KUBENDREN THAVAR
DATA ANALYSIS PROJECT PROFILE

ABOUT ME

MY NAME IS KUBENDREN THAVAR, AND I BRING OVER 20 YEARS OF EXPERIENCE IN SALES AND BUSINESS DEVELOPMENT, COUPLED WITH A ROBUST ACADEMIC FOUNDATION, INCLUDING AN MBA. MY CAREER SPANS LEADERSHIP ROLES IN GLOBAL COMPANIES, WHERE I HONED MY SKILLS IN STRATEGIC DECISION-MAKING, CLIENT RELATIONSHIP MANAGEMENT, AND DELIVERING MEASURABLE BUSINESS GROWTH.

RECOGNIZING THE INCREASING VALUE OF DATA-DRIVEN STRATEGIES IN BUSINESS, I HAVE RECENTLY SHIFTED MY FOCUS TO DATA ANALYTICS. MY JOURNEY INTO THIS FIELD INCLUDES OBTAINING A DATA ANALYTICS CERTIFICATE FROM CAREER FOUNDRY, WHERE I'VE DEVELOPED PROFICIENCY IN TOOLS LIKE PYTHON, SQL, AND TABLEAU.

I AM PASSIONATE ABOUT LEVERAGING DATA TO UNCOVER ACTIONABLE INSIGHTS, OPTIMIZE BUSINESS PROCESSES, AND DRIVE INNOVATION. WITH A UNIQUE BLEND OF STRATEGIC EXPERTISE AND ANALYTICAL SKILLS, I AM EAGER TO CONTRIBUTE TO SOLVING COMPLEX CHALLENGES AND CREATING IMPACTFUL SOLUTIONS IN MY NEXT ROLE AS A DATA ANALYST.

link   kuben@thavar.net   link   link

COMPLETED PROJECTS

Game Co: Global Video Game Sales Analysis

Analysed sales data to identify regional trends, top-performing genres, and competitive publishers to guide market strategies.

Influenza Season: Resource Allocation Planning

Forecasted medical staffing needs using seasonal trends and data visualisation to improve resource allocation during flu outbreaks.
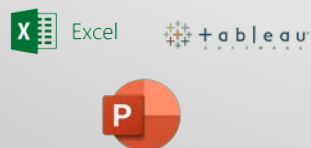
Rockbuster Stealth: Customer Rental Insights

Evaluated customer rental behaviours to inform the strategic launch of an online video rental service competing with streaming platforms.

Instacart: Customer Purchasing Patterns

Explored customer demographics and shopping habits to provide actionable insights for targeted promotions and marketing strategies.

Global Happiness Analysis

Explored global happiness data from 156 countries to uncover key drivers of well-being, identify regional disparities, and provide actionable insights for policymakers and organizations to improve happiness globally.

Tools and Technologies Utilised

GAMECO: GLOBAL VIDEO GAME SALES ANALYSIS

CONTEXT:

GameCo is a new video game company aiming to establish itself in the competitive gaming market. The company seeks to leverage data-driven insights to guide its strategic decisions and gain a foothold in sustainable markets.

OBJECTIVE:

To analyse historical video game sales data to identify trends, top-performing genres, and regional opportunities.

METHODS:

Data cleaning and preparation (Excel).

Grouping, sorting, and filtering data.

Descriptive analysis to summarise patterns.

Data visualisation for actionable insights.

KEY QUESTIONS:

How have sales figures varied by region over time?

Which genres and platforms dominate the market?

How can GameCo compete with leading publishers?

ANALYSIS
REGIONAL SALES TRENDS

NORTH AMERICA DOMINATED UNTIL 2016 BUT DROPPED BELOW EUROPE IN SALES.

EUROPE SHOWS CONSISTENT GROWTH, OVERTAKING NORTH AMERICA IN RECENT YEARS.

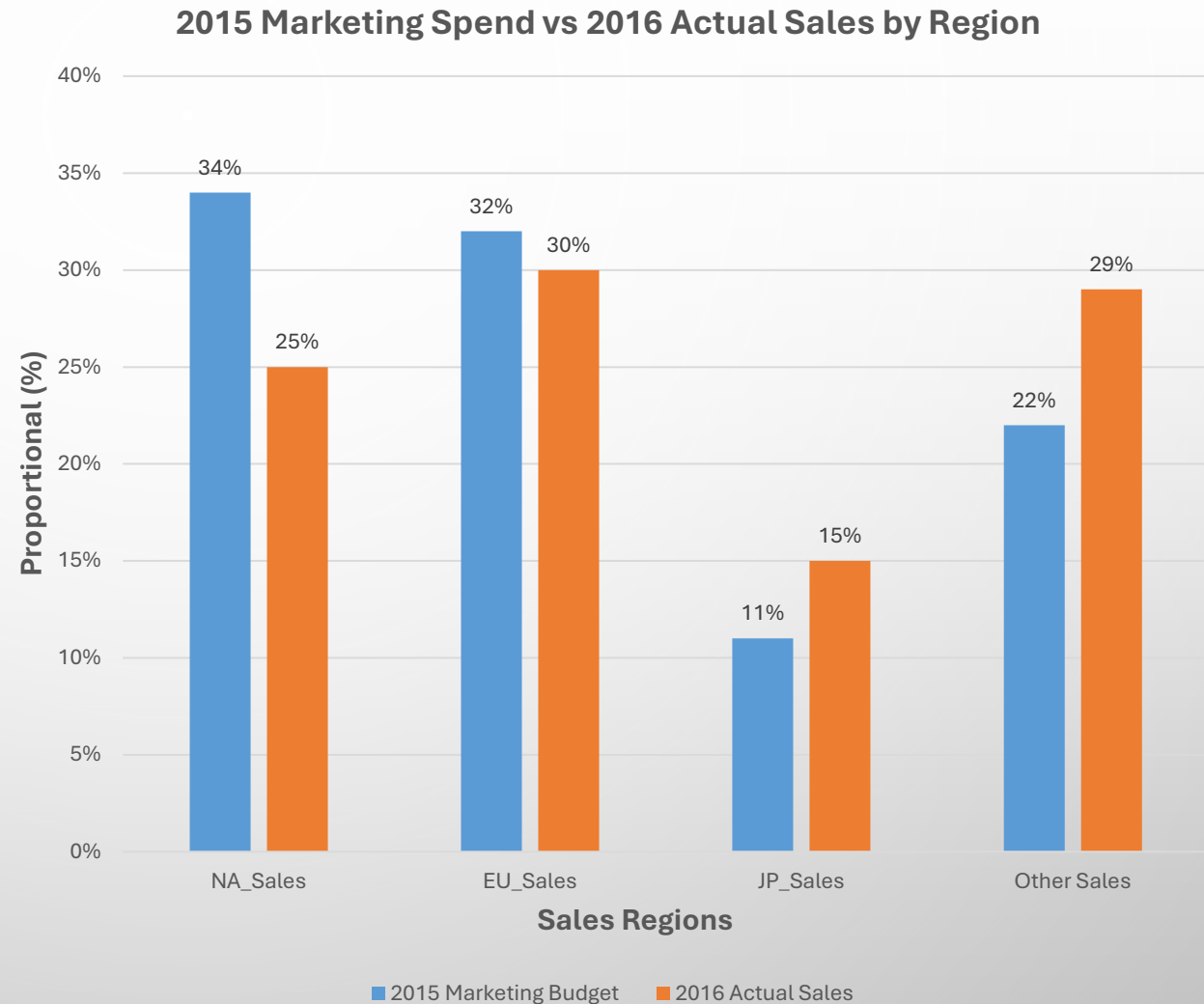JAPAN AND OTHER REGIONS SHOW GRADUAL INCREASES IN MARKET SHARE.

