

Brit College of Engineering & Technology (BCET)



<https://bcet.uk>

Professional Certificate in Business Data Analytics (Introduction Level)

PORTFOLIO DESIGN, IMPLEMENTATION & EVALUATION

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INTRODUCTION

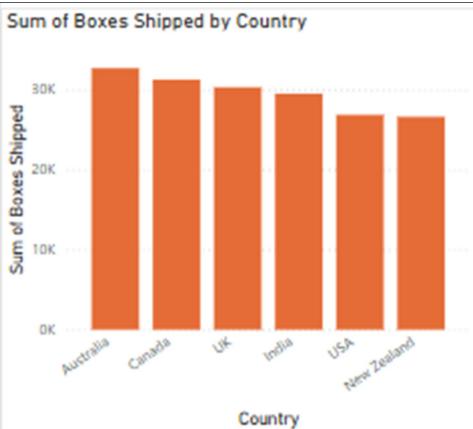
My name is Nabila Tasmeen. I have completed my Master of Business Administration (MBA) in Finance and Banking at International Islamic University of Chittagong (IIUC). I have a keen interest in finance and data analysis. I am particularly interested in exploring predictive analytics and its applications in driving business decisions. My goal is to make it in financial analysis and business intelligence and enhance and improve decision-making processes.

RESULTS AND IMPACT (from POWER BI Desktop)

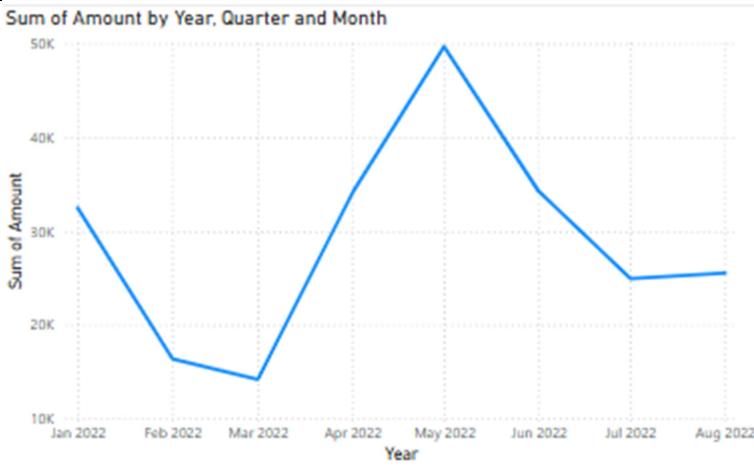
Project one: Data Analysis of unit store.
Here the table shows salesperson name, country and product name, total sum of sales and quantity of boxed shipped.

Sales Person	Country	Product	Amount	Boxes Shipped
Jehu Rudeforth	UK	Mint Chip Choco	\$5,320	180
Van Tuxwell	India	85% Dark Bars	\$7,896	94
Gigi Bohling	India	Peanut Butter Cubes	\$4,501	91
Jan Morforth	Australia	Peanut Butter Cubes	\$12,726	342
Jehu Rudeforth	UK	Peanut Butter Cubes	\$13,685	184
Van Tuxwell	India	Smooth Sliky Salty	\$5,376	38
Oby Sorrel	UK	99% Dark & Pure	\$13,685	176
Total amount			\$6,183,625	

The below image is a bar graph that displays Australia shipped highest sum of boxes 30,647 and the lowest country in New Zealand shipped sum of boxes shipped is 26,580.



The above graphs demonstrates that x –axis is product and y –axis is the sum of boxes shipped. Australia with 18.7% of records and Canada with 16% of records and New Zealand with 15.8% of records among others most affect the distribution where 50% dark bites to shipped highest shipment.



The graphs demonstrates that the yearly sum of sales where mention year 2022 (January-August).Month of February and march of downward sales because of bad weather and launching new strategies of the competitive marketplace. On the other side, we see month of May are the highest sales to regain all the problem.



