



KIMBERLY VEREEN

Data Analyst

kimberlyvereendata@gmail.com
(678)612-8528

Hi! I'm Kimberly, a data analyst with a passion for turning raw data into clear, actionable insights. While I'm new to the industry, I've built a strong foundation in tools like Excel, SQL, Tableau, IBM Cognos Analytics, and Power BI. I enjoy exploring data, spotting patterns, and creating visualizations that make complex information easy to understand.

I've worked on a range of personal and academic projects that demonstrate my ability to clean, analyze, and visualize data to support smarter decision-making. My goal is to continue growing my skills while helping organizations make data-driven choices.

I'm excited to connect with others in the data community and contribute value wherever I can.

PROJECT OVERVIEW

Data Analyst Projects

1) AMAZON SALES

Uncovered trends across product categories, regions, and customer behavior. Then utilized SQL, Power BI, and Excel to generate visual insights and identify top-performing segments.

2) HEALTHCARE MANAGEMENT

Highlighted treatment costs, doctor performance, patient demographics, revenue by treatment and insurance, while analyzing key trends in insurance coverage and payments.

3) REGIONAL HOTEL INTELLIGENCE

Analyzed regional hotel performance with a focus on Le Meridien compared to two competing hotels.

*All From Fictional Data



The image shows the Amazon logo prominently displayed on the side of a modern building. The logo consists of the word "amazon" in a lowercase, sans-serif font. The letters are white with a black outline, except for the letter "a" which has a thick yellow swoosh underneath it. The building's facade features a grid of windows and a dark, textured surface. The sky is clear and blue.

amazon



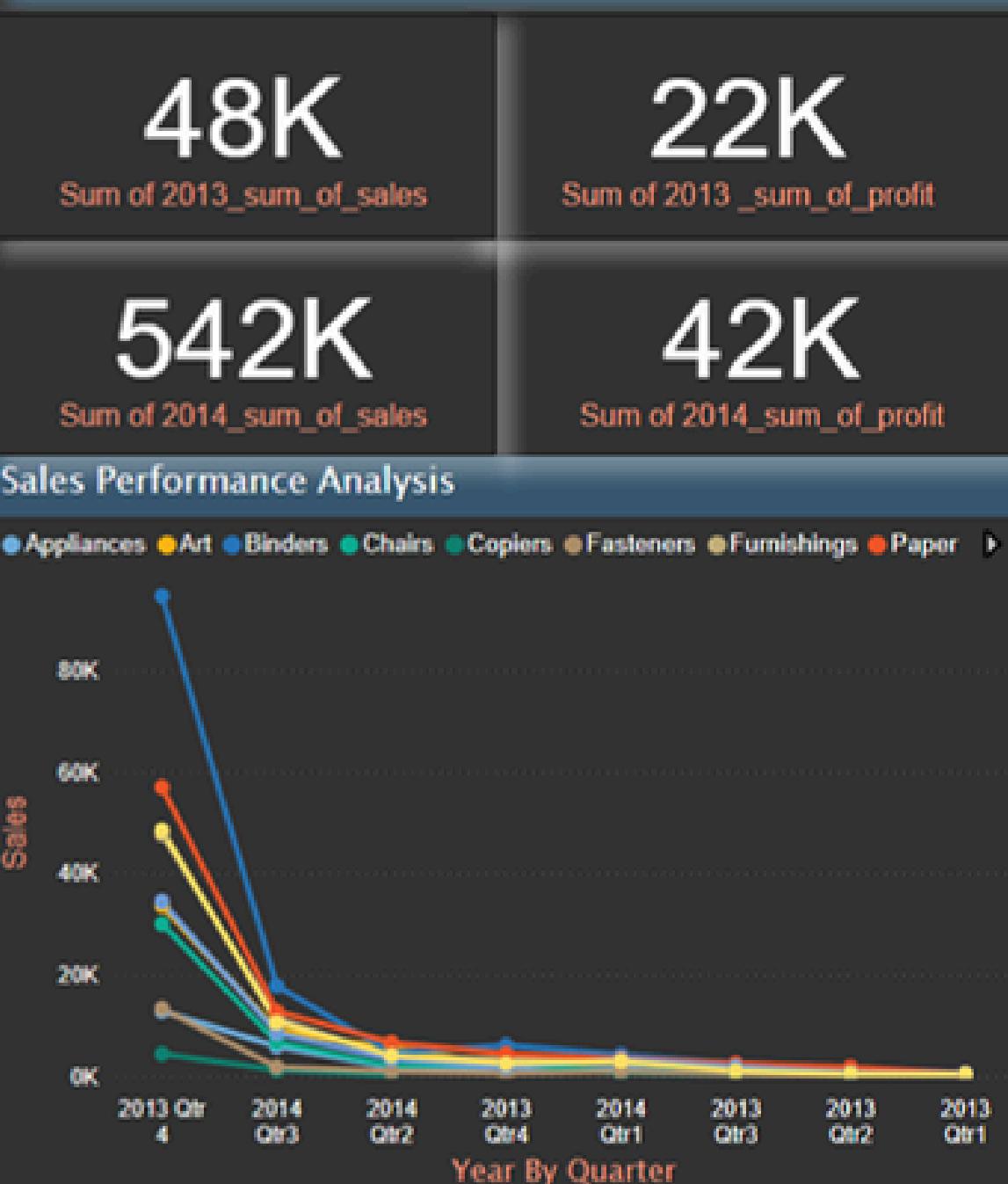
Amazon is a global e-commerce and technology company known for its vast product selection, fast delivery, and customer-centric approach. Founded in 1994, it started as an online bookstore and rapidly evolved into the world's leading online retailer. Amazon dominates the market due to its efficient supply chain, personalized shopping experience, and innovations in logistics and cloud computing through services like Amazon Prime and AWS.



