



PLACEMENT PORTFOLIO

Higher Diploma in Data Analytics

2024-2025

22nd August 2025

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Student Code: 20052151

Subject: Data Analyst Work Placement

Company: Burgers Better Ltd. (BUJO)

Company Address: 6A Sandymount Green, Dublin 4, D04 Y407

College: Dublin Business School

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1. SUMMARY PLACEMENT DIARY

Week	Date	Activities
1 - 2	26/05 to 06/06	<p>Done</p> <ul style="list-style-type: none"> • Introduction to the company current objectives and goals • Explanation of the “Friends of Bujo” app data • Sales Data outline and digital marketing analysis <p>To do</p> <ul style="list-style-type: none"> • Understand the company goals and see how data analysis could help to get there • Analyse app data and explore what information could be Given to the stakeholders • Gather Sales Data from the least profitable branch and organize it to get insights and see how to grow sales in that branch with data. <p>Problems/Issues</p> <ul style="list-style-type: none"> • “Friends of Bujo” App complete data not available due to administrative circumstances
3 - 4	09/06 To 20/06	<p>Done</p> <ul style="list-style-type: none"> • Gathered sales Data from the daily sales registration files in the Terenure Branch • Understand each variable or the data like what the variable and the records represent and what type of data is it. • Prepared data by Arranging and organizing data with dates as observations and amount and channels as variables • Cleaned the Data as there was missing and filled blanks <p>To do</p> <ul style="list-style-type: none"> • Make sales Data Exploration by using Power BI as a primary tool to show visualizations • Propose a marketing plan based on the insights gathered on data • Build a data visualization Report

		Problems/Issues <ul style="list-style-type: none"> “Friends of Bujo” App complete data still not available due to administrative circumstances
5 - 6	23/06 To 04/07	Done <ul style="list-style-type: none"> Built a Power BI Dashboard Report showing sales Data by year ,by day of the week, by month, and by payment channel Outlined some insights and suggested recommendations based on the data Elaborated a brief marketing plan through digital channels based on the data collected and explain suggestions and recommendations. To do <ul style="list-style-type: none"> Present the insights collected along with my recommendation Describe the charts and tell my conclusions about this Explain a proposed Digital marketing plan based on data Analysis Problems/Issues <ul style="list-style-type: none"> “Friends of Bujo” App complete data still not available due to administrative circumstances
7 - 8	07/07 To 18/07	Done <ul style="list-style-type: none"> Gather Data from the Sandymount branch. Have a look over of the “Friends of Bujo” app data dashboards Understand the data and features that could be used for analysis To do <ul style="list-style-type: none"> Propose a machine learning experiment to predict sales in the next months based on past data and weather circumstances Get weather data from Met Eireann select features that could be used for prediction

		<ul style="list-style-type: none"> Explore and prepare data for the analysis. Problems/Issues <ul style="list-style-type: none"> Not enough data and other features to analyse. This will make the sales prediction model less accurate but it will set fundamentals for a model proper for this task and see what data is needed to make it more accurate.
9 - 10	21-07 To 1/08	Done <ul style="list-style-type: none"> Examined and understood the data gathered for analysis and verified data quality. Weather data needed to be organized in a way to relate to the net sales and date record. Filled blanks with the average of last years data in specific dates. Selected features that could be used for modelling and separate day month and year data for it. Integrated and combined daily net sales data with the daily weather data. To do <ul style="list-style-type: none"> Select model techniques and determine which algorithm to try. Generate a test design by splitting the data. Build a Model that includes both data and predict sales depending the weather factors. Problems/Issues <ul style="list-style-type: none"> The only problems where the lack of data features to analyse as mentioned before but as it is an experiment we will consider it as it is.
11 - 12	4/8 To 15/8	Done <ul style="list-style-type: none"> Explored machine learning models using RapidMiner to evaluate which model would most likely to be accurate.

		<ul style="list-style-type: none"> • Explored data to check outliers and used the pre-processed data to build a model using Python programming. • Analysed and evaluated the results brought by the model and check if it makes sense. <p>To do</p> <ul style="list-style-type: none"> • Build predictions for next month or year and do visualization of the predictions. • Present the results of the experimentation to the management and marketing team and get feedback <p>Problems/Issues</p> <ul style="list-style-type: none"> • The presentation was made after the work placement period.
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2. STUDENT REPORT ON PLACEMENT

2.1. Introduction

BuJo is a neighbourhood burger joint located in Sandymount & Terenure. It Started operations in 2017 specializing in grass fed, chargrilled burgers with a bespoke blend of beef sourced from Irish family farms.

