



PT Sejahtera Bersama

Sales Data Analysis

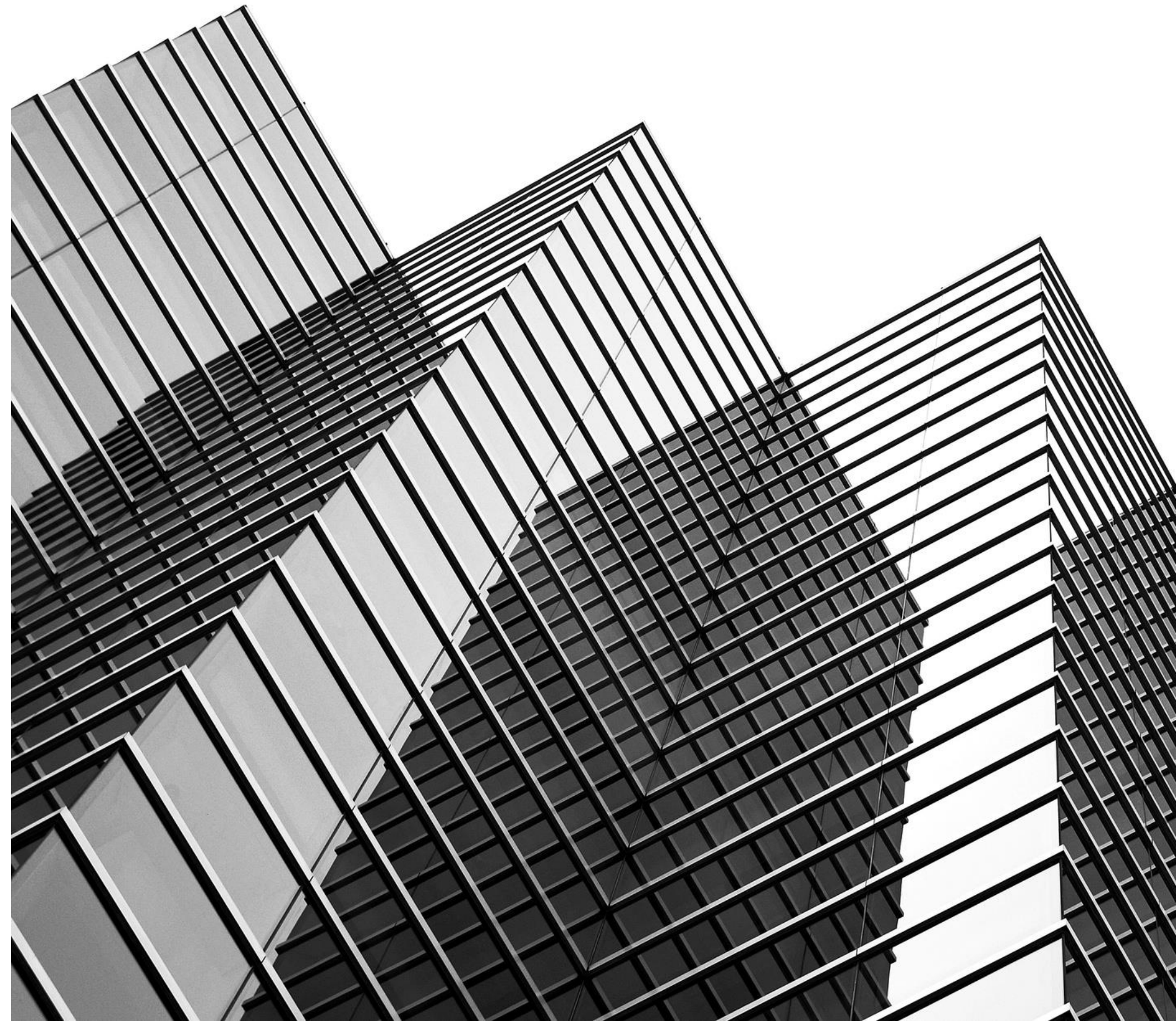
Introduction

Welcome to the Sales Data Analysis Project for PT Sejahtera Bersama.

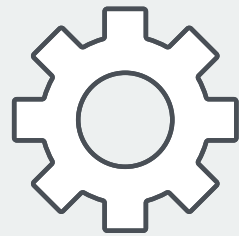
The names Bram, pleased to know you.



