

Marsel Khusnutdinov Data Analytics Portfolio

Data Analytics Portfolio

This portfolio includes Data analysis and Data visualization projects from the real professional experience and home projects as well.

I've tried to show variety of professional skills I possess. Such as:

- Data scrapping
- Data cleaning
- Exploratory data analysis using Python
- Data visualization in Tableau and Power BI

Please note, that Titles of each project are clickable. You can find the details of projects by clicking those links.

Project 1: Power BI System In Unite-Development Group.

This is the Financial Data Dashboard which we implemented during my work in the Unite-Development Group company.

The company's domain is commercial real estate management. The dashboard covered managers' requirements in different dimensions: by areas, objects, revenue, and expences groups.

BI System helped:

- To track Revenue and expences performance on an everyday basis;
- To see the budget execution for any period;
- Quickly understand the factors, affecting the indicators and make informed decisions based on the data.



Tools: 1C: ERP, MS SQL Server, MS Excel, Power BI

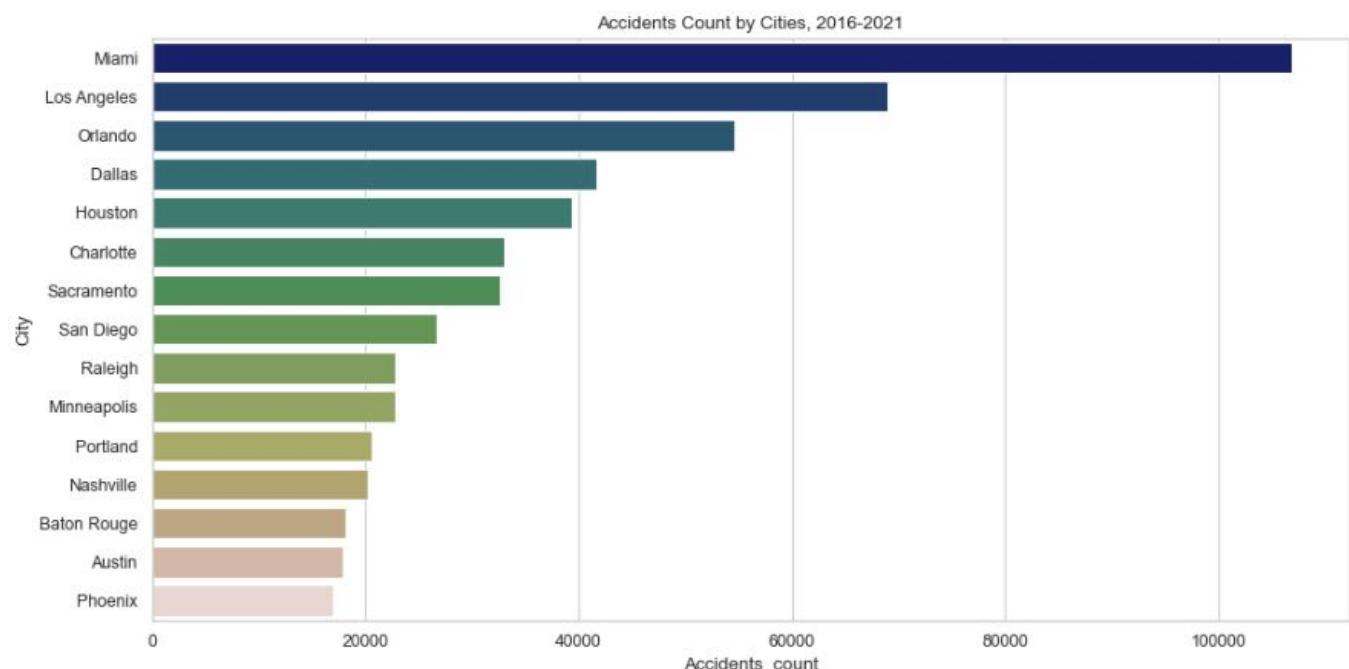
Note: the data in this dashboard is not real due to a NDA