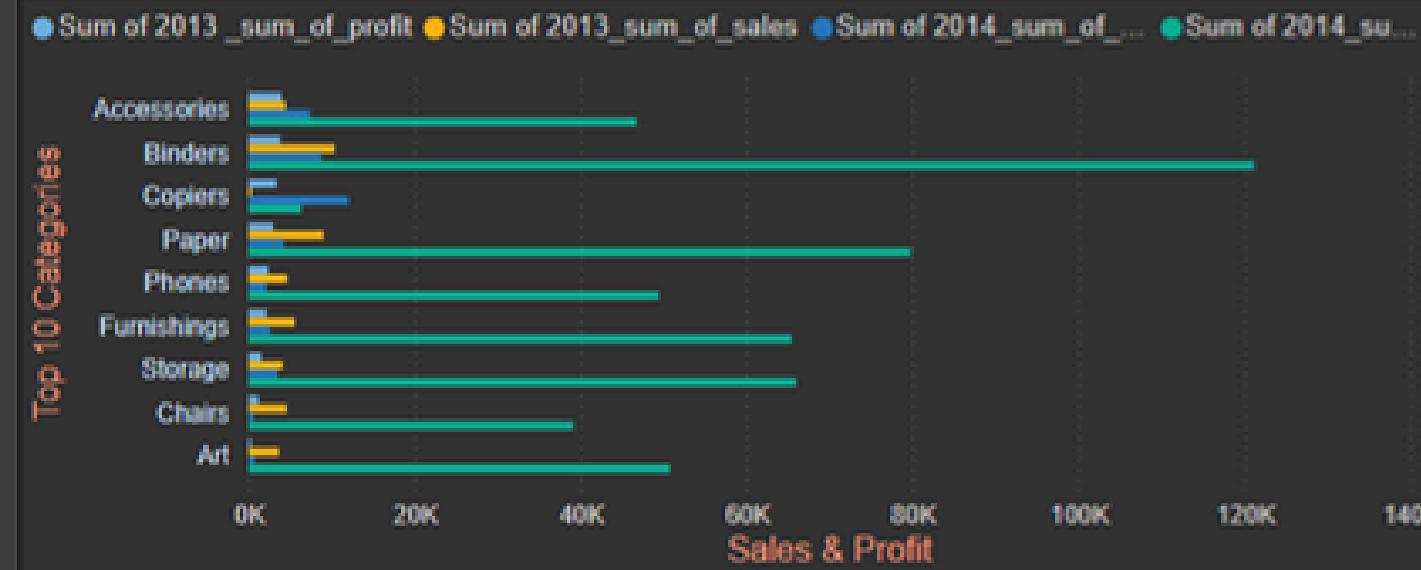
PROJECT OBJECTIVES

- Sales Performance Analysis
- Geographic Analysis
- Customer Segmentation
- Product Category Profitability

2013 2014 Amazon Sales



Product Category Profitability



Geographic Top 10 Sales By State



2013 2014 Amazon Customer Trends

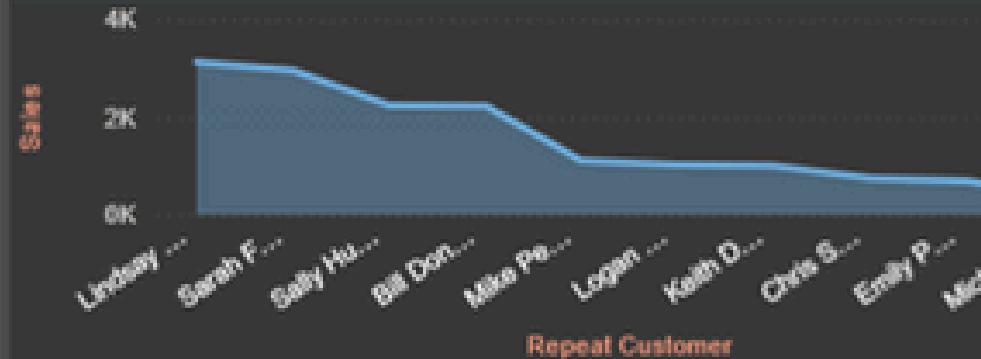
Customer Highest Quantity Purchase

Product Name	Quantity
Acco 7-Outlet Masterpiece Power Center, Without Fax/Phone Line Protection	14
Cardinal EasyOpen D-Ring Binders	14
Ibico Recycled Linen-Style Covers	14
Longer-Life Soft White Bulbs	14
Memorex Mini Travel Drive 16 GB USB 2.0 Flash Drive	14
Wilson Jones Clip & Carry Folder Binder Tool for Ring Binders, Clear	14
Total	98

