

# Sales Performance Report

PT Sejahtera Bersama

*Presented by  
Akbar Handika Satriatama*

Bank Muamalat  
Business Intelligence Analyst  
Project Based Internship Program



# Table of Content

About Me

Company Profil

Case Study

Result



# About Me

# About Me

A Computer Science graduate from Telkom University with Google Data Analytics & Digital Skola certifications. Proficient in SQL, Python, R, Excel, and Tableau for data analysis, visualization, and data-driven decision-making. Experienced in data cleaning, exploration, and interpretation through various projects. Passionate about analytics trends and data science competitions.

 [akbarhandikast@gmail.com](mailto:akbarhandikast@gmail.com)

 [akbarhandika](#)

 [akbar.handika](#)





# Company Profil



# Bank Muamalat

**PT Bank Muamalat Indonesia Tbk (BMI) is the first Islamic bank in Indonesia, established on November 1, 1991, and officially operated on May 1, 1992. Founded by Majelis Ulama Indonesia (MUI), ICMI, and Muslim entrepreneurs, BMI is committed to sharia-compliant banking, offering innovative financial products like Sukuk Mudharabah, Islamic insurance (Takaful), and sharia multifinance. BMI continues to expand, with 239 service offices, 568 ATMs, and a presence in Malaysia, making it the first Indonesian bank to expand abroad. Recognized for its modern and professional Islamic banking services, BMI provides retail & corporate banking, digital banking, and Hajj & Umrah financial solutions.**



**Rakamin Academy is an education platform founded in 2020, specializing in skill development in Data Science and Digital Marketing. The academy offers courses led by industry experts from leading technology companies, aiming to empower individuals who want to enhance their skills in the tech field.**

**Additionally, Rakamin Academy provides a Virtual Internship Experience, offering real-world work experience to prepare participants for the professional world with confidence.**



**Bank Muamalat Indonesia offers a Project-Based Virtual Internship program for aspiring Business Intelligence (BI) Analysts in collaboration with Rakamin Academy. This program provides participants with hands-on experience in data analysis, visualization, and reporting, utilizing tools such as Google BigQuery and Google Data Studio. Interns are tasked with processing raw datasets into insightful dashboards, enabling them to uncover valuable business insights. The program is designed to equip interns with practical skills and knowledge, preparing them for professional roles in the field of business intelligence.**



# Case Study



# **Case Study**

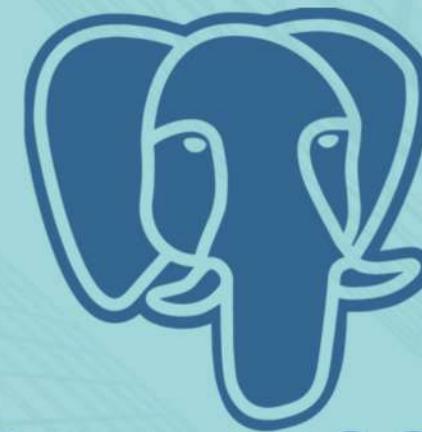
## **Sales Performance Analysis**

### **PT. Sejahtera Bersama (Jan 2020 - Dec 2021)**

In this case study, we will analyze the sales data of PT. Sejahtera Bersama from January 2020 to December 2021. The primary objective is to visualize total sales and quantities across different product categories and cities. This will help to identify key patterns, particularly focusing on the top 5 product categories with the highest sales and quantities. The analysis will provide valuable insights into how product performance varies across locations and categories. After the data visualization, we will assess trends and identify areas for improvement. The final step will be offering actionable recommendations to the company on strategies to maintain or enhance sales performance.



# Tools



PostgreSQL



# Dataset



The dataset consists of four main tables: Customers, Orders, Product, and ProductCategory. These tables were imported into PostgreSQL for data preparation before further analysis.