They offer a broad option of burgers from regular two patties burger to vegetarian vegan and chicken, as well as chicken tenders and wing options. These could be accompanied with sides like fries, panko pickles and onion and sweet potato fries, as well as drinks and milkshakes or ice cream. Every two months they launch a new Limited-Edition Burger which catches the attention of the customers.

BuJo is the only burger focused restaurant in Ireland to hold a three-star rating from the Sustainable Restaurant Association's 'Food Made Good' programme. This initiative directs BuJo's sustainability ethos through a framework concentrating on sourcing, society & the environment.

In 2023 they launched their loyalty program via app called "Friends of Bujo". Currently they are in the mission to expand the brand, for this, at the end of this year, it is planned to grow to a third location in Dublin's city Centre, which will bring more customers serving locals and tourists.

Because of this the app usage will be extended and its interface should be improved and renovated to collect data of more costumers. Additionally, it will need a frequent monitorization of the customers data for business and marketing analysis such as sales, preference and consumer behaviour.

The Managing Director has a set a plan to build a marketing department which will be data driven and use Business Intelligence tools. This team is currently composed by the Marketing Assistant and the Data Analyst Intern which is the position I have been performing.

In order to deliver value, tools like Power BI and Tableau is needed, as the information for sales and customer's behaviour will help for insights finding. And for projections, machine learning models are needed, but a set of data features to be collected is needed to be built.

By the moment, as the renovation of the app is in development, the easily available data are the daily sales, and the analysis of this is the project I've been in charge of.

2.2. Position Description

As a Data Analyst Intern my role was to bring out costumer insights for Marketing effectiveness and product optimization. This by analysing purchasing behaviour, sales tracking along the time, and keep an eye on the impact of marketing campaigns respectively. All of this to support smarter decisions across marketing, operations and customer experience.

During my time in the work placement I carried out a business intelligence report that brought insight about how the two branches (Terenure and Sandymount) have been performing since 2022.

Also, I implemented a machine learning model that could predict future sales combining the sales and weather data, hypothesizing if the weather conditions could affect sales. Additionally, I proposed a brief digital marketing plan based on the sales and social media data insights.

2.3. Knowledge & Experience Gained

Some of the skills that I have gained during this work placement are:

Proper data preparation and exploration: structured and organised data to be used for analysis and business intelligence data input by collecting, profiling and cleaning data to transform and validated into a structure that could be used for analysis. Furthermore, in the exploration stage, after the preprocessing data, recognised patterns and used EDA techniques to build a report.

Hands-on statistical analysis: Applied statistical techniques to interpret sales data, to analyse sales behaviour using Excel and Python detecting trends and insights. Applying descriptive statistics methods in order to organise features of the dataset and create visualizations and predictive models that brought out insights of the sales in the last three years and have some informed sales prediction for the incoming year.

Business intelligence reporting: Transformed raw data into relevant insights by structuring the data into an understandable format, using tools like Power BI and Excel. This contributed to the management and marketing team to build strategies with the information delivered in the report. The reports made, illustrated the stakeholders the sales performance and insights found with the intention that they would be up to date with the information.

Data management: Gathered data from several sources in the organization and outside of it, ensuring data is reliable and valid. This, in order to be analysed and to build a machine learning model.

Professional and communication skills: Collaborated within the marketing team and transmitted the information needed along the workplace ethically and efficiently. Also, communicated and showed the insights found to the marketing and management team using storytelling techniques of the data information found simplifying complex raw data into enticing visualizations.

Programming for Analytics skills: Used Python with its libraries, SQL and Dax code with the purpose of extracting information and develop machine learning algorithms.

The DBS Higher Diploma in Data Analytics program, have taught me the tools needed for this work placement. I was able to apply what I learned and deliver information that was useful for the management and the marketing team.

