DIGITAL PORTFOLIO

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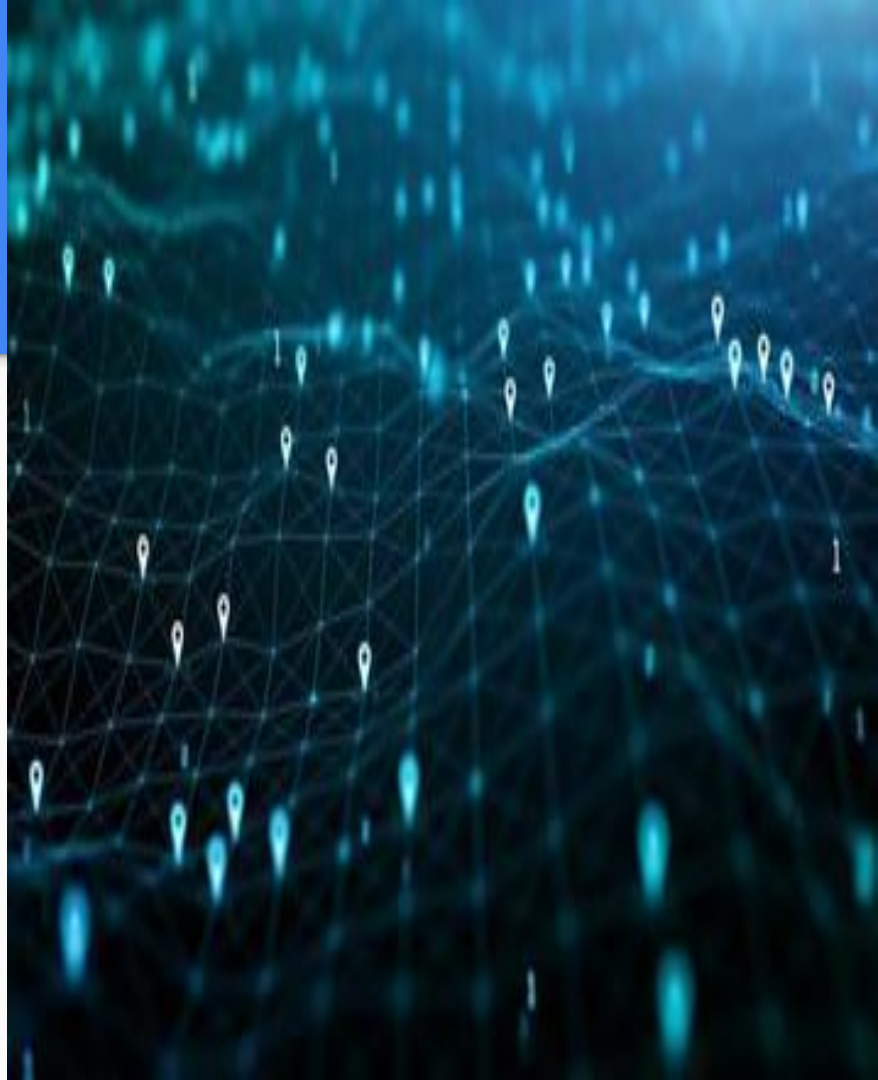
DATA ANALYTICS

AGENDA

Problem statement
Project overview
End users
Tools and Technologies
Portfolio Design and layout
Feature and functionality
Result and screenshort
Conclusion



PROBLEM STATEMENT

A data analytics problem statement is a clear, concise description of a business issue that can be solved using data. Here's a short example:

Problem Statement:
The marketing team wants to improve customer retention, but current efforts lack data-driven insights. We need to analyze customer behavior and purchase history to identify factors influencing churn and recommend strategies to increase retention.

PROJECT OVERVIEW

Here are some short bullet points for a Data Analytics Project Overview:

Objective: Define the goal of the project (e.g., improve sales, reduce churn, optimize operations).

Data Sources: List data sources used (e.g., CRM, databases, APIs, surveys).

Tools & Technologies: Mention tools used (e.g., Python, SQL, Excel, Power BI).

Data Cleaning: Briefly note any preprocessing steps (e.g., handling missing values, normalization).

Analysis Methods: Summarize techniques used (e.g., descriptive stats, regression, clustering).

Key Insights: Highlight main findings or patterns discovered.

