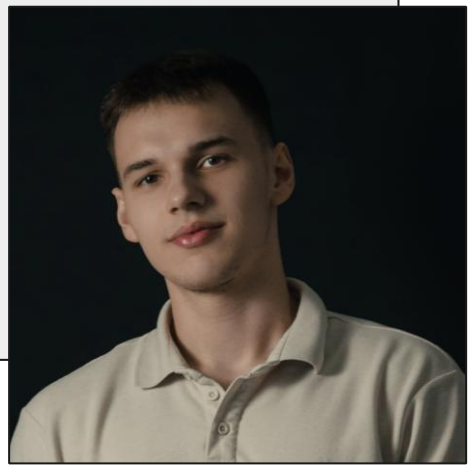


Data Analytics Portfolio — Dmytro

Power BI · Excel · SQL · Python

Table of contents

About Me

Welcome to my portfolio!

I'm Dmytro, a data analyst focused on turning raw, unstructured data into clear insights, dashboards, and reports that help businesses make better decisions.

I turn raw data into meaningful insights by designing dashboards, KPIs, and clear reports.
With Power BI, Excel, SQL, and Python, I build structured analytical solutions that help businesses understand their performance.

I am currently studying Computer Engineering, which strengthens my technical background and analytical mindset.

Dimura Dmytro
+48 881 785 633 | dimuradimas@gmail.com

Skills & Tech Stack

DATA SKILLS

- Data Cleaning & Preprocessing
- KPI Development & Business Metrics
- Dashboard Creation (Power BI, Excel, Tableau)
- Data Visualization & Storytelling
- Basic Data Modeling (Power BI relationships, DAX basics)

TOOLS & TECHNOLOGIES

- Analytics & BI
- Power BI (DAX, relationships, dashboards)
- Excel (Pivot Tables, Power Query, formulas)
- Tableau (basic familiarity — optional, можешь убрать если хочешь)
- Programming & Queries Python (Pandas, Matplotlib — data cleaning, charts)
- SQL (basic joins, filtering, grouping)
- GitHub

SOFT SKILLS

- Structured & analytical thinking
- Detail-oriented approach
- Clear communication
- Problem solving
- Fast self-learning

Excel Sales Dashboard

(E-commerce Sales Performance Analysis)

Tools: Excel, Pivot Tables, Pivot Charts, Power Query (basic)

Project Summary

Interactive Excel dashboard analyzing sales performance using KPIs, trends, and category/product breakdowns.

My Contribution

- Cleaned and structured the dataset
- Built pivot tables and charts
- Designed KPI block and dashboard layout
- Applied clear formatting and visual structure

Key Features

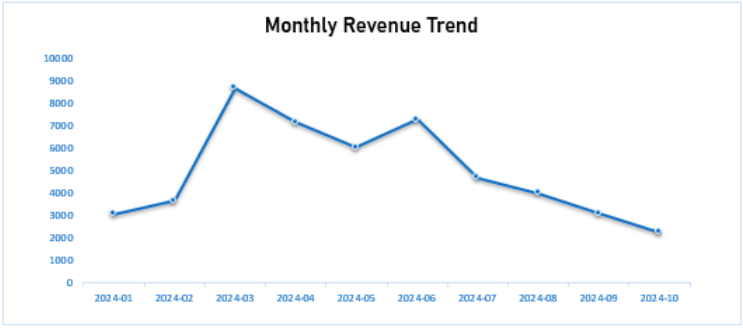
- KPI block: Total Sales, Orders, Units Sold, AOV, Avg. Unit Price
- Monthly revenue trend
- Revenue by category
- Top 10 products
- Category × Region breakdown

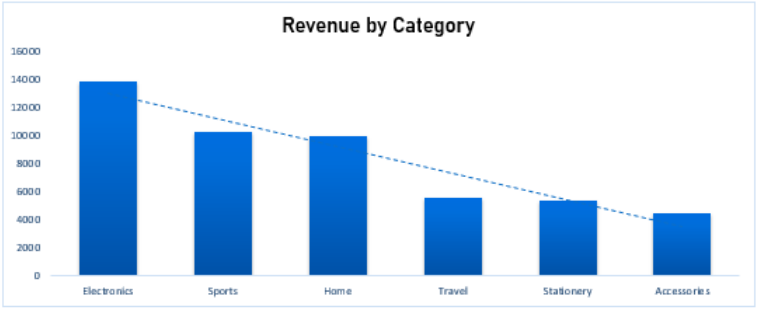
Outcome

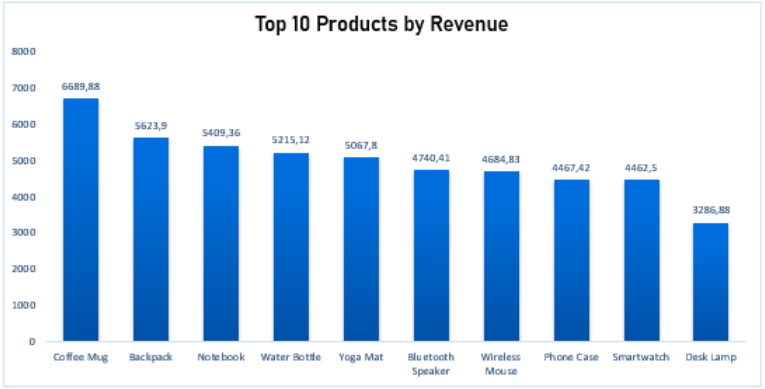
A clean, functional dashboard providing a quick and clear view of business performance.