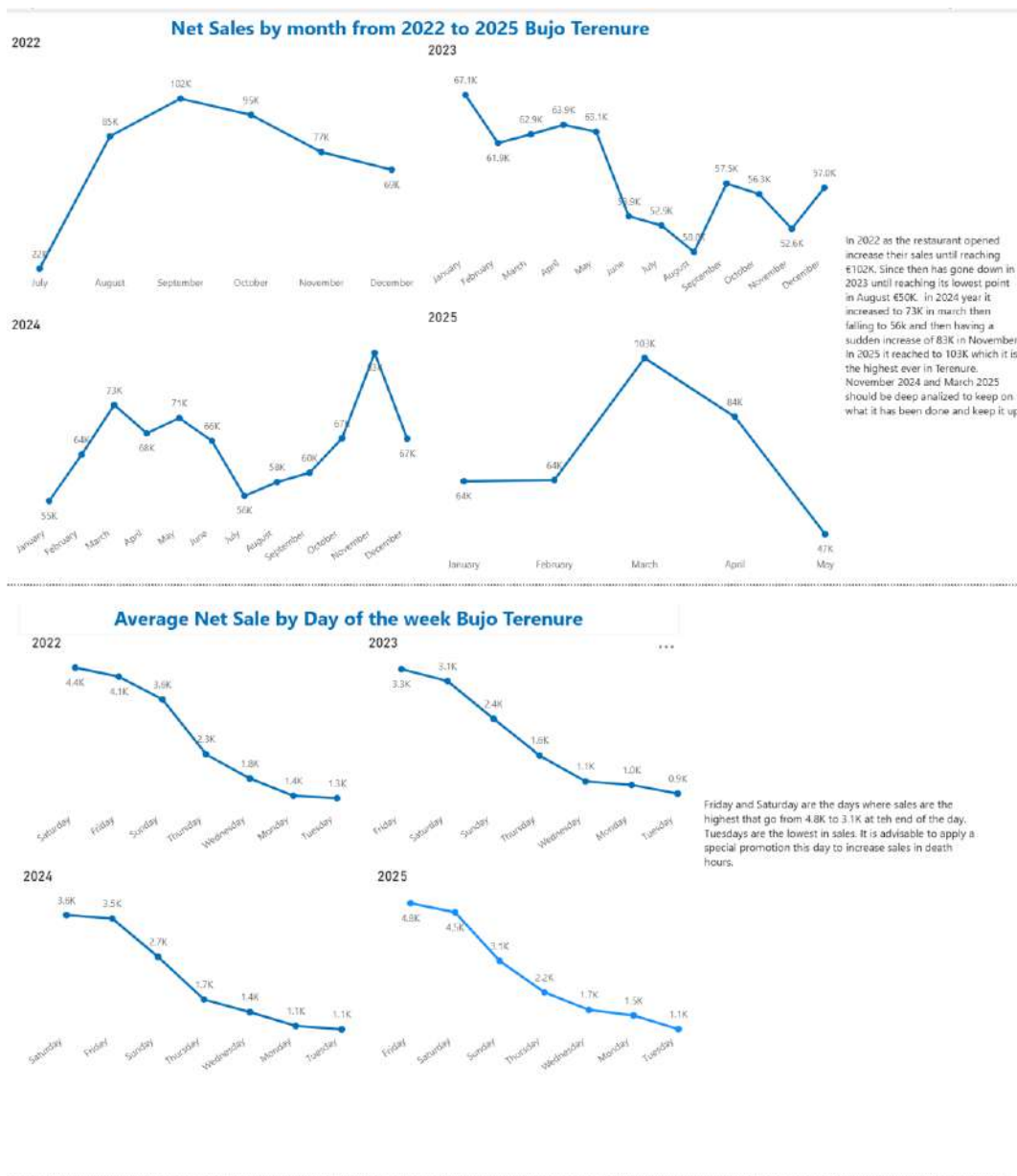
2.4. Conclusions and Future work

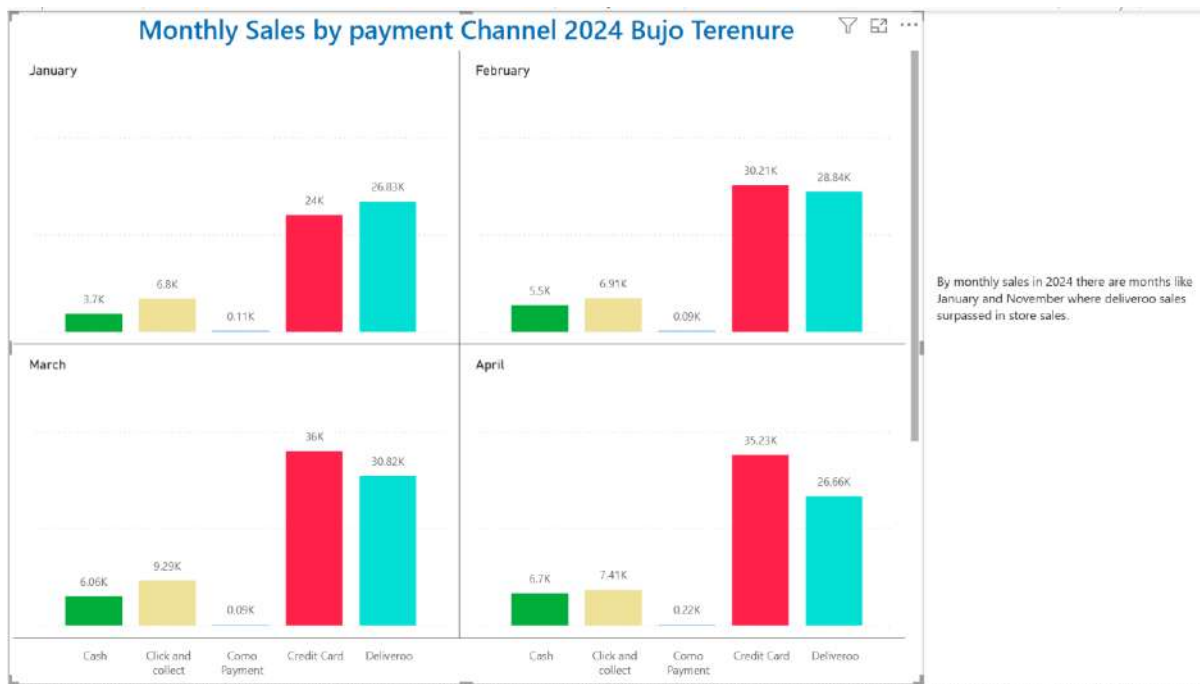
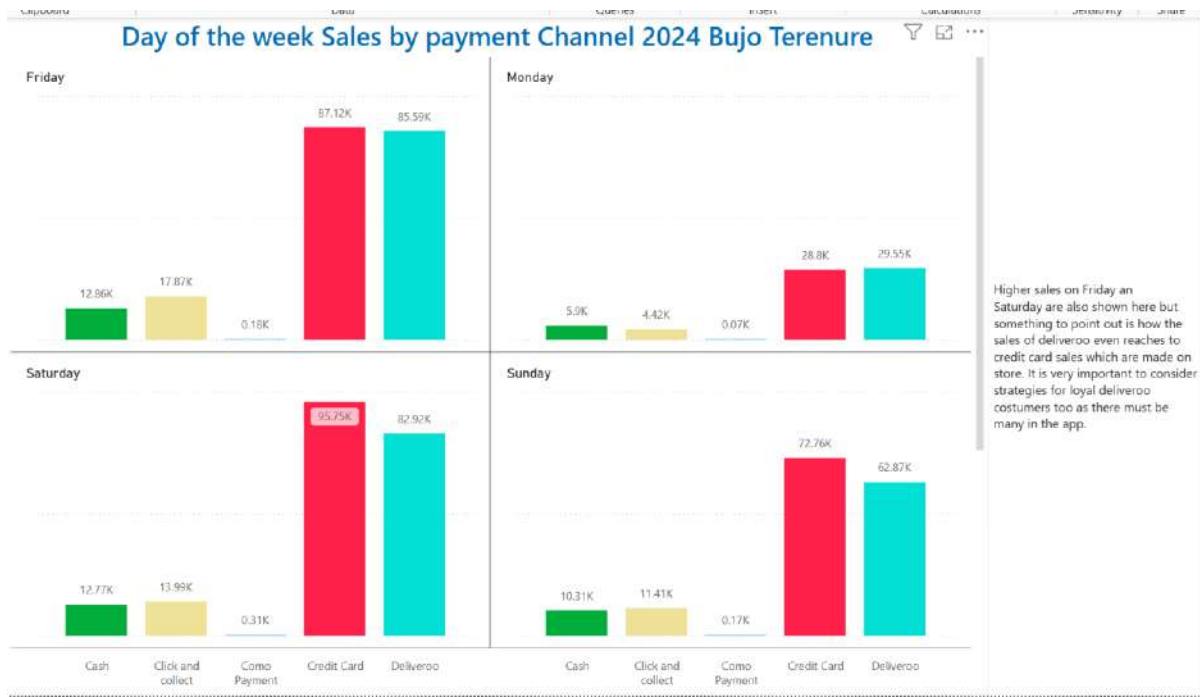
The work placement has given me a hands-on approach about what I learned in the program. The company were satisfied with what I have been doing, as this was meant to be a trial for a future post as Data Analyst in the company, and it might open me to be a potential candidate to work with them. This work placement was very useful to gain experience and this will add to my curriculum when I enter in the job market. In the next years am planning to extend my knowledge in this subject and be in the way to specialise in Business intelligence development. Furthermore, I am planning to take AI for Business courses and eventually, if possible, take a business analytics master course. This course has really made me to be interested into learning more about Analytics as it is something that I would like to combine with my marketing career, so as to contribute with organizations and eventually build my own business.

3. APPENDICES

3.1. Business Intelligence report Captures

Due to data protection company policy, I am not able to send the power BI an colab files but they let me show captures of what was presented to the management and the marketing team. This is the Business intelligence report made to find insight from the sales data it includes the insights explained on the right-hand side.

