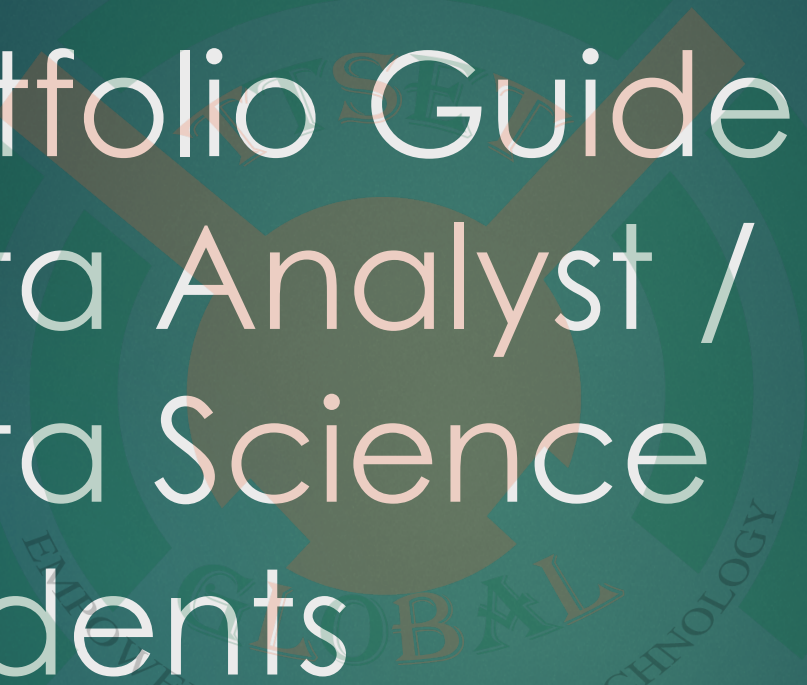


# Professional Portfolio Guide for Data Analyst / Data Science Students



A COMPLETE STEP-BY-STEP BLUEPRINT TO SHOWCASE  
YOUR SKILLS & GET HIRED

# 1. Purpose of a Portfolio

- ▶ Showcase your skills: coding, analysis, visualization.
- ▶ Demonstrate your thought process and business insights.
- ▶ Highlight tools, projects, and practical experience.
- ▶ Make it easy for recruiters to assess your fit.



## 2. Choose the Right Platform

- ▶ GitHub – Code hosting and documentation.
- ▶ LinkedIn – Professional visibility.
- ▶ Personal Website – Central hub for all content.
- ▶ Medium/Substack – Write blog-style project walkthroughs.
- ▶ Tableau Public / Kaggle – Dashboards and competitions.

# 3. Essential Portfolio Components

- ▶ About Me – Brief professional summary.
- ▶ Skills – Tools and technologies you know.
- ▶ Projects – Showcase complete, well-documented projects.
- ▶ Blog/Write-ups – Storytelling and communication.



# 4. How to Structure Projects

- ▶ Clear Title & Problem Overview
- ▶ Dataset Source and Tools Used
- ▶ Step-by-step Analysis (EDA, Modeling, etc.)
- ▶ Visuals: Charts, Dashboards, Screenshots
- ▶ Business Insight / Summary
- ▶ GitHub Link with README

# 5. Project Ideas by Skill Level

- ▶ Beginner: Excel Sales Dashboard, COVID-19 Trends
- ▶ Intermediate: SQL + Python ETL, Power BI Dashboard
- ▶ Advanced: ML Prediction, Web Scraping, Streamlit App
- ▶ Aim for 4–6 projects showing different skills



# 6. GitHub Best Practices

- ▶ Organize each project in its own folder
- ▶ Include README with project summary, tools, results
- ▶ Use images folder for screenshots or charts
- ▶ Use requirements.txt for Python projects

# 7. Build a Personal Website

- ▶ Use GitHub Pages
- ▶ Add About, Projects, Blog, Contact Sections
- ▶ Link GitHub and LinkedIn
- ▶ Make it mobile responsive