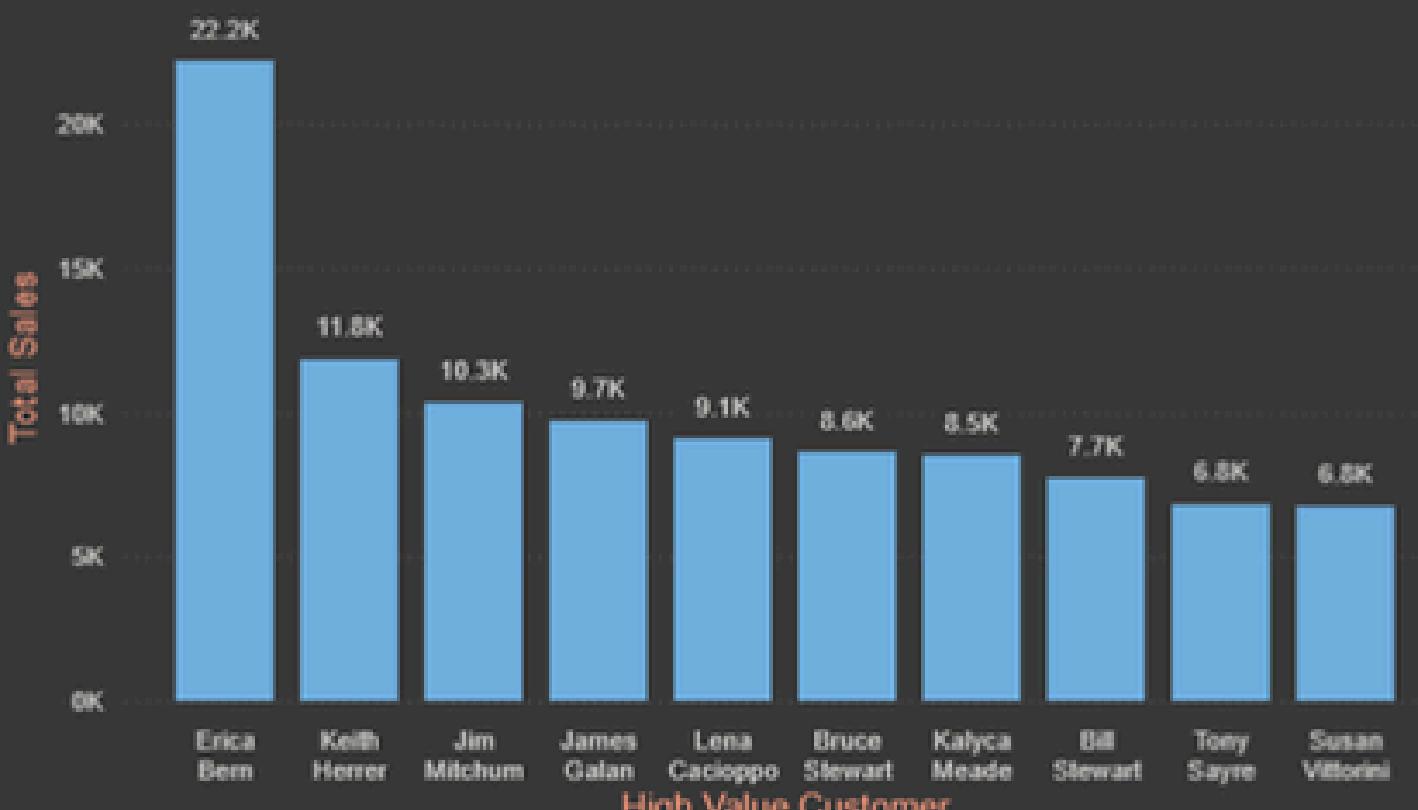
HIGH VALUE CUSTOMER SALES

102K

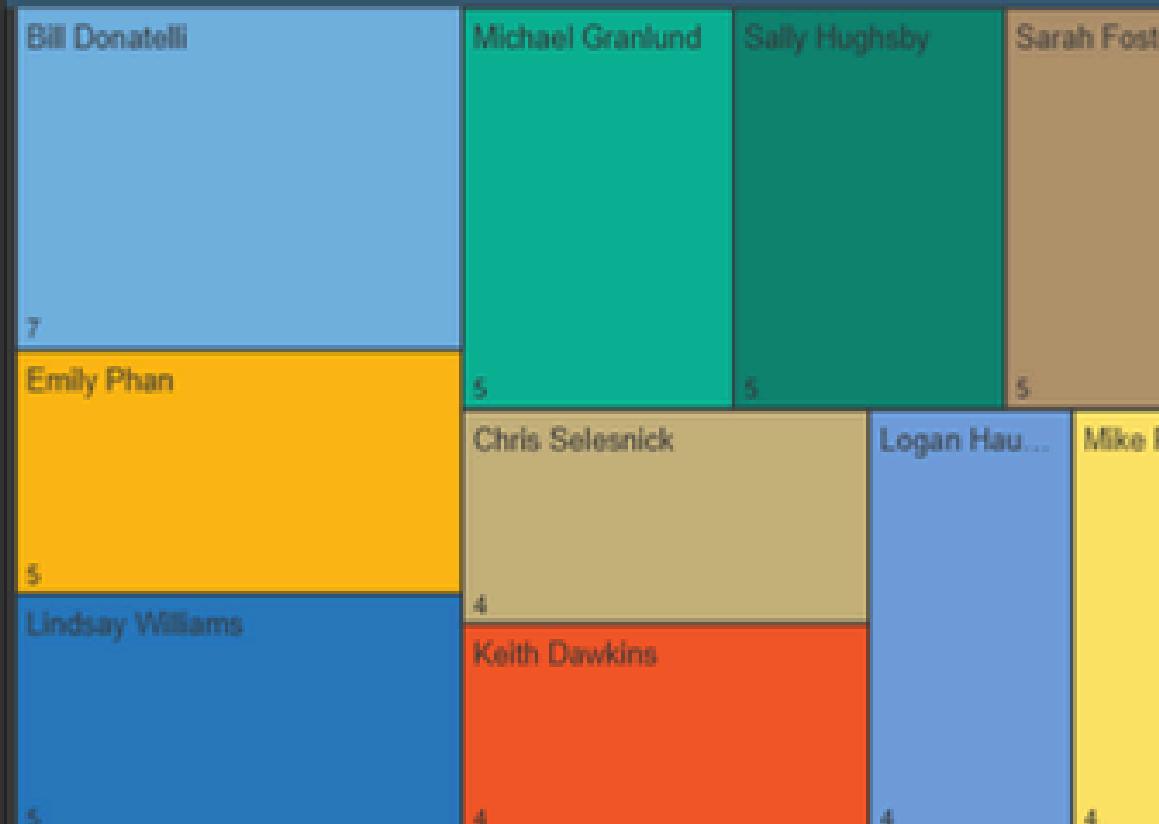
Repeat Customer Sales



High Value Customer Segmentation



Repeat Customer Segmentation



INSIGHTS

Amazon Sales

Power BI Interactive Dashboard Link

Sales Performance Analysis

Quarter 4 showed peak performance, especially in December (2013: \$16,729; 2014: \$461,263), while Quarter 1 had the lowest sales, particularly in February (2013: \$788; 2014: \$6,803).

Geographic Analysis

California led in sales (\$432,169) and profit (\$76,206), while Wyoming and Colorado displayed the lowest. These insights support targeted regional strategy.

Customer Segmentation

Eric Bern is the top customer by sales (\$22,188), while Bill Donatelli made the most repeat purchases with 7 orders.

Product Category Profitability

Binders recorded the highest sales at \$6,369, while Copiers achieved the highest profit margin at \$12,063.

RECOMMENDATIONS

Sales Performance Analysis

To capitalize on strong year-end performance, Amazon should focus marketing and promotional efforts in Quarter 4, while developing targeted strategies in Quarter 1—such as seasonal campaigns or discounts—to boost early-year sales and reduce revenue gaps.