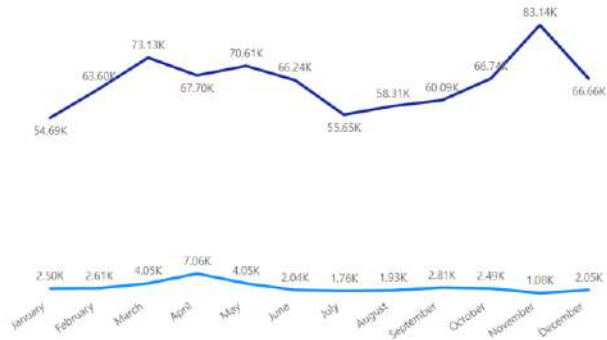




Friends of Bujo Discount and Net Sales per month comparison Bujo

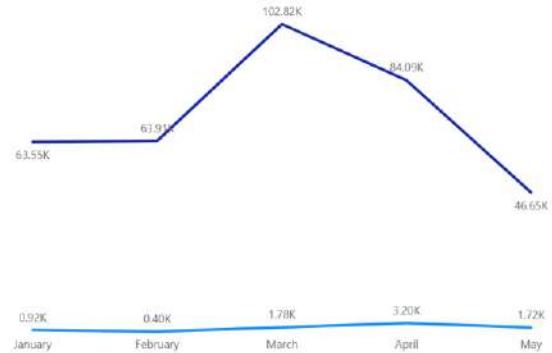
Friends of bujo Discount and Sales by Month 2024

● Sum of Friends of Bujo Discount ● Sum of Net Sales



Friends of Bujo Discount and Sales by Month 2025

● Sum of Friends of Bujo Discount ● Sum of Net Sales

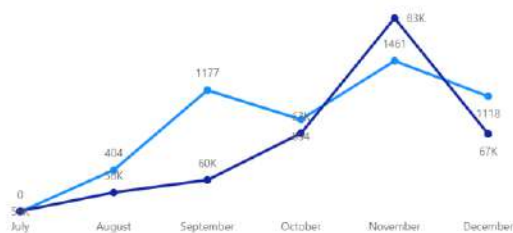


In April of 2024 the highest amount of discount was given which was around 7K after that the amount reduced and this year the discount has fallen to around 1k this could be because people are not using the app as much as they used to do it before. However our best customer should be awarded with discounts and benefits

Tips and Net Sales per month comparison Bujo Terenure 2024 2025

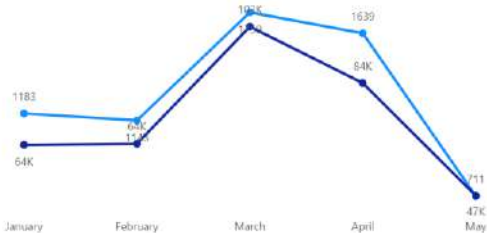
Tips and Net Sales Comparison by Month 2024

● Sum of Tips ● Sum of Net Sales



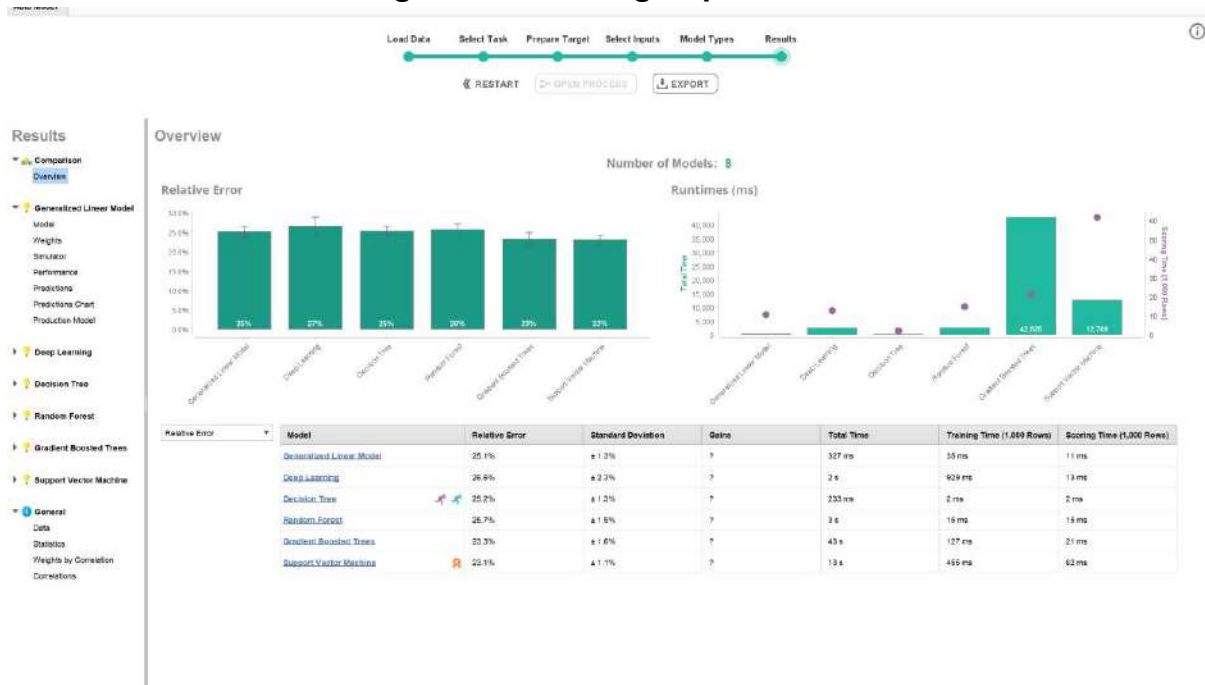
Tips and Net Sales Comparison by Month 2025

