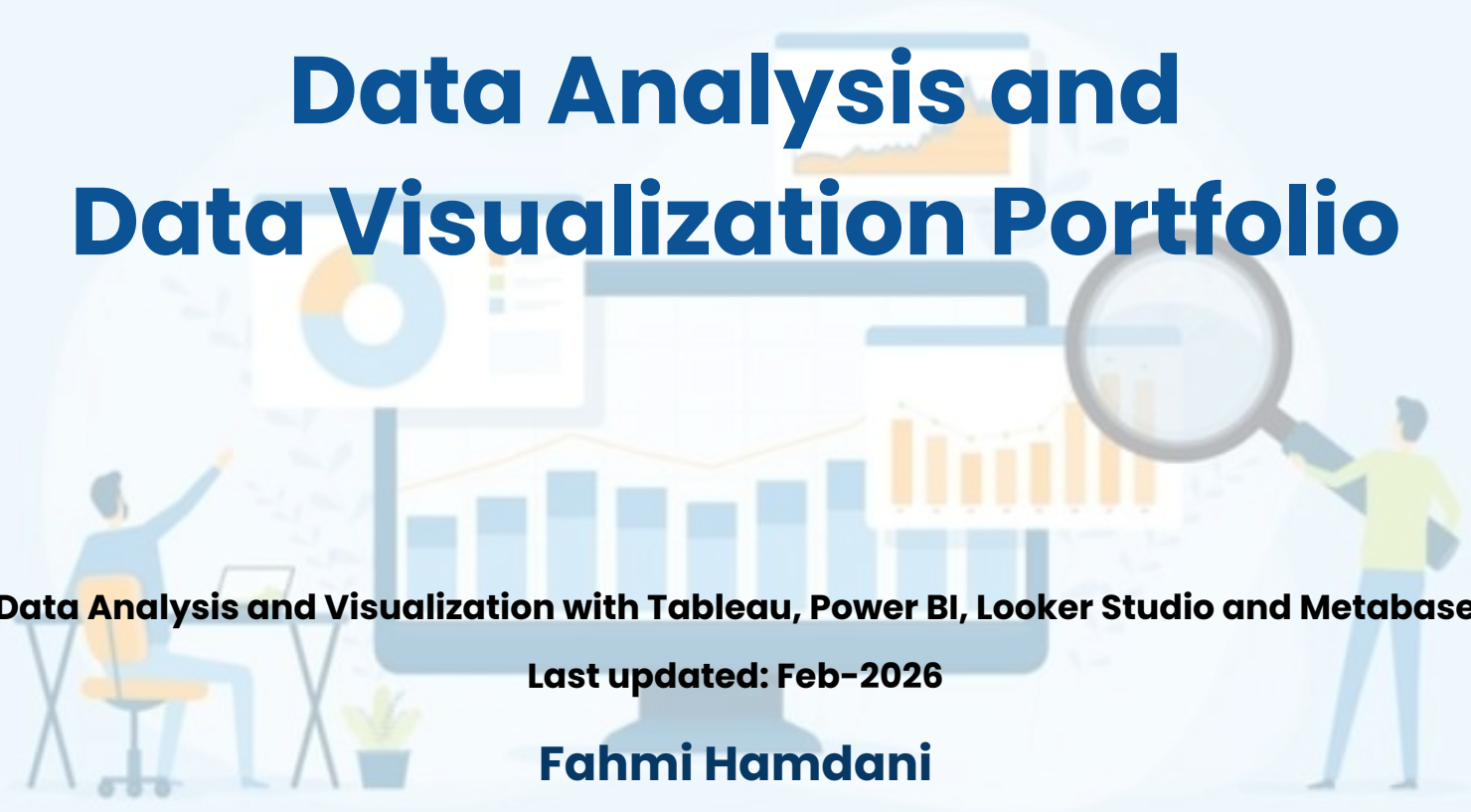


Data Analysis and Data Visualization Portfolio

An illustration depicting data analysis and visualization. It features a large central monitor displaying a bar chart with a line graph overlay. To the left, a person in a blue shirt sits in an orange office chair, pointing at the screen. To the right, a person in a green shirt stands, holding a magnifying glass over the monitor. The background is light blue with faint, stylized icons of a pie chart, a bar chart, and a line graph.

Data Analysis and Visualization with Tableau, Power BI, Looker Studio and Metabase

Last updated: Feb-2026

Fahmi Hamdani

Twitter US Airline Sentiment Analysis Dashboard (Tableau) [Link to Portfolio](#)

Analyze overall sentiment on US airlines based on tweets in February 2015.

Tech Stack: Tableau, Excel



Twitter US Airline Sentiment



Twitter data was scraped from February of 2015 and contributors were asked to first classify positive, negative, and neutral tweets, followed by categorizing negative reasons (such as "late flight" or "rude service").

This dashboard analyzes overall sentiment based on tweets and then breakdown by airline and user reasons.

