How to Build a Data Analytics Portfolio

__sigh__ Everyone says you NEED a data analytics portfolio, but no one actually tells you how to build one. It's almost become a cop out that people say without actually giving you any real, actionable info! Nowadays in today's HORRIBLE job market, so many people have portfolios because they've heard the rhetoric and want to stand out, which means that you need a really good one to stand out.

So let's talk about it….

Where should you build a data analytics portfolio?

A lot of people will tell you to build these fancy websites and webpages. There's NOTHING wrong with that if you're feeling fancy and have a creative side to you. But by no means do you need to do anything that hands on. Any data person or hiring manager will be fluent and comfy in GitHub, so don't overthink it by trying to impress them with fluffy and fancy platforms. Keep it simple and focus on the content over everything else.

What types of projects should you include?

I highly recommend including pillars that show off your different skills and tools:

1. **An EDA:** Shows your curiosity and ability to find insights
2. **A Dashboard**: Shows your data viz and business acumen skills
3. **Funnel Analysis**: Shows you can think about the bigger picture and translate data into business questions
4. **A full stack project**: Shows you can do a variety of data skills from beginning to end of a project.

By now means does this mean you need exactly 4 projects- you could tackle all of these pillars in 1 project if you wanted. But based on my experience in data analytics, these types of projects will show off the right skills you need to get and pass interviews. The example I'm showing you today is a FUNNEL ANALYSIS- my favorite .

How to structure your GitHub repository:

A repository is a fancy folder where you can store all of your project files. You want a repository for each project, and then you can put in all relevant files such as PDFs,

excel/csv files, Python & SQL code, etc. so it's easy to keep things organized. This will make it really easy for people such as hiring managers and recruiters to see your projects and what type of skills you have.

ReadMe Page:

The ReadMe page is the MOST IMPORTANT part of your repository because it's featured on the front of the page, and sometimes it's the only thing people look at. Very often people don't have the time or interest to dig through all your code they just wanna see a quick overview of what you did and how. This is where the ReadMe comes in. It's your best superpower to have in your portfolio, so don't skip this or underestimate the value. It MIGHT just be what gets you the job!

Here's what you want to include:

1. An Executive Summary: Assume the reader won't read everything and list everything you want them to know here! What did you accomplish and how? Tie in the skills and business impact-what do you recommend?
2. Business Problem: Set up the problem and what you want to accomplish. If you're doing a fake project, make one up! Showing that you're thinking about the business and problem will really show that you can connect the data to the real world. Bonus points if you include graphics or pictures to help set up the issue!
3. Methodology: Explain high level what you did. Did you write a query? Build a dashboard? Perform statistical tests?
4. Skills: This is where you want to include all the shiny buzzwords that recruiters will be looking for- SQL, Python, etc! What skills did you use to accomplish this? Bonus points if you go into more detail by providing specific examples and libraries like CTEs or pandas.
5. Results & Business Recommendation: Summarize what you found out, learned, or accomplished, and use visualizations when possible. Always use as many quantifiable numbers and show the business impact when you can. And think beyond dollar signs $$$ sometimes the business impact can be time or resources saved, so be sure to think through those possibilities too. And of course, providing business recommendations is what will really make you stand out. What action would you take based on what you learned? What stakeholder would be most interesting to talk to? Show you have business acumen!
6. Next Steps: List the next steps or things you would look into if you had more time. You always want to go the extra effort to think about the bigger picture and deeper questions. Plus, this may just convince the hiring manager to bring you on to do the next steps.

Building a data portfolio doesn’t have to be scary.

Check out this amazing exam by jess Ramos .

Link- https://github.com/jessramosdata/Product-Funnel-SaaS-FinTech