**Brit College of Engineering & Technology (BCET)**

[**https://bcet.uk**](https://bcet.uk)

**Professional Certificate in Business Data Analytics (Introduction Level)**

**PORTFOLIO DESIGN, IMPLEMENTATION & EVALUATION**

|  |  |
| --- | --- |
| TITLE  Mr/Ms/Mrs/Dr | Mr. |
| Full Name | Mufti Mahmud Mollah |
| DATE OF BIRTH  DD/MM/YYYY | 23/11/1979 |
| Email | muftimahmudmollah@gmail.com |
| WhatsApp No. | +8801799998379 |

\*\* You must delete the instructions given in the second column of the table below

|  |  |
| --- | --- |
| INTRODUCTION | I am Mufti Mahmud Mollah, Currently, I am serving as Manager (Maintenance & SCD, FP) at Toggi Fun World, Bashundhara Group. Building upon my extensive experience of over 19 years across diverse sectors like IT, Telecom and Supply Chain Management, my recent exploration into Power BI and Tableau has been truly eye-opening. The capability of these tools to translate raw datasets into compelling visual narratives through interactive dashboards and dynamic charts resonates deeply with my understanding of the importance of clear communication and data-driven decision-making. Analyzing sales patterns and regional profit breakdowns through these platforms has further solidified my belief in the power of transforming data into actionable intelligence, a skill crucial for effective problem-solving and strategic planning – areas where I have consistently delivered results throughout my career. |
| RESULTS AND IMPACT  (from POWER BI Desktop) | Analyzing the regional sales data, the West region significantly outperforms others, suggesting successful marketing or strong market presence in that area. The monthly sales trend reveals a peak around month 7, potentially reflecting the impact of seasonal promotions or increased demand during that time. Coca-Cola and Dasani Water dominate beverage brand sales, indicating effective branding and consumer preference. The waterfall chart further breaks down the monthly sales change, highlighting the positive contributions of Powerade, Coca-Cola, and Diet Coke, while Sprite and Fanta show increases, ultimately leading to a substantial overall sales increase from month 6 to month 7, demonstrating the combined positive effect of marketing and administrative strategies on revenue growth.  In this Dashboard, focusing on the "Technology" category, the Central region generates the highest profit, suggesting successful marketing and sales strategies tailored to this area. Despite a high average unit sold of 3.47, the "Sum of Unit Sold by Region" tree map reveals that the South region accounts for the largest volume of technology units sold, indicating effective distribution or broader market penetration, even if profit per unit might be lower. Conversely, regions like Canada and the Caribbean show the lowest profit and unit sales, potentially highlighting areas where marketing or administrative focus for technology products may need strengthening. Analyzing these regional variations in profit and unit sales is crucial for optimizing resource allocation and tailoring strategies to enhance overall business performance within the technology sector. |
| RESULTS AND IMPACT  (from Tableau Desktop) | The profit map indicates significant profit generation in California and Texas, suggesting successful marketing or strong market demand in these states. Examining the "Monthly Profit Ratio" across categories reveals a noticeable peak in profit ratio for Technology around August, potentially correlating with specific marketing campaigns or seasonal demand. The "Sales by Category" bar chart shows that within Furniture, Bookcases have the highest distinct count of sales, implying effective merchandising or consistent demand for this sub-category. Considering the overall positive profit and sales trends, the data suggests that current marketing and administrative efforts are contributing positively to the organization's business, with regional and product-specific successes that can be further analyzed for broader application. |
| Publishing your work/project in the public domain  [Provide a Tableau link] | <https://public.tableau.com/app/profile/mufti.mollah/viz/supershop_17468992141990/Dashboard1?publish=yes> |
| Publishing your work/project in the public domain [Provide a Power BI link] | * <https://app.powerbi.com/groups/me/reports/a7c8a8fe-f271-459d-a41b-ed91004dfadf/9581f3860486868b601a?experience=power-bi> * <https://app.powerbi.com/groups/me/reports/43bf7c5a-7ed3-4eb3-b899-6c052a8f696e/a860f1a5b8d8a25b8427?experience=power-bi> |
| LinkedIn Profile Link | <https://www.linkedin.com/in/mufti26/>  <https://www.linkedin.com/pulse/journey-power-bi-tableau-mufti-mahmud-mollah-lmx1c/>  <https://www.linkedin.com/posts/mufti26_power-bi-activity-7327369982495940608-xOzD/?utm_source=share&utm_medium=member_desktop&rcm=ACoAAAGvxfwBG7HZ7uXFVUTjsYTw5bspxFKZxHs> |
| Medium Profile Link | <https://medium.com/@muftimahmudmollah/my-3-day-data-analysis-journey-750597672942> |
| GitHub Profile Link | GitHub Profile: <https://github.com/signup> |
| GitLab Profile Link | GitLab Profile: <https://about.gitlab.com/free-trial/> |
| Conclusions | Write 5 to 10 sentences in bullet points >> What you have learnt from these 3 days' Masterclass sessions. |