



Data Storytelling with Looker Studio

Final Project Showcase

Portfolio By:
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DASHBOARD

PAGE 1

Objective:

Create a Looker Studio dashboard to monitor and evaluate monthly sales performance.

Dashboard Structure:

Page 1:

Trend Analysis:

Visualize the relationship between Value Sales (before discount), Net Profit, and AOV (average order value) for 2022.

Slicers:

- Order Date
- Category
- Value Transaction
- Payment

Calculations Field:

Net Profit = Value Sales (before discount) - (cogs * qty)

AOV = Value Sales (before discount) / Total Unique Order

DASHBOARD

PAGE 1

Value Transaction Calculations Field

Formula ?

```
1 CASE WHEN is_valid = 1 THEN 'Valid' ELSE 'Not Valid' END
```

This formula effectively classifies each data point based on the value in the `is_valid` field. It assigns the label 'Valid' to any data point where `is_valid` equals 1, and 'Not Valid' for all other cases.

Net Profit Calculations Field

Formula ?

```
1 before_discount - ( cogs * qty_ordered )
```

This formula calculates the Net Profit Before Discount for each product or transaction. It subtracts the Total Cost of Goods Sold (COGS) multiplied by the Quantity Ordered from the Before Discount amount.

AOV Calculations Field

Formula ?

```
1 (SUM( before_discount )) / (COUNT_DISTINCT( id ))
```

This formula calculates the average value of "before_discount" per unique customer.

Year (1)