Proportional Sum of Global Sales Across all Sales Regions
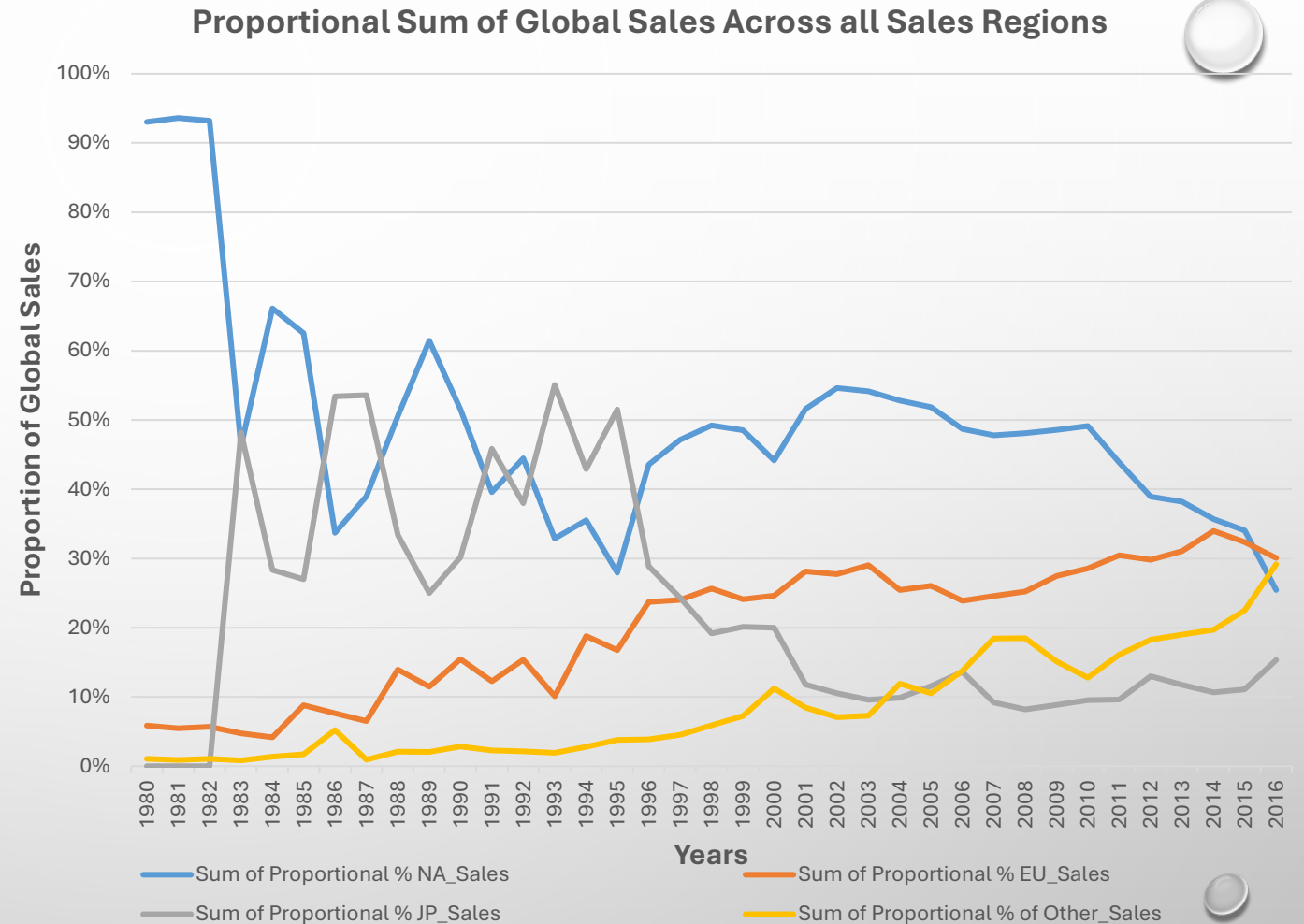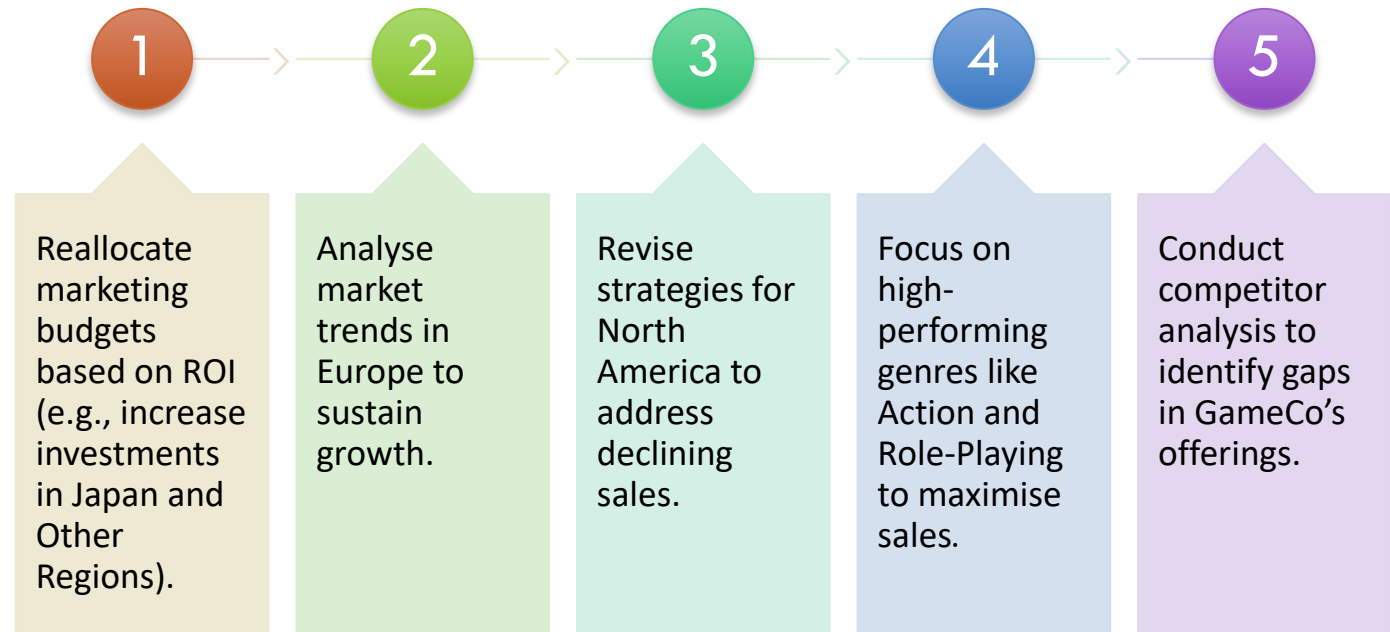
ANALYSIS – MARKETING SPEND VS SALES ROI

NORTH AMERICA AND EUROPE: DECLINING ROI WITH REDUCED SALES PROPORTIONAL TO MARKETING SPEND.

JAPAN AND OTHER REGIONS: IMPROVED ROI, SHOWING INCREASED SALES RELATIVE TO MARKETING SPEND.

MEDIAN SALES FOR MOST REGIONS ARE AT ZERO, INDICATING LIMITED GAME PERFORMANCE.

2015 Marketing Spend vs 2016 Actual Sales by Region

Proportional (%)

- NA_Sales: 34% (2015 Marketing Budget), 25% (2016 Actual Sales)
- EU_Sales: 32% (2015 Marketing Budget), 30% (2016 Actual Sales)
- JP_Sales: 11% (2015 Marketing Budget), 15% (2016 Actual Sales)
- Other Sales: 22% (2015 Marketing Budget), 29% (2016 Actual Sales)

Sales Regions

■ 2015 Marketing Budget   ■ 2016 Actual Sales

RECOMMENDATIONS

1 Reallocate marketing budgets based on ROI (e.g., increase investments in Japan and Other Regions).

2 Analyse market trends in Europe to sustain growth.

3 Revise strategies for North America to address declining sales.

4 Focus on high-performing genres like Action and Role-Playing to maximise sales.

5 Conduct competitor analysis to identify gaps in GameCo's offerings.

INFLUENZA SEASON: RESOURCE ALLOCATION PLANNING

CONTEXT:

Seasonal influenza increases hospitalisations, especially in vulnerable populations (e.g., elderly, children). Hospitals rely on temporary staffing to handle surges.