The visual show the total amount of sales which is \$6,183.625. We see the first visual show Where Australia is the highest sum of box shipped from the other country and from my analysis the 3rd and forth visual “Baker Coco Chips”, Smooth silky salty’ and “fruit & Nut Bars “ accounted for the majority of the decrease among product ,offsetting the increasing of “Mint Chip Choco”.

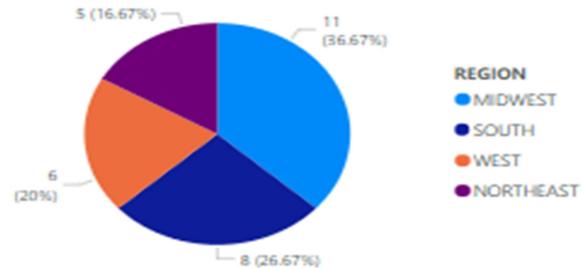
Project two: Incident Analysis showcase

The below table show the ID ,Date time incident ,status ,region of America and type and security where show the different type of incident cause and security required in that case.

ID	DATE AND TIME INCIDENT RECEIVED	STATUS	REGION	TYPE	SECURITY
1	1/06/2024 5.21.41PM	OPEN	NORTHEAST	FIRE DAMAGE	MEDIUM
2	1/23/2024 8.45.10AM	OPEN	SOUTH	CAR CRASH	HIGH
3	2/09/2024 8.18.48 AM	OPEN	SOUTH	FIRE DAMAGE	MEDIUM
4	2/26/2024 6.59.02AM	OPEN	SOUTH	FIRE DAMAGE	MEDIUM
5	3/15/2024 9.49.23AM	OPEN	SOUTH	FIRE DAMAGE	MEDIUM
6	4/01/2024 11.53.31AM	OPEN	SOUTH	FLOOD DAMAGE	POOR
7	4/18/2024 6.35.34AM	OPEN	MIDWEST	FLOOD DAMAGE	MEDIUM
8	5/05/2024 1.39.38AM	OPEN	MIDWEST	FLOOD DAMAGE	MEDIUM
9	5/22/2024 6.34.29 PM	OPEN	MIDWEST	FLOOD DAMAGE	MEDIUM
10	6/08/2024 10.52.30PM	OPEN	MIDWEST	CAR CRASH	HIGH
11	6/25/2024 4.20.06 AM	OPEN	MIDWEST	CAR CRASH	HIGH
12	7/12/2024 4.10.59PM	OPEN	MIDWEST	CAR CRASH	HIGH
13	7/29/2024 3.10.30PM	OPEN	MIDWEST	CAR CRASH	HIGH

The below pie chart shows the security of 4 region situations where blue mention in the Midwest which is highest 36.67% security and south is 2nd lowest 26.67% and lowest percentage is northeast.

Count of SECURITY by REGION

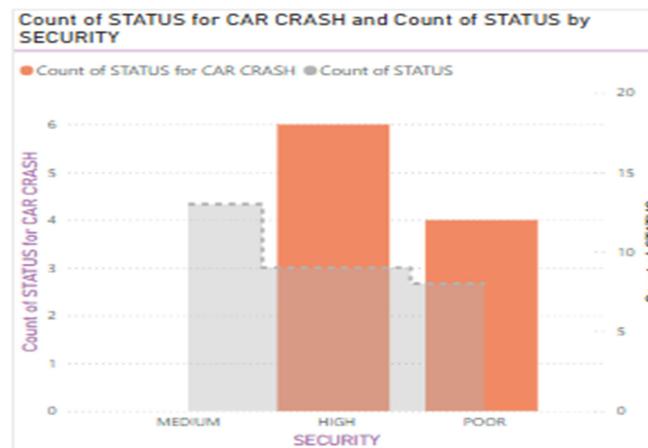


Count of STATUS by SECURITY



The above visual representation shows the status and the security measurement where the shows medium (car crash) situation occurs happened frequently.