14,640

Tweets

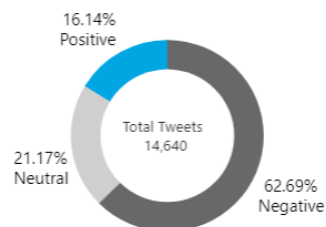
1,210

Retweets

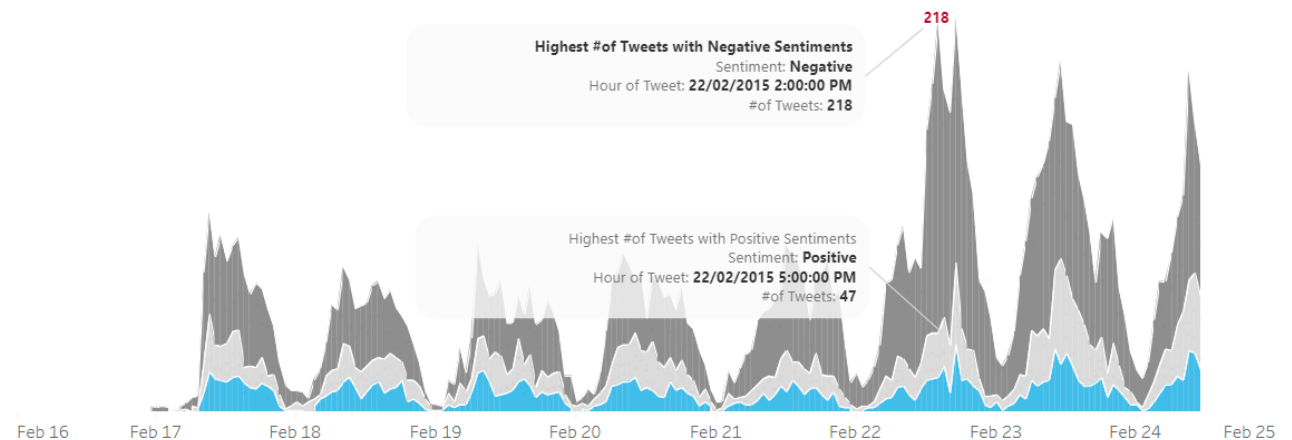
7,701

Unique Users

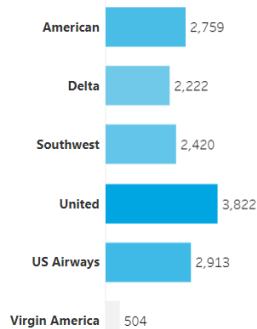
Overall Sentiment Distribution



Sentiment Distribution by Hour

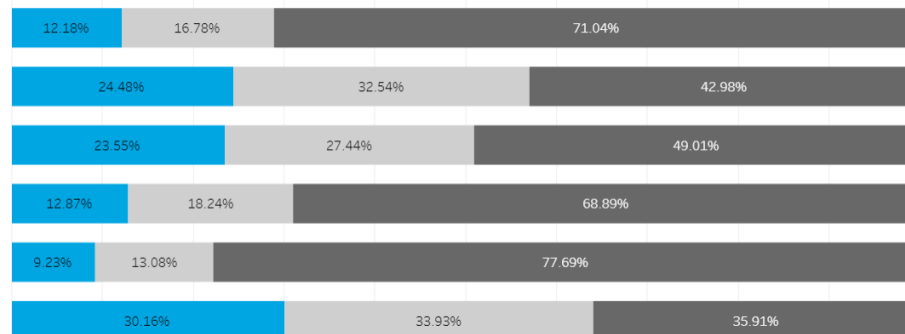


Number of Tweets



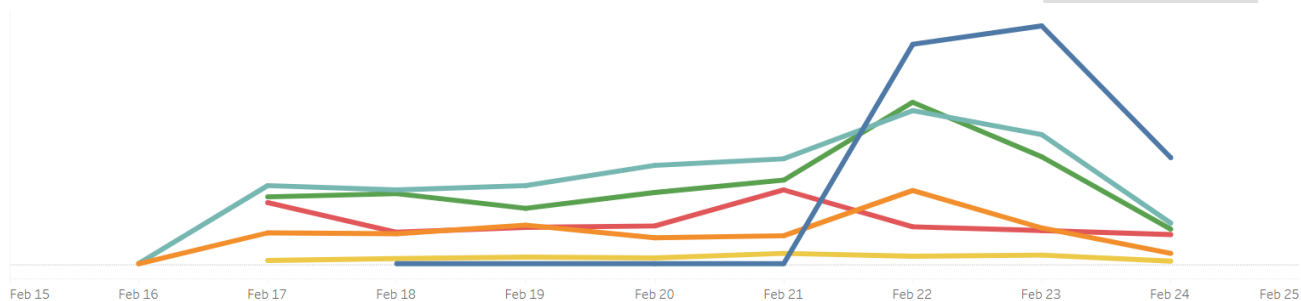
Sentiments

Positive Neutral Negative

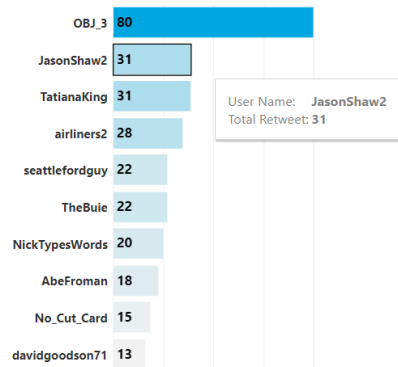


Negative Sentiment Distribution by Airline

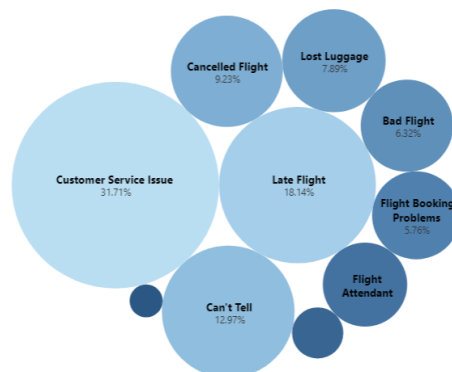
Choose Sentiment
Negative



Top 10 Retweets by User



Negative Reason Tweeted

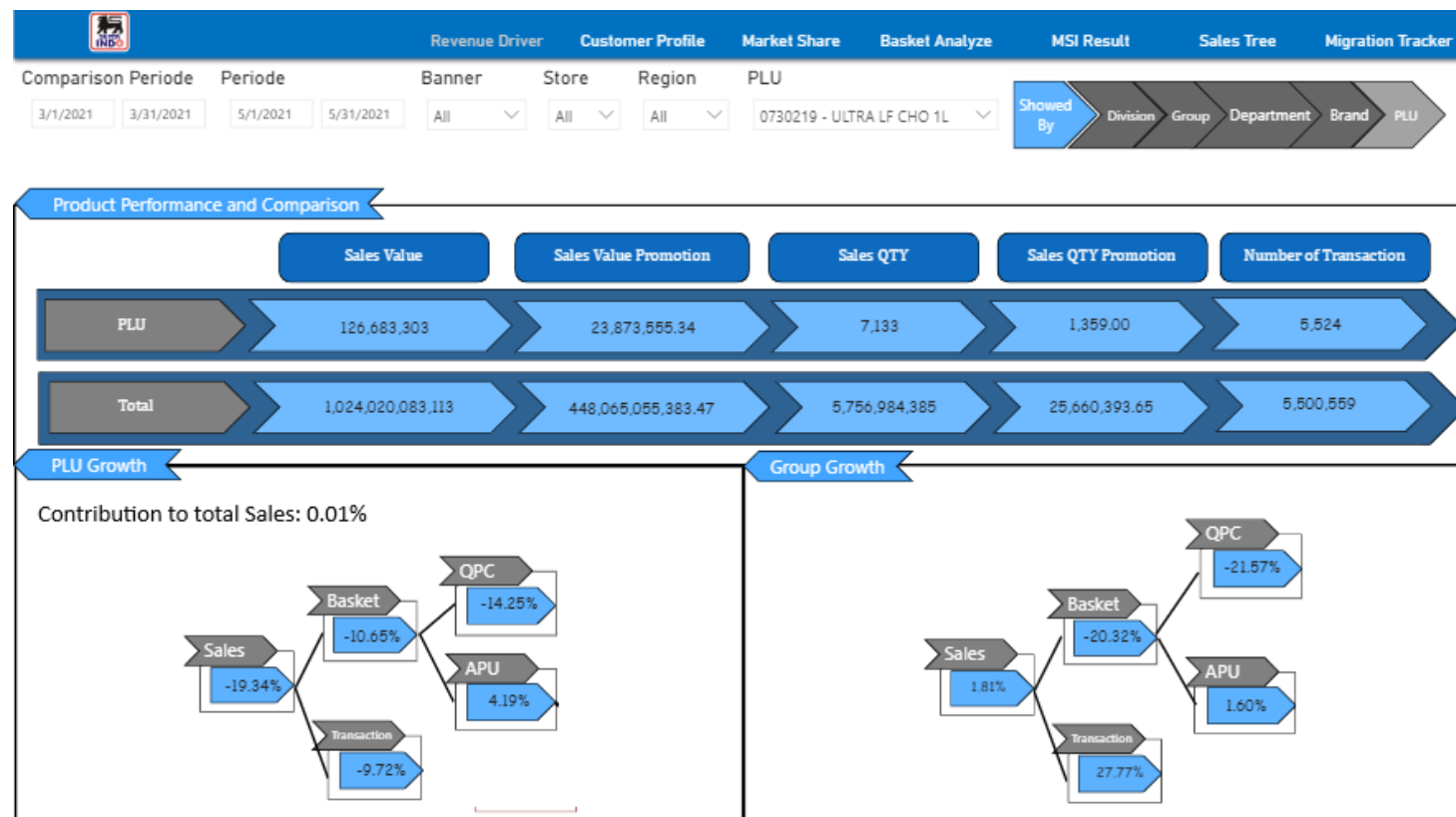


Data Source: <https://www.kaggle.com/datasets/crowdfollower/twitter-airline-sentiment/data>

Data Monetization Project Dashboard (Power BI)

To address the company's requirement for a comprehensive understanding of sales performance and growth drivers. The company needed insights into factors that influenced sales, such as promotion performance, product performance, and transaction trends, to inform better decision-making and optimize sales strategies.