OBJECTIVE:

Develop a staffing plan using historical trends to minimise understaffing and overstaffing during flu season.

METHODS:

Data cleaning and preparation.

Integration of CDC and Census data.

Statistical analysis and spatial/temporal visualisations.
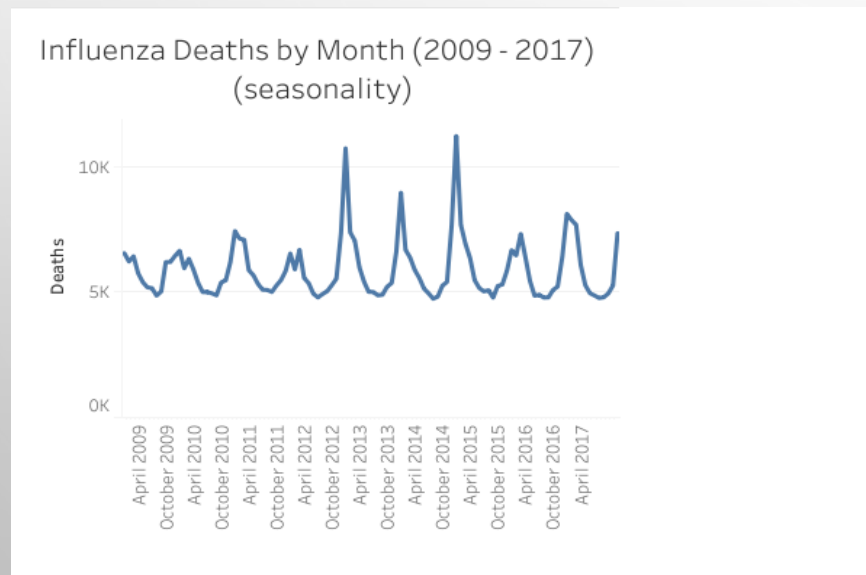
KEY QUESTIONS:

When and where do influenza peaks occur?

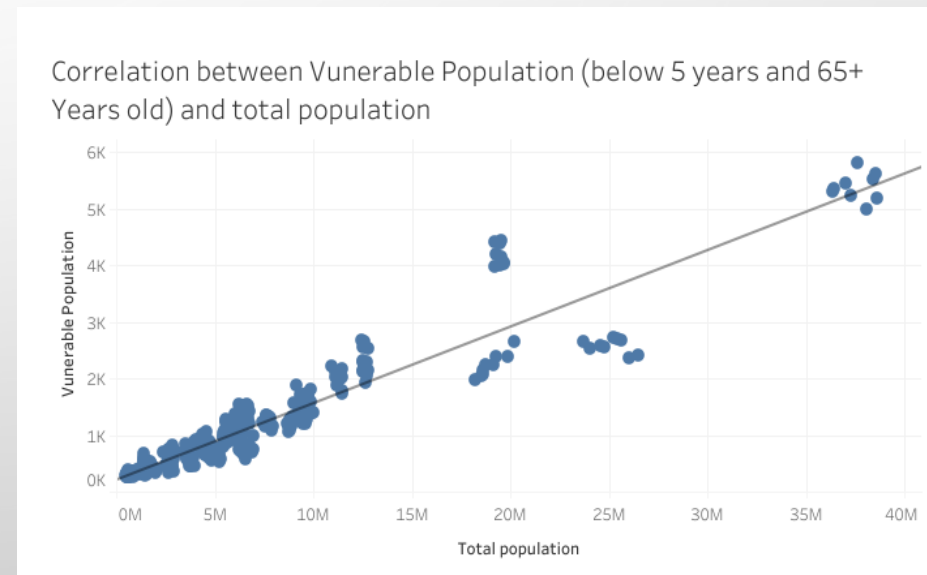Which states have the highest need based on demographics?

How can staffing resources be optimally allocated?

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SOFTWARE

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SEASONAL INFLUENZA TRENDS AND POPULATION CORRELATIONS

Influenza cases peak consistently from December to March.

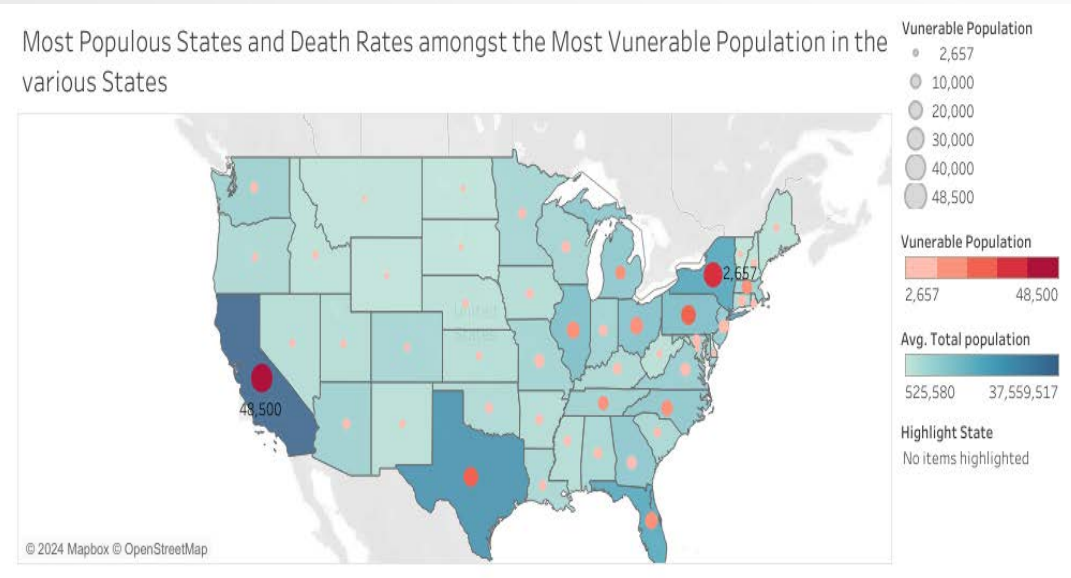Vulnerable populations strongly correlate with hospitalisations and deaths.

Influenza Deaths by Month (2009 - 2017) (seasonality)