Q

Type to search

☒ 2022

☐ 2021

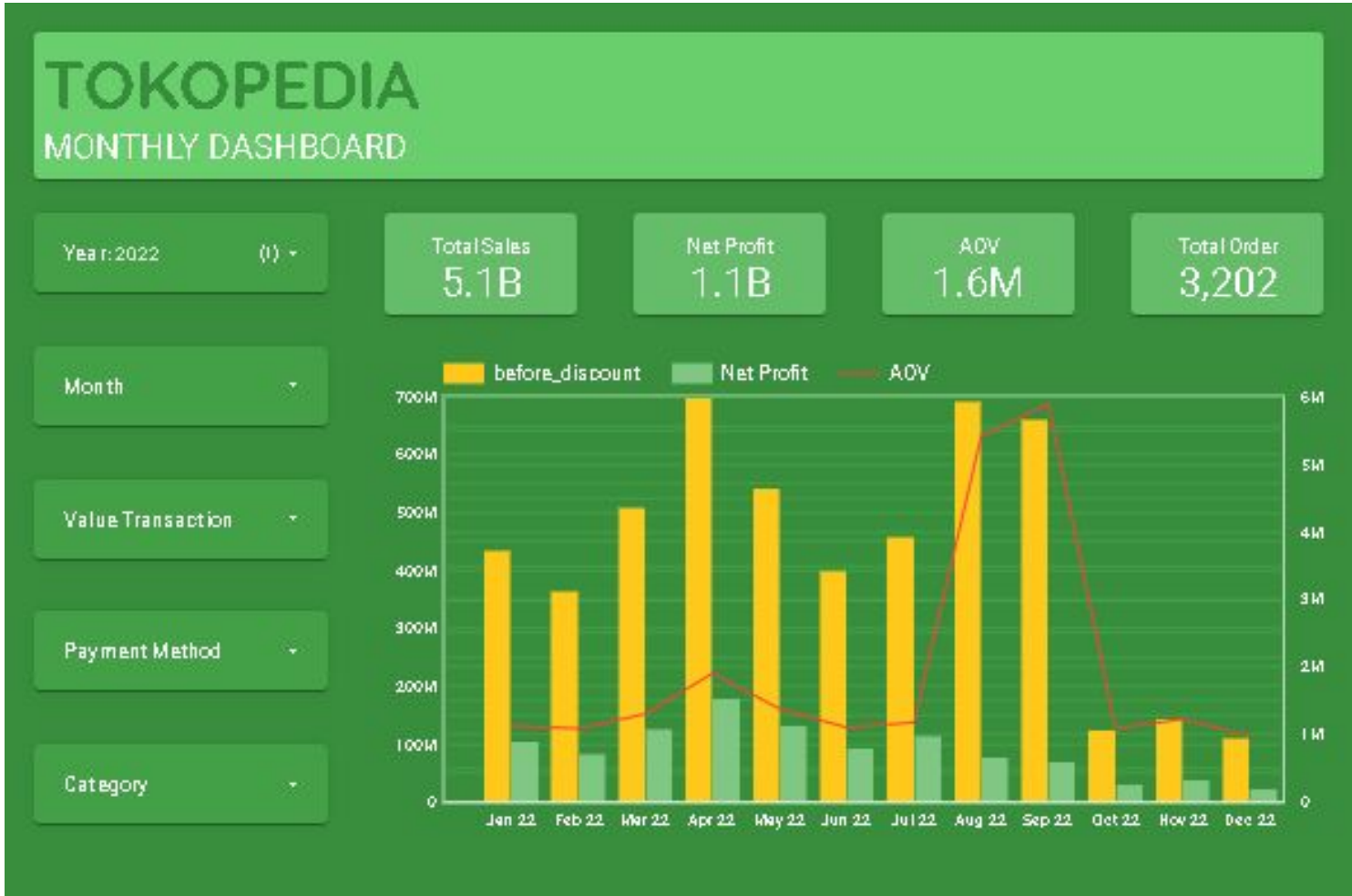
Month

Q

Type to search

☒ December

☒ November



Value Transaction

Q

Type to search

☒ Valid

☒ Not Valid

Payment Method

Q

Type to search

☒ jazzwallet

☒ jazzvoucher

☒ financesettlement

Category

Q

Type to search

☒ Women Fashion

☒ Superstore

Value Transaction
Calculations Field

Formula ?

1

CASE WHEN is_valid = 1 THEN 'Valid' ELSE 'Not Valid' END

Net Profit Calculations Field

Formula ?

1

before_discount -(cogs * qty_ordered)

AOVCalculations Field

Formula ?

1

(SUM(before_discount))/(COUNT_DISTINCT(id))

DASHBOARD

PAGE 2

Objective:

Create a Looker Studio dashboard to monitor and evaluate monthly sales performance.

Dashboard Structure:

Page 2:

Data Table:

Display the following metrics for each product:

- Product Name
- Category
- Before Discount
- After Discount
- Net Profit
- Qty
- Customer (unique value)

Slicers:

- Order Date
- Category
- Value Transaction
- Payment

Scorecard:

Summarize key metrics:

- Before Discount
- After Discount
- Net Profit
- Quantity
- Customer (unique value)
- AOV

SUM

Net Sales

Name

Net Sales

Source field: after_discount

Data Type

Currency (IDR - Indonesian Rupiah (Rp))

SUM

Gross Sales

Name

Gross Sales

Source field: before_discount

Data Type

Currency (IDR - Indonesian Rupiah (Rp))

AUT

AOV

Name

AOV

Data Type

Currency (IDR - Indonesian Rupiah (Rp))

SUM

Net Profit

Name

Net Profit

Data Type

Currency (IDR - Indonesian Rupiah (Rp))

Apply the "IDR" currency data type to accurately reflect monetary values.

TOKOPEDIA

MONTHLY DASHBOARD

Year: 2022(1)Month

Value TransactionCategoryPayment MethodProduct

Total Sales5.1BNet Sales5.1BNet Profit1.1BAOV1.6MOrder Quantity8,276Total Customer2,359