LETS GET STARTED



Project Highlights



**MASTER TABLE
CREATION**



**INTERACTIVE
VISUALIZATIONNS**



**STRATEGIC
RECOMMENNDATIONS**

This project not only showcases technical skills in data handling but also demonstrates the ability to translate raw data into business value.

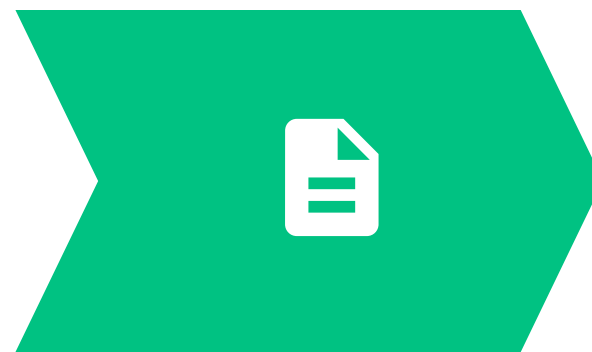
Project Roadmap

This roadmap ensures a structured approach to data-driven decision-making and impactful business insights.



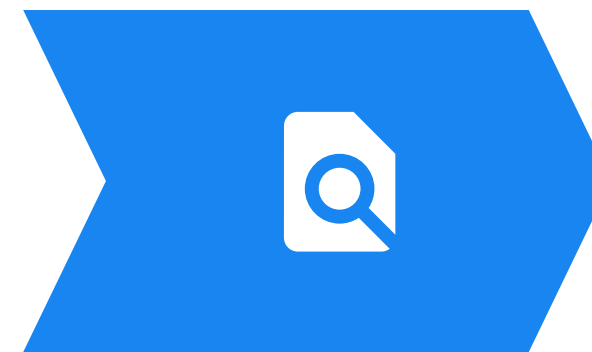
DATA PREPARATION

Identify primary
keys and
establish
relationships



MASTER TABLE CREATION

Combine data
from all tables



DATA VISUALIZATIONS

Create
interactive
dashboards

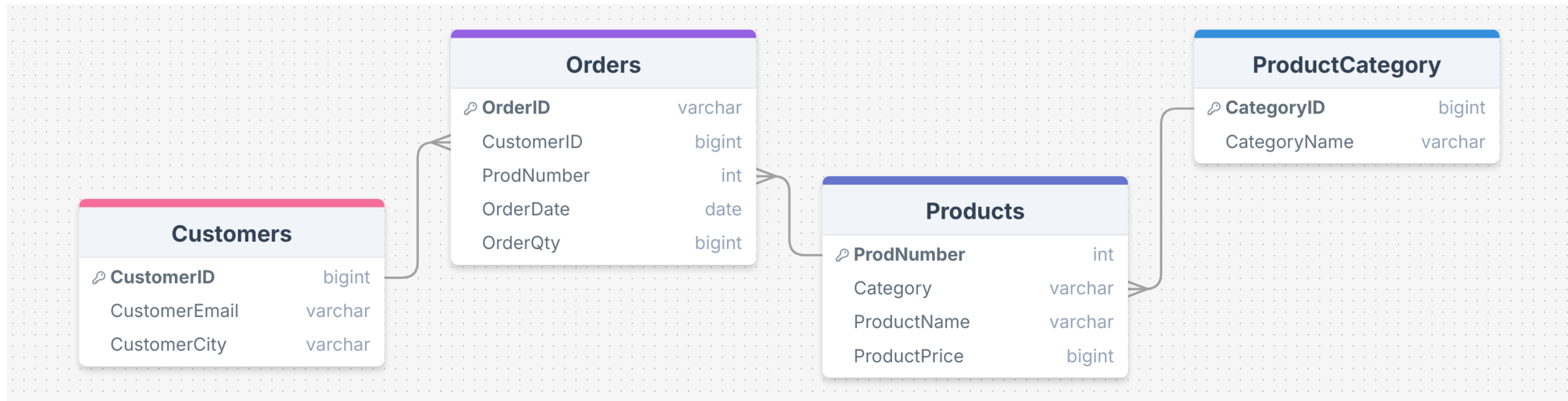


RECOMMENDATIO NS

Analyze trends
and propose
strategies

Data Preparation

The following is a diagram that provides important information regarding the tables.





