# Arya Vito Fauzal

## Undergraduate Student

A career switcher who likes to discover new things and dig deeper into making business decision by data analysis

Dedication and commitment is the principal that I held to shape my future endeavors

## My Experience

● Kimia Farma Big Data Analytics Project Based Internship Program - Rakamin Academy

● Data Science Bootcamp - Qarir Generator

● Intro to Data Analytics - Revou

Rakamin
Academy

# Case Study

# Case 1

A. Tugas
Tentukan masing-masing primary key pada 4 dataset penjualan
  1. Primary key tabel Customer :
  2. Primary key tabel Products :
  3. Primary key tabel Orders :
  4. Primary key tabel ProductCategory :

# Case 1

Primary Key Customer → CustomerID

Primary Key Order → OrderID

Primary Key Products → ProdNumber

Primary Key Category → CategoryID

# Case 2

A. Tugas
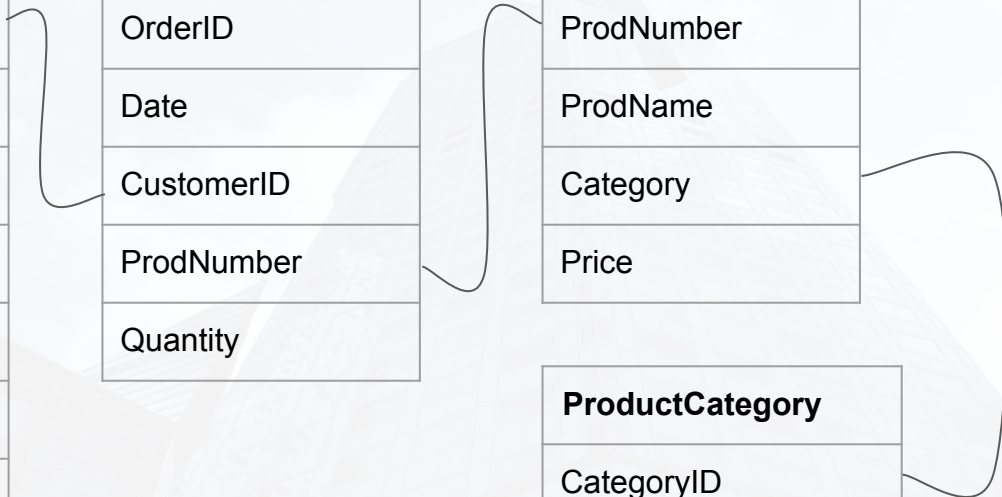Tentukan relationship dari ke-4 table tersebut

# Case 2

| Customer |
|---|
| CustomerID |
| FirstName |
| LastName |
| CustomerEmail |
| CustomerPhone |
| CustomerAddress |
| CustomerCity |
| CustomerState |
| CustomerZip |

| Order |
|---|
| OrderID |
| Date |
| CustomerID |
| ProdNumber |
| Quantity |

| Products |
|---|
| ProdNumber |
| ProdName |
| Category |
| Price |

| ProductCategory |
|---|
| CategoryID |
| CategoryName |
| CategoryAbbreviation |

# Case 3

A. Tugas

Sebagai BI Analyst PT Sejahtera Bersama, kita akan membuat sebuah table master yang berisikan informasi :
- CustomerEmail (cust_email)
- CustomerCity (cust_city)
- OrderDate (order_date)
- OrderQty (order_qty)
- ProductName (product_name)
- ProductPrice (product_price)
- ProductCategoryName (category_name)
- TotalSales (total_sales)

Urutkan data tersebut berdasarkan tanggal transaksi yang paling awal sampai yang paling akhir. Posisi kolom mengikuti contoh berikut ini :

| Row | order_date | category_name | product_name | product_price | order_qty | total_sales | cust_email | cust_city |
|---|---|---|---|---|---|---|---|---|
| 1 | 2020-01-01 | Drone Kits | BYOD-220 | 69.0 | 1 | 69.0 | edew@nba.co... | Honolulu |
| 2 | 2020-01-01 | eBooks | Polar Robots | 23.99 | 2 | 47.98 | fvaslerqt@co... | Jackson |
| 3 | 2020-01-01 | Robots | RWW-75 Robot | 883.0 | 3 | 2649.0 | tmckernot@ti... | Katy |