Tech Stack: Microsoft Power BI, Azure Data Factory, Azure SQL Database, Azure Analysis Service.





Revenue Driver

Customer Profile

Market Share

Basket Analyze

MSI Result

Sales Tree

Migration Tracker

Periode

5/1/2021

5/31/2021

Region

All

Store

All

PLU

All

Group

All

Showed By

Division

Group

Department

Brand

PLU

Reset Filter

Age

RangeAge	PLU	Group	Total
<= 20	12.97%	12.97%	12.97%
>= 51	10.28%	10.28%	10.28%
21 - 30	26.27%	26.27%	26.27%
31 - 40	31.12%	31.12%	31.12%
41 - 50	19.36%	19.36%	19.36%
Total	100.00%	100.00%	100.00%

Frequency Visit

Frequency	PLU	Group	Total
1 times	42.74%	42.74%	42.74%
2 times	25.00%	25.00%	25.00%
3 times	13.90%	13.90%	13.90%
4 times	7.66%	7.66%	7.66%
More than 4 times	10.69%	10.69%	10.69%

Gender

Gender	PLU	Group	Total
Female	75.64%	75.64%	75.64%
Male	24.36%	24.36%	24.36%
Total	100.00%	100.00%	100.00%

Region

Region	PLU	Group	Total
BDG	9.10%	9.10%	9.10%
JGY	12.23%	12.23%	12.23%
JKT	43.79%	43.79%	43.79%
JTG	0.90%	0.90%	0.90%
LPG	1.42%	1.42%	1.42%
PLG	1.21%	1.21%	1.21%
SBY	18.69%	18.69%	18.69%
SMG	12.65%	12.65%	12.65%

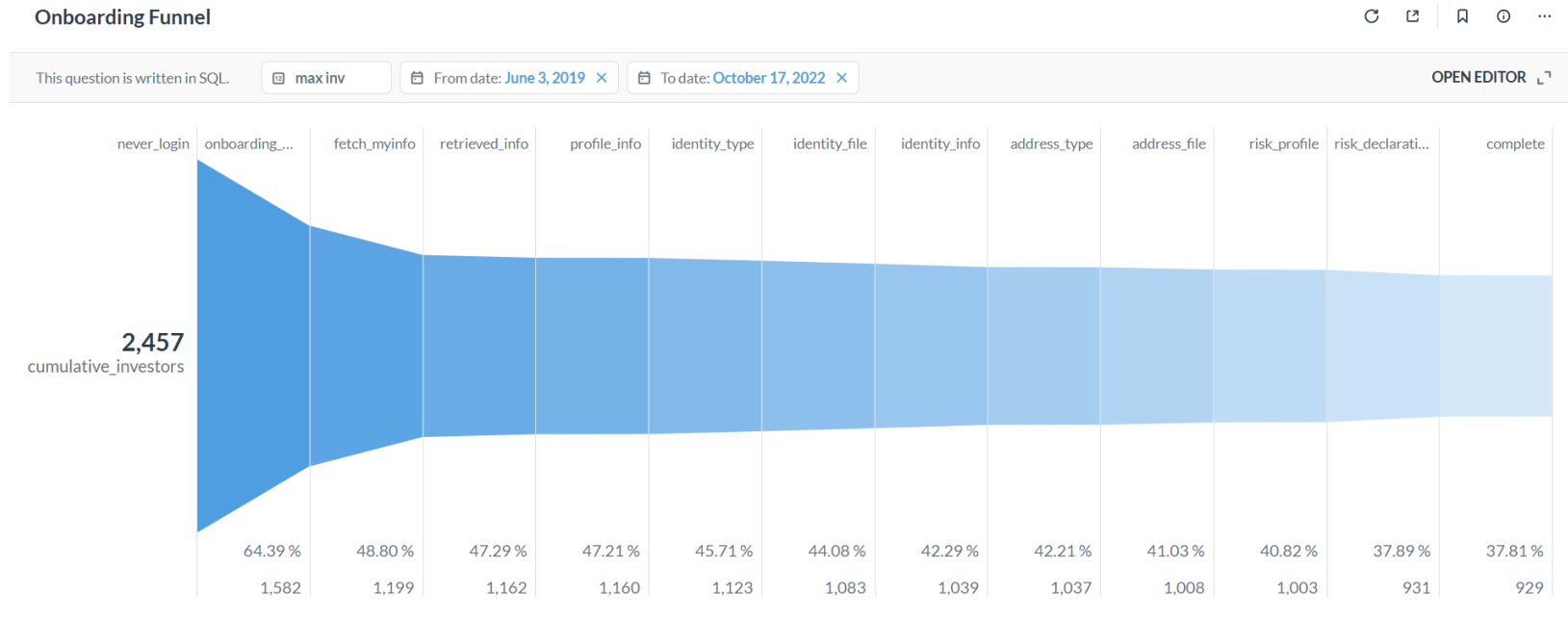
Spending Tier

SpendingTier	PLU	Group	Total
< 100000	15.96%	15.96%	15.96%
100001 - 300000	45.91%	45.91%	45.91%
300001 - 600000	25.82%	25.82%	25.82%
600001 - 1000000	8.80%	8.80%	8.80%
> 1000000	3.50%	3.50%	3.50%

Shopping Visit

Visit	PLU	Group	Total
Visit within 7 days	38.29%	38.29%	38.29%
Last Visit 8-14 days	20.63%	20.63%	20.63%
Last Visit 15-21 days	18.31%	18.31%	18.31%
Last Visit 22-28 days	16.72%	16.72%	16.72%
Last Visit > 28 days	6.05%	6.05%	6.05%

Onboarding Funnel Dashboard (Metabase)