About me

Oriented and curious data analytics enthusiast with a strong foundation in data collection, cleaning, visualization, and statistical analysis. I enjoy turning raw data into actionable insights that support strategic decision making proficient in tools like Excel, SQL, python, and Tableau, Iam passionate about solving problems with data and continuously learning new techniques to improve analytical outcomes

PROJECTS

Sales Analytics

Analyzed monthly sales data to identify top performing and regions used excel and power BI to visualize sales trends and patterns

Customer churn prediction

Built a machine learning model to predict customer churn using historical data

Marketing campaign Analytics

Evaluated the effectiveness of email campaigns using A/B testing Improved click rates by identifying optimal send times and content

Retail Inventory optimization
Forecasted product demand using time series model
Helped reduce overstock by 20%and minimize stockouts
Social Media sentiment Analytics
Collected tweets and analyzed sentiment using NLP
Visualized public opinion trends over time
HR Attrition Analytics
Explored employee data to understand factors behind resignations
Suggested policy changes based on insights from logistic regressio

SKILLS
Excel
SQL
PYTHON
HTML

WHO ARE THE END USERS

The end users of data analytics are the people who use the results to make decisions or Take action. This includes
Executives and managers
Operational teams
Product teams
Data teams
Clients or partners
Public users

Executives and managers:For strategy and planning
Operational teams:For daily tasks and KPIs
Product teams:For improving products
Data teams:For building models and insights
Clients or partners:For reports and performance
Public users:In open data scenaries

TOOLS AND TECHNOLOGIES

TOOLS

Data analytics tools are soft ware applications used to collect, process, analyze and Visualize data to support deciding making ex
Excel, powerBI, R, SQL, Google data studio