# Case 3

Query Link: <u>Link Console Google Big Query</u>

## Query results

JOB INFORMATION | **RESULTS** | CHART | JSON | EXECUTION DETAILS | EXECUTION GRAPH

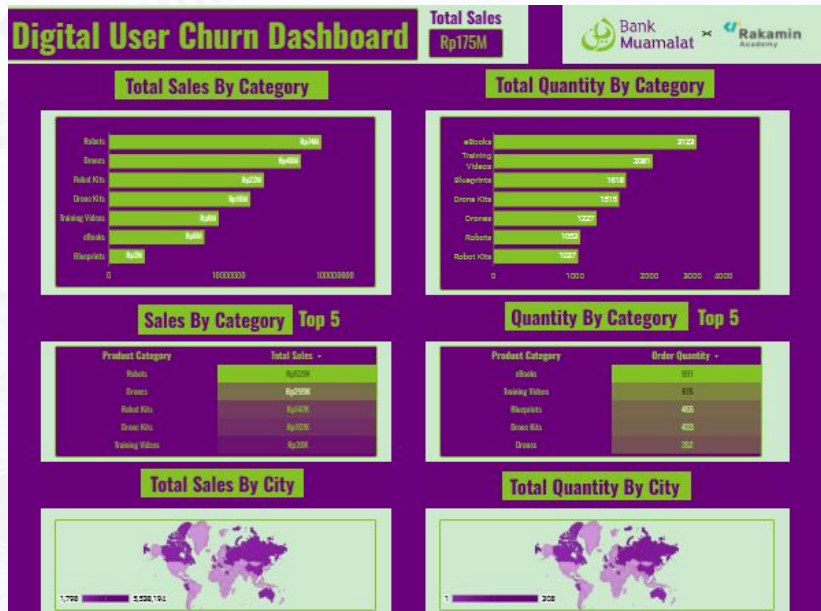| Row | order_date | category_name | product_name | product_price | order_qty | total_sales | cust_email |
|---|---|---|---|---|---|---|---|
| 1 | 2020-01-01 | Drone Kits | BYOD-220 | 6900 | 1 | 6900 | edew@nba.com |
| 2 | 2020-01-01 | eBooks | Polar Robots | 2399 | 2 | 4798 | fvaslerqt@comsenz.com |
| 3 | 2020-01-01 | Robots | RWW-75 Robot | 88300 | 3 | 264900 | tmckernot@tinyurl.com |
| 4 | 2020-01-01 | eBooks | SCARA Robots | 1950 | 5 | 9750 | llespercx@com.com |
| 5 | 2020-01-01 | eBooks | Spherical Robots | 1675 | 5 | 8375 | lfromonte9@de.vu |
| 6 | 2020-01-01 | Training Videos | Drone Video Techniques | 3799 | 6 | 22794 | gstiggersdd@eventbrite.cor |
| 7 | 2020-01-02 | Training Videos | Understanding Automation | 4495 | 1 | 4495 | ksteershp@ameblo.jp |
| 8 | 2020-01-02 | Blueprints | Ladybug Robot Blueprint | 1200 | 2 | 2400 | akingaby78@deviantart.cor |
| 9 | 2020-01-02 | Drones | DTE-QFN20 Drone | 25000 | 2 | 50000 | jcolthurstgu@cbsnews.com |
| 10 | 2020-01-02 | Robot Kits | BYOD-2640S | 18900 | 2 | 37800 | aquiango@bohcnoc.nct |

# Case 4

A. Tugas

Dari hasil tabel yang dibuat pada soal nomor 3, simpanlah hasilnya dalam bentuk CSV. Dengan menggunakan Looker Studio, buatlah visualisasi yang menampilkan data penjualan tersebut. Visualisasi tersebut harus berisi minimal :

- Total keseluruhan sales
- Total keseluruhan sales berdasarkan kategori produk
- Total keseluruhan qty berdasarkan kategori produk
- Total sales berdasarkan kota
- Total qty berdasarkan kota
- Top 5 kategori produk yang paling tinggi salesnya
- Top 5 kategori produk yang paling tinggi qtynya

# Case 4



Link: [Link Google Data Studio Project (Looker)](#)

# Case 5

A. Tugas

Sebagai BI analyst PT Sejahtera Bersama, apa yang bisa anda usulkan untuk mempertahankan penjualan ataupun menaikkan penjualan dengan tabel transaksi detail yang sudah ada?

# Case 5

Steps that can hold or increase the sales for PT Sejahtera Bersama:

1. Do more promotion in cities that are not having big sales number (ex: Alexandria, Kent, Canton, Naples < 200K) either online or offline actions.

2. Reduce eBooks production and develop more Robots because with 1053 quantity it can gain 74 mil revenue rather than 3123 quantity but only get 6 mil.

3. Highest selling products like Robots, Drones, Robot Kits, Drone Kits should always be prioritized in every aspect (production, promotion, marketing) because by total sales it can get up to 150 mil revenue. If it can't be happened, customer churn rate will probably rise gradually and will result in decrease of sales.

# Github Link

[AryaVito/PortfolioProjects (github.com)](github.com)

# Video Presentation Here

[Link Video Presentasi](#)

Rakamin Academy