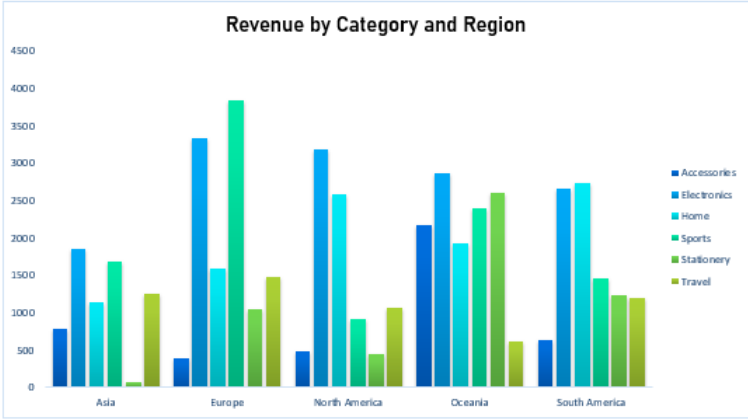
Dashboard Preview

Total Sales	Orders	Units	AOV	Avg Unit Price
49648,1	150	447	330,9873333	110,3818









Ecommerce Sales Analysis

Power BI + MySQL

Tools: Power BI, MySQL Workbench, MySQL Server

Project Summary

Interactive Power BI dashboards based on a MySQL database.
Analyze sales performance across products, categories, months, and regions.

Key Insights

- Europe and Oceania show the strongest month-over-month growth
- Electronics & Accessories lead in total revenue
- Noticeable seasonal peaks suggest promotional periods

Dashboards

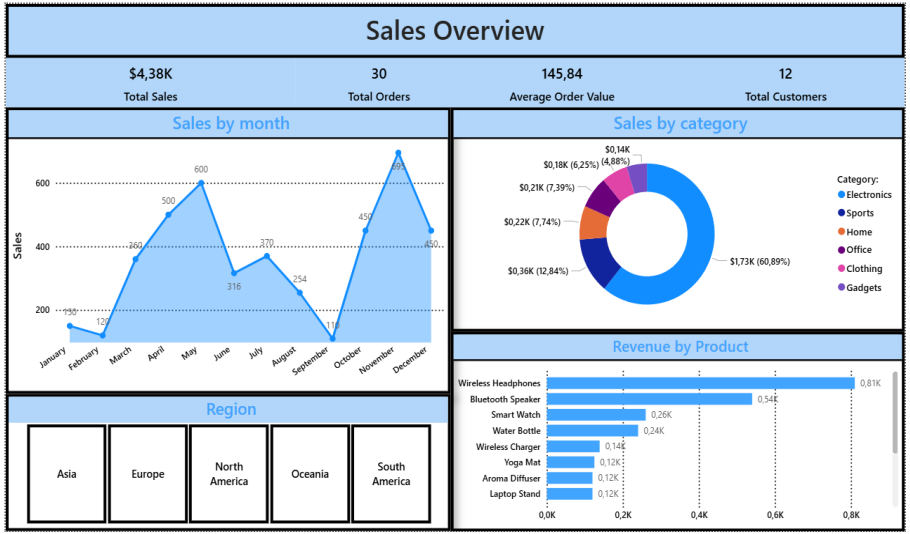
1. Sales Overview

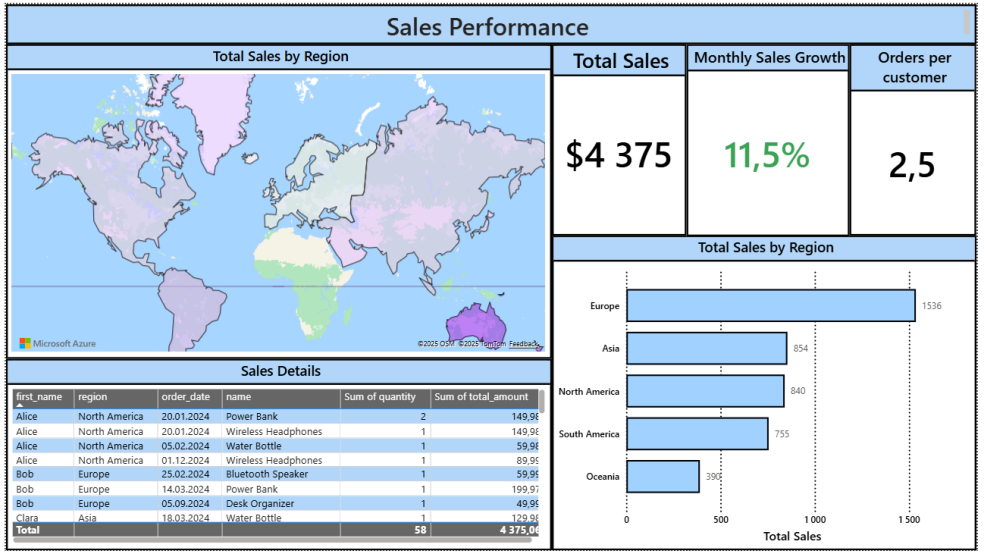
- Total Sales, Orders, Customers, AOV
- Monthly sales trend
- Sales by category
- Top products by revenue
- Regional sales breakdown