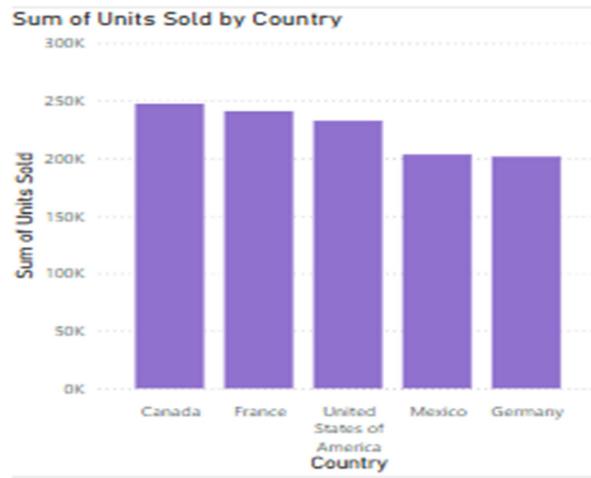
The below visual representation shows the reason Car crash with 33.3% of records,' Fire damage, with 30% of records; and Flood damage; with 16.7% of records, among others, most affect the distribution.



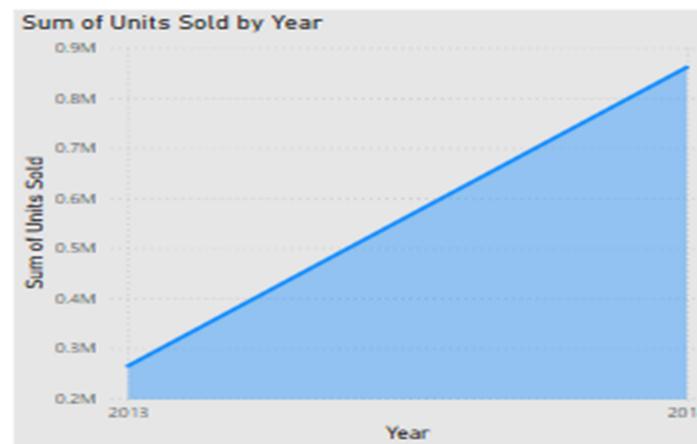
Project three: Segment profitability analysis of unit store

The table below outlines the segment, country, product, units sold, sales price, and gross sales of the unit store.

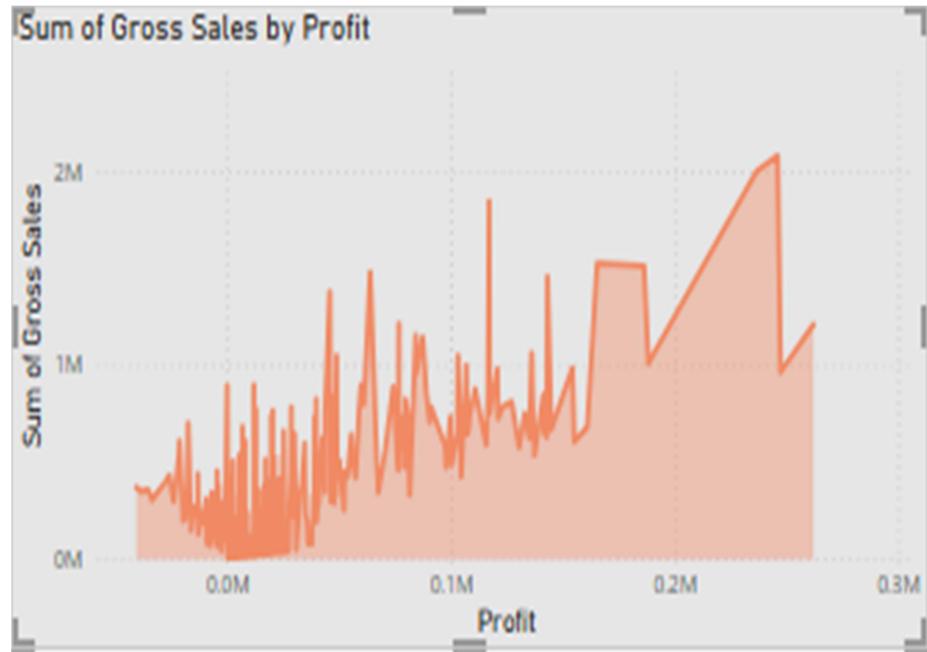
Segment	Country	Product	Unit sold	Sales price	Gross sales
Government	Germany	Carretera	1618.5	20	32370
Government	Germany	Carretera	1321	20	26420
Government	Canada	Carretera	2178	15	32670
Government	Germany	Carretera	2470	15	13320
Government	Germany	Carretera	1513	350	37050
Government	Mexico	Carretera	921	15	529550
Government	France	Montana	2518	12	13815
Government	France	Montana	1899	20	30216