Correlation between Vunerable Population (below 5 years and 65+ Years old) and total population
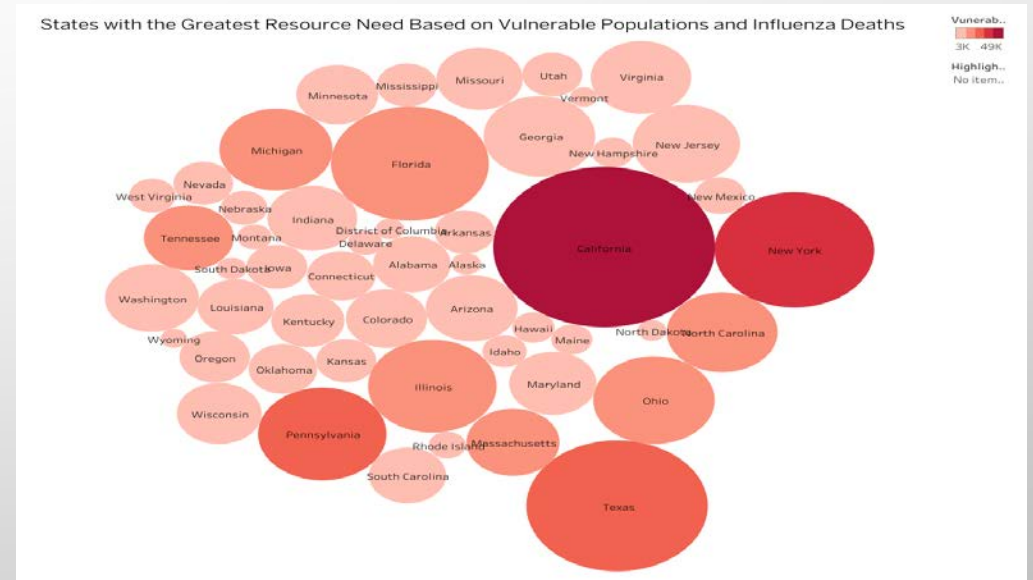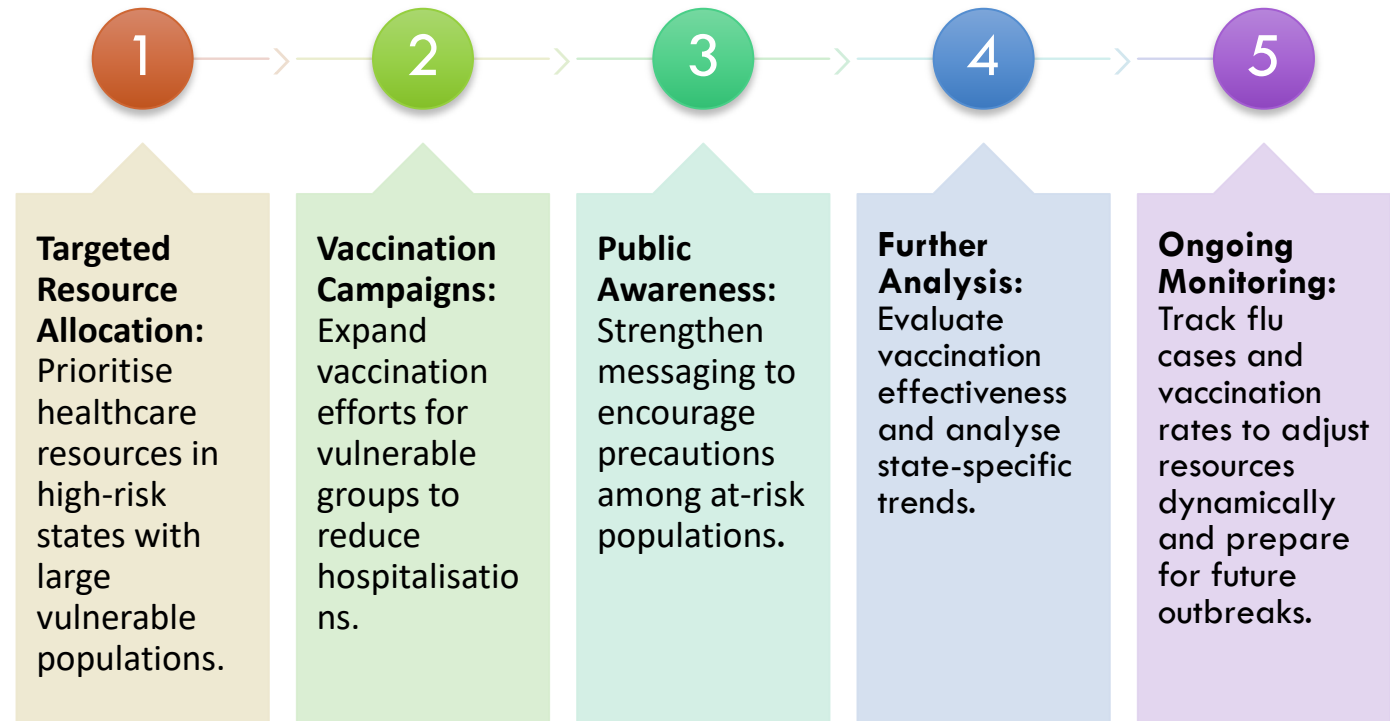
ANALYSIS – STAFFING NEEDS

States like California and Texas have higher staffing demands due to larger vulnerable populations.

Efficient allocation of resources reduces the risk of understaffing in high-demand regions.

RECOMMENDATIONS

1

Targeted Resource Allocation: Prioritise healthcare resources in high-risk states with large vulnerable populations.

2

Vaccination Campaigns: Expand vaccination efforts for vulnerable groups to reduce hospitalisations.

3

Public Awareness: Strengthen messaging to encourage precautions among at-risk populations.

4

Further Analysis: Evaluate vaccination effectiveness and analyse state-specific trends.

5

Ongoing Monitoring: Track flu cases and vaccination rates to adjust resources dynamically and prepare for future outbreaks.

ROCKBUSTER STEALTH: LAUNCHING AN ONLINE VIDEO RENTAL SERVICE

Context:

Rockbuster Stealth LLC is a movie rental company transitioning to an online rental service to compete with streaming giants like Netflix and Amazon Prime. The company seeks to utilise its existing licenses to offer a competitive digital rental platform.

OBJECTIVE:

To provide data-driven insights to guide Rockbuster's launch strategy, focusing on revenue optimisation, inventory management, and geographic trends.

METHODS:

SQL for data extraction, cleaning, and analysis.

Data storytelling with Tableau for clear and compelling visualisation of findings.

Identification of customer preferences and geographic revenue trends using visualisations.

KEY QUESTIONS:

Which movies and categories generate the most/least revenue?

What are the geographic trends in customer and revenue distributions?

How can Rockbuster optimise its inventory and customer engagement strategy?

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# ANALYSIS – REVENUE AND CATEGORY INSIGHTS

Sports and Sci-Fi are the most profitable categories, contributing significantly to overall revenue.

Thriller generates negligible revenue, indicating inefficiencies in inventory.

Longer rental durations for categories like Thriller and Travel signal opportunities for targeted promotions.

Top 10 revenue-generating films reflect customer preferences and content priorities, providing insights for considering the addition of similar titles.