Project 2: Exploratory Data Analysis of US Traffic Accidents

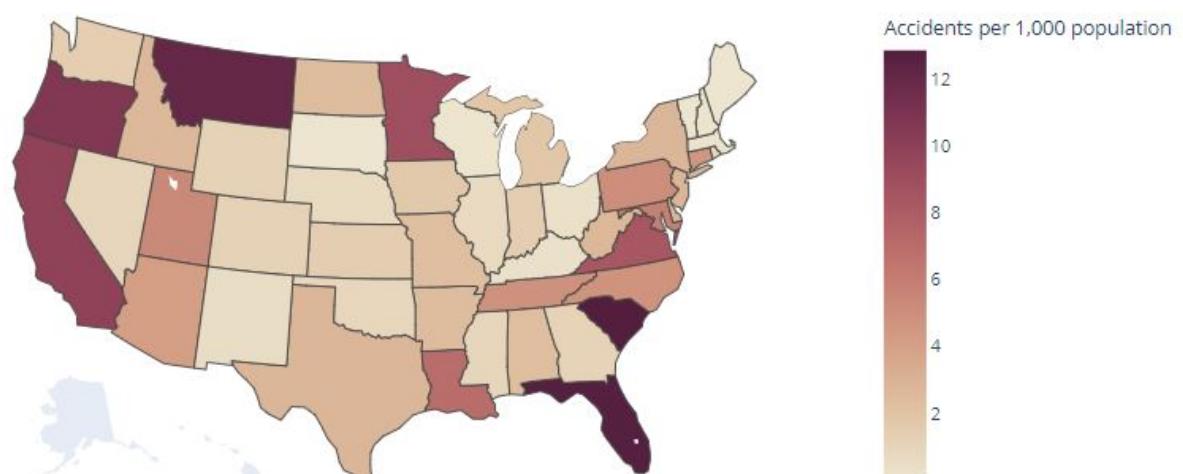
The purposes of this project are:

To understand the cities and states with the highest numbers of accidents - total and per 1,000 population. To understand the most dangerous time for driving during the year, week and day. Maintained steps:

1. Scrapping and cleaning data from Kaggle and Wikipedia sources.
 2. Geographical analysis and charts creation.
 3. Time Analysis and charts creation.
 4. Results and Conclusions.



Accidents Per 1,000 Population By States, 2021



Tools: Python on Jupyter Notebook (`numpy`, `pandas`, `matplotlib`, `seaborn` libraries)

Project 3: M-Ligue Tournament Results.

During the pandemic, the vast majority of intellectual games migrated online. One of the most attended tournaments is M-Ligue, where our team performing for almost a year. There was a necessity to create an updating dashboard that helps:

- To download, transform and append Results after every game into the Consolidated results database;
- To understand the team's overall results during all Championship;
- To highlight the domains where team members should develop their knowledge;
- To show if there is a correlation between the number of players and performance.



Here is the [notebook](#) showing data transformation steps.

Tools: Tableau, Python on Jupyter Notebook (`pandas`, `openpyxl` libraries)

Project 4: Budget System of Russian Federation

The purpose of this dashboard is:

- To understand the distribution of hydrocarbon-related revenue and non-hydrocarbon revenues of state;
- To see the region's budgets on the structured map;
- To track the dynamics of federal expenses by expenditure items;
- To realize how much the budgets of the biggest cities are lower than Moscow's budget.