2. Sales Performance

- Monthly sales growth (MoM)
- Orders per customer
- Region comparison (bar + map)
- Detailed sales table with filters

Dashboards Preview





Marketing Campaign Analysis

Python (Pandas, Matplotlib)
Tools: Python, Google Colab, SQL

Project Summary

Analysis of marketing campaign performance to compare channels, evaluate engagement, and measure ROI. Dataset includes impressions, clicks, conversions, cost, and revenue.

Key Findings

- Social Media showed the highest activity
- Referral channels had the highest CTR
- Campaign 3 delivered the best ROI (~800%)
- Campaign 6 performed weakest (~400%)

Objectives

- Analyze user behavior across marketing channels
- Calculate CTR, Conversion Rate, ROI
- Identify cost-efficient campaigns
- Provide insights for optimizing marketing budget

Steps Performed

- Loaded and explored dataset
- Cleaned data and checked for issues
- Calculated CTR, Conversion Rate, CPA, ROI
- Aggregated metrics by channel and campaign
- Visualized CTR and ROI
- Summarized key insights

Preview

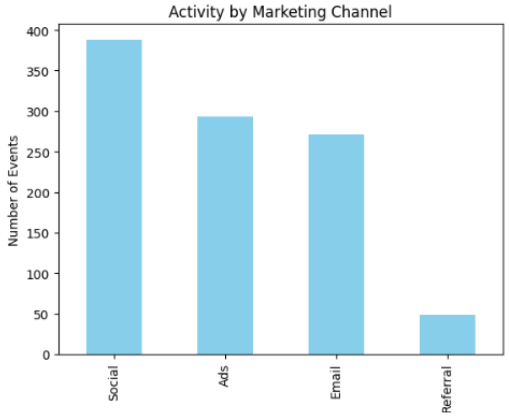
```
# Count number of events per channel
channel_counts = df['channel'].value_counts()

print("\nActivity by marketing channel:")
print(channel_counts)

# Visualization
import matplotlib.pyplot as plt

channel_counts.plot(kind='bar', color='skyblue')
plt.title('Activity by Marketing Channel')
plt.xlabel('Channel')
plt.ylabel('Number of Events')
plt.show()
```

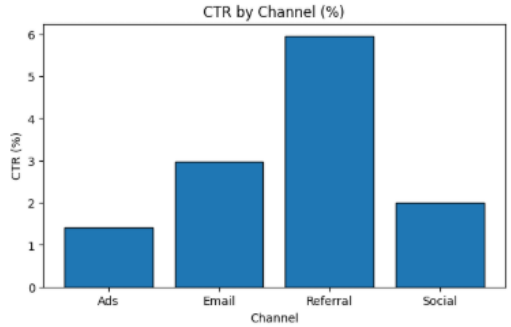
```
Activity by marketing channel:
channel
Social      388
Ads         293
Email       271
Referral     48
Name: count, dtype: int64
```

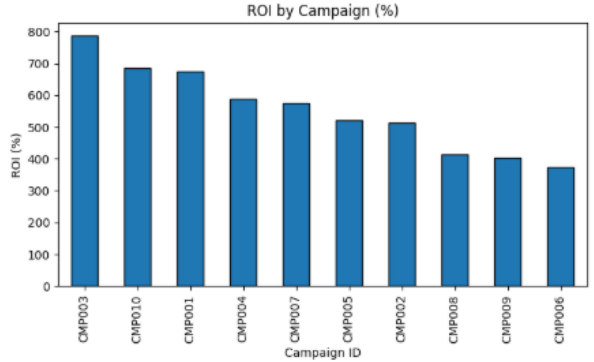



```
import matplotlib.pyplot as plt

# CTR
plt.figure(figsize=(7,4))
plt.bar(ctr_by_channel.index, ctr_by_channel["CTR"], edgecolor="black")
plt.title("CTR by Channel (%)")
plt.xlabel("Channel")
plt.ylabel("CTR (%)")
plt.show()

# ROI
plt.figure(figsize=(8,4))
roi_by_campaign["ROI"].sort_values(ascending=False).plot(kind="bar", edgecolor="black")
plt.title("ROI by Campaign (%)")
plt.xlabel("Campaign ID")
plt.ylabel("ROI (%)")
plt.show()
```





Contact

Do you have any questions?

dimuradimas@gmail.com
+48 881 785 633

Visit my GitHub for extra projects and insights.