Meanwhile, the bottom 10 highlight inventory inefficiencies, signaling opportunities for optimization or removal to better allocate resources.
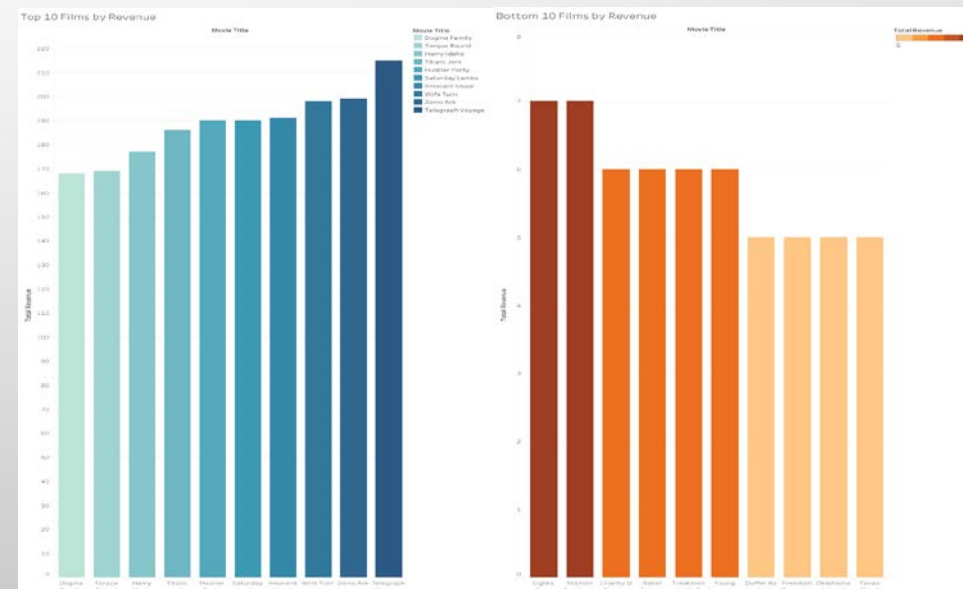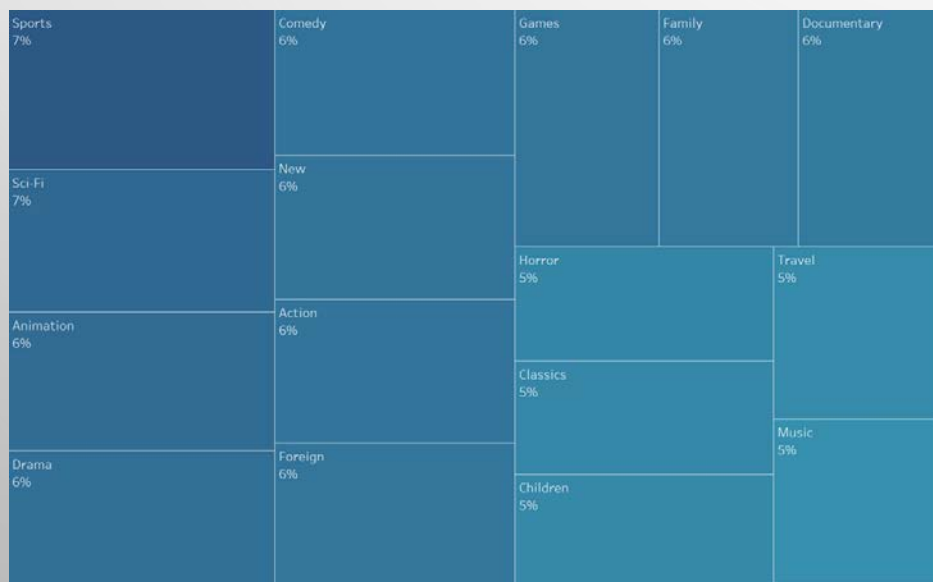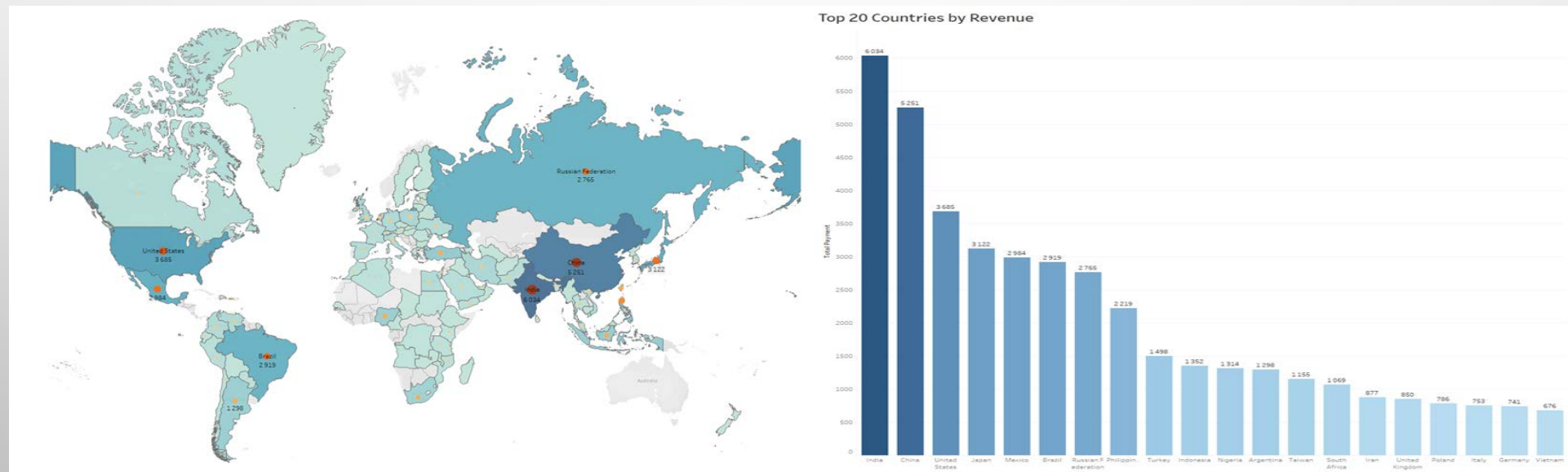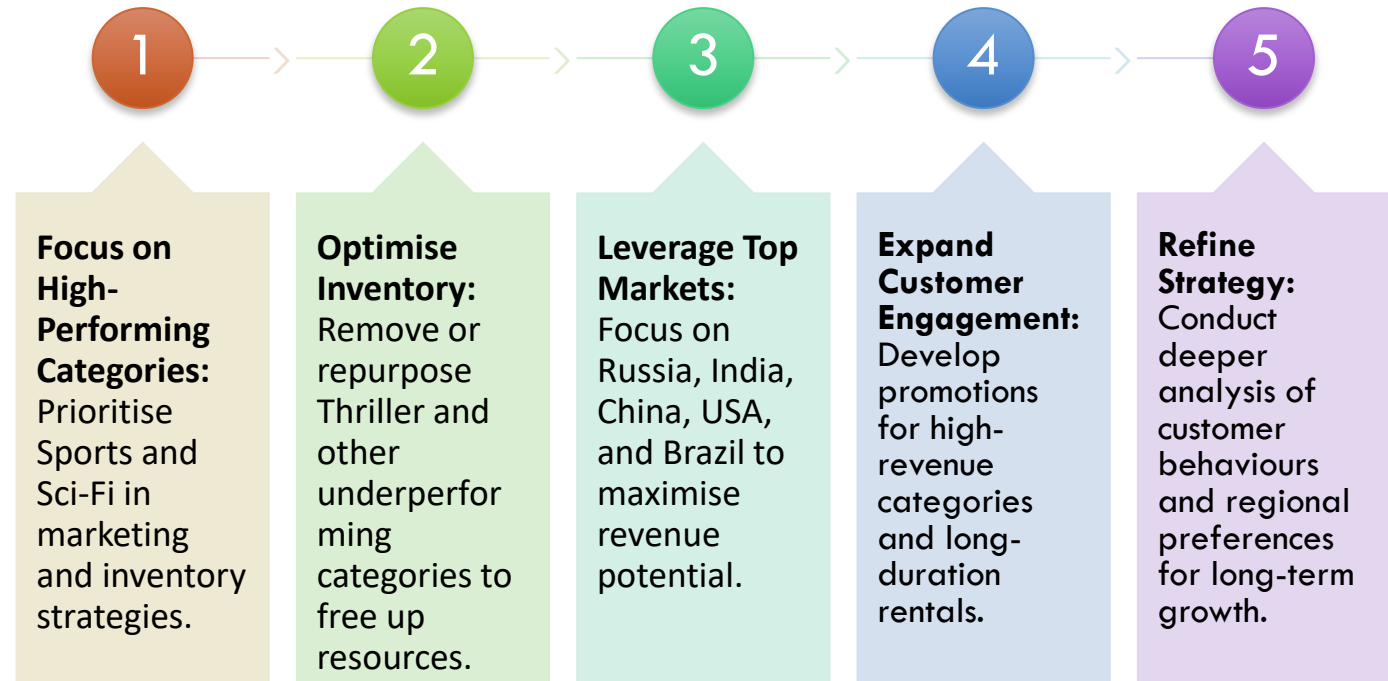
ANALYSIS – CUSTOMER AND GEOGRAPHIC TRENDS

High revenue concentration in regions such as Russia, India, China, USA, and Brazil, with the top 7 countries accounting for 60% of total revenue.

Underperforming regions like Mexico and Japan present opportunities for improvement.

RECOMMENDATIONS

1

Focus on High-Performing Categories: Prioritise Sports and Sci-Fi in marketing and inventory strategies.

2

Optimise Inventory: Remove or repurpose Thriller and other underperforming categories to free up resources.

3

Leverage Top Markets: Focus on Russia, India, China, USA, and Brazil to maximise revenue potential.

4

Expand Customer Engagement: Develop promotions for high-revenue categories and long-duration rentals.

5

Refine Strategy: Conduct deeper analysis of customer behaviours and regional preferences for long-term growth.

INSTACART: DATA-DRIVEN INSIGHTS FOR ONLINE GROCERY SALES

Context:

Instacart, a leading online grocery delivery service, aims to leverage customer, product, and demographic data to improve retention, optimise marketing strategies, and target underperforming segments.

OBJECTIVE:

To identify sales patterns, optimise marketing efforts, and suggest customer segmentation strategies.

METHODS:

Python: Used for data cleaning, merging, analysis, and visualisation.

Excel: Used for reporting and summarising findings.

KEY QUESTIONS:

When are the busiest times for orders and spending?