Geographic Analysis

Amazon should reinforce its presence in high-performing markets like California through expanded offerings or partnerships, while investigating the drivers behind low performance in states like Wyoming and Colorado to identify growth opportunities or optimize resource allocation.

Customer Segmentation

Amazon should nurture high-value customers like Eric Bern through exclusive offers or loyalty incentives, while leveraging the strong engagement of repeat buyers like Bill Donatelli to build long-term retention strategies and personalized marketing.

Product Category Profitability

To enhance revenue and profit, Amazon should bundle high-volume items like Binders with high-margin products such as Copiers, creating strategic sales opportunities that boost both sales volume and profitability.

A large, illuminated sign reading "HOSPITAL" in white, three-dimensional letters is mounted on a modern building with a glass facade. The building's windows reflect the surrounding environment, showing a clear blue sky and some clouds. The sign is brightly lit from behind, creating a strong glow against the darker background of the building and the sky.

HOSPITAL



Hospital MANAGEMENT

Data analysts play a critical role in healthcare management by transforming raw data into actionable insights. They help identify trends in patient care, monitor treatment outcomes, and optimize resource allocation. By analyzing billing, scheduling, and clinical data, analysts support informed decision-making that improves efficiency, reduces costs, and enhances patient outcomes.

Hospital MANAGEMENT

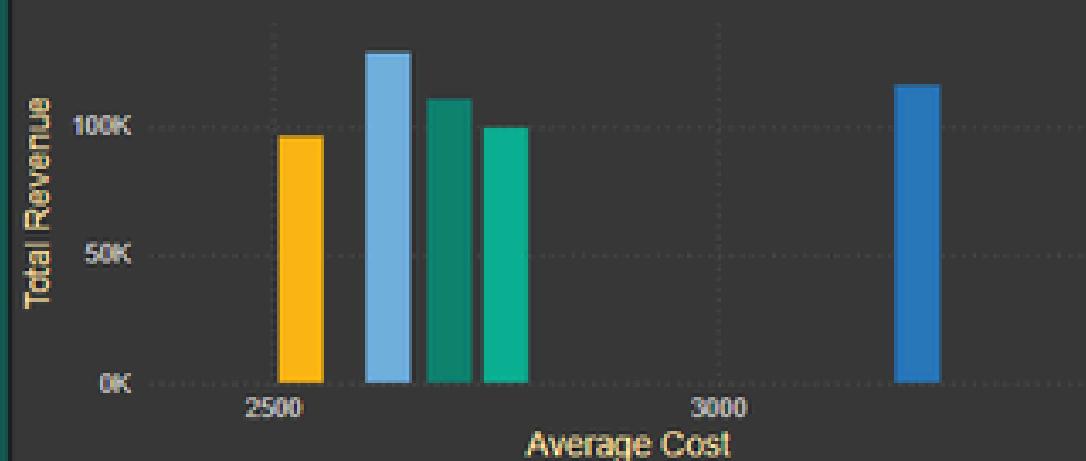
PROJECT OBJECTIVES

- Doctor Performance & Patient Load
- Treatment Cost & Utilization
- Patient Demographics & Service Allocation
- Insurance Coverage & Payment Trends

Hospital Management Insight

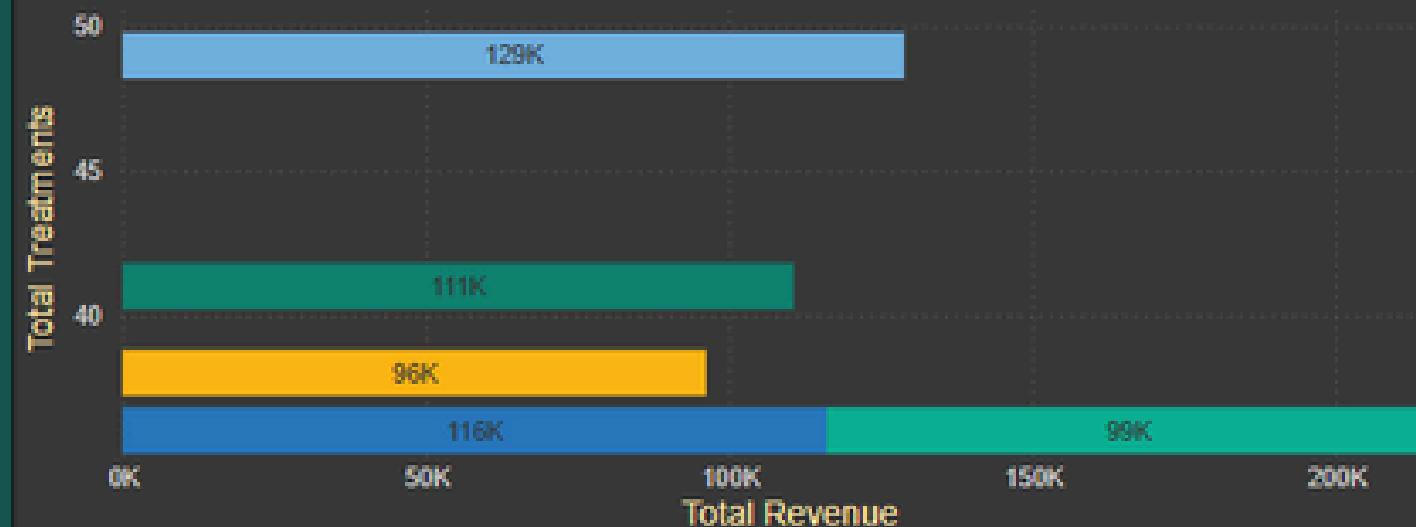
MEDICAL TREATMENTS BY TOTAL REVENUE & COST