This above diagram visually illustrates the relationship between countries and the total units sold, highlighting that Canada has the highest sales at 247,428.50 units, while Mexico and Germany have the lowest sales.

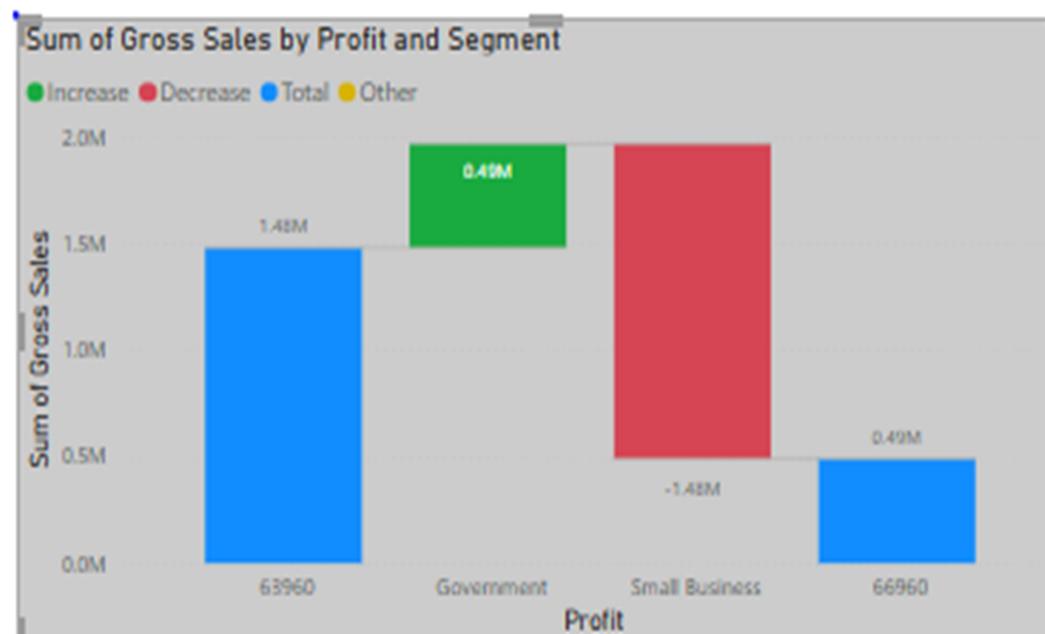


This above diagram visually illustrates the relationship between year is from the 2013-2014 and the sum of unit sold, 2014 is the highest sales because of increase discount price.



This above diagram visually illustrates the relationship the sum of gross sales and profit. Here x-axis is sum of gross sales and y-axis is profit where the different country sold the different product where gross sales(total revenue from sales from any deduction) together all sales receipts (discount, allowance) and their profit (revenue remaining after deducting all expenses) .we show the analysis here why profit up and down here after sold the product.