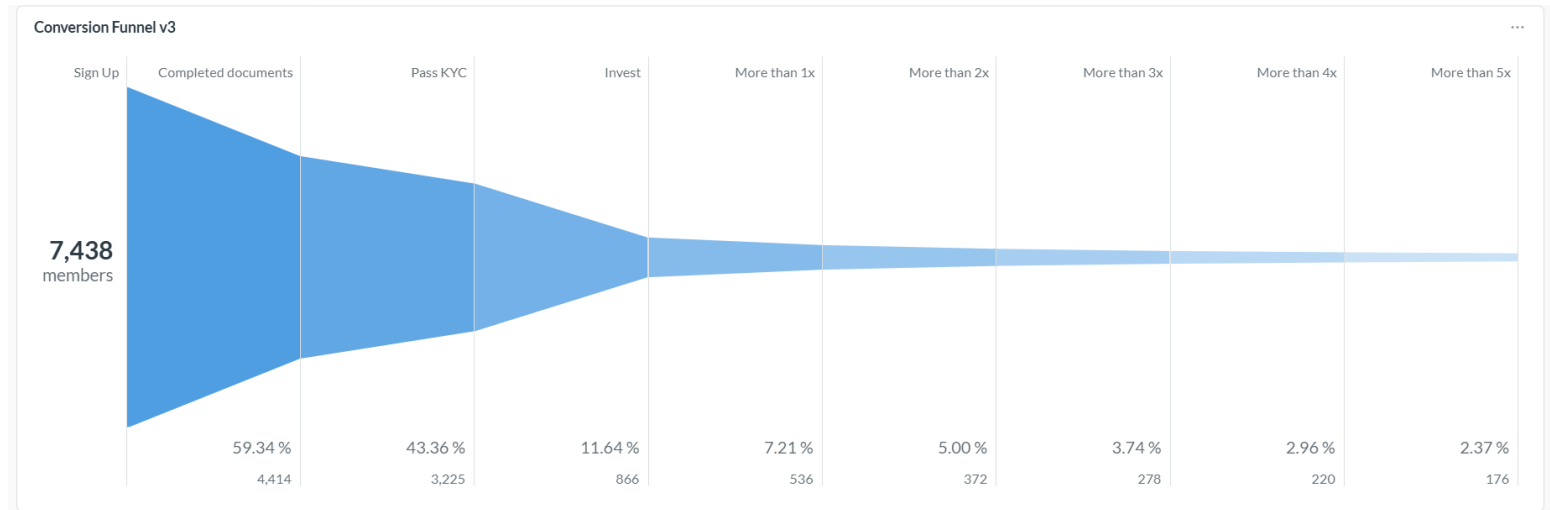


The Onboarding Funnel Dashboard visualizes how users progress through each step of the investor onboarding process. It highlights conversion rates and drop-off points from the initial login stage until the final onboarding completion. The dashboard helps operations teams quickly identify where potential investors disengage and which steps require optimization.

The primary objective of this dashboard is to:

- Monitor user progression through the onboarding journey
- Identify drop-off points between onboarding stages
- Measure conversion rates from initial entry to final completion
- Provide insights for improving user experience and onboarding efficiency

Acquisition Dashboard (Metabase)



The Acquisition Dashboard analyzes how new users progress from account registration to becoming active investors and eventually repeat investors. It combines a conversion funnel with median time analysis to provide visibility into both user conversion rates and the time it takes users to move between investment

milestones.

This dashboard helps stakeholders evaluate the effectiveness of the acquisition and activation process, as well as understand investor engagement over time.

Key stages include:

1. Sign Up – Total users who registered on the platform.
2. Completed Documents – Users who completed required onboarding documents.
3. Pass KYC – Users who successfully passed identity verification.
4. Invest – Users who made their first investment.
5. More than 1x Invest – Users who invested more than once.
6. More than 2x Invest – Users with at least two investment transactions.
7. More than 3x Invest – Users continuing to invest multiple times.
8. More than 4x Invest – Users demonstrating strong engagement.
9. More than 5x Invest – Highly engaged repeat investors.

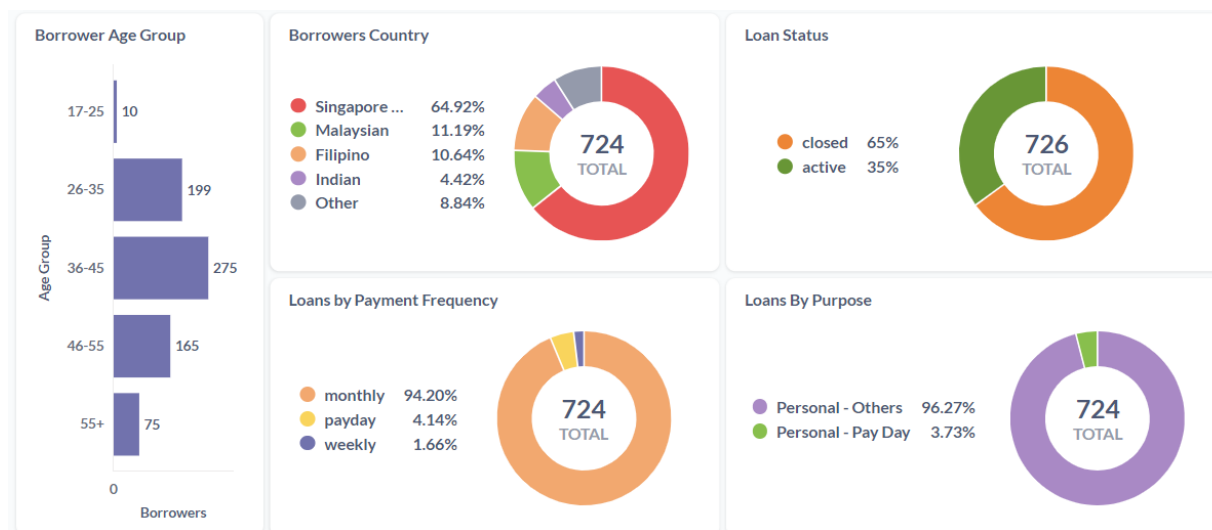
Loan Overview Dashboard (Metabase)

The goal of this dashboard is to deliver a **centralized view of loan portfolio performance**, enabling management teams to monitor lending activity, evaluate repayment trends, and identify potential credit risks.

Loan data stored in **MySQL** is queried and visualized through **Metabase**, allowing users to explore key financial metrics and lending trends through an interactive dashboard.

Tech Stack: Metabase (Open Source), MySQL





iOT Fleet Monitoring Dashboard (Looker Studio)

The objective of this dashboard is to provide operational visibility into delivery fleet activity by integrating IoT tracker data with location and status information. The dashboard refreshes every 15 minutes, allowing operations teams to monitor fleet conditions and respond quickly to potential operational issues.

IoT telemetry and fleet tracking data are processed in Google BigQuery and visualized in Looker Studio, creating an interactive monitoring interface for logistics and operations teams.

Tech Stack: Looker Studio, Google BigQuery



Fleet Monitoring - Live Data

Updated as per: Dec 20, 2024, 2:58:49 PM

Province

Province

Area Manager

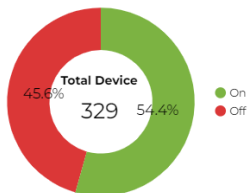
Area Manager

Total Fleet Panic Button

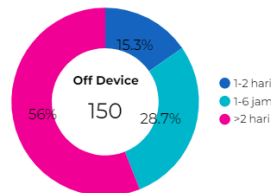


0

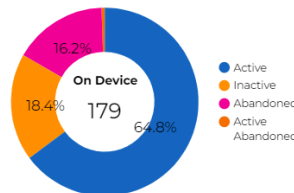
Fleet Tracker Status



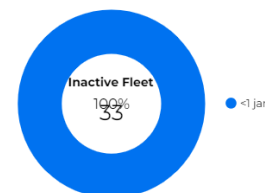
Tracker Off



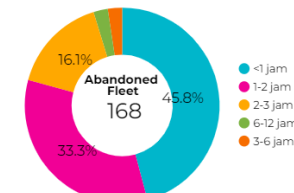
Fleet Status



In-Active Status



Abandoned Status



Fleet List

Panic Button Status

Tracker Status

Fleet Status

	Fleet License	Device ID	Tracker Status	Fleet Status	Time Zone	Total Drop	Tracker Off Duration	Inactive Duration	Abandoned Duration	Last Active
1.	B9974UXD	ETD-A0403CF	On	Active	WIB	0	00Hr 03Min	03Hr 48Min	09Hr 07Min	Dec 20, 2024, ...
2.	B9375UXE	ETD-C4FCCE	On	Active	WIB	0	00Hr 05Min	03Hr 41Min	00Hr 18Min	Dec 20, 2024, ...
3.	B9464UDH	ETD-A003CF	On	Active	WIB	0	00Hr 03Min	01Hr 32Min	00Hr 14Min	Dec 20, 2024, ...
4.	B9344UXC	ETD-EC03CF	On	Active	WIB	2	00Hr 03Min	01Hr 31Min	01Hr 16Min	Dec 20, 2024, ...
5.	B9746CCD	ETD-7401CF	On	Active	WIB	0	00Hr 03Min	01Hr 19Min	01Hr 10Min	Dec 20, 2024, ...
6.	B9228UXE	ETD-ECE0BC	On	Active	WIB	0	00Hr 03Min	01Hr 19Min	00Hr 10Min	Dec 20, 2024, ...
7.	B9978UXD	ETD-	On	Active	WIB	0	00Hr 03Min	01Hr 17Min	00Hr 23Min	Dec 20, 2024, ...