## Table Customers

CustomerID	FirstName	LastName	CustomerEmail	CustomerPhone	CustomerAddress	CustomerCity	CustomerState	CustomerZip
1	Grazia	Rasmus	grasmusas@i2i.jp#mailto:gra	(202) 577-2595	628 Buhler Junction	Washington	District of Columbia	20029
2	Bunny	Trevan	btrevanmj@wordpress.org#r	917-903-2827	52 Cascade Drive	Jamaica	New York	11436
3	Tracie	Grayston	tgrayston7k@pagesperso-or	404-868-2391	672 Comanche Way	Atlanta	Georgia	30343
4	Amerigo	Garrelts	agarrelts6e@oaic.gov.au#ma	415-190-3290	8252 Village Green Hill	San Francisco	California	94177
5	Shea	Stronghill	sstronghillc1@google.nl#mai	432-775-7828	542 3rd Point	Midland	Texas	79705

## Table Orders

OrderID	Date	CustomerID	ProdNumber	Quantity
1	01/01/2020	1866	EB514	2
2	01/01/2020	1567	RS706	3
3	01/01/2020	2064	TV804	6
4	01/01/2020	287	DK203	1
5	01/01/2020	422	EB517	5

## Table Product

ProdNumber	ProdName	Category	Price
BP101	All Eyes Drone Blueprint	1	9,99
BP102	Bsquare Robot Blueprint	1	8,99
BP104	Cat Robot Blueprint	1	4,99
BP105	Creature Robot Arms Blueprint	1	12,00
BP106	Hexacopter Drone Blueprint	1	8,99

## Table ProductCategory

CategoryID	CategoryName	CategoryAbbreviation
1	Blueprints	BP
2	Drone Kits	DK
3	Drones	DS
4	eBooks	EB
5	Robot Kits	RK
6	Robots	RS
7	Training Videos	TV



# Primary Key

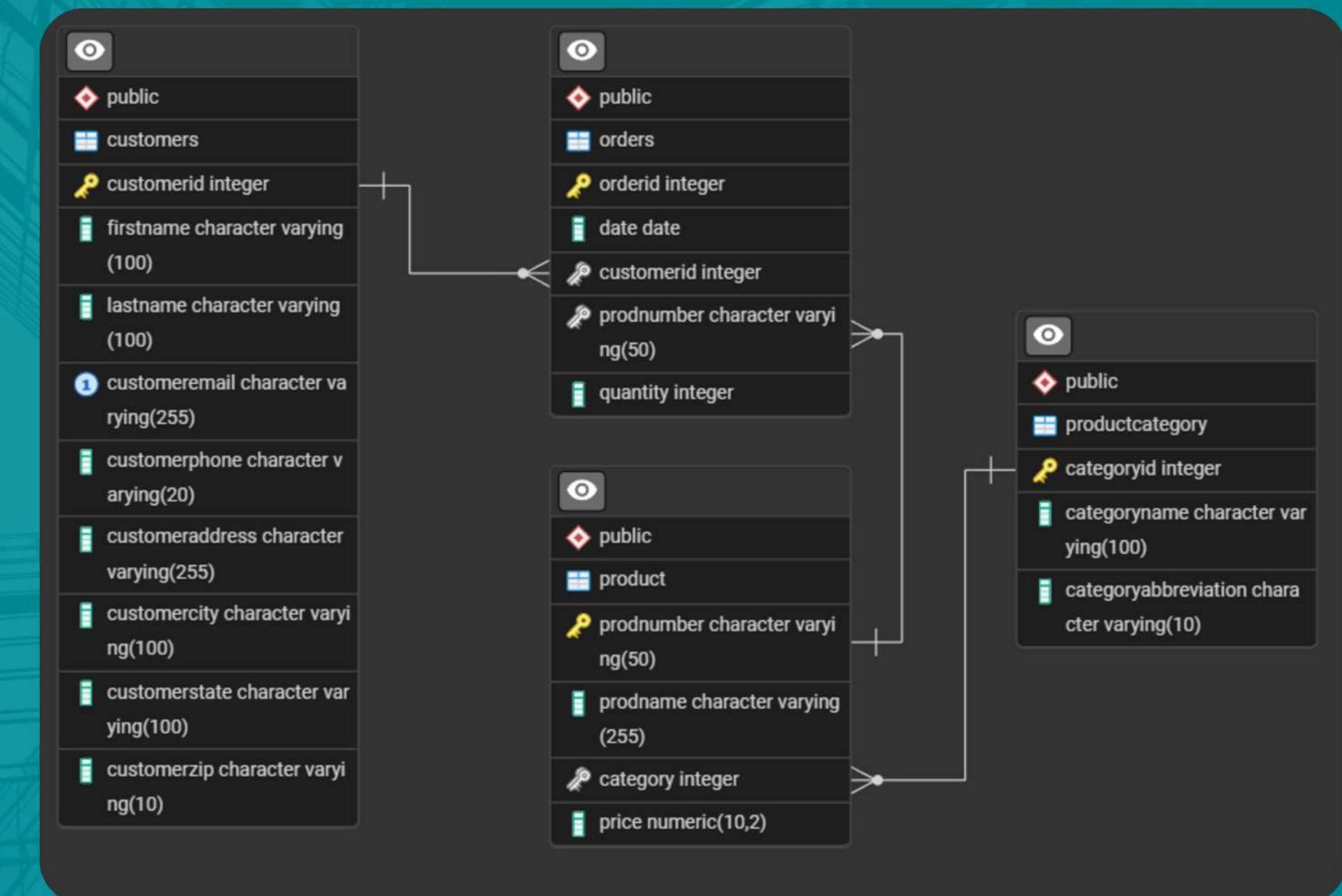
To ensure data integrity and establish relationships between tables, the primary keys were determined as follows:

- **Customers**    **customerid**
- **Orders**    **orderid**
- **Product**    **prodnumber**
- **ProductCategory**    **categoryid**



# Entity-Relationship Diagram (ERD)

To establish relationships between the four tables, foreign keys were assigned based on their logical connections. The Entity-Relationship Diagram (ERD) below illustrates the relationships between Customers, Orders, Product, and ProductCategory.





# Entity-Relationship Diagram (ERD)

```
● ● ●

--Membuat Relasi
--Membuat FK CustomerID
ALTER TABLE orders
ADD CONSTRAINT fk_customerid
FOREIGN KEY (CustomerID)
REFERENCES customers(CustomerID);

--Membuat FK ProdNumber
ALTER TABLE orders
ADD CONSTRAINT fk_proignum
FOREIGN KEY (ProdNumber)
REFERENCES product(ProdNumber);

--Membuat FK CategoryID
ALTER TABLE product
ADD CONSTRAINT fk_category
FOREIGN KEY (Category)
REFERENCES productcategory(CategoryID);
```

# Master Table Creation

As a Business Intelligence Analyst at PT Sejahtera Bersama, I created a master table that combines essential information from various related tables. This master table contains data on customers, orders, and products for easier analysis.

order_date	category_name	product_name	product_price	order_qty	total_sales	cust_email	cust_city
01/01/2020	Drone Kits	BYOD-220	69.00	1	69.0	edew@nba.com	Honolulu
01/01/2020	eBooks	Polar Robots	23.99	2	48.0	fvaslerqt@comsenz.com	Jackson
01/01/2020	Robots	RWW-75 Robot	883.00	3	2649.0	tmckernot@tinyurl.com	Katy
01/01/2020	eBooks	SCARA Robots	19.50	5	97.5	llespercx@com.com	Des Moines
01/01/2020	eBooks	Spherical Robots	16.75	5	83.8	lfromonte9@de.vu	Birmingham
01/01/2020	Training Videos	Drone Video Techniques	37.99	6	227.9	gstiggersdd@eventbrite.com	Saint Petersburg
02/01/2020	Training Videos	Understanding Automation	44.95	1	45.0	ksteersh@ameblo.jp	San Diego
02/01/2020	Blueprints	Ladybug Robot Blueprint	12.00	2	24.0	akingaby78@deviantart.com	West Palm Beach
02/01/2020	Robot Kits	BYOR-2640S	189.00	2	378.0	aguiongo@behance.net	Houston

# Master Table Creation

```
-- Menampilkan Tabel Master (clean)
SELECT
    o.Date AS order_date,
    pc.CategoryName AS category_name,
    p.ProdName AS product_name,
    p.Price AS product_price,
    o.Quantity AS order_qty,
    ROUND(o.Quantity * p.Price, 1) AS total_sales,
    TRIM(SPLIT_PART(c.CustomerEmail, '#', 1)) AS
    cust_email,
    c.CustomerCity AS cust_city
FROM orders AS o
JOIN
    customers AS c
    ON o.CustomerID = c.CustomerID
JOIN
    product AS p
    ON o.ProdNumber = p.ProdNumber
JOIN
    productcategory AS pc
    ON p.Category = pc.CategoryID
ORDER BY order_date, order_qty;
```



# Dashboard

Based on the master table created in the previous step, I saved the data in CSV format and imported it into Looker Studio to create a sales dashboard. The dashboard visualizes key insights into sales performance, broken down by various dimensions.