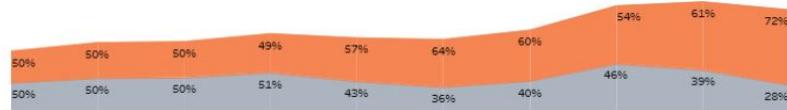


 Обзор федерального, региональных и местных бюджетов РФ

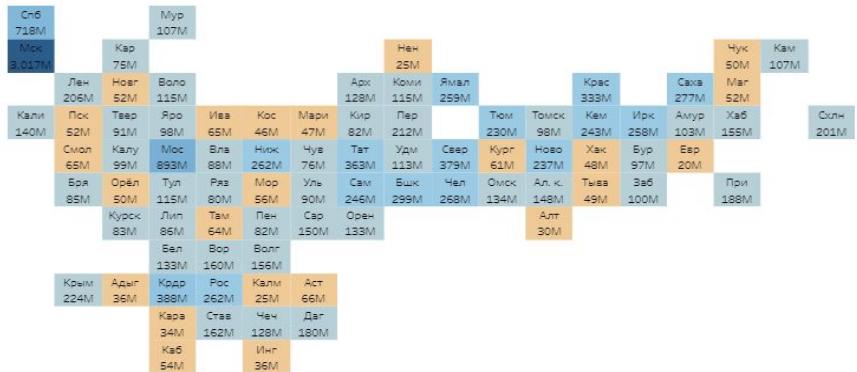
Показатели федерального бюджета РФ 2020, млрд руб.

Доходы 18,719	Расходы 22,822	Дефицит (-)/Профит (+) -4,102
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Динамика долей Нефтегазовых и Ненефтегазовых доходов в федеральном бюджете РФ 2011-2020



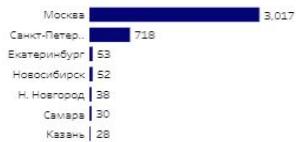
Расходы региональных бюджетов РФ 2020



Динамика расходов федерального бюджета по статьям 2011-2020



Расходы бюджета городов-миллионников РФ 2020, млрд руб.



Tools: Tableau, MS Excel

Project 5: Projects during IBI Internship: CRM Orders and SoundPRO Sales and Warehouse Analysis

The main purposes of the CRM Orders Details dashboard are:

- Tracking sales dynamics by months and their plan execution;
 - Understanding the most valuable regions;
 - Assessing sales managers' performance.

CRM Orders Details

2019

2020

Margin Actual, \$

Margin Performance 80%

67K

Margin Target, \$ 85K

Orders conversion

Total orders	116
Finished orders	93 (80.17%)
In progress	14 (12.07%)
Lost orders	9 (7.76%)

Please select the full screen icon from the top menu bar to switch to presentation mode.

All visuals are interconnected. For example, if you need to understand which Distribution Channels particular Manager gained his KPIs, you can tap on the bar related to this Manager on the "Managers" visual. It is applicable for other visuals as well.

June 2019

July 2019

October 2019

November 2019

December 2019

January 2020

February 2020

March 2020

April 2020

May 2020

June 2020

Margin Performance by Months

Month	Margin Actual, \$	Margin Target, \$
June 2019	1K	1K
July 2019	1K	1K
October 2019	1K	1K
November 2019	1K	1K
December 2019	4K	4K
January 2020	18K	18K
February 2020	16K	16K
March 2020	11K	11K
April 2020	4K	4K
May 2020	9K	9K
June 2020	8K	8K

Managers' Contribution in Margin

Manager	Margin Target, \$	Margin Actual, \$
R. Hayes	38K	30K
M. Bailey	26K	24K
N. Lee	10K	8K
A. Foster	6K	5K
S. Meier	5K	2K
J. Perry	1K	1K

Margin Performance by Region

Region	Margin Actual, \$	Margin Performance %
Charlotte	2K	200%
Milan	1K	100%
Charleston	1K	100%
Zagreb	1K	100%
Lisbon	1K	100%
Vancouver	1K	100%
Boston	1K	100%
New York	4K	100%
Munich	1K	100%
Frankfurt	1K	100%
Copenhagen	4K	200%
Dallas	6K	100%
Orlando	6K	100%
Chicago	6K	100%
Los Angeles	8K	100%
Seattle	8K	100%
Minneapolis	8K	100%

Channels Distribution in Margin

Channel	Value
Exhibition	29K
Recommendation	18K
Cold call	16K
Co...	2K
M...	2K
W...	1K

The SoundPRO company's dashboard was created to:

- Understand sales performance by directions, managers, and months;
- Provide ABC XYZ Analysis;
- Perform the management of the stock.

I've also created [3 minutes-long video](#) on Loom platform, where I briefly described how the customer can interact with the dashboard.



Tools: Power BI, MS Excel