1 - 250 / 329

Selected Fleet Route

Fleet License: DD8931RQ (1)



Status ● Home Base ● Delivery Point



Active Fleet Monitoring - Monthly

Updated as per: Dec 20, 2024, 2:58:49 PM

Month

Month: Choose one (1) ▾

Province

Province ▾

Area Manager

Area Manager ▾

Fleet License

Fleet License ▾



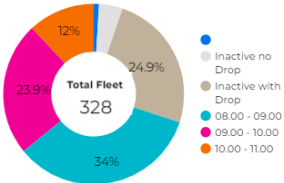
Total Fleet Panic Button

19

Avg. Start Time

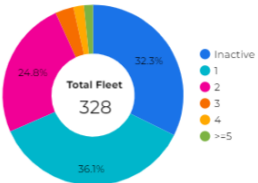
09:26

Start Time



Avg. Trip

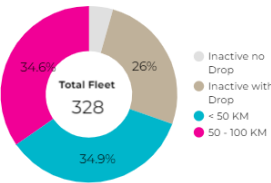
Average Trip



Avg. Distance (km)

60.3

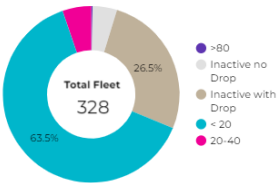
Avg. Distance



Avg. Drop

9.1

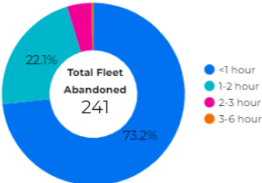
Avg. Drop



Avg. Abandoned Duration

00:25:52

Abandoned Duration



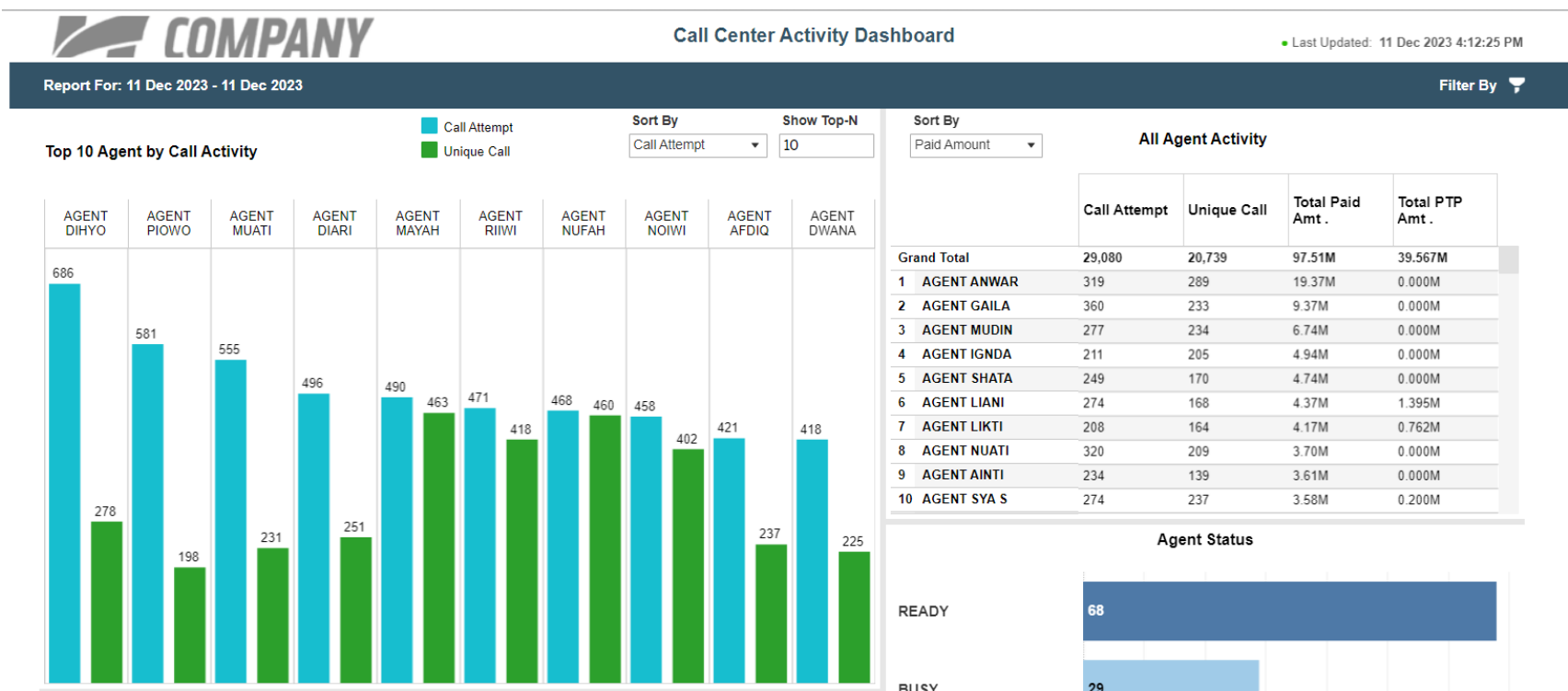
	Fleet License	Start Time	Avg. Trip (On Progress)	Avg. Distance (Km)	Avg. Drop	Avg. Abandoned Duration	Active Days	Avg. Active Duration	Avg. Speed (Km/hour)
1.	B9282UXD	08:00	-	45.2	7.8	03:34	21	07:31	19.9
2.	B9034UXE	09:15	-	82.3	8.6	02:19	21	07:13	15.9
3.	B9990UXD	09:20	-	45.0	8.8	02:16	20	06:37	16.2
4.	F8198HH	09:14	-	64.5	6.5	02:10	13	04:34	16.9
5.	N8345CI	08:31	-	111.5	11.0	02:09	18	06:08	22.0
6.	B9553UXD	-	-	0.0	3.0	02:09	0	00:00	15.9
7.	B9531UXD	09:21	-	34.4	10.0	01:56	18	05:22	15.5
8.	B9786CCH	-	-	0.0	7.3	01:46	0	00:00	19.1
9.	B93081UXD	-	-	0.0	19.7	01:45	0	00:00	16.8