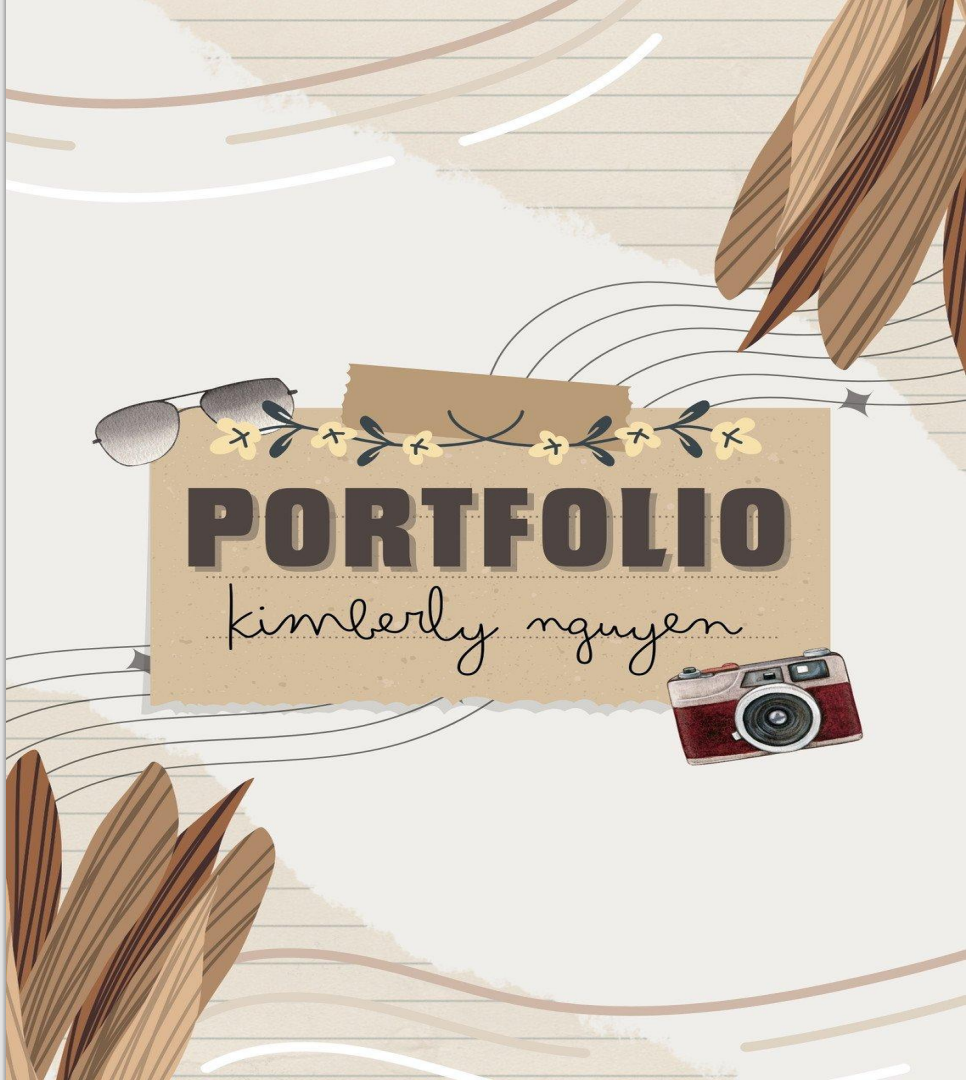
TECHNOLOGIES

Data Analytics Technologies refer to the tools and technologies used to process, analyze and visualize data to extract meaningful insights commen technologies include

1.Data storage &processing
2.Data Analytics Tools
3.Data visualization Tools
4.cloud platforms
5.Machine Learning platforms

PORTFOLIO DESIGN AND LAY OUT

1.clean and consistent layout
2.showcase best work first
3.clear typography and hierarchy
4.Easy navigation
5.strong visual presentation
6.Highlight process, role, and impact
7.Responsive and accessible design
8.Tailored to your industry andpersonal brand
9.Minimal clutter, focus on content
10.include brief project descriptions



FEATURE AND FUNCTIONALITY

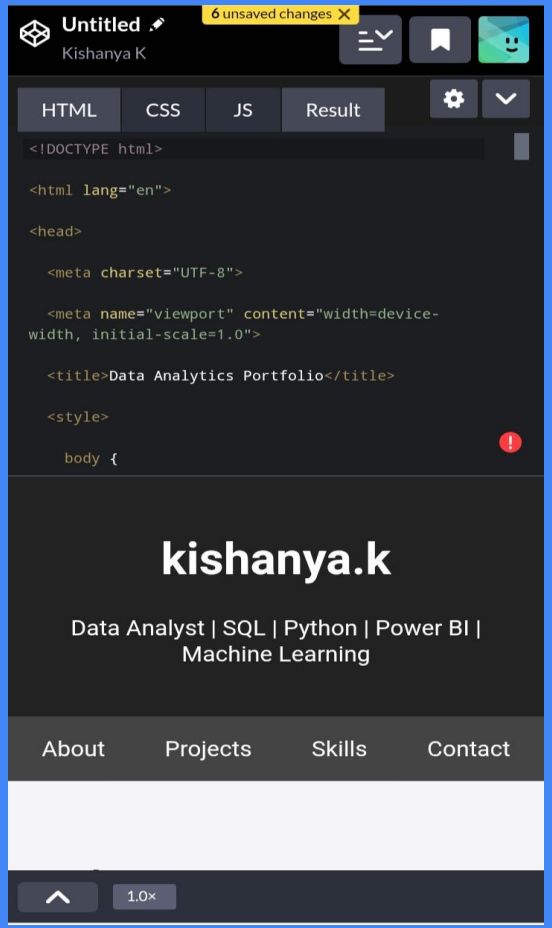
FEATURE

1.Data collection:Gathering data from various sources
2.Data cleaning:Removing errors duplicate and inconsistancy to ensure quality
3.Data Transformation:Converting data into a suitable format for analysis
4.Descriptive Analytics:Summarizing historical data to understand trends and patterns
5.prescriptive Analytics:Recommending actions based on data insights

FUNCTIONALITY

1.Data Integration:combined data from multi sources
2.Data processing:cleans and organize raw data
3.Data Exploration:Identifies patterns and anomalies
4.Visualization:presents insights through charts and dashboards
5.Real time analytics:Monitors live data for insight insights

RESULT AND SCREENSHORT



SKILLS
1.PYTHON
2.SQL
3.MACHINE LEARNING
DATA VISUALIZATION

CONTECT ME :your name@email.com
LinkedIn:
linkedin.com/in/your profile
GITHUP:githup.com/your profile

CONCLUSION

The data analytics revealed key trends and Insights that support better decision making. Patterns in the data highlighted important factor affecting performance and the results can guide future strategies. Continued analysis will help maintain and improve outcomes overtime