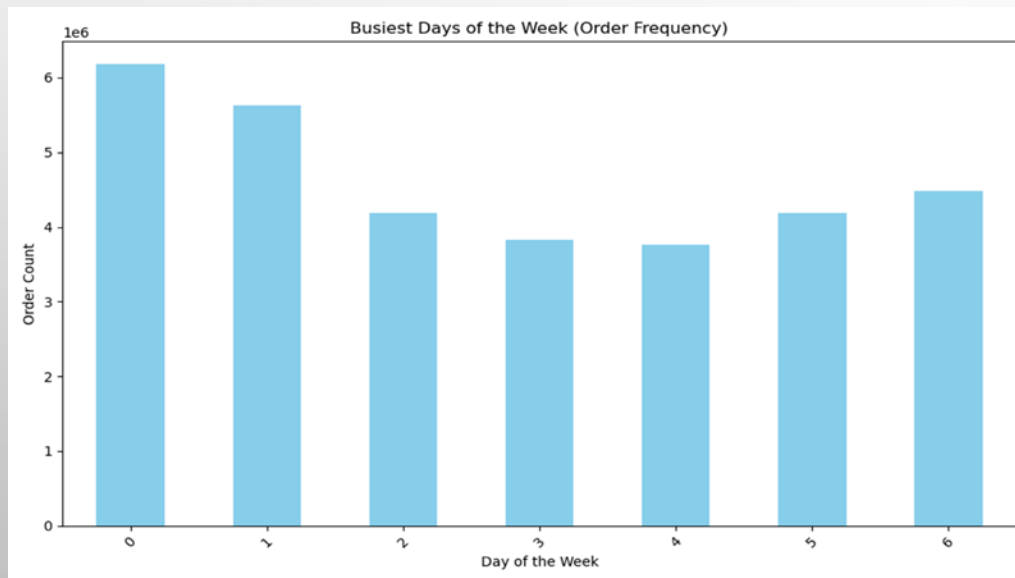Which products and categories drive the most revenue?

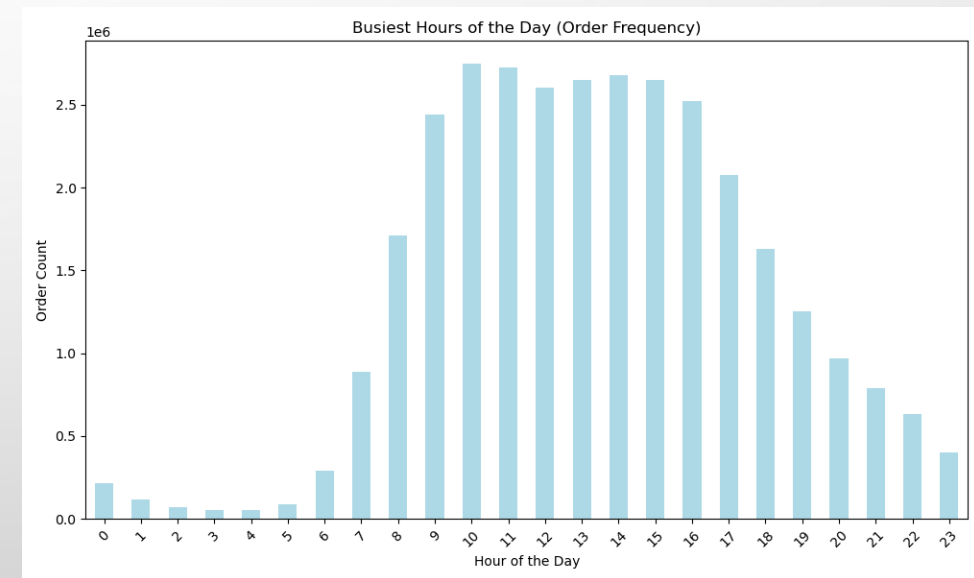How do customer demographics affect purchasing behaviours?

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ANALYSIS – CUSTOMER AND SALES TRENDS

Busiest Days: Saturdays dominate in order volume, while Tuesdays and Wednesdays are the least busy.

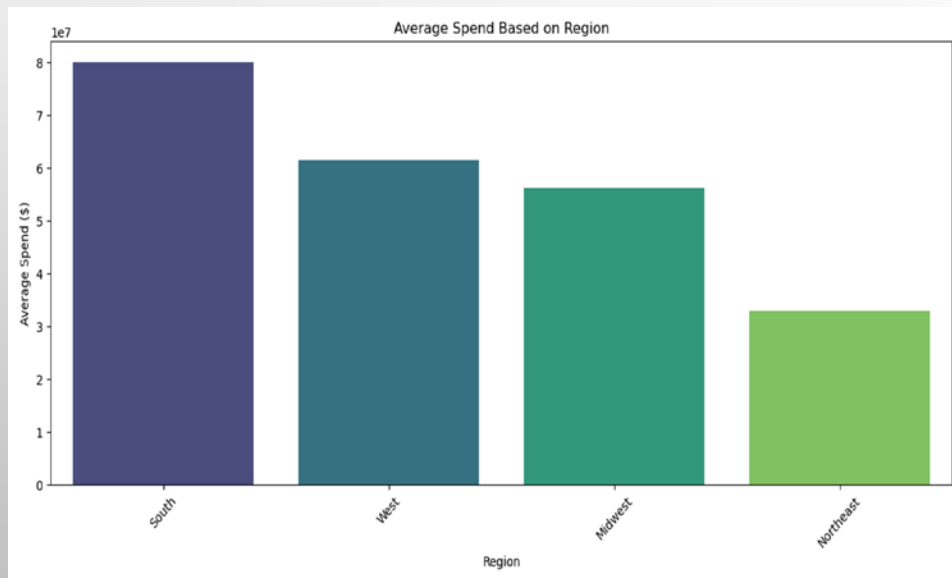Peak Spending Hours: Spending peaks between 10 AM and 11 AM, followed by 11 AM to 12 PM.
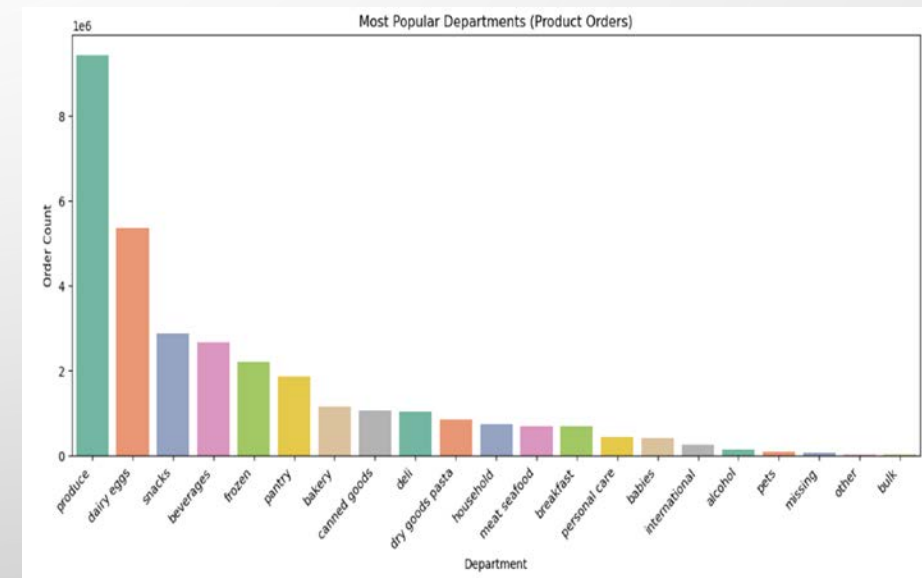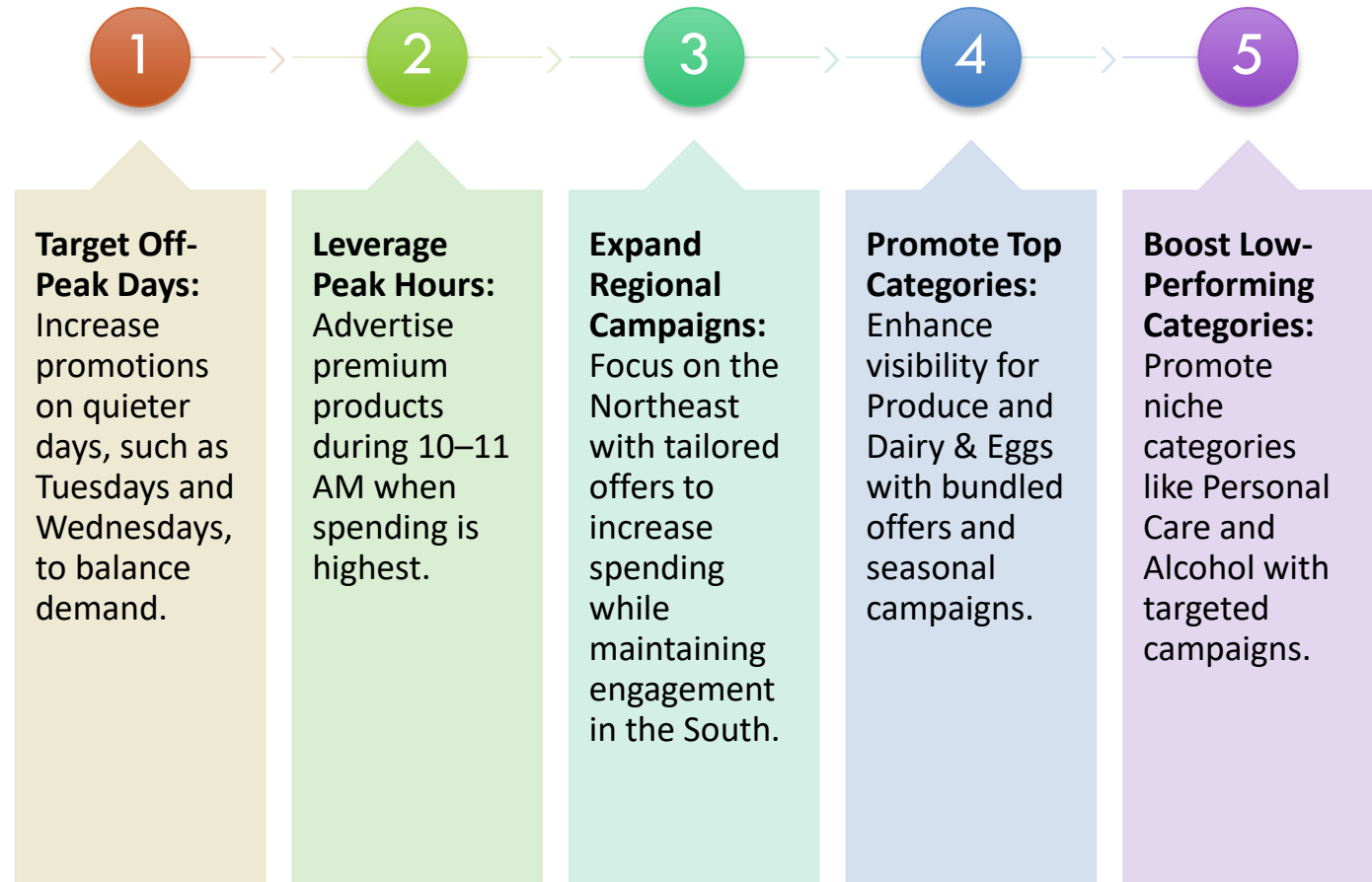
ANALYSIS – REGIONAL AND CATEGORY INSIGHTS