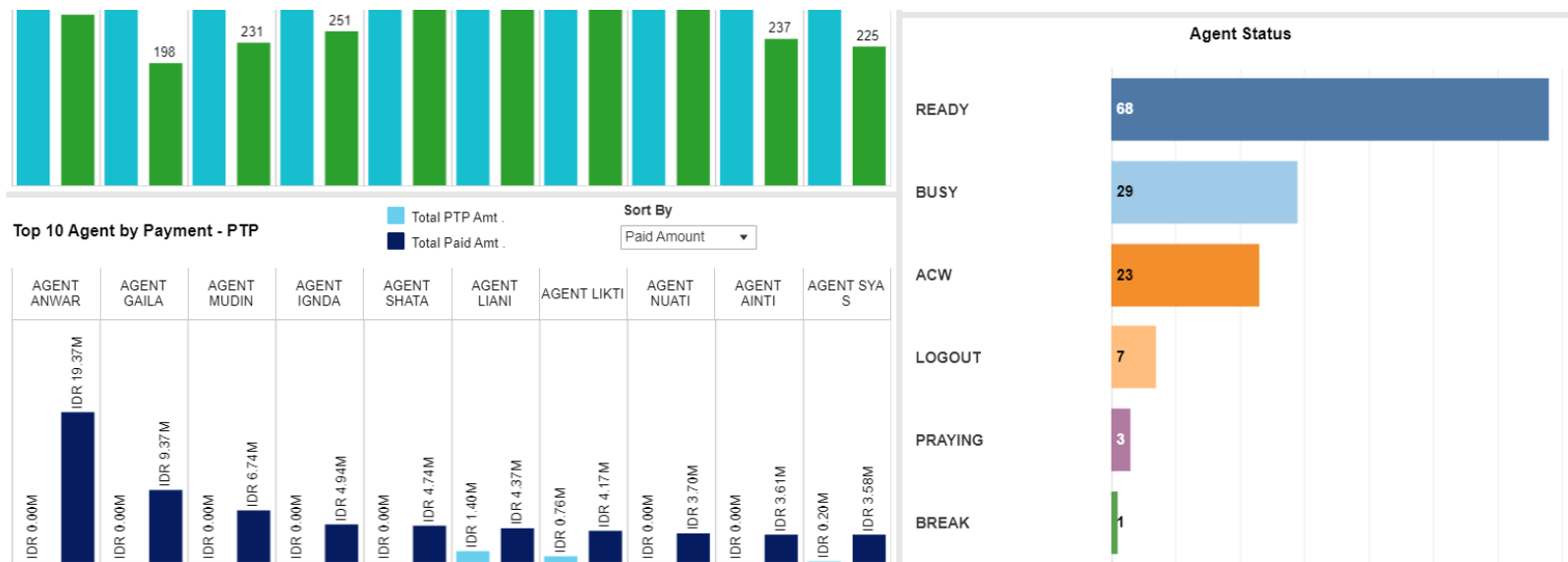
Call Center Activity Dashboard (Tableau) [Link to Portfolio](#)

The objective of this dashboard is to provide a **comprehensive overview of call center activities**, helping supervisors track agent productivity, monitor call performance, and evaluate collection effectiveness in real time.

Call center operational data is processed using **Google BigQuery and DBT**, then visualized through **Tableau Server** to create an interactive monitoring dashboard.

Tech Stack: Tableau Server, Google BigQuery, DBT





Business Impact

This dashboard supports call center management by:

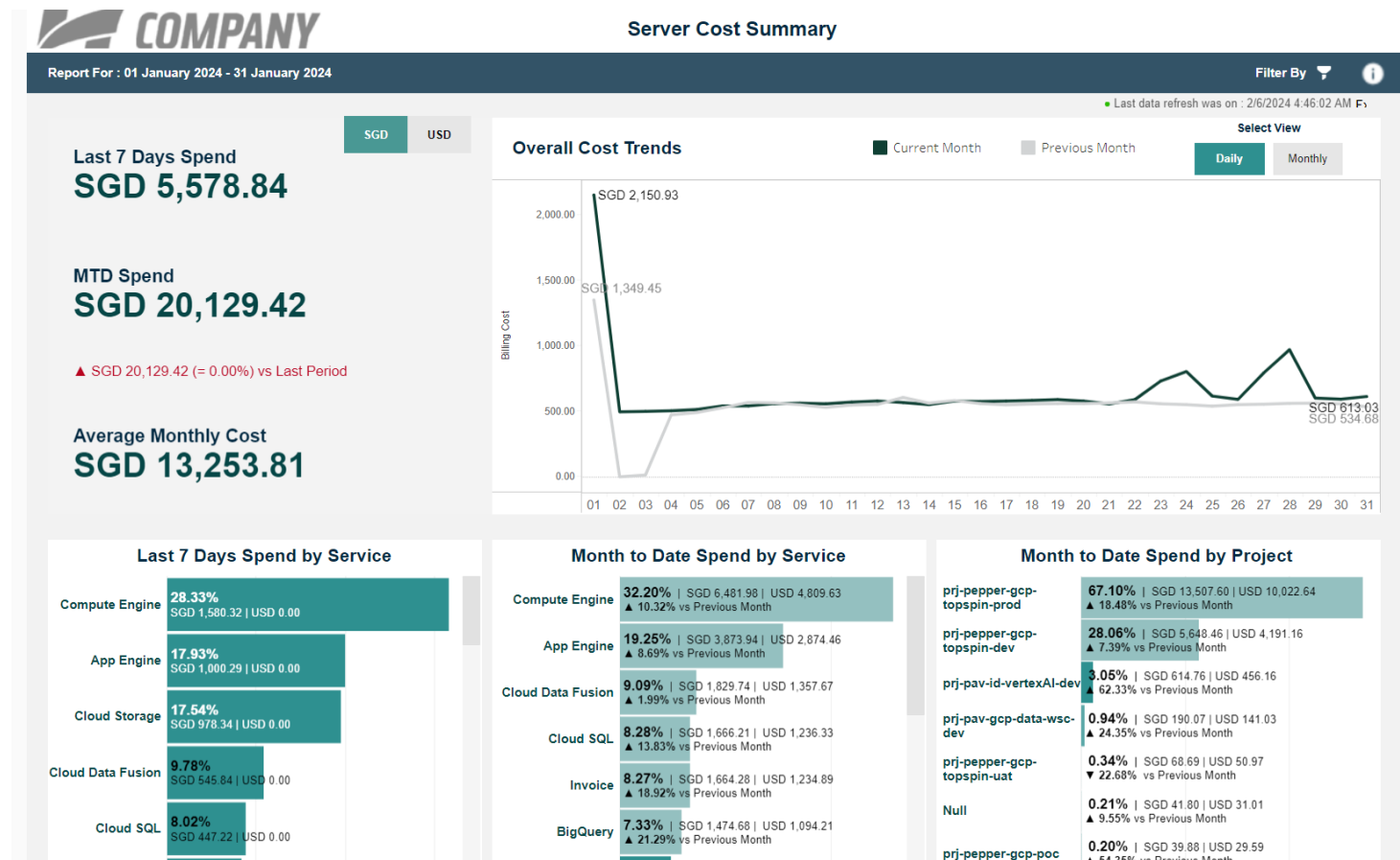
- Monitoring agent productivity and performance
- Identifying top-performing agents and improvement opportunities
- Tracking call outcomes and payment conversions
- Improving operational efficiency in collection call processes

GCP Cost Monitoring Dashboard (Tableau) [Link to Portfolio.](#)

The objective of this dashboard is to provide a centralized monitoring system for cloud cost management, enabling stakeholders to understand how infrastructure spending evolves over time and which services or projects contribute the most to overall cloud expenses.

