DATA ANALYSIS PORTFOLIO

I am a Data Analyst intern, Artificial Intelligence, Machine Learning and Data Science enthusiast, I am willing to learn and grow with an organization or startup. I enjoy working in a team, researching, exploring new technology and above all connecting with professionals or people who can improve me. Similarly, I enjoy listening to good music.

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1.0 PROFESSIONAL BACKGROUND

I am a STEM Science graduate with a Bachelor of Science and M.Sc. in Geophysics and Exploration Geophysics respectively. A course of study wher4r4rf7e iteration of data and visualization form a useful data interpretation of results. Therefore, realizing the great importance of data in my professional journey, I was so fascinated to learn of the great impact, Data Analysis, Artificial Intelligence and Data Science can play to enhance the process.

However, my journey in becoming relevant to the above has seen me taking offline and online remote courses in the areas; Natural language processing, Data Science, Artificial Intelligence, Deep Learning and Data Analysis within the last one year. Similarly, my participation in the above remote training brought for me some accomplishments, most notably being in a team that built a Chabot, that help users to ascertain the price of a commodity in a grocery store. Also, building a Chabot that help users make election related enquires in Nigeria deploying necessary NLP framework. Most recent, I also accomplished a successful deployment of a project in GitHub, with deep learning using Neural network to predict if a cancer is malignant or benign.

Some of my career experiences are 3-5 years' work experience spanning across Fintech startup, Sales, Finance and education. All these have help me to understand the different business processes, challenges and ways to proffer necessary solution for business decision.

2.0 UDEMY PROJECT DESCRIPTION

In the project, I was given a hypothetical situation with a data set from Udemy Education tech, data was CSV file-Business, design, music and web development courses. These form part of my learning as a Data Analyst intern. My task is to present the data on course revenue, exploring for more opportunities where revenue can be increase as well as track course(s) performance.

Upon gathering of the dataset, I downloaded it to my storage folder in a CSV file. I thereafter uploaded to Google sheet, being a form of excel file, while importing the first file from my storage device I also append all the subsequent rows.

Further, I proceeded to the process of cleaning the data by removing duplicates and blank rows, while ensuring I have concise names of headers and subject titles respectively, using the edit button to find and replace as appropriate. It was clear after now that the data has been cleaned and ready after I have removed all duplicates and blanks.

3.0 THE PROBLEM

The business is seeking for ways/opportunities on how the business can increase its revenue, forming part of their next quarter earnings reviews.

3.1 DELIVERY TIME
Hence, the time frame delivery of this project is expected to be within 3weeks.

3.3 DATA SOURCE
Moreso, the data is to be collected from education tech company udemy and should be presented in excel and table visualization.

3.4 It is important to know the root of the business problem, guage what the timelines are supposed to be, how much funding that is available and where the data sits.