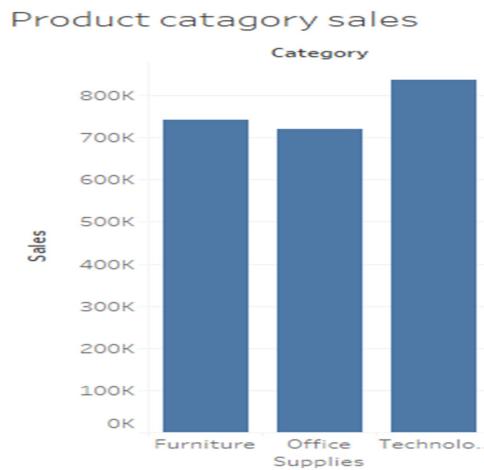
This below diagram visually illustrates the relationship the sum of gross sales and profit .We see the analysis here green color mention is increase, red color is decrease, total is blue color and yellow is others. Where small business accounted for the majority of the decrease among segment. Offsetting the increase of Government. So we say that for the increase infrastructure movement the facing loss for small business.



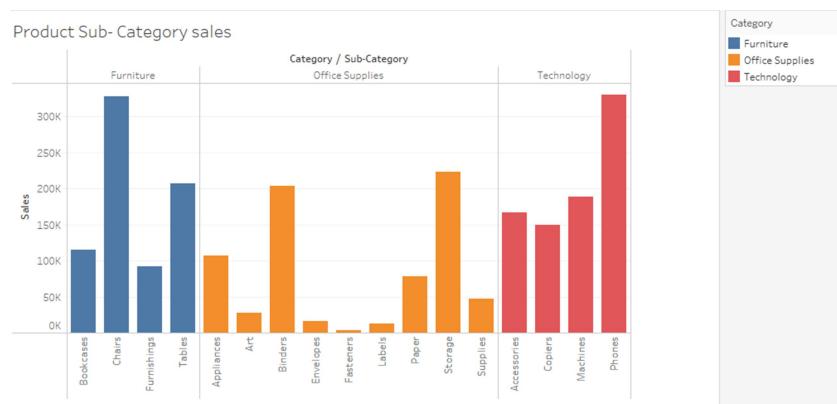
RESULTS AND IMPACT (from Tableau Desktop)

Project One:
The below table show order Order ID ,category and sub-category.

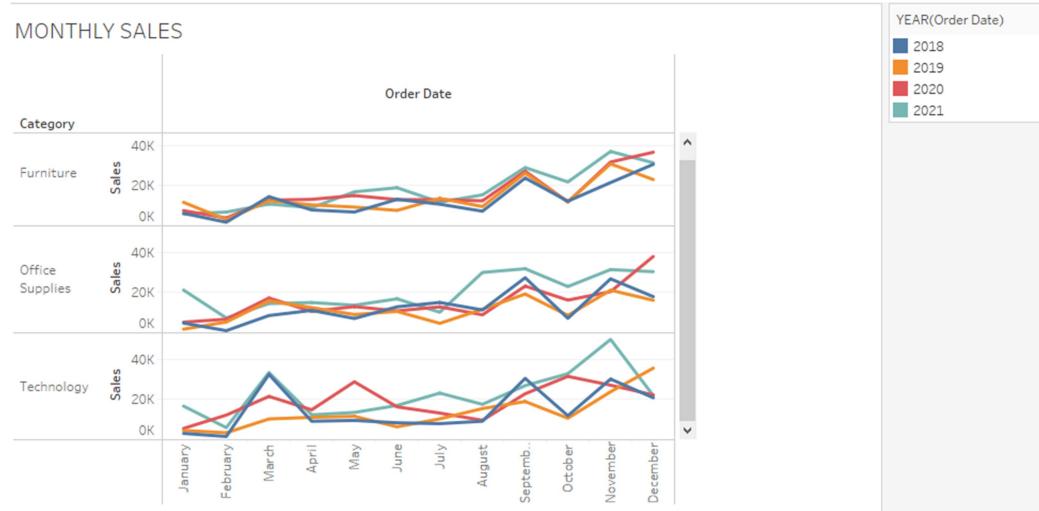
Order ID	Category	Sub-Category
CA-2020-152156	Furniture	Bookcases
CA-2020-152156	Furniture	Chairs
CA-2020-138688	Office Supplies	Labels
US-2019-108966	Furniture	Tables
US-2019-108966	Office Supplies	Storage
CA-2018-115812	Furniture	Furnishings
CA-2018-115812	Office Supplies	Art
CA-2018-115812	Technology	Phones



The above graph illustrates regarding product category and sales where two types of element showing sales and other 3types of category furniture, office supplies and technologies. Technologies is the highest sales all three category.