	Product	Category	Quantity	Customer	Gross Sales	Net Sales	AOV	Net Profit
1.	IDROID_BALRX7-Gold	Mobiles & Tablets	2,000	2	Rp1,037,504,...	Rp1,037,504,...	Rp518,752,...	Rp67,860,000
2.	MACBOOK PRO 15-INCH 2.2GHZ QuadCore i7	Computing	7	5	Rp95,410,000	Rp95,410,000	Rp19,082,0...	Rp34,347,600
3.	samsung_galaxy-s7-edge-pearl-black	Mobiles & Tablets	16	9	Rp88,044,000	Rp88,044,000	Rp8,804,400	Rp27,213,600
4.	Samsung_40K5000	Entertainment	25	2	Rp71,527,862	Rp71,527,862	Rp23,842,6...	Rp25,171,362
5.	yamaha_EF12000E	Appliances	2	2	Rp55,564,000	Rp55,564,000	Rp27,782,0...	Rp21,669,960
6.	AYS_Gree-18cith2	Appliances	17	14	Rp71,662,480	Rp71,662,480	Rp4,478,905	Rp21,498,744
7.	iphone_7-128GB-wof-Jet Black	Mobiles & Tablets	20	20	Rp113,335,306	Rp113,335,3...	Rp5,666,765	Rp18,596,946
8.	MACBOOK PRO 13-INCH 2.7GHZ	Computing	5	4	Rp43,500,000	Rp43,500,000	Rp10,875,0...	Rp16,095,000
9.	iphone_7-128GB-wof-Matt Black	Mobiles & Tablets	18	18	Rp102,497,832	Rp102,439,8...	Rp5,694,324	Rp14,931,288
10.	GMZV_PS4 Pro 1TB - Region 2	Entertainment	30	6	Rp91,685,240	Rp91,685,240	Rp15,280,8...	Rp13,839,380
11.	iPhone7Plus-Red-256GB	Mobiles & Tablets	10	10	Rp64,876,480	Rp63,873,667	Rp6,487,648	Rp13,624,200
12.	samsung_K6000 49	Entertainment	8	7	Rp42,076,216	Rp42,076,216	Rp5,259,527	Rp11,995,096
13.	cc_samsung_G935F-Blue	Mobiles & Tablets	10	8	Rp37,077,892	Rp37,077,892	Rp4,634,737	Rp11,775,972
14.	Apple iPhone 6S Plus 16GB Silver	Mobiles & Tablets	6	6	Rp33,582,000	Rp33,582,000	Rp5,597,000	Rp10,856,208
15.	Samsung Galaxy S9 64GB Gray	Mobiles & Tablets	7	2	Rp22,106,000	Rp22,106,000	Rp10,721,0...	Rp10,624,614

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ADDITIONAL

PAGE 3

Additional Tasks:

1. Analyze 2022 sales data for the mobile & tablet categories paid via Jazzwallet. Determine the total quantity and unique customers.
2. Create charts based on the data presented in Page 2.

Year (1)

Type to search

☒ 2022

☐ 2021

Value Transaction (1)