treatment_type ● Chemotherapy ● ECG ● MRI ● Physiotherapy ● X-Ray



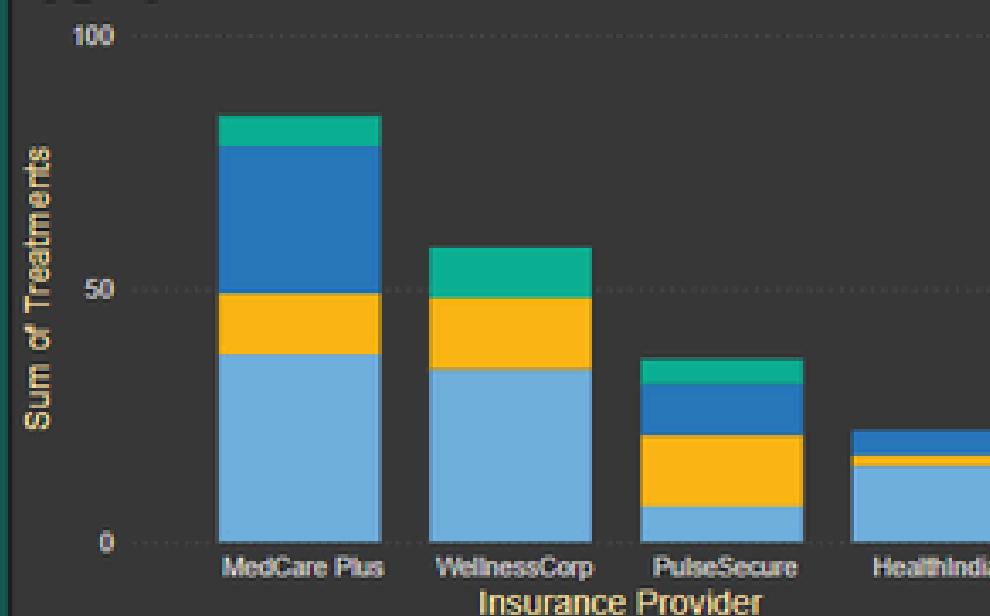
MEDICAL TREATMENTS BY TOTAL REVENUE & TREATMENTS

treatment_type ● Chemotherapy ● ECG ● MRI ● Physiotherapy ● X-Ray



SUM OF TREATMENTS BY INSURANCE & AGE

Age_Range ● 19-35 ● 36-50 ● 51-65 ● 66+



TOTAL

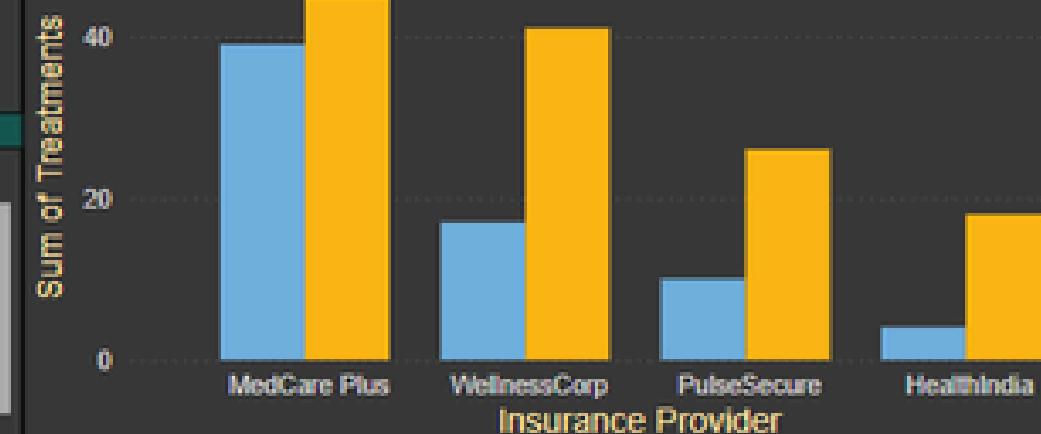
200
TREATMENTS

AGE RANGE

- 19-35
- 36-50
- 51-65
- 66+

TOTAL TREATMENTS BY INSURANCE & GENDER

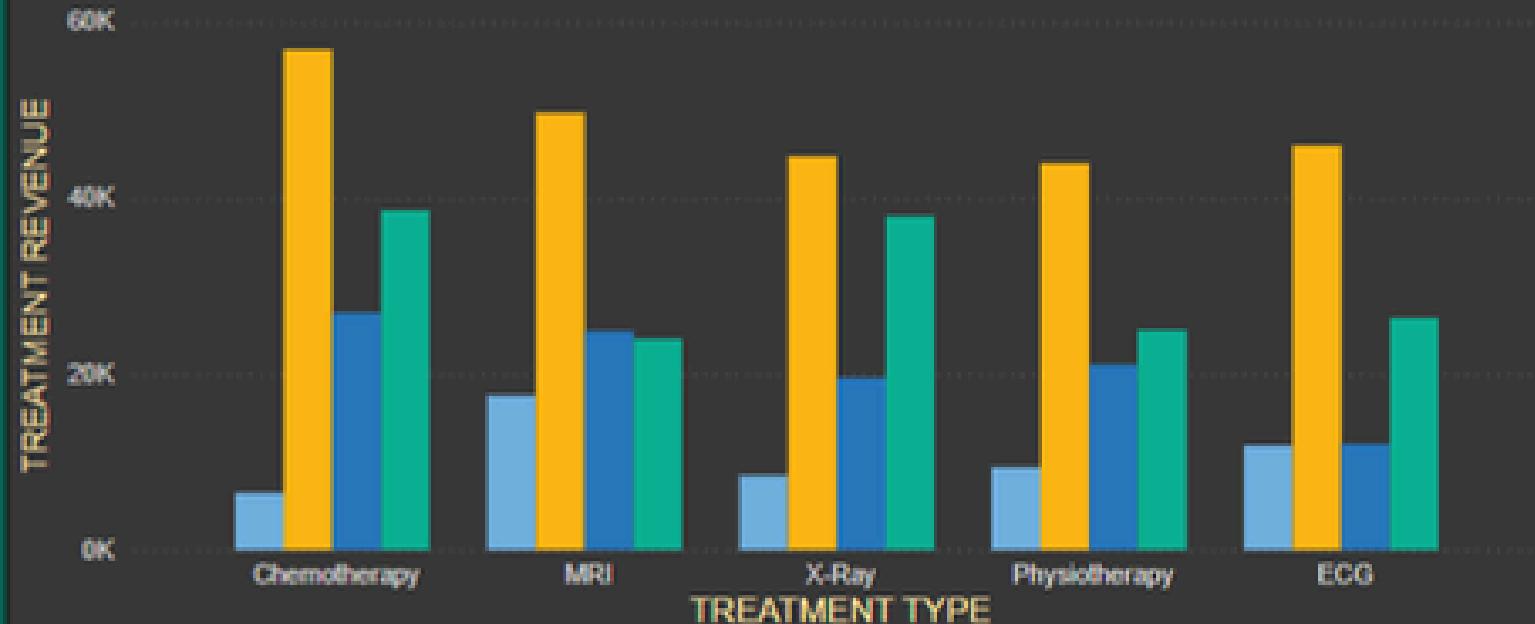
gender ● F ● M



Hospital Management Insight

REVENUE BY TREATMENT & INSURANCE

insurance_provider ● HealthIndia ○ MedCare Plus ● PulseSecure ● WellnessCorp



DOCTOR PERFORMANCE & PATIENT LOAD

doctor	doc_id	branch
Taylor	D001	West Clinic
Davis	D002	East Clinic
Smith	D003	East Clinic
Jones	D004	Cent Hosp
Taylor	D005	Cent Hosp
Davis	D006	Cent Hosp

SPECIALIZATION
Dermatology
Oncology
Pediatrics

TOAL REVENUE

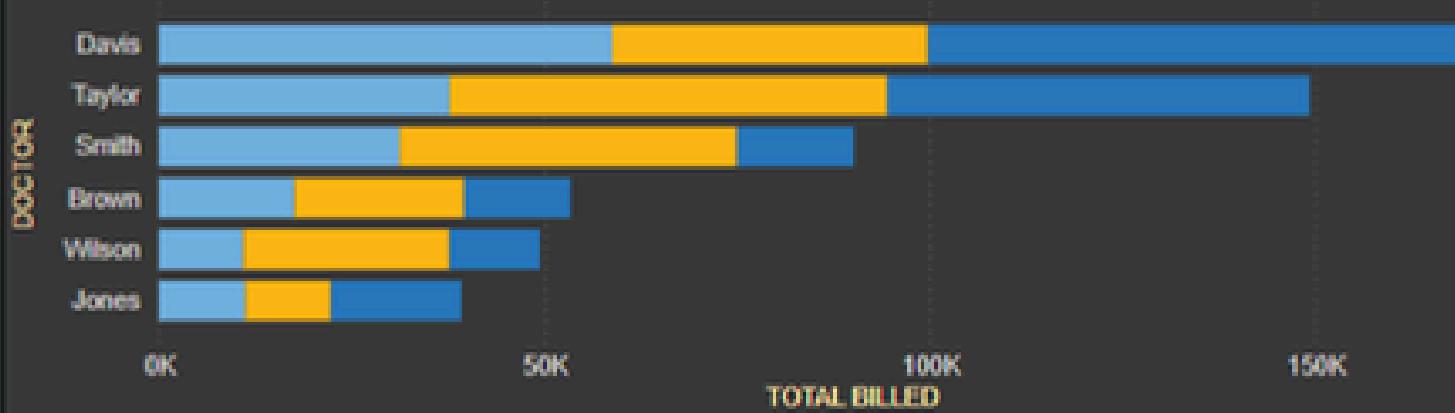
551K
Sum of amount

PAYMENT STATUS

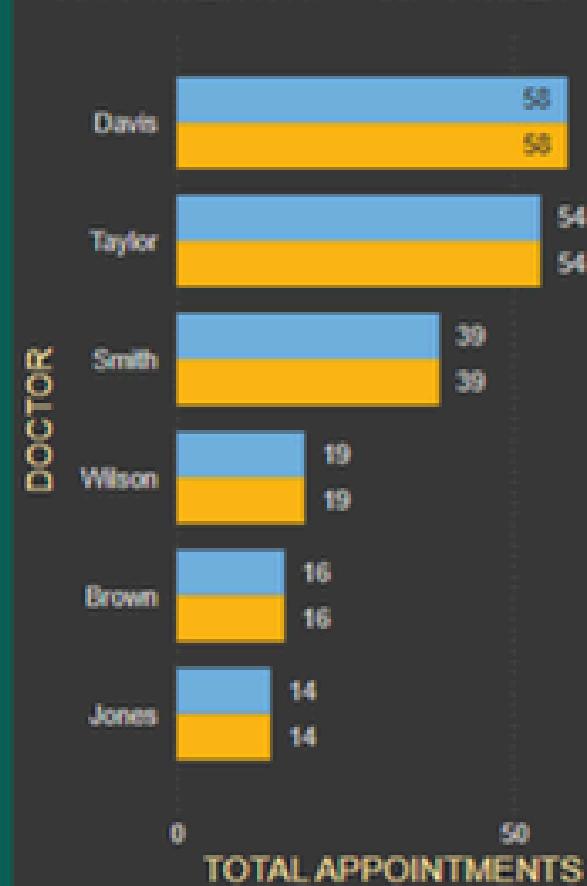
- Failed
- Paid
- Pending

PAYMENT TRENDS BY DOCTOR

payment_method ● Cash ○ Credit Card ● Insurance



● Sum of total_appoint... ○ Sum of total_tr...



INSIGHTS

Hospital Management

Power BI Interactive Dashboard Link

Doctor Performance & Patient Load

Dr. Davis, a pediatric specialist at East Clinic, carries 29% of the total doctor workload—the highest among all physicians. In contrast, Dr. James, also specializing in Pediatrics at Central Hospital, holds just 7% of the total workload, making his the lowest.

Treatment Cost & Utilization

MRI procedures have the highest average cost at \$3,225, while chemotherapy treatments generate the most revenue, totaling \$128,856. This contrast highlights the importance of balancing high-cost services with those that drive overall financial performance.

Patient Demographics & Service Allocation

Patients aged 19–35 account for the highest procedure rate at 47%, with male patients making up 86% of all services across age groups. Notably, HealthIndia shows no service records for patients aged 66 and older.

Insurance Coverage & Payment Trends

Credit card and insurance payments each account for approximately 35% of all transactions, making them the top payment methods. Among pending payments, credit cards lead with 41%, indicating a higher delay rate in processing.