● Sum of Tips ● Sum of Net Sales



Tips can give us a quick view of customer satisfaction, at least by now the tips are correlated to sales as this means that customer are satisfied with the attention they are given since the tips system was implemented.

3.2. Machine learning model Building Captures



```

Bujo sandymount sales prediction.ipynb
File Edit View Insert Runtime Tools Help
Commands + Code + Text Run all

[ ] Start coding or generate with AI.

[ ] #import Python Libraries
import numpy as np
import scipy as sp
import pandas as pd
import matplotlib as mpl
import seaborn as sns

[ ] bujosandy = pd.read_excel("/content/Bujo Sandymount sales FINAL.xlsx")

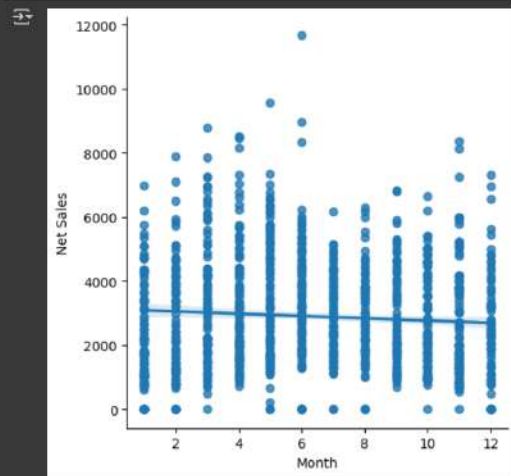
[ ] bujosandy.head()

  Day  Month  Year  Day of the week  Credit Card  Click and collect  Deliveroo  Cash  Net Sales  rain  Glasnevin  maxt  mint  gmin
0    1     5   2022         Sunday         1922.5          1686.0      1011.00    0.00   4243.00    6.2    14.6    10.6    7.9
1    2     5   2022         Monday          2096.2          1894.3       542.75    0.00   4712.78    0.4    15.7     9.9    5.5
2    3     5   2022         Tuesday           656.0           515.0       220.00    0.00   1279.93    0.0    17.6    10.6    8.5
3    4     5   2022        Wednesday          1201.2           463.0       306.50    0.00   1780.71    0.0    16.5    12.3    8.9
4    5     5   2022         Thursday          1482.6           835.3       518.00   42.25   2638.99    0.0    18.7    10.6    5.6

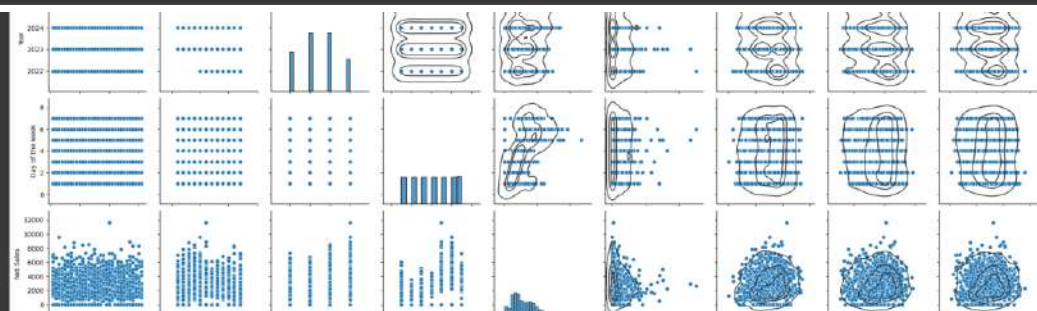
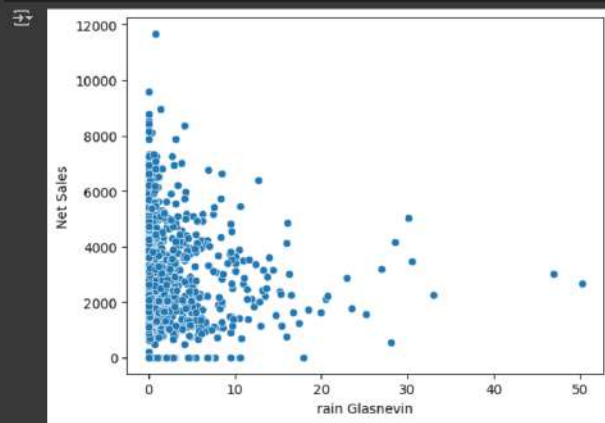
[ ] bujosandy.info()

<class 'pandas.core.frame.DataFrame'>
RangeIndex: 1177 entries, 0 to 1176
Data columns (total 13 columns):
#   Column              Non-Null Count  Dtype
---  ---
0   Day                  1177 non-null   int64
1   Month                1177 non-null   int64
2   Year                 1177 non-null   int64
3   Day of the week      1177 non-null   object
4   Credit Card           1177 non-null   float64
  