4.0 DESIGN
Firstly, it was observed that the data obtained from Education Tech Company was not a clean data, as it contains duplicates and blank rows as well as un-concise subject titles. Hence, I ensure that these anomaly was removed using the Google sheet file to clean the data. Similarly, I did use the Tableau Visualization tool to share the data simply because, it is widely acceptable across organization and can be shared on the web easily, it also has data manipulation features as well.
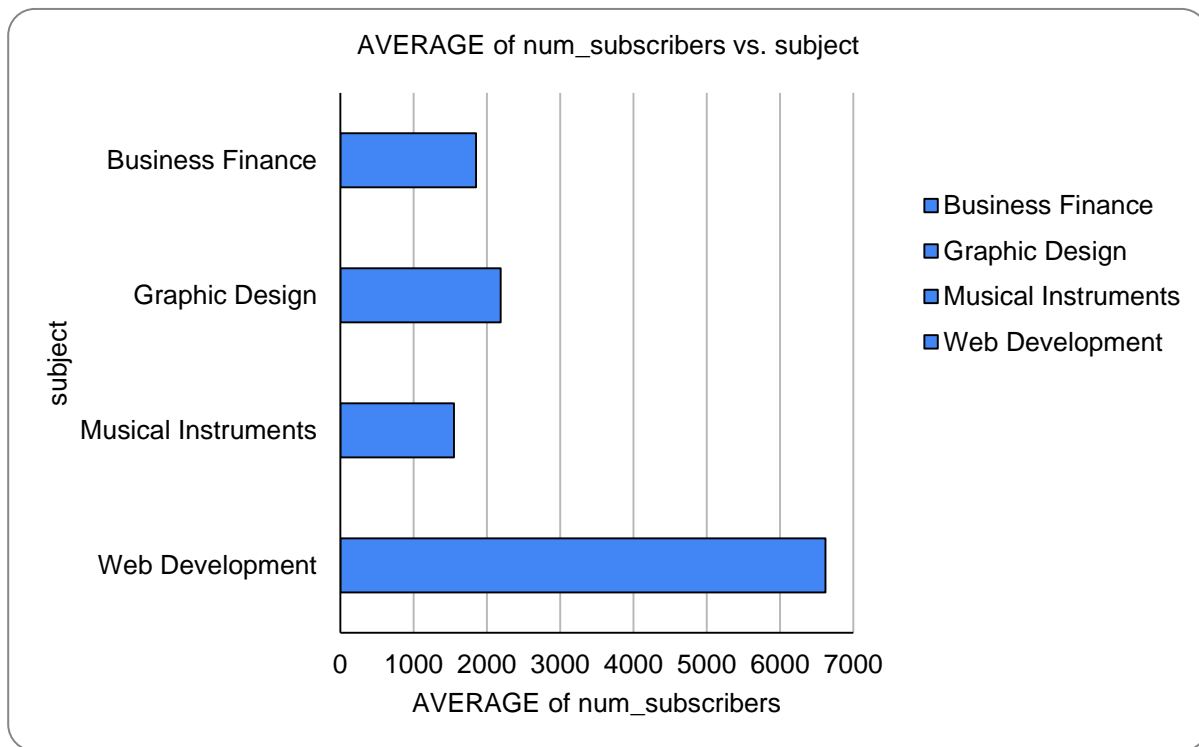
5.0 FINDINGS

FIGURE 5.1

subject	AVERAGE of num_subscribers
Business Finance	1850.865213
Graphic Design	2190.781443
Musical Instruments	1551.644037
FWeb Development	6619.922435
Grand Total	3617.35176