# SALES PERFORMANCE

Total Sales

\$1,754,797.50

Total Quantity

11,654

YEAR

MONTH

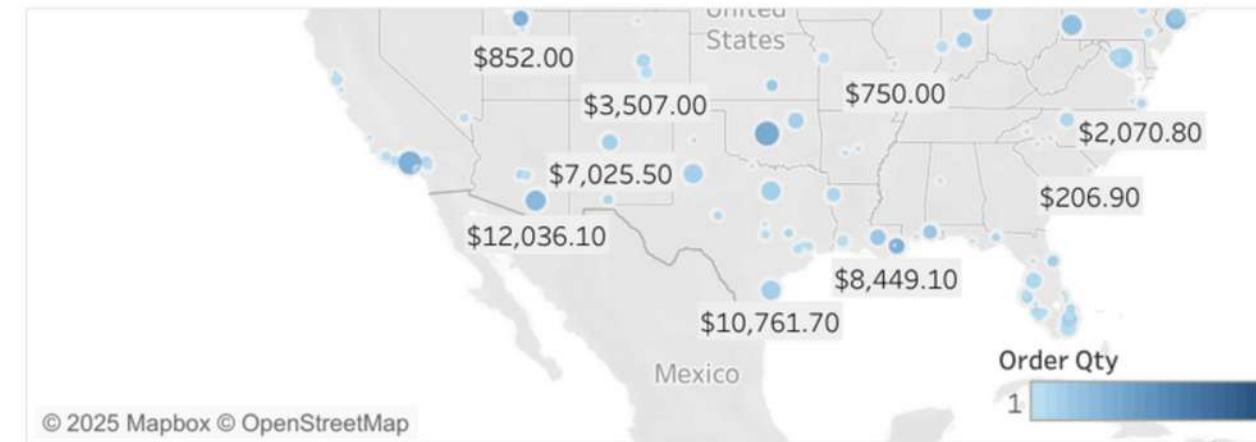
CATEGORY

All

All

All

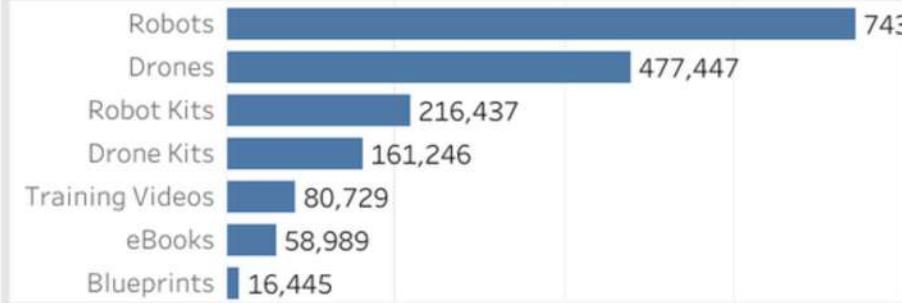
## Geographical Performance



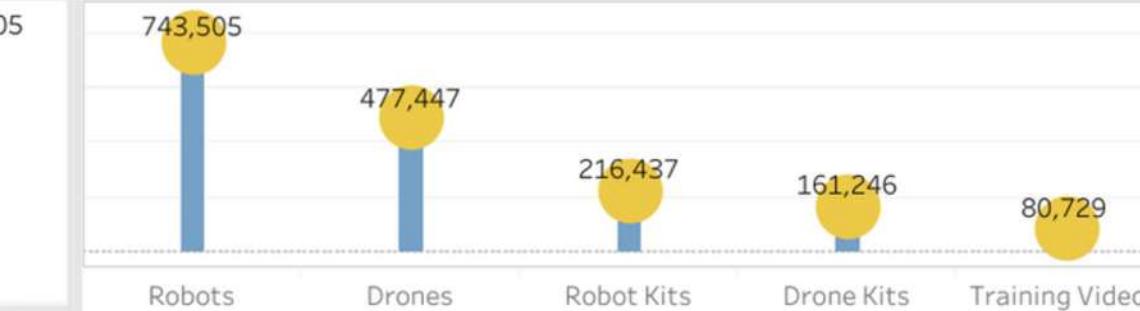
## Detail

Cust City	Order Qty	Total Sales
Washington	308	55,384
Houston	249	33,763
Sacramento	153	33,381
San Diego	203	29,229
El Paso	137	24,458
Philadelphia	139	23,846
Denver	141	20,250
Atlanta	153	18,985
San Antonio	140	18,879
Chicago	152	15,532

