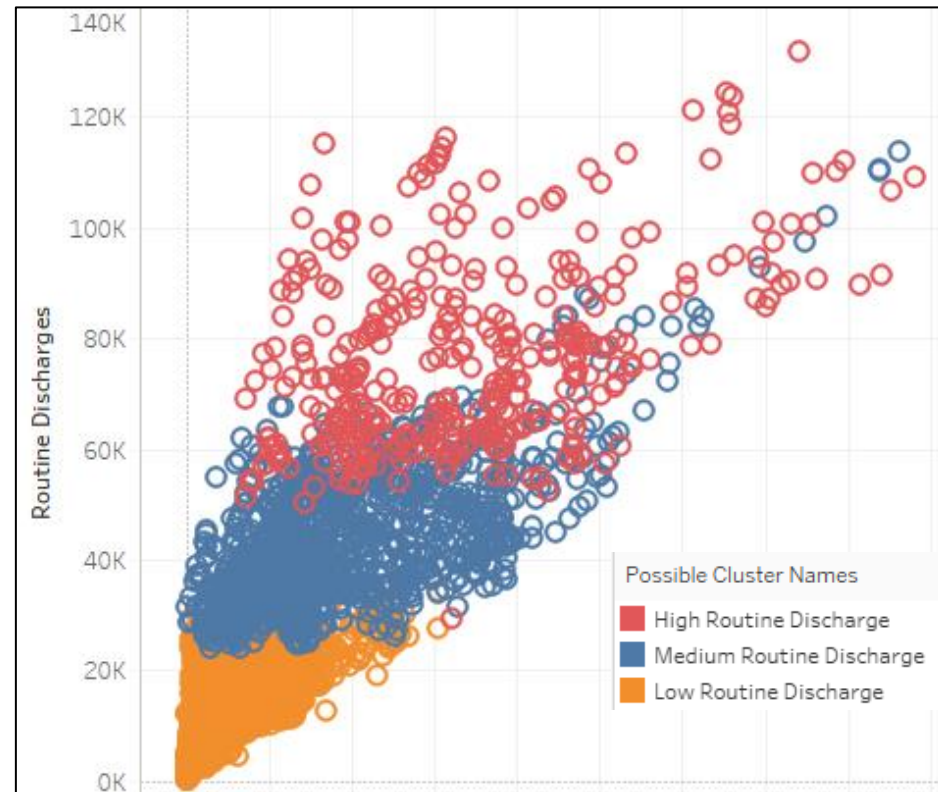
Tools: **Python** for Preparation to Analytics, **Tableau** for Dashboard Reporting

Findings



Hispanic patient encounters explain 63% of the variability in the data for routine discharges.

Findings



Facility Patient Discharge Profiles: three clusters based on Hispanic patient encounters were derived.