Master Table Creation

CustomerEmail	Presentations are communication tools that can be used as demonstrations.
CustomerCity	Presentations are communication tools that can be used as demonstrations.
OrderDate	Presentations are communication tools that can be used as demonstrations.
OrderQty	Presentations are communication tools that can be used as demonstrations.
ProductName	Presentations are communication tools that can be used as demonstrations.
ProductPrice	Presentations are communication tools that can be used as demonstrations.
ProductCategoryName	Presentations are communication tools that can be used as demonstrations.
TotalSales	Calculated as OrderQty x ProductPrice

Data Visualization (1)

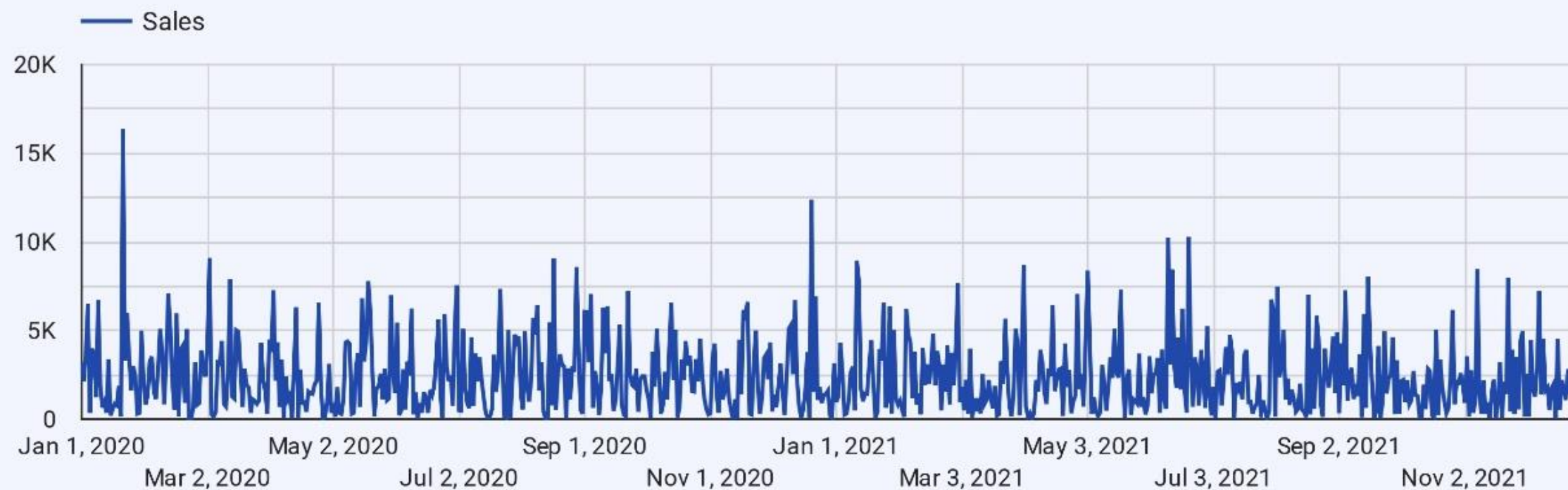
See 'Appendix' for further details such as Links