RECOMMENDATIONS

Doctor Performance & Patient Load

To improve operational balance, the hospital should consider redistributing pediatric patient appointments or support resources between East Clinic and Central Hospital. As for Dr. Davis's high workload, Central Hospital could enhance care quality, reduce provider burnout, and improve patient wait times across both locations.

Treatment Cost & Utilization

The hospital should explore strategies to improve cost efficiency in high-expense services like MRIs while investing in capacity and care pathways for high-revenue treatments such as chemotherapy to strengthen overall financial performance.

Patient Demographics & Service Allocation

The hospital should explore targeted outreach and service strategies for underrepresented groups, particularly older patients and those insured by HealthIndia, while continuing to support the high-volume 19–35 age group and male patient population.

Insurance Coverage & Payment Trends

To improve payment efficiency, the hospital should explore automated follow-up systems or payment reminders for credit card transactions, while optimizing insurance claim processing to maintain performance across both leading payment methods.





Regional Hotel Intelligence

Le Méridien vs. Competitors

This project analyzes data insights from three competing hotels in Malaysia, with a primary focus on Le Méridien in Sabah. The interactive Power BI dashboard allows users to explore and compare key performance metrics across all three properties, including Lexis Suites in Penang and Hilton Kuala Lumpur.

Regional Hotel Intelligence

Le Méridien vs. Competitors

PROJECT OBJECTIVE

- Forecast Monthly Room Revenue
- Predict Staff Requirements Based On Booking Patterns
- Segment Analysis For Targeted Marketing
- Sales vs. Discounts: Booking Performance