```

```
[ ] sns.lmplot(data=bujosandy, x='Month', y='Net Sales');
```



```
[ ] sns.scatterplot(data=bujosandy, x='rain Glasnevin', y='Net Sales');
```



```
[ ] info_dict = {'Net Sales': 1}
print(info_dict)

[ ] from sklearn.model_selection import train_test_split
X_train, X_test, y_train, y_test = train_test_split(X, y, test_size=0.2, random_state=0)

[ ] from sklearn.linear_model import LinearRegression
lin_regr = LinearRegression()
lin_regr.fit(X_train, y_train)

[ ] lin_regr.coef_

[ ] y_pred = lin_regr.predict(X_test)

[ ] from sklearn.metrics import mean_squared_error
mse = mean_squared_error(y_test, y_pred)

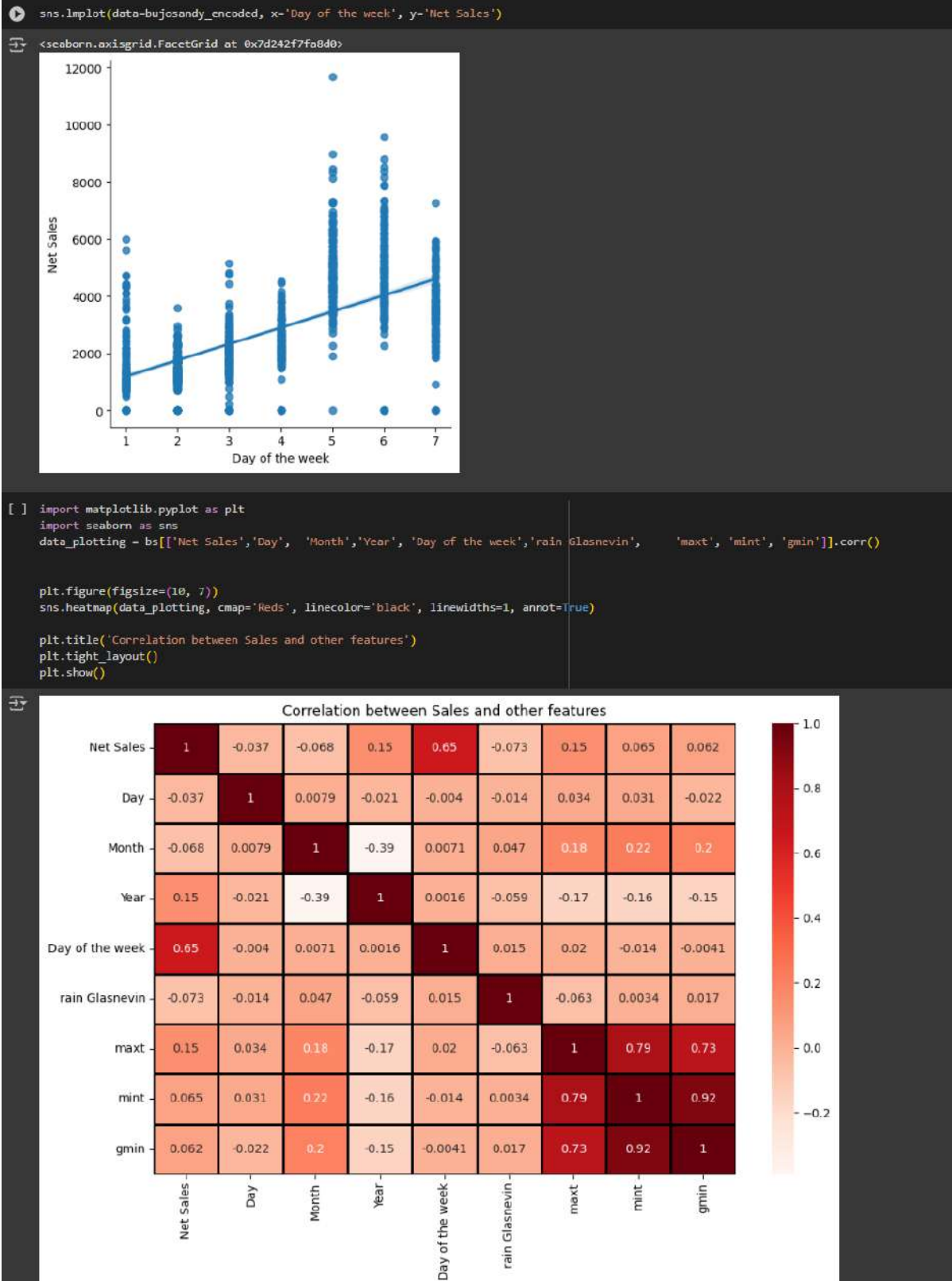
[ ] from sklearn.metrics import mean_absolute_error
mae = mean_absolute_error(y_test, y_pred)

[ ] RMSE = math.sqrt(mse)

[ ] r_squared = r**2

[ ] from sklearn.metrics import r_squared
print('Coefficient of determination: %.2f' % r_squared)

[ ] coefficients = lin_regr.coef_
print('Coefficients: %s' % coefficients)
```