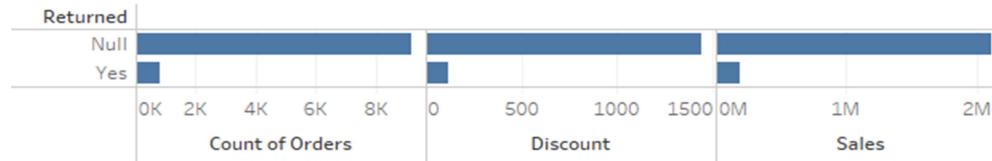


The above graph illustrates regarding product sub-category and sales where three color are shown blue, green and red. The furniture are the highest sales chair, office supplies the highest sales storage and technology the highest sales phones.



The above graph illustrates regarding monthly sales on order date, the category and sub-category product where 4 year mention on 2018-2021 in blue(2018), orange(2019), red(2020),green(2021) color. We see that 2021 are the highest sales from other year

Order Retrun by segment state

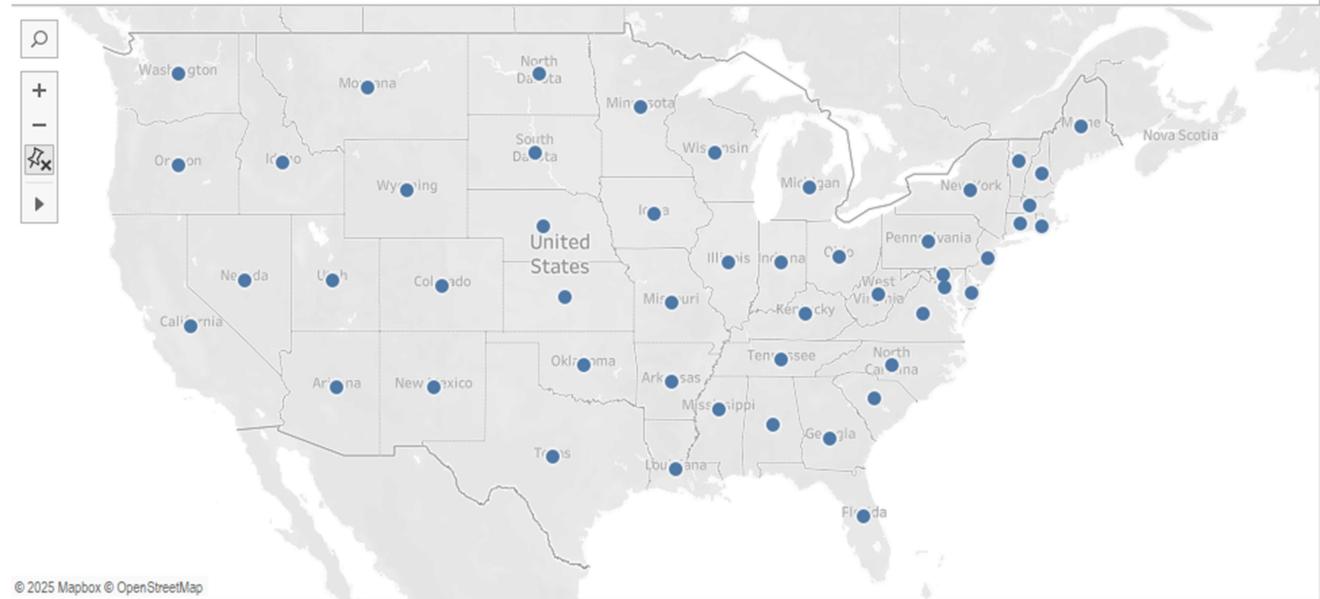


Order return table

Returned	Count of Orders	Discount	Sales
Null	9,194	1,446	2,116,697
Yes	800	115	180,504

