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

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

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

**PORTFOLIO DESIGN, IMPLEMENTATION & EVALUATION**

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

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| INTRODUCTION | I am a passionate data analyst with a strong background in computer science. I work on real-life projects using Excel, Power BI, Python, and SQL to turn data into useful insights. I enjoy creating dashboards and solving problems with data. I also have experience in machine learning and have done research using deep learning to detect mango leaf diseases. I'm a quick learner, team player, and always open to new challenges. |
| RESULTS AND IMPACT  (from POWER BI Desktop) | **Project-1: Chocolate Product Sales Tracker**  The Chocolate Product Sales Tracker Power BI project visualizes sales data, including total amount ($6.18M), boxes shipped (177K), and average order value ($5.65K) across various salespersons and regions. It also provides insights into monthly sales trends, product performance, and year-over-year comparisons from January 2022 to August 2022.  **KPI & slicer filter:** The KPIs for the Chocolate Product Sales Tracker show a total sales amount of $6.18M, total boxes shipped at 177K, and an average order value of $5.65K, reflecting revenue, distribution volume, and transaction size. The slicer filter, set to "Sales Person: All," allows users to filter data by individual salespersons like Ragon, Prophet, or Delo for more granular insights.    Image1.1: KPI& slicer  **Sales by Month:** The sales by month chart shows a peak of $899K in January 2022, declining to $699K in February, and fluctuating with a high of $865K in June 2022 before dropping to $743K by August 2022. Notable peaks include $803K in July 2022 and $753K in May 2022, with a low of  $674K in April 2022.    Image1.2: Sales by Month  **Total Sales Decline by Product for February 2022:** The Total Sales Decline by Product for February 2022 visual in Power BI shows Milk Bars with a $896K increase, while 85% Dark Bars and Baker’s Choco Chips saw gains of $44K and $35K, respectively. Conversely, After Nines dropped by $176K, with 99% Dark & Pure, Baker’s Choco Chips, and 85% Dark Bars declining by $50K, $49K, and $40K, respectively, alongside a $699K decrease in the "Other" category.    Image1.3: Total Sales Decline by Product for February 2022  **Country Wise Sales:** The country-wise sales chart shows Australia leading with $1137K, followed closely by the UK at $1052K and India at $1046K. USA records $1035K, while Canada and New Zealand trail with $963K and $950K, respectively.    Image1.4: country-wise sales  **product-wise sales:** The product-wise sales chart indicates Smooth Silky Salty leading with $350K, followed by 50% Dark Bites at $342K and White Choc at $329K. Peanut Butter Cubes Eclairs, 99% Dark & Pure, 85% Dark Bars, Organic Choco Syrup, and Spicy Special Slims follow with $325K, $312K, $300K, $299K, $295K, and $293K, respectively.    Image1.4: Product-wise sales  **Salesperson wise Breakdown**: The Salesperson-wise Breakdown reveals Wilone O'Keift leading with 34 orders, 4033 boxes shipped, and $138523 in total sales, followed by Dotty Strutley with 36 orders, 6653 boxes, and $196024. Other top performers include Camilla Castle with $196616 and Mallorie Waber with $200952, while Ches Bonnell ranks lowest with 48 orders, 7522 boxes, and $320901 in sales.  Image1.5: **Salesperson wise Breakdown**  Project-2: |
| RESULTS AND IMPACT  (from Tableau Desktop) | Present measurable outcomes and data-driven results that demonstrate the impact of the marketing or administrative efforts on the organisation’s business.  >> Paste Screenshots here and **write insights** from the graphs/visualisation (4 to 8 sentences) |
| Publishing your work/project in the public domain  [Provide a Tableau link] | Tableau report publish: <https://public.tableau.com/app/discover>  [Help: <https://www.youtube.com/watch?v=ZJrDHgTHfgQ>] |
| Publishing your work/project in the public domain  [Provide a Power BI link] | Project-1: [https://app.powerbi.com/view?r=eyJrIjoiMDM2NmJiM2MtYTYwNy00ZTNjLWI4MzQtM2UwMjMy](https://app.powerbi.com/view?r=eyJrIjoiMDM2NmJiM2MtYTYwNy00ZTNjLWI4MzQtM2UwMjMyM2E2ZWIyIiwidCI6IjEyYjQwYmQxLTllNjEtNDMyOS1iNGJmLTk2MjQ1NTgzOGQ4OCIsImMiOjEwfQ%3D%3D)  [M2E2ZWIyIiwidCI6IjEyYjQwYmQxLTllNjEtNDMyOS1iNGJmLTk2MjQ1NTgzOGQ4OCIsImMiOjEwfQ%3D%3D](https://app.powerbi.com/view?r=eyJrIjoiMDM2NmJiM2MtYTYwNy00ZTNjLWI4MzQtM2UwMjMyM2E2ZWIyIiwidCI6IjEyYjQwYmQxLTllNjEtNDMyOS1iNGJmLTk2MjQ1NTgzOGQ4OCIsImMiOjEwfQ%3D%3D)  Project-2: |
| LinkedIn Profile Link | LinkedIn Profile: <https://www.linkedin.com/in/shaun-mia/> |
| Medium Profile Link | Medium Profile: <https://medium.com/@shaunmia> |
| GitHub Profile Link | GitHub Profile: <https://github.com/shaun-mia> |
| 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. |