Type to search

☒ Valid

☐ Not Valid

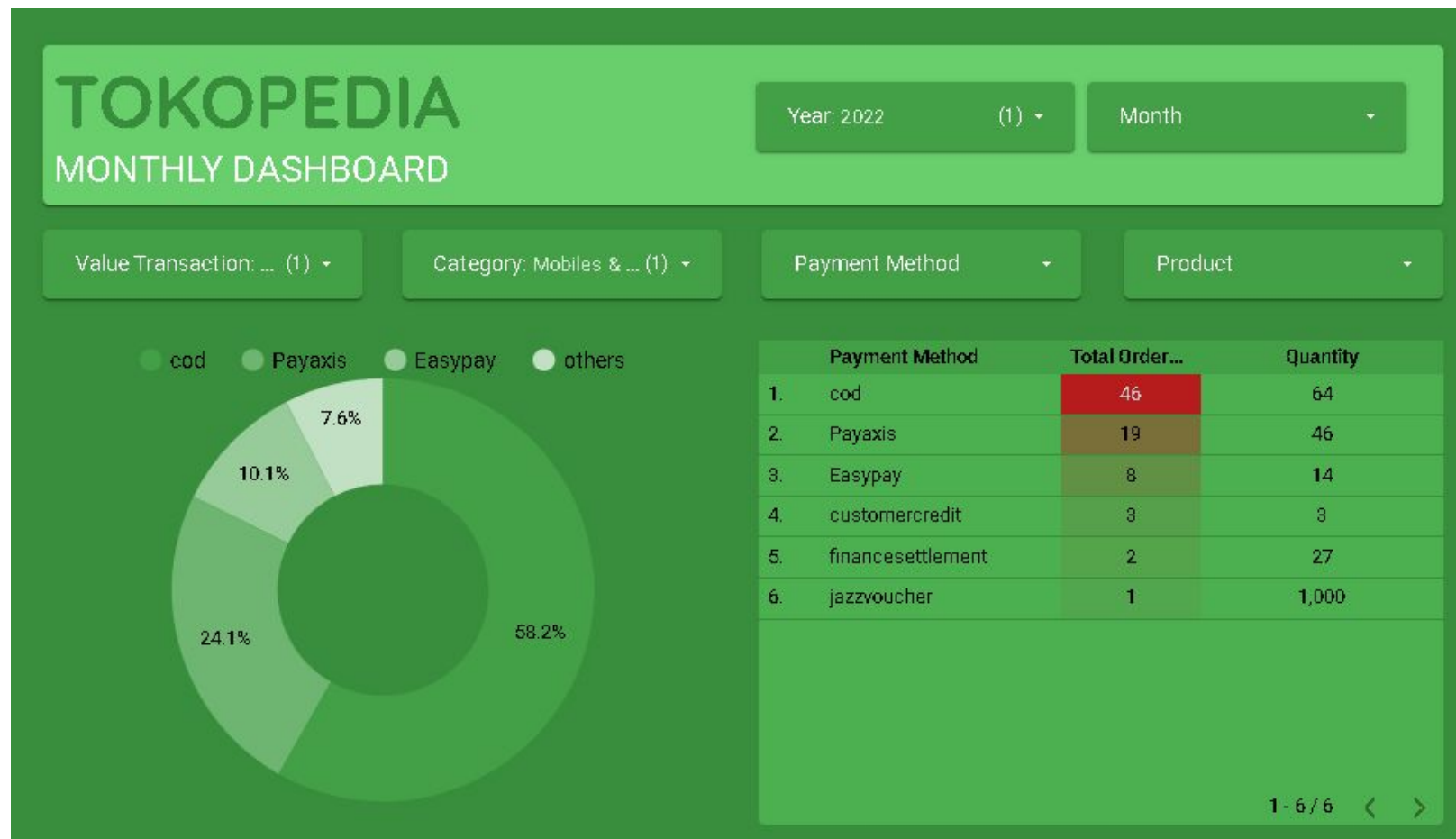
Category (1)

Type to search

☐ Others

☒ Mobiles & Tablets

☐ Men Fashion



	Payment Method	Total Order...	Quantity
1.	cod	46	64
2.	Payaxis	19	46
3.	Easypay	8	14
4.	customercredit	3	3
5.	financesettlement	2	27
6.	jazzvoucher	1	1,000

In 2022, the most frequently used payment methods for purchases in the mobile & tablet category were **COD**, **Payaxis**, and **EasyPay**.

Jazz Wallet and Jazz Voucher were only used once, for a purchase of 1000 units.