The above graph illustrates regarding order returns by segment state where count of order, discount and sales are mention X axis and order returned counted in Y-axis. Where count of orders are 9194 and sales are \$2,116,697.

country segment by state

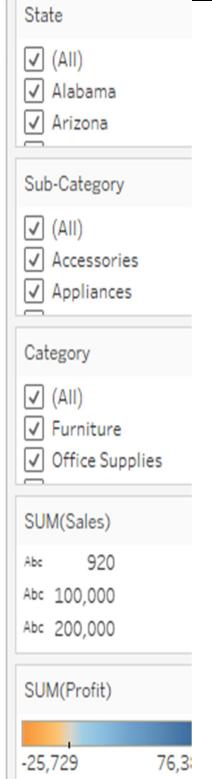


The above graph illustrates are mention country segment by state where blue dot are mention different state of United States.

PROFIT MAP



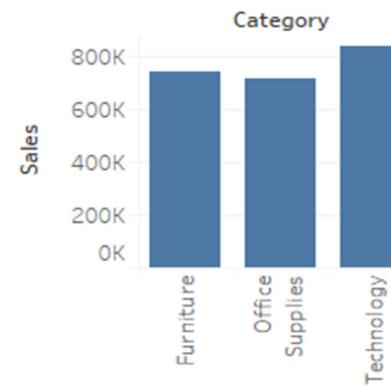
© 2025 Mapbox © OpenStreetMap



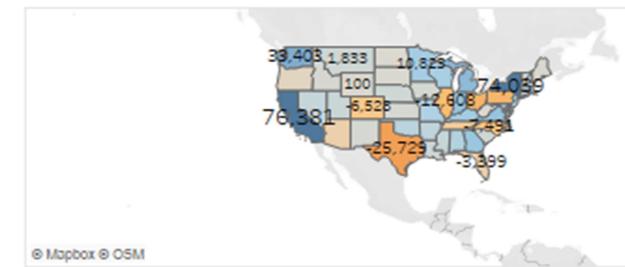
The above graph illustrates a profit map. The highest profit areas are colored blue, including states like New York, California, and Connecticut. The lowest profit areas are colored orange, including Colorado, Texas, Tennessee, and Pennsylvania.

The below graph illustrates show the dashboard where combined three things here product category, country segment state and profit map.

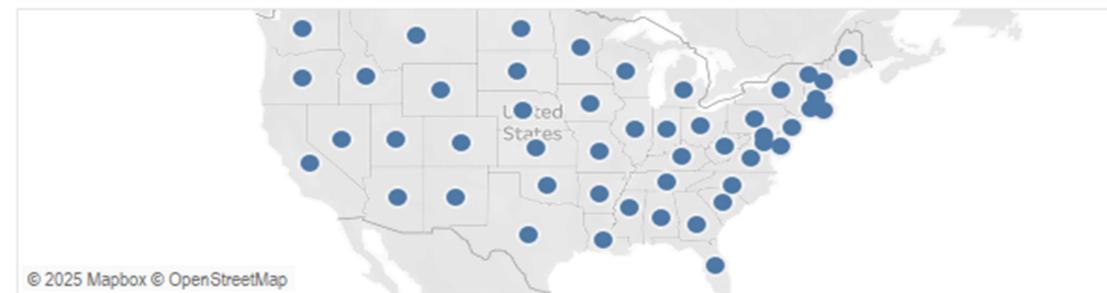
Product Catagory



PROFIT MAP



country segment by state



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<https://medium.com/p/696b0a4d5e46/edit>

GitHub Profile Link

GitHub Profile: <https://github.com/nabilatasmeen>

Conclusions

Share my experience what I learn from 3days master class:

- I introduce various types of new applications and tools like Power BI, Tableau, SQL tools.
- Here I am enjoying the work with graphical tools and data visualization with this class.
- Data science and analysis to hard to understand ,but Prof. Dr. Karim's learning method is too good and easy to understand that I am curious about working with him and completing this project.
- The lesson is very clear and succinct ,making it simple to follow along step-by-step.