4. CURRICULUM VITAE

Carlos Campos

Data Analyst Intern

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Ph:0832096256

Email: sergicarloscg@gmail.com

Profile

Aspiring data analyst with a strong foundation and experience in marketing and advertisement, currently expanding data analytics expertise through advanced education. Enthusiastic about transforming data into actionable marketing insights and strategies. Interested in bridging the gap between data-driven insights and creative marketing strategies to deliver measurable business impact. Seeking a work placement to apply and deepen my analytical and creative capabilities.

Key Skills

Statistical analysis: Understanding and applying statistical methods to interpret data patterns and insights.

Use of analytics tools and software: Coursework in tools like Excel, SQL, Power BI, Python and Rapid Miner

Data visualization reporting: Presenting data insights clearly, possibly through reports or dashboards.

Data interpretation: Transforming complex and raw data into actionable business insights.

Predictive analytics: Build models to forecast trends and behaviours using historical data.

Market research: Collecting and analyzing data to understand market trends and customer preferences.

Data-driven decision making: Using customer insights and sales data to optimize product offerings and marketing strategies.

Analytical thinking: Evaluating campaign performance and customer behaviour to improve marketing effectiveness.

Leadership Skills: Being able to work in a diverse work environment managing and organizing people and uplift their strengths.

Education

Higher Diploma in Data Analytics
Dublin Business School
Dublin, Ireland
2025 (Currently ongoing)

Professional Diploma in Digital Marketing and
Strategy
Griffith College
Dublin, Ireland
2025

Honours Bachelor degree in Advertising and Marketing
(QQI Level 8 Ireland NFQ Equivalent)
Franz Tamayo Private University
Bolivia
2021

Career History

BUJO Burger Joint - Burgers Better Ltd.
Team Supervisor
Dublin
2023-Present

- Efficiently managing team on daily tasks
- Providing administrative support to the management team
- Handling multiple responsibilities simultaneously in a fast-paced environment
- Managing and resolving team conflicts or customer complaints professionally

- Administering inventories, and streamlining operations efficiently

PropMan Ltd.

Commercial Property Rental Management Company

Marketing and Advertising Manager

Bolivia

2017-2023

- Analysing trends and insights in tenants' payment data
- Carrying out an innovative rebrand of the company
- Planning new marketing strategies approaching and understanding market behaviour
- Providing efficiently administrative team leadership
- Designing Logos, banners, Flyers, Pamphlets etc.
- Designing a Web Page for the company

Arumi Café

Project Manager

Bolivia

2020-2021

- Managing and launching efficiently a project of company diversification oriented to the hospitality industry
- Carrying out Market research and Analysis
- Developing products and packaging according to public taste
- Design of the company branding
- Design of architecture layout and point of sale design
- Successfully launching the project to the general public
- Digital Marketing Planning on Facebook and Instagram
- Product Photography
- Design of the logo, digital banners, post, campaign and community management and merchandising strategies
- Following up of the public perception of the project
- Proposing new products and other projects of company diversification

Interests and Hobbies

- Business
- Entrepreneurship
- Photography
- Traveling
- Architecture
- Interior design
- Art and Graphic Design
- Web and App Design
- History and Culture
- Food and Beverages

References

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Languages

English and Spanish Flu