FULL DASHBOARD



<https://lookerstudio.google.com/reporting/31084dd9-5a45-4ff2-bc92-f76cf938e77e>

TOKOPEDIA

MONTHLY DASHBOARD

Year



Total Sales
8.7B

Net Profit
2.0B

AOV
1.5M

Total Order
5,764

Month



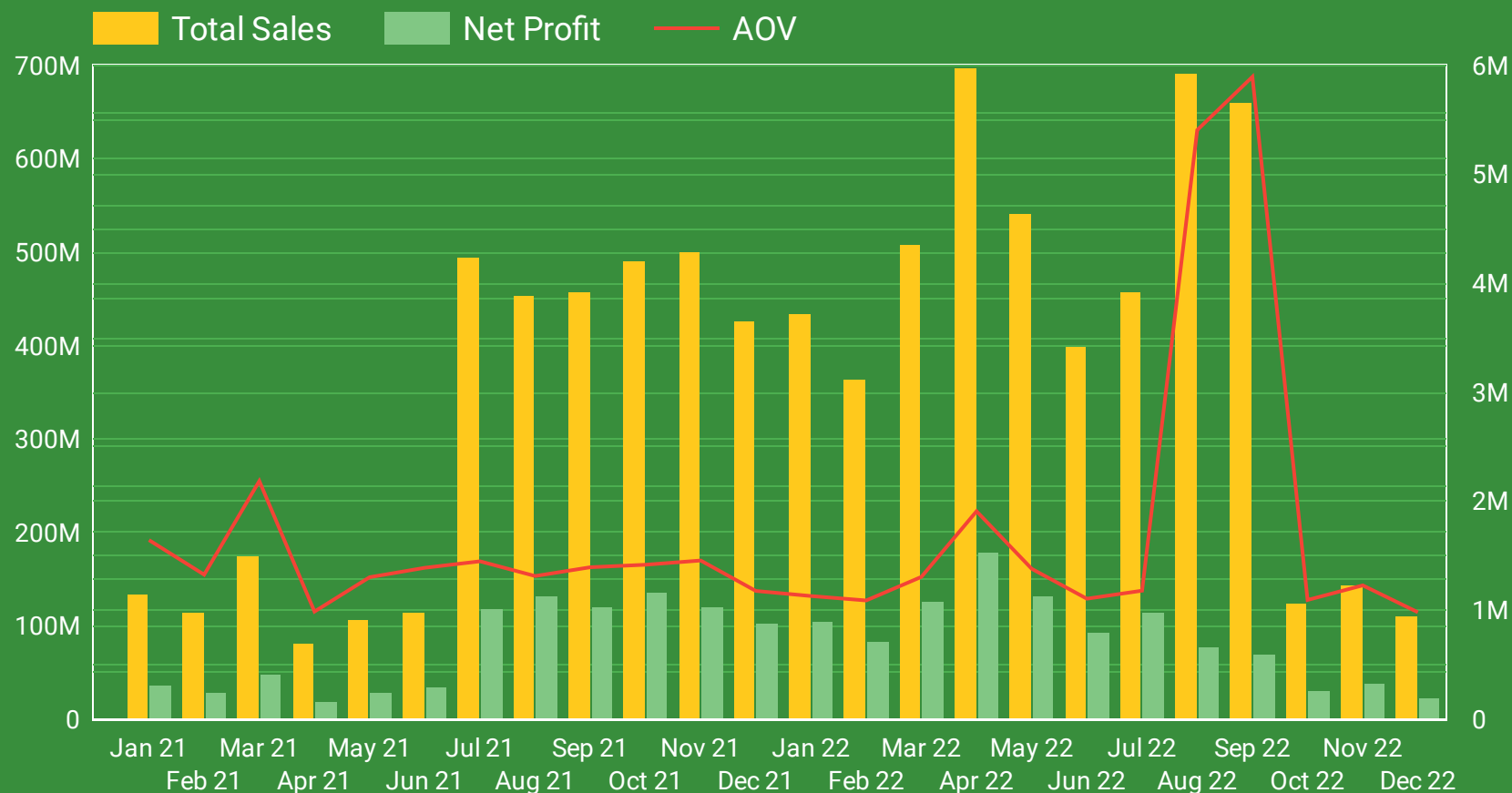
Value Transaction



Payment Method



Category



TOKOPEDIA

MONTHLY DASHBOARD

Year

Month

Value Transaction

Category

Payment Method

Product

Total Sales
8.7B

Net Sales
8.7B

Net Profit
2.0B

AOV
1.5M

Order Quantity
13,559

Total Customer
3,998

	Product	Category	Quantity	Customer	Gross Sales	Net Sales	AOV	Net Profit ▾
1.	IDROID_BALRX7-Gold	Mobiles & Tablets	2,000	2	Rp1,037,504,...	Rp1,037,504,...	Rp518,752,...	Rp67,860,000
2.	MACBOOK PRO 15-INCH 2.2GHZ QuadCore i7	Computing	13	9	Rp177,190,000	Rp177,190,0...	Rp17,719,0...	Rp63,788,400
3.	Apple iPhone 6S Plus 16GB Silver	Mobiles & Tablets	26	22	Rp129,997,720	Rp129,997,7...	Rp5,416,572	Rp31,519,288
4.	samsungGALAXY S-7 EDGE 32GB LTE	Mobiles & Tablets	41	17	Rp188,106,238	Rp187,665,4...	Rp9,900,328	Rp29,065,598
5.	samsung_K6000 49	Entertainment	20	13	Rp103,887,280	Rp103,887,2...	Rp5,194,364	Rp28,684,480
6.	samsung_galaxy-s7-edge-pearl-black	Mobiles & Tablets	16	9	Rp88,044,000	Rp88,044,000	Rp8,804,400	Rp27,213,600
7.	MACBOOK PRO 13-INCH 2.7GHZ	Computing	8	7	Rp69,600,000	Rp69,600,000	Rp9,942,857	Rp25,752,000