Cloud billing data was processed using Google BigQuery and DBT, then visualized in Tableau Server.

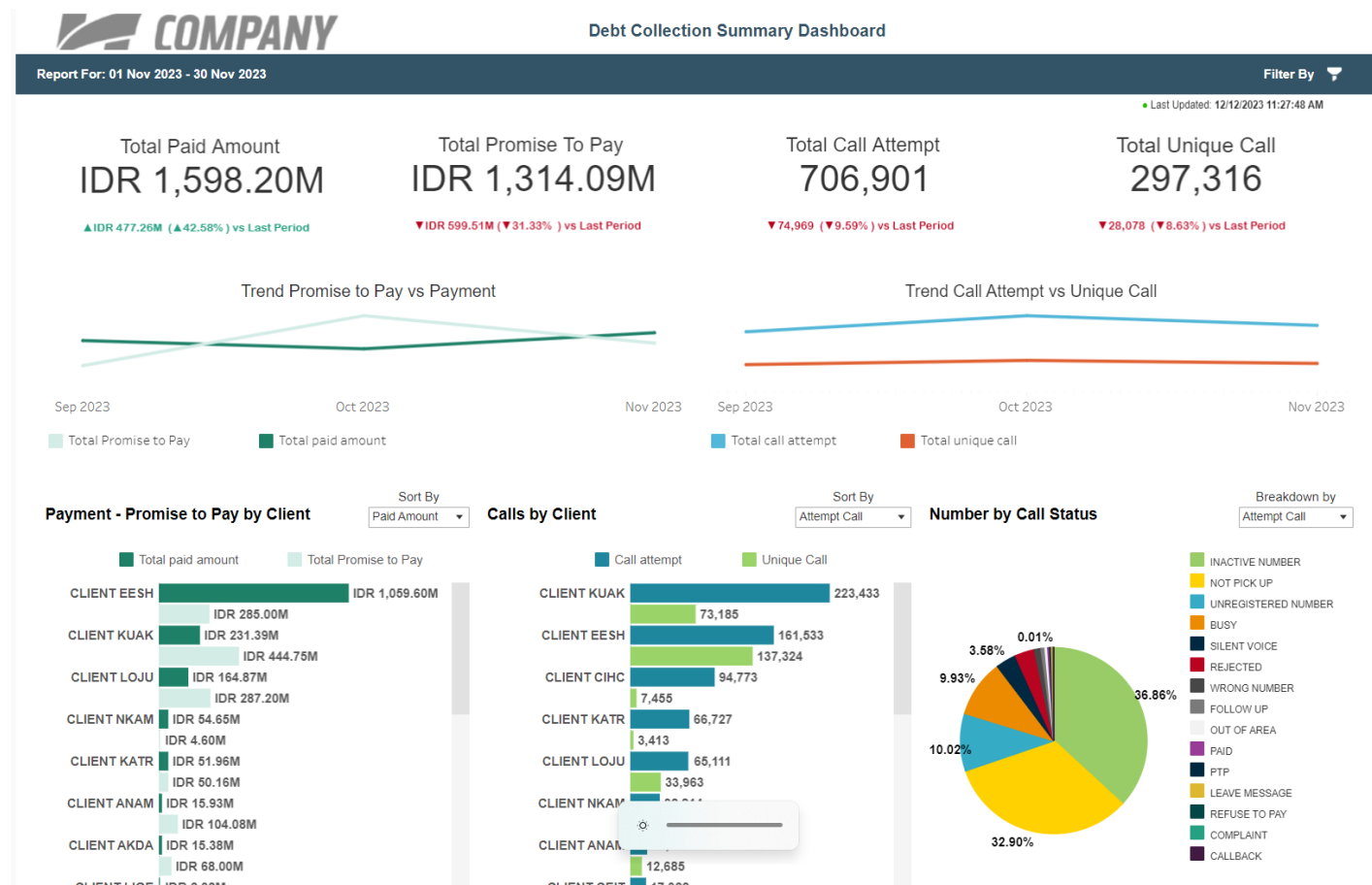
Tech Stack: Tableau Server, Google BigQuery, DBT



Debt Collection Summary Dashboard (Tableau) [Link to Portfolio](#)

The objective of this dashboard is to provide a **centralized view of debt collection operations**, helping stakeholders track repayment progress, monitor call activity, and identify collection performance trends.

By integrating operational data into an interactive Tableau dashboard, the system enables teams to quickly evaluate collection outcomes and identify areas for improvement in the debt recovery process.

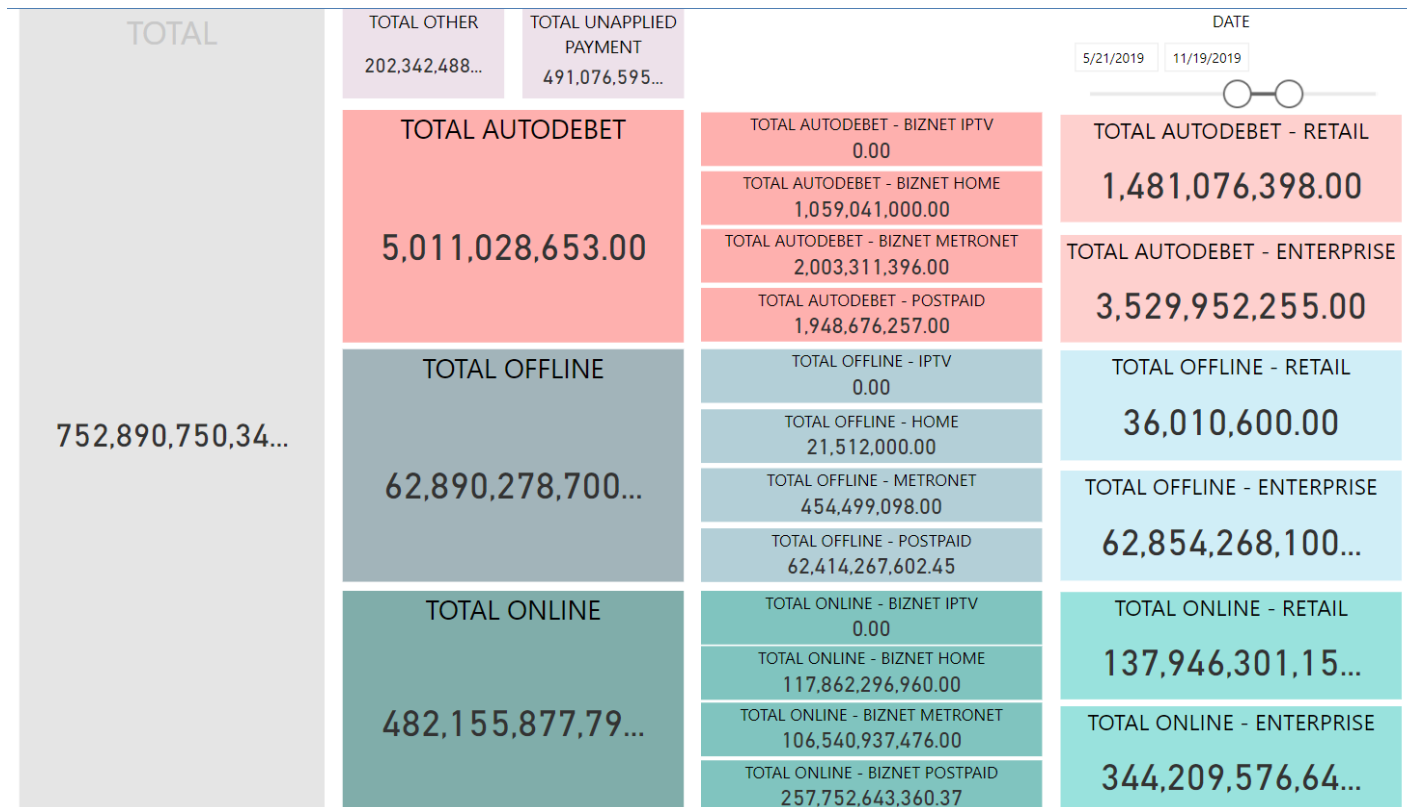


Payment – Incoming by Channel Dashboard (Power BI) [Link to Portfolio](#)

The goal of this dashboard is to provide a clear breakdown of **incoming payments based on transaction channels**, allowing business teams to identify which payment methods contribute the most to total revenue.