TABLE 5. 1

SUM of num_subscribers
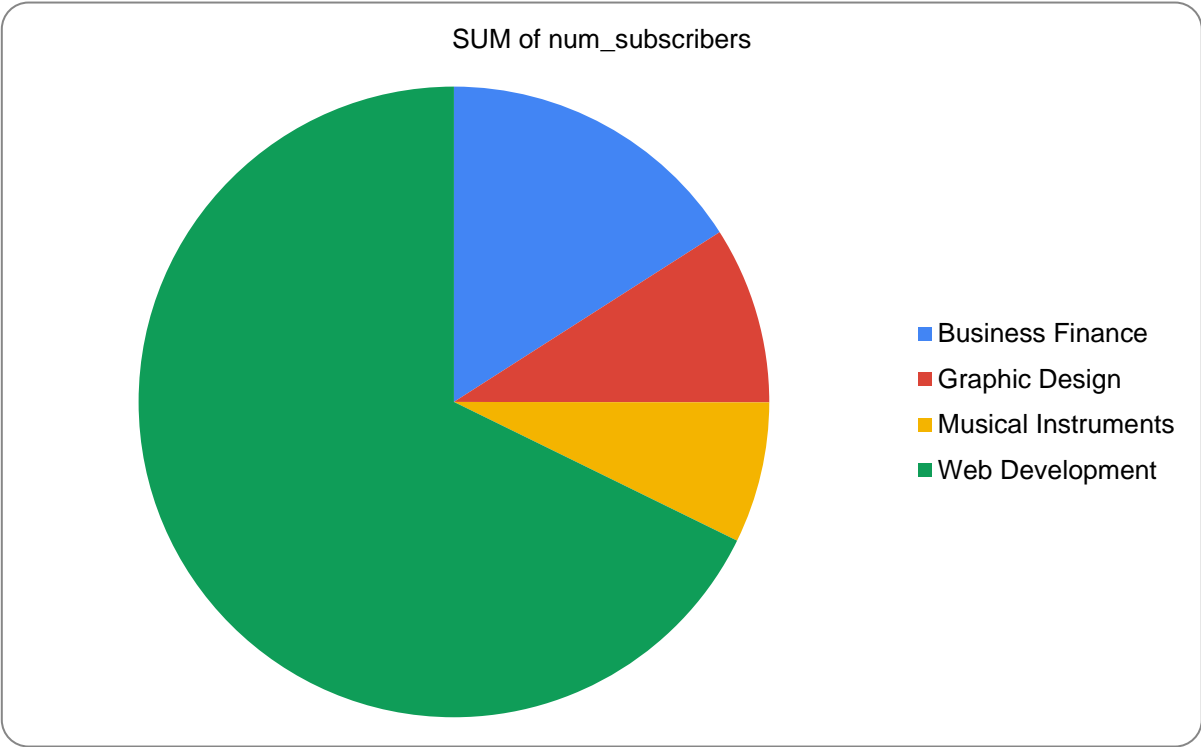
FIGURE 5.2

subject	SUM of num_subscribers
Business Finance	1868711
Graphic Design	1063148
Musical Instruments	846689
Web Development	7937287
Grand Total	11715835

TABLE 5.2

subject	level	AVERAGE of price
Business Finance	All Levels	72.82122905
	Beginner Level	70.72072072
	Expert Level	64.16666667
	Intermediate Level	64.95652174
Graphic Design	All Levels	65.2
	Beginner Level	53.90070922
	Expert Level	25
	Intermediate Level	61.58730159
Musical Instruments	All Levels	51.62055336
	Beginner Level	49.27570093
	Expert Level	48.18181818
	Intermediate Level	54.02985075
Web Development	All Levels	74.54976303
	Beginner Level	78.83054893
	Expert Level	67.14285714
	Intermediate Level	84.2481203