Digital User Churn Dashboard



Sales Trend Over Time



Select date range

Category

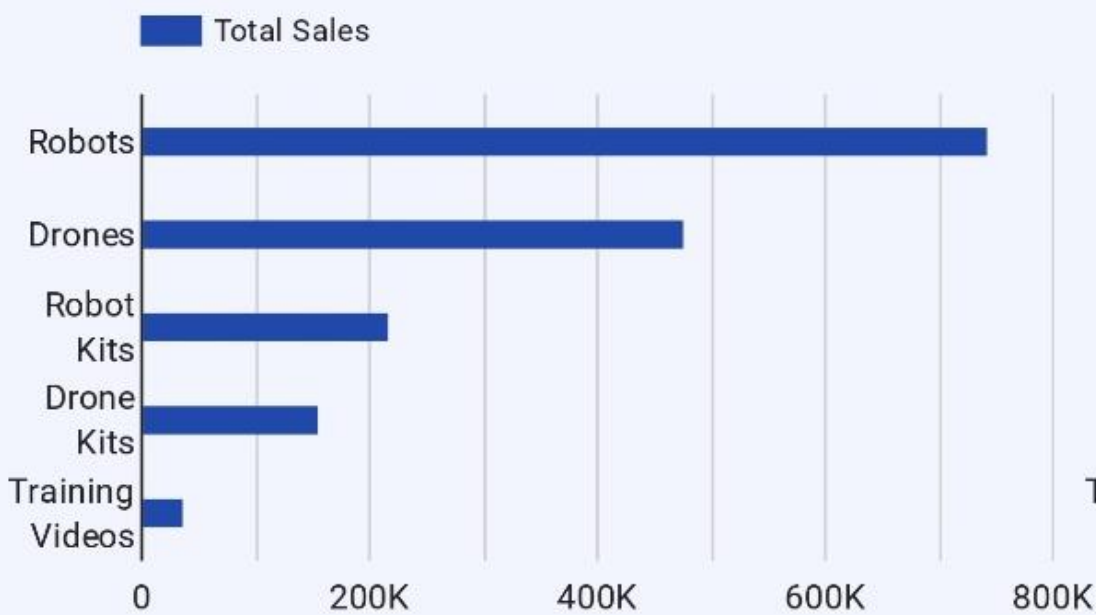
City

Total Sales
1,754,750.57

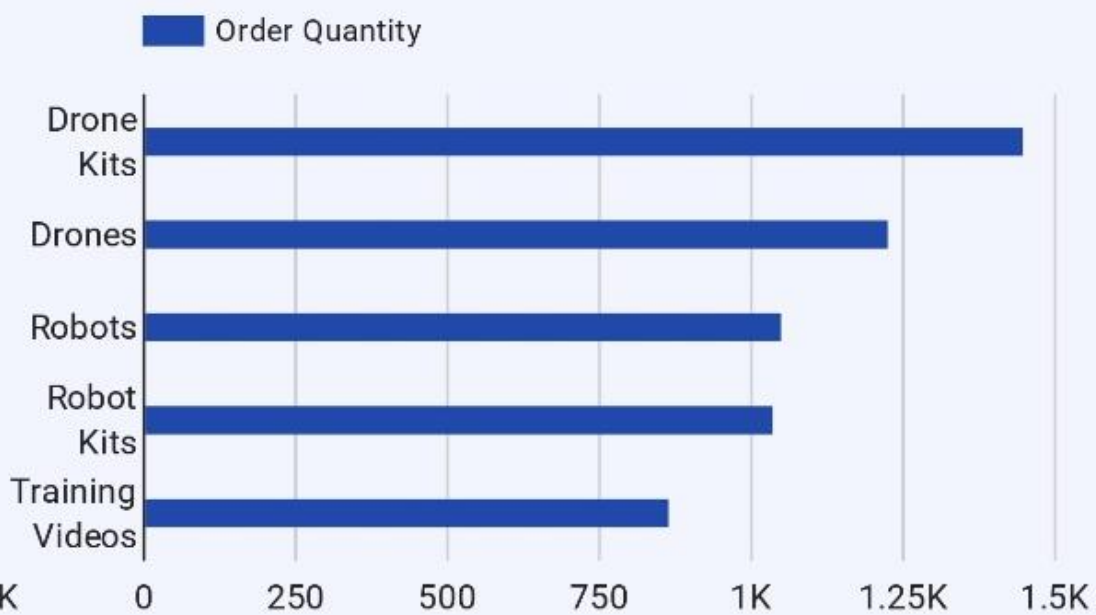
Total Quanti...
11,654

Data Visualization (2)