TOTAL NIGHTS & AVG PRICE BY NIGHT

Total Nights Avg Price

6K

5K

TOTAL NIGHTS

4K

3K

2K

1K

0K

January

February

March

April

May

June

July

August

September

October

November

December

2024

MONTH

HOTEL

Le Méridien,
Sabah

Leda Suites,
Penang

The Hilton,
Kuala Lumpur

All

TOTAL NIGHTS BY MONTH & BOOKING CHANNEL

booking_channel Agoda Booking.com Direct

Jan24

Feb24

Mar24

Apr24

May24

Jun24

Jul24

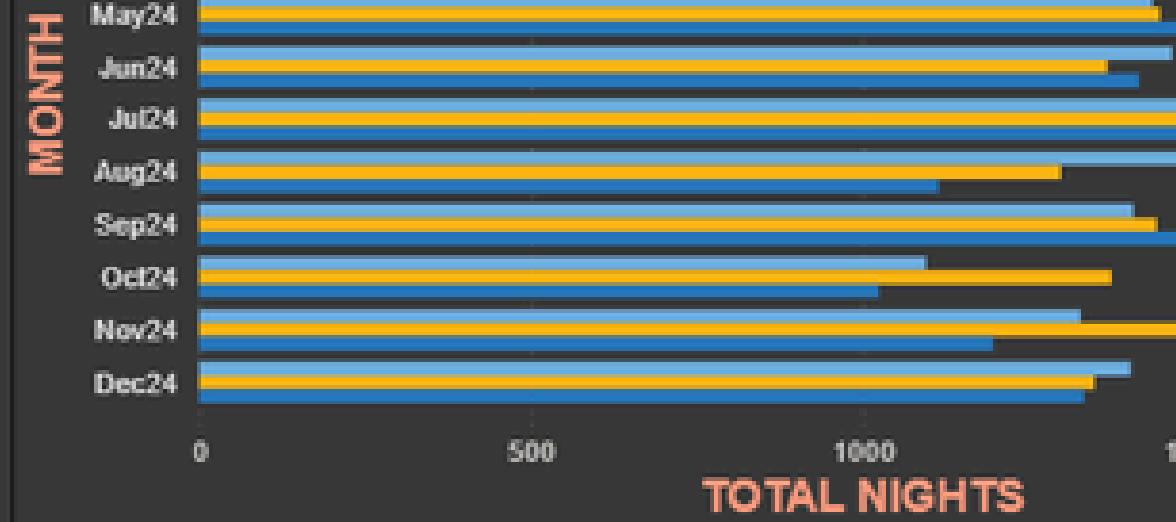
Aug24

Sep24

Oct24

Nov24

Dec24



TOTAL NIGHTS

AVG DAILY RATE BY MONTH & REGION

region Central East North

Avg.D.RATE

90

80

79

82

79

80

92

84

81

89

86

87

85

81

87

86

84

87

94

84

81

82

1.2M

1.1M

1.0M

950K

900K

850K

800K

750K

Total Discount By Booking Channel

TOP

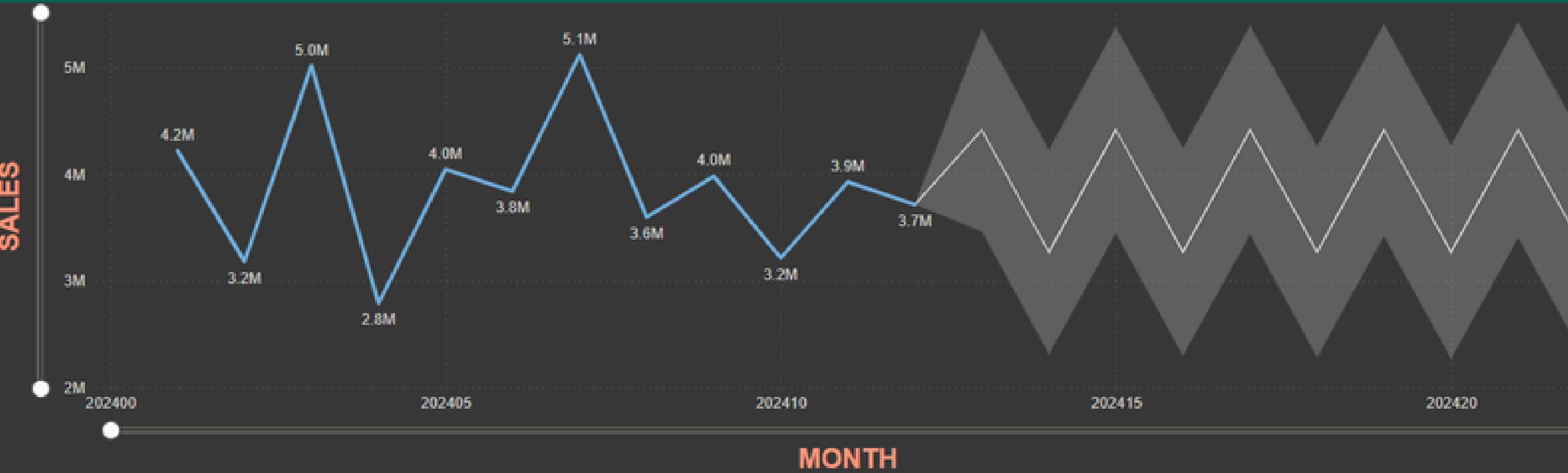
customers

Corporate

Individual

2024 Regional Hotel Intelligence : Malaysian Market

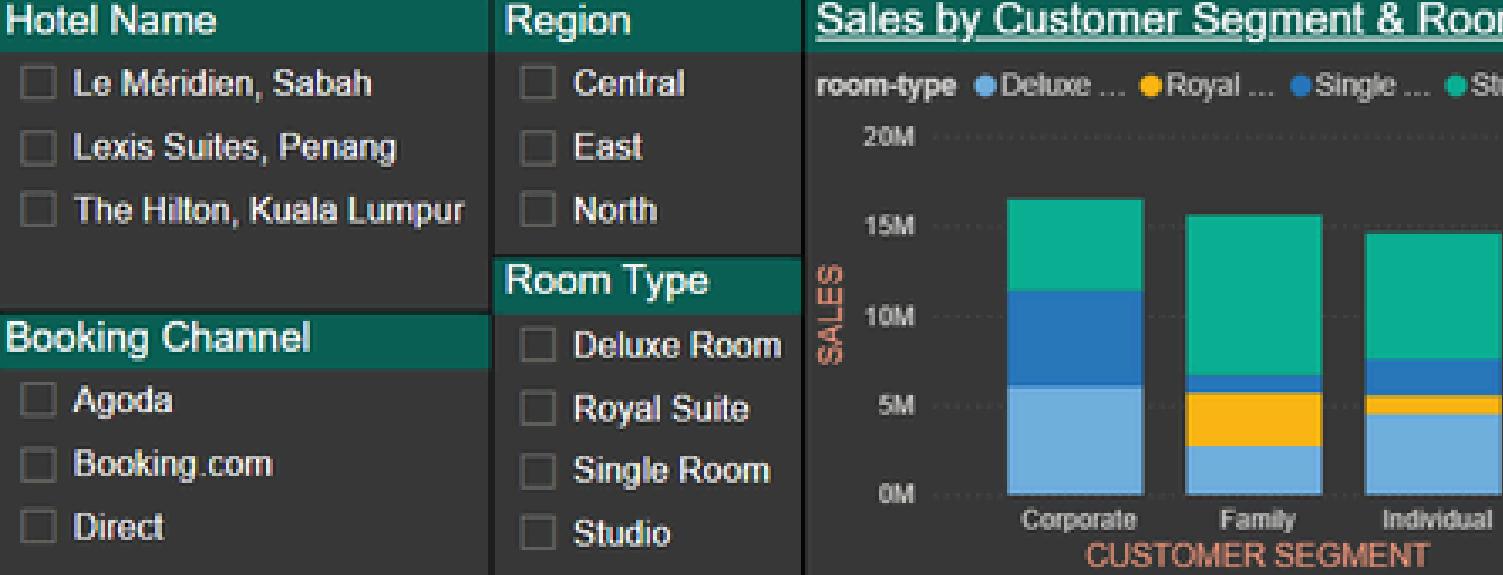
2024 SALES BY MONTH WITH 2025 FORECAST



Estimated Staff Required by Month



MONTH



INSIGHTS

Hotels Data

[Power BI Interactive Dashboard Link](#)

Forecast Monthly Room Revenue

In the monthly revenue forecast, the Studio room leads all room types with projected sales of approximately \$520,948, while the Royal Suite ranks lowest with a forecasted \$126,579.

Predict Staff Requirements Based on Booking Patterns

The Studio room is the highest-selling room type, with peak staff demand concentrated in January, March, June, and September, requiring an average of 43 staff members during these months.

Segment Analysis For Target Marketing

The Corporate guest segment is the most lucrative, generating over \$6.5 million in revenue. However, this segment shows no bookings for the Royal Suite, despite contributing significantly across other room types.

Booking Channel Performance

Among the three booking channels, Booking.com leads in both sales (\$54K) and total discounts (\$54). In contrast, the Direct channel ranks lowest, with sales at \$48K and discounts totaling \$45.

RECOMMENDATIONS

Forecast Monthly Room Revenue

Consider optimizing pricing or promotional strategies for the Royal Suite to increase its booking volume and better balance revenue distribution across room types. This kind of balance improves profitability, reduces dependency on one room type, and better leverages the full inventory of the hotel.

Predict Staff Requirements Based On Booking Patterns

Align staffing schedules around these peak months to ensure adequate coverage for the Studio room's high demand, while minimizing labor costs during lower-need periods.

Segment Analysis For Target Marketing

Introduce tailored incentives or executive packages to encourage Corporate guests to consider the Royal Suite, maximizing revenue potential from this high-value segment.

Booking Channel Performance

Evaluate pricing and promotional strategies on the Direct channel to boost competitiveness and capture a larger share of online bookings.

IMPORTANT LINKS

Amazon Dashboard: [Power BI Interactive Dashboard Link](#)

Hospital Management Dashboard: [Power BI Interactive Dashboard Link](#)

Regional Hotel Intelligence Dashboard: [Power BI Interactive Dashboard Link](#)

Kaggle “Hotel Sales” Dataset: [Dataset Link](#)

Technical Steps of Regional Hotel Dashboard: [GitHub Link](#)

[Linkedin](#)

THANK YOU!

I appreciate you taking the time to explore my projects; Amazon, Hotel Management and Regional Hotel Intelligence. I hope these projects have demonstrated both my analytical skills and my ability to transform complex data into meaningful business insights.