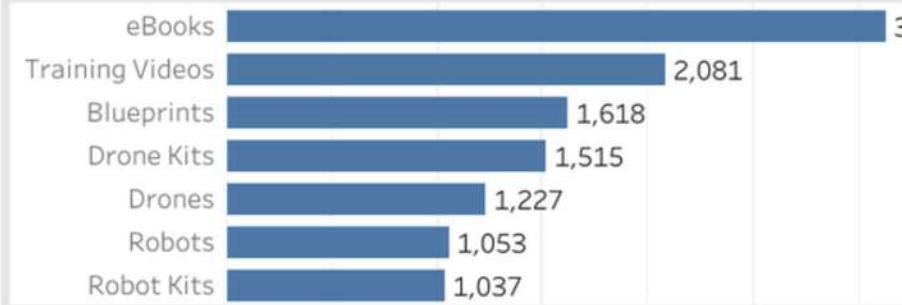
## Product Categories by Sales



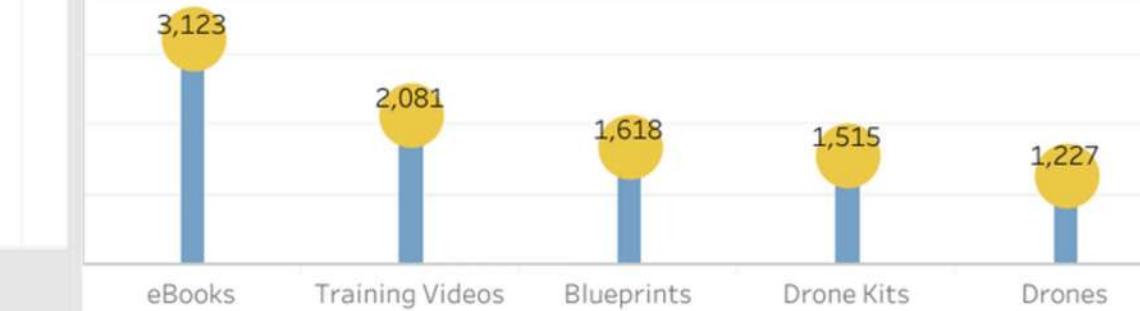
## Top 5 Product Categories by Sales



## Product Categories by Quantity Sold



## Top 5 Product Categories by Quantity Sold





# Result

# Result

Based on the sales dashboard that has been created, the main trends in product sales, category performance, and sales distribution by city are analyzed. The purpose of this analysis is to identify sales patterns and provide recommendations that can improve business growth.