# 8. Optimize LinkedIn

- ▶ Use a professional photo and custom banner
- ▶ Write a strong title (e.g., Data Analyst | Python | SQL)
- ▶ Post about your projects with visuals
- ▶ Add GitHub/Portfolio to Featured section

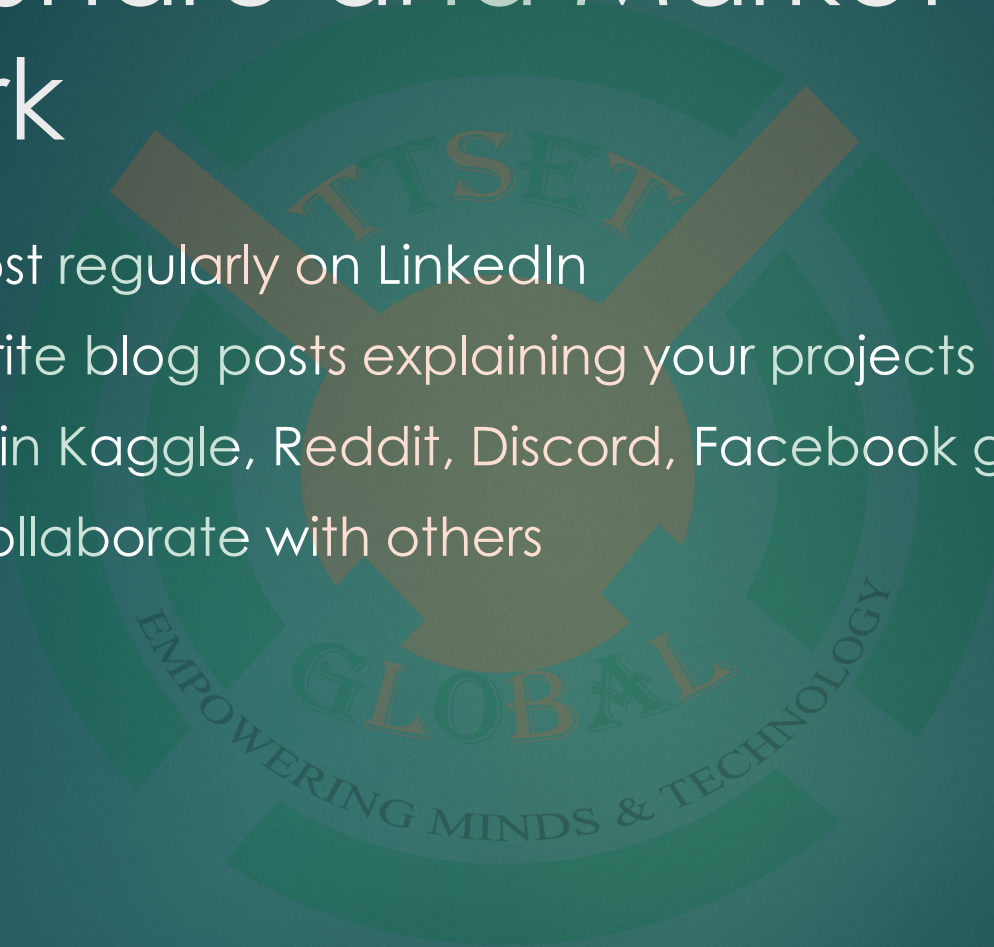
# 9. Resume and Certifications

- ▶ Keep it to 1 page, focused on skills and projects
- ▶ Include GitHub/Portfolio links
- ▶ Mention certifications: Google, IBM, Microsoft, etc.
- ▶ Customize per job role



# 10. Share and Market Your Work

- ▶ Post regularly on LinkedIn
- ▶ Write blog posts explaining your projects
- ▶ Join Kaggle, Reddit, Discord, Facebook groups
- ▶ Collaborate with others





# Final Portfolio Checklist

- ▶ 4–6 well-structured projects
- ▶ GitHub with clean READMEs
- ▶ Published dashboards (Power BI/Tableau)
- ▶ Blog posts or Medium articles
- ▶ Personal website with About, Projects, Contact
- ▶ Updated LinkedIn and Resume