Regional Trends: The South leads in total spending, while the Northeast has the lowest spending, presenting growth opportunities.

Category Performance: Produce and Dairy & Eggs dominate orders, reflecting consistent demand for essentials.

RECOMMENDATIONS

1

Target Off-Peak Days: Increase promotions on quieter days, such as Tuesdays and Wednesdays, to balance demand.

2

Leverage Peak Hours: Advertise premium products during 10–11 AM when spending is highest.

3

Expand Regional Campaigns: Focus on the Northeast with tailored offers to increase spending while maintaining engagement in the South.

4

Promote Top Categories: Enhance visibility for Produce and Dairy & Eggs with bundled offers and seasonal campaigns.

5

Boost Low-Performing Categories: Promote niche categories like Personal Care and Alcohol with targeted campaigns.

GLOBAL HAPPINESS ANALYSIS: DATA-DRIVEN INSIGHTS WHAT DRIVES GLOBAL HAPPINESS

Context:

Happiness is a universal goal but is shaped by diverse factors across regions. Using data from the World Happiness Report (2015–2019), this analysis explores the key contributors to well-being across 156 countries.

OBJECTIVE:

To explore the factors influencing happiness globally, identify regional disparities, and provide insights that can guide policymakers, researchers, and organizations in enhancing well-being worldwide.

METHODS:

Data Collection: Survey data from the World Happiness Report (2015–2019).

Visualization Tools: Tableau for data exploration and interactive dashboards.

Analysis Techniques:
- Correlation analysis of happiness scores with economic, social, and institutional factors.
- Regional comparisons using heatmaps and scatterplots.
- Trend analysis over time (2015–2019).

KEY QUESTIONS:

What are the primary drivers of happiness globally?

How do happiness scores differ across regions?

How stable are happiness trends over time?

What insights can guide regional or global improvements in well-being?

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ANALYSIS – GLOBAL & TEMPORAL INSIGHTS