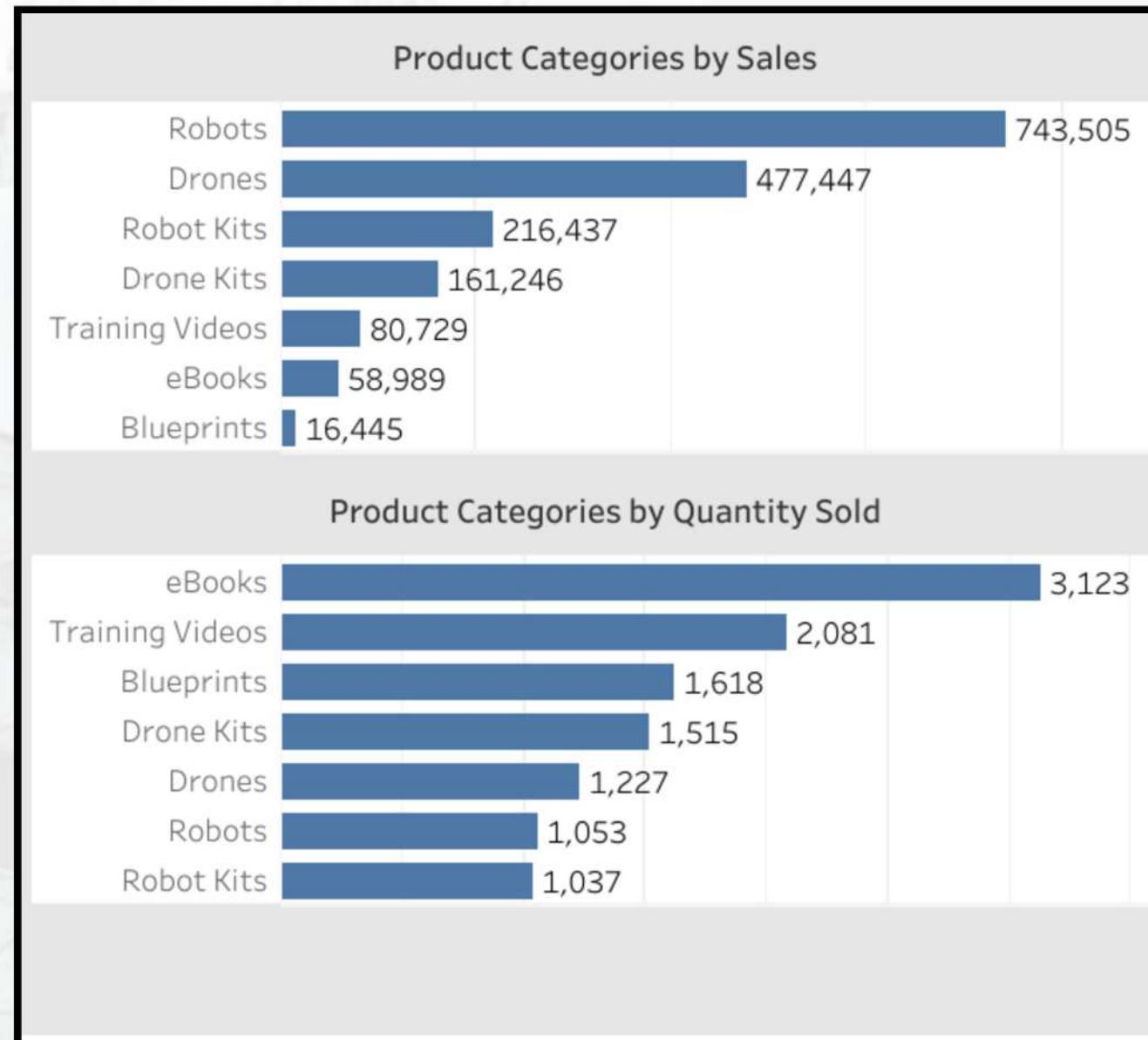
# Result

Total Sales	Total Quantity
\$1,754,797.50	11,654

Detail		
Cust City	Order Qty	Total Sales
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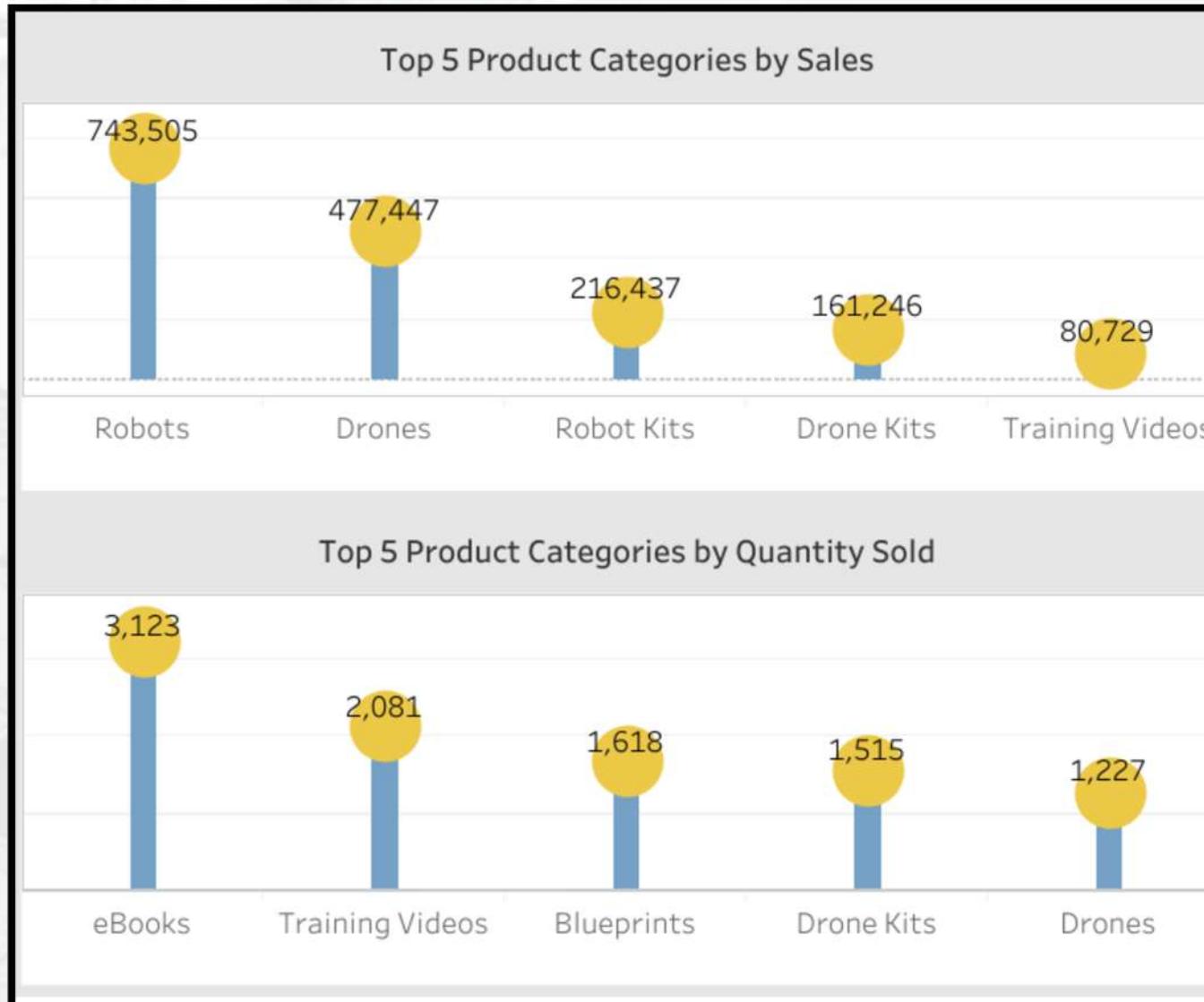
- Based on the analysis, the overall sales totaled \$1,754,797.50 with a total order quantity of 11,654.
- The city with the highest total sales as well as the highest number of orders was Washington, followed by Houston and Sacramento.

# Result



- The Robots recorded the highest sales of the overall total sales, which was influenced by the price of products in this category.
- Meanwhile, Blueprints had low total sales but a high number of orders.
- The eBooks category recorded the highest number of orders compared to other categories.

# Result



- Although Robots has high total sales, this category is not included in the Top 5 by number of orders.
- Meanwhile, eBooks have the highest number of orders, but are not included in the Top 5 by total sales.

# Conclusion

This selling dashboard shows different selling performance according to product category. Robots have the highest selling value, but the selling quantity is not so high, probably because they are expensive. On the other hand, eBooks and training videos sell well in terms of quantity, but the sales value is low, reflecting the cheaper price. Drones and Drone Kits are also balanced between sales and quantity. Blueprints also had the lowest sales and quantity issues.

# Suggestion

The company should look back at the price of the robot, maybe they can lower it a little to attract more buyers. Also digital products, eBooks and training videos, can continue to promote because they sell well. Drones and Drone Kits can create a combo package, again attracting people. The blueprints are subject to review, why they are not selling well, maybe they need innovation or new marketing strategies. Last but not least, do a market research to understand the customer's will, so that you can make better decisions.

# References



[Link Dashboard](#)



[Link Github](#)



[Link Presentation](#)

# Thank You