TABLE 5.3
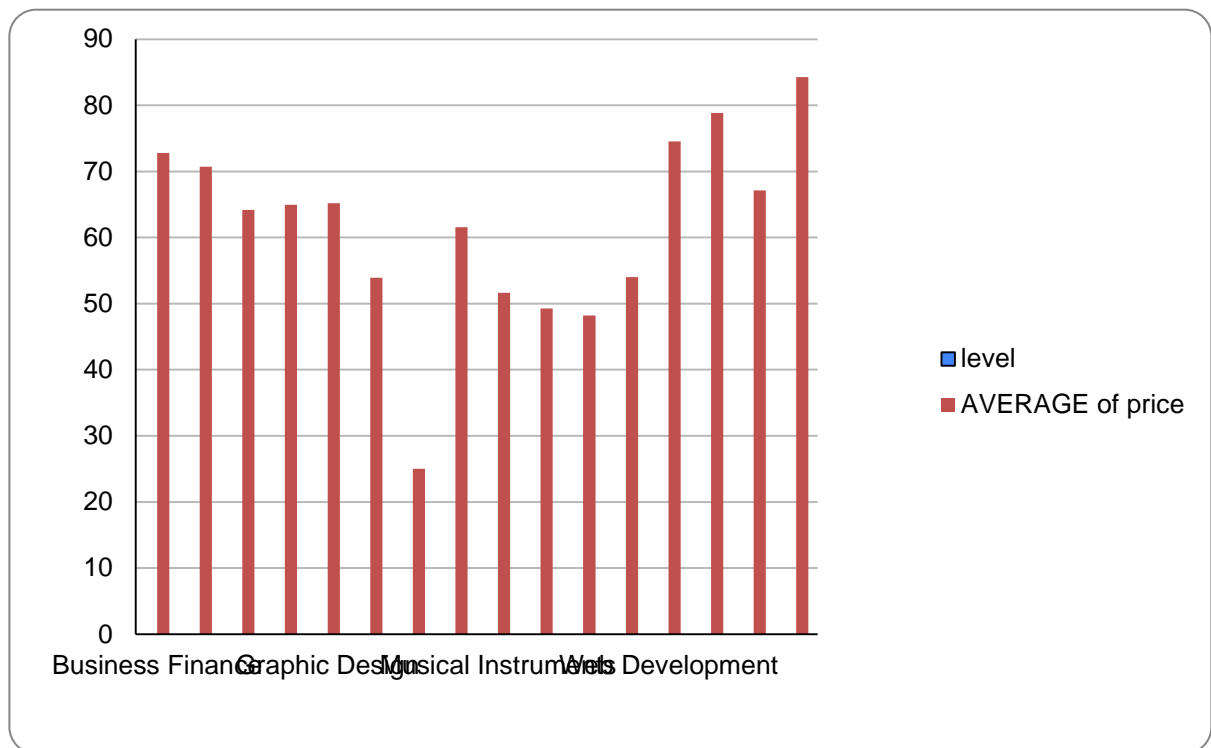
FIGURE 5.3

Average rating per subject for each level
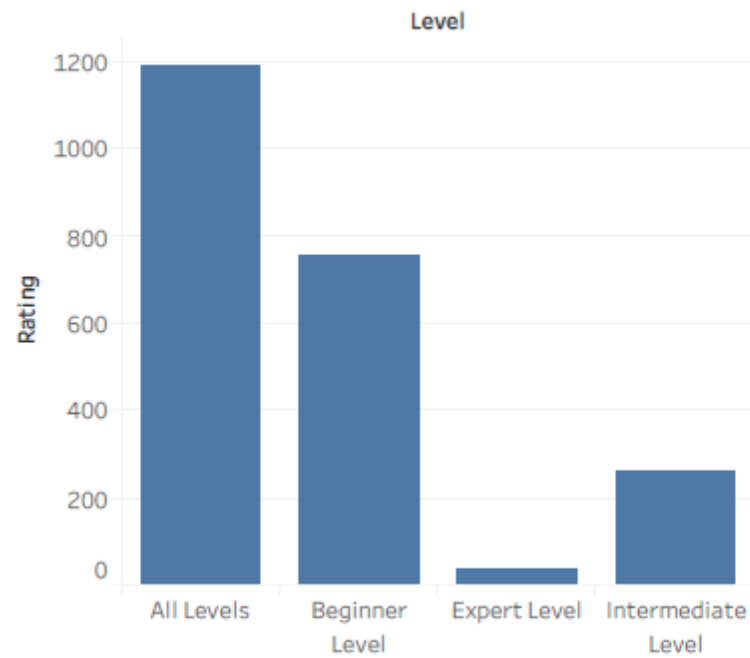
FIGURE 5.4

Average number of subscribers for each subject

Subject
- Business Finance
- Graphic Design
- Musical Instruments
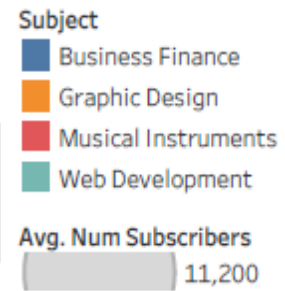- Web Development

Avg. Num Subscribers
11,200

FIGURE 5.5

6.0 ANALYSIS

Problem: There seem to be no progress in revenue increase for the business.

Why 1: There is more subscribers for web development subject than others.

Why 2: The web development subject has more free users than paid users. Hence, the reason for more subscribers-leading to less revenue.

Why 3: The average subscription for web development courses is more.

7.0 CONCLUSION

In conclusion, there will not be revenue progress if the identified "whys" is not address.