8.	Samsung_40K5000	Entertainment	25	2	Rp71,527,862	Rp71,527,862	Rp23,842,6...	Rp25,171,362
9.	Apple iPhone 6S 128GB	Computing	12	8	Rp75,863,304	Rp75,863,304	Rp7,586,330	Rp25,035,120
10.	Lenovo Zuk	Mobiles & Tablets	35	2	Rp69,017,970	Rp69,017,970	Rp34,508,9...	Rp24,157,000
11.	yamaha_EF12000E	Appliances	2	2	Rp55,564,000	Rp55,564,000	Rp27,782,0...	Rp21,669,960
12.	Apple iPhone 6 (128GB) Gold	Mobiles & Tablets	11	9	Rp61,566,362	Rp61,566,362	Rp6,840,707	Rp21,548,450
13.	AYS_Gree-18cith2	Appliances	17	14	Rp71,662,480	Rp71,662,480	Rp4,478,905	Rp21,498,744
14.	iPhone SE-16GB	Mobiles & Tablets	16	1	Rp50,252,128	Rp50,252,128	Rp50,252,1...	Rp20,334,336
15	MACBOOK AIR 13-INCH 256 GB Flash Drive	Computing	6	6	Rp50,460,000	Rp50,460,000	Rp8,410,000	Rp20,184,000
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TOKOPEDIA

MONTHLY DASHBOARD

Year

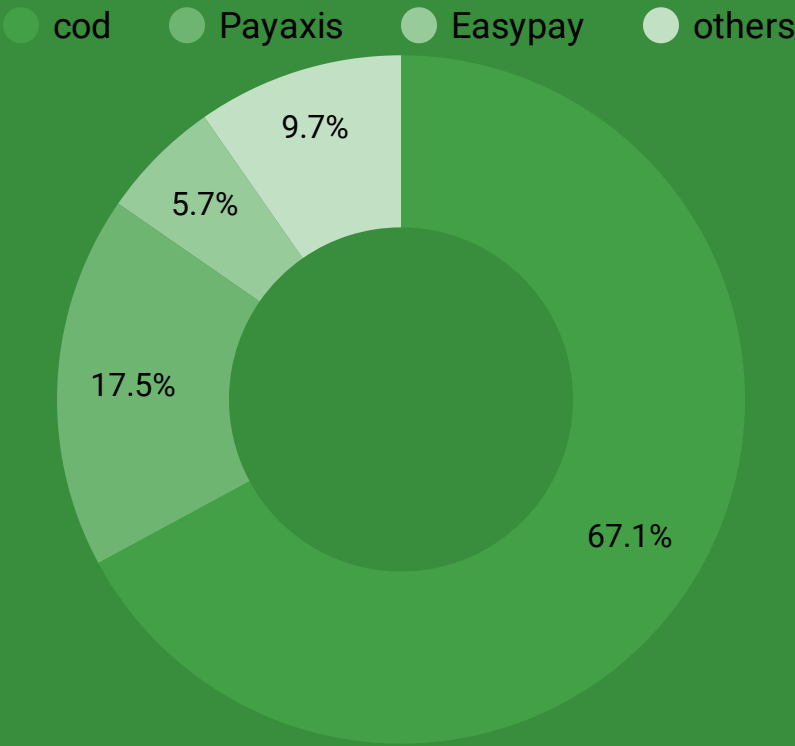
Month

Value Transaction

Category

Payment Method

Product



	Payment Method	Total Order...	Quantity
1.	cod	3,898	7,535
2.	Payaxis	990	1,698
3.	Easypay	325	628
4.	customercredit	112	190
5.	ublcreditcard	100	171
6.	jazzwallet	81	662
7.	mygateway	74	143
8.	jazzvoucher	55	2,096
9.	internetbanking	43	71
10.	mcblite	24	47
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Final Project Showcase

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THANK YOU

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