Developed regions like Western Europe and North America rank consistently higher in happiness scores compared to regions such as Sub-Saharan Africa and South Asia, reflecting disparities in economic and social well-being.
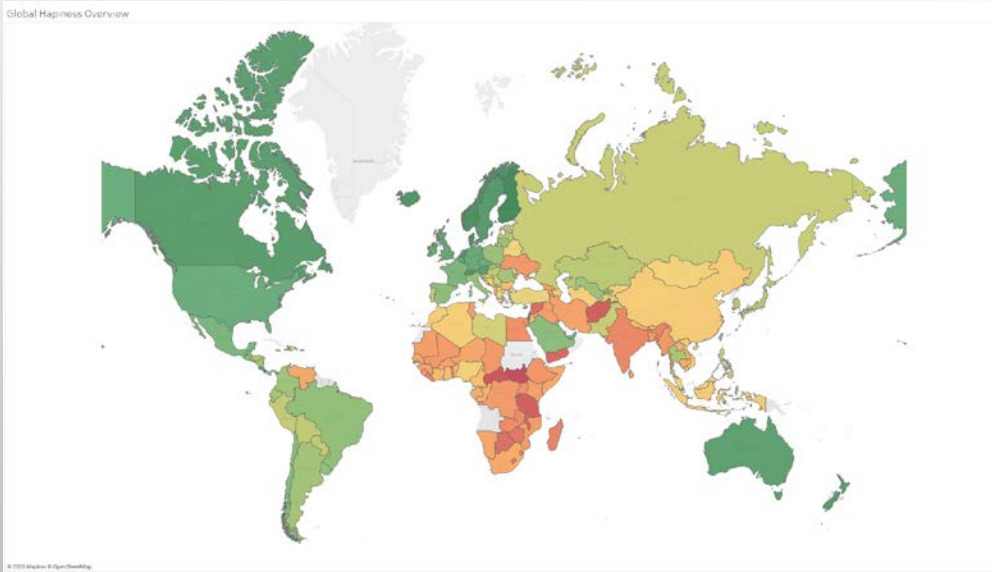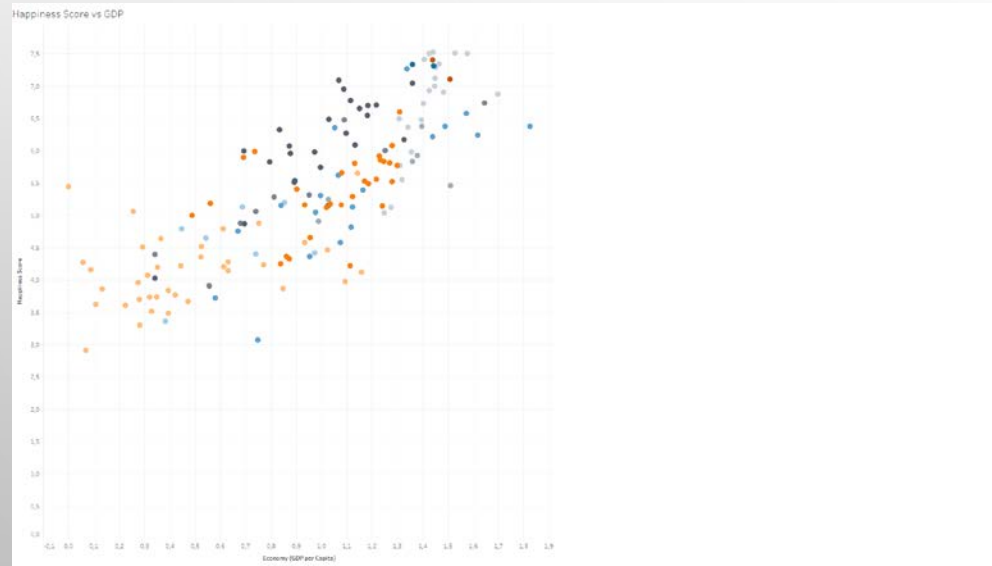
From 2015 to 2019, happiness scores remained stable globally, suggesting societal resilience despite challenges.
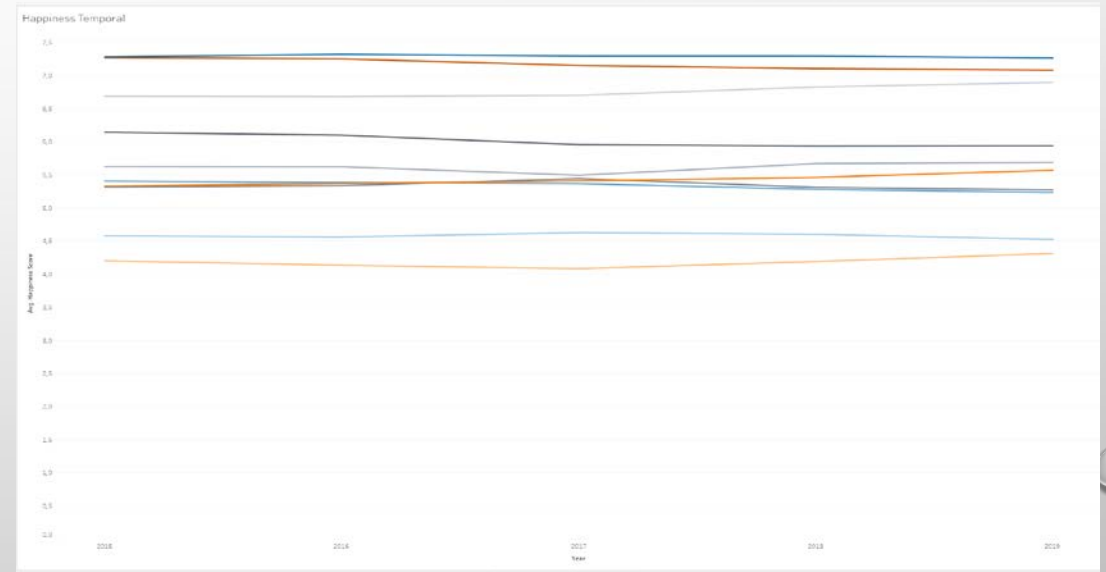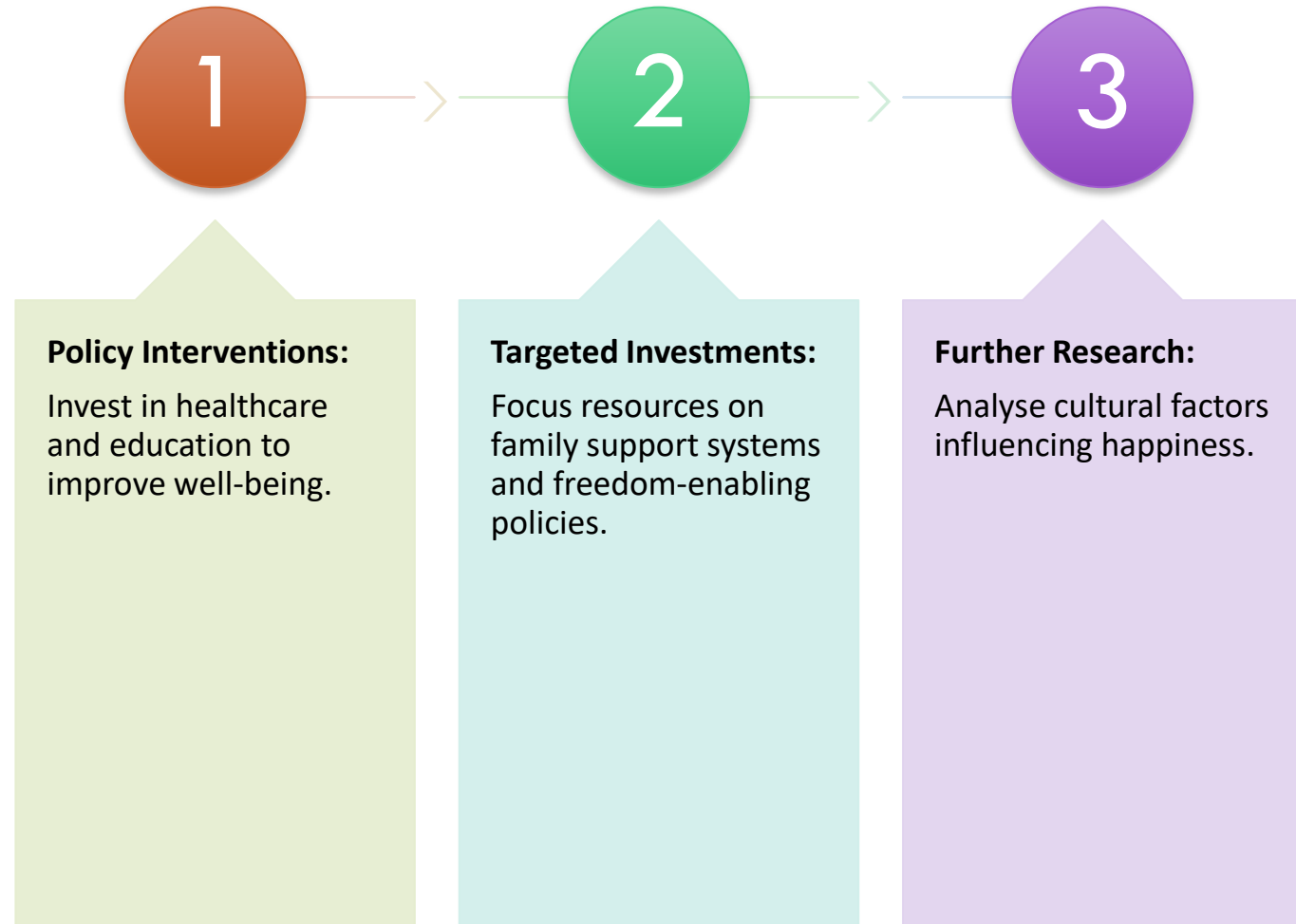
ANALYSIS – FACTORS INFLUENCING HAPPINESS

Economic Strength (GDP): Strong correlation with happiness, especially in developed regions.

Western Europe excels in GDP, Health, and Trust. Sub-Saharan Africa struggles across most factors but shows resilience in Generosity.

RECOMMENDATIONS

1

Policy Interventions:

Invest in healthcare and education to improve well-being.

2

Targeted Investments:

Focus resources on family support systems and freedom-enabling policies.

3

Further Research:

Analyse cultural factors influencing happiness.

CONTACT ME

Let's Connect!

I bring a unique blend of extensive business experience and advanced data analysis skills. Contact me to explore how I can contribute to your organization's success.

link

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