Data was extracted and transformed using Pentaho Data Integration and SQL Server, then visualized through Power BI to create an interactive reporting interface.

Tech Stack: Microsoft Power BI, SQL Server, Pentaho Data Integration

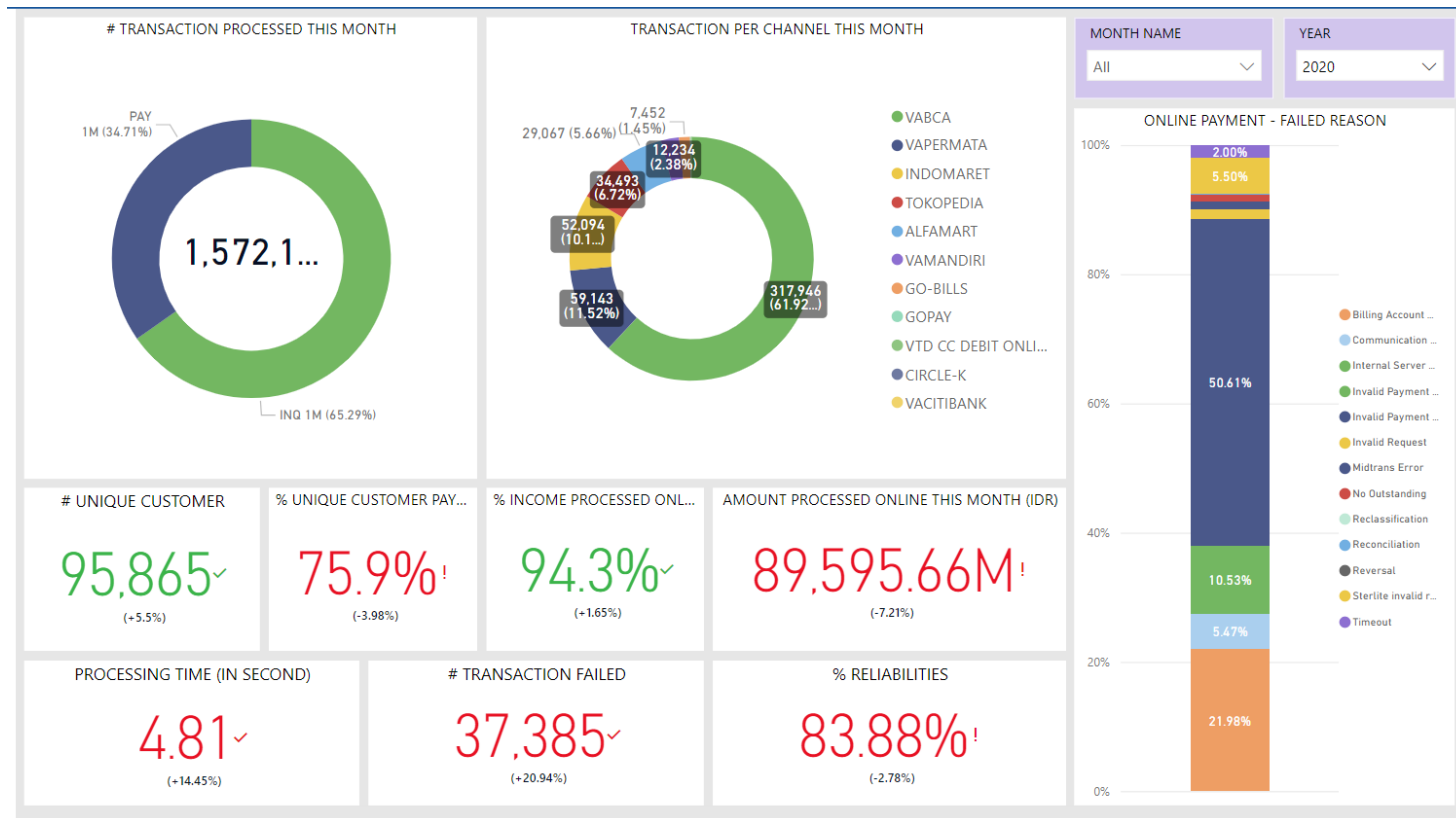


Online Payment Overview Dashboard (Power BI) [Link to Portfolio.](#)

The objective of this dashboard is to provide stakeholders with a real-time overview of **online payment performance**, helping them identify transaction trends, monitor system reliability, and quickly detect operational issues such as payment failures.

Data from multiple sources were integrated and transformed using Pentaho Data Integration and SQL Server, then visualized in Power BI to create an accessible and actionable analytics dashboard.

Tech Stack: Microsoft Power BI, SQL Server, Pentaho Data Integration



Google Analytics Website Performance Analysis – RealVantage.co

This project analyzes user behavior and engagement on the **RealVantage.co** website using **Google Analytics 4 (GA4)**. The objective was to understand how users interact with the platform, identify the most visited pages, and uncover insights that can improve user engagement and conversion.

Events: Event name					
Last 28 days Feb 9 - Mar 8, 2026					
Plot rows Search... Rows per page: 10 Go to: 1 1-10 of 26					
	Event name	Event count	Total users	Event count per active user	Total revenue
☒	Total	149,395 100% of total	16,434 100% of total	9.23 Avg 0%	\$0.00
☒	1 page_view	42,030 (28.13%)	16,425 (99.95%)	2.60	\$0.00 (-)
☒	2 scroll_depth	23,964 (16.04%)	4,926 (29.97%)	4.89	\$0.00 (-)
☒	3 session_start	21,609 (14.46%)	16,428 (99.96%)	1.34	\$0.00 (-)
☒	4 video_progress	21,008 (14.06%)	7,718 (46.96%)	2.74	\$0.00 (-)
☒	5 first_visit	15,044 (10.07%)	14,960 (91.03%)	1.01	\$0.00 (-)
☐	6 true_exit	6,761 (4.53%)	5,012 (30.5%)	1.39	\$0.00 (-)
☐	7 user_engagement	6,231 (4.17%)	3,637 (22.13%)	1.74	\$0.00 (-)
☐	8 scroll	4,171 (2.79%)	2,183 (13.28%)	1.91	\$0.00 (-)
☐	9 video_start	3,612 (2.42%)	3,102 (18.88%)	1.18	\$0.00 (-)
☐	10 signups	1,993 (1.33%)	526 (3.2%)	3.79	\$0.00 (-)

Active users by Country

COUNTRY	ACTIVE USERS
Singapore	14K
United States	410
China	359
Malaysia	181
Hong Kong	154
India	107
Indonesia	95