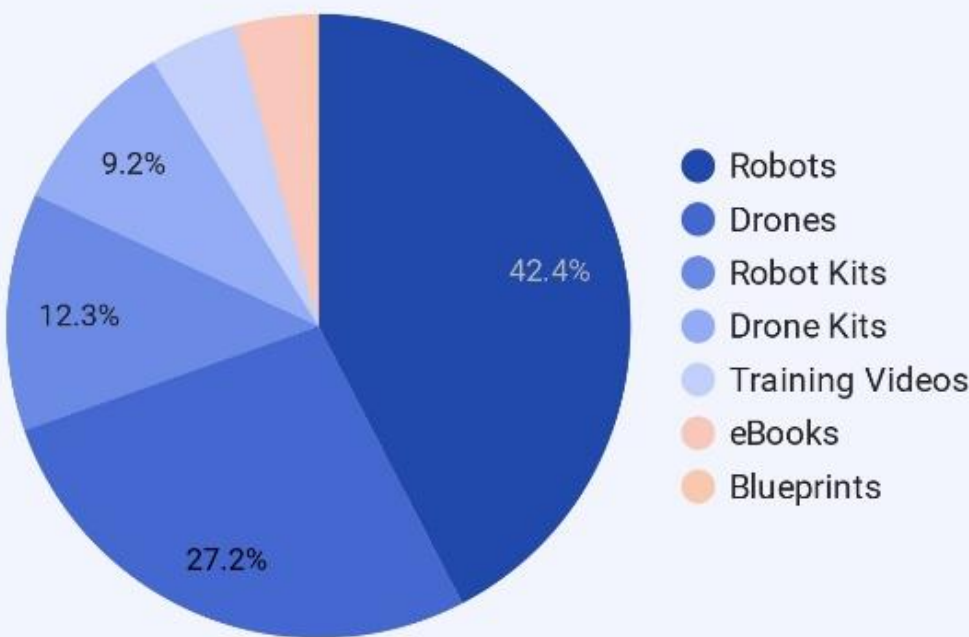
Top 5 Product by Sales



Top 5 Product by Quantity



Sales by Product Category



Quantity and Sales per City

	City	Order Quantity ▾	Total Sales
1.	Washington	308	55,381.94
2.	Houston	249	33,761.49
3.	San Diego	203	29,228.59
4.	Sacramento	153	33,380.2
5.	Atlanta	153	18,984.66
6.	Chicago	152	15,531.54
7.	Springfield	149	25,060.65

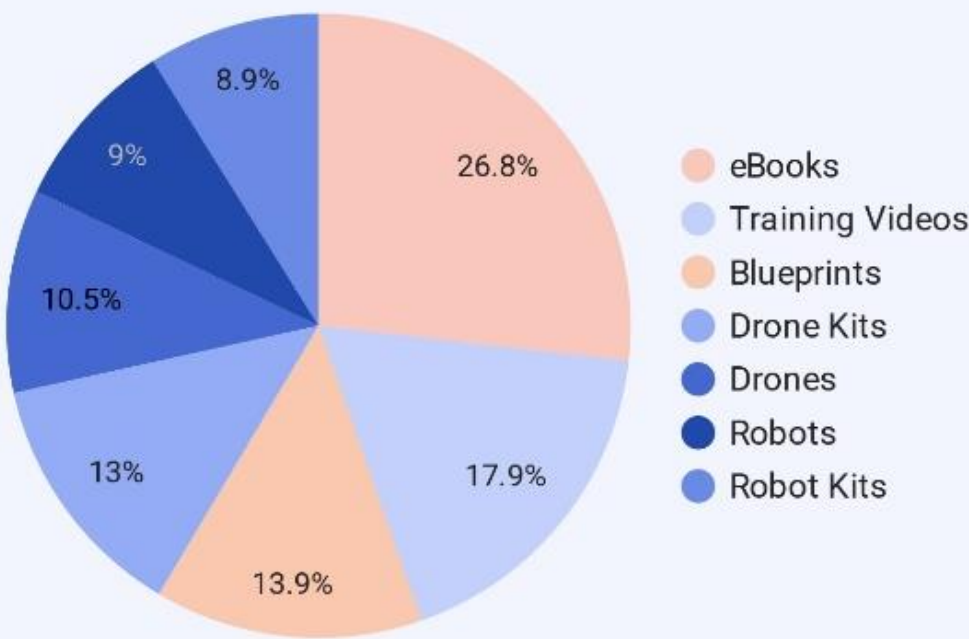
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Sales and Quantity per Category

	Product Category	Total Sales	Order Quantit...
1.	eBooks	58,968.41	3,123
2.	Training Videos	80,716.15	2,081
3.	Blueprints	16,434.51	1,618
4.	Drone Kits	161,242.5	1,515
5.	Drones	477,447	1,227
6.	Robots	743,505	1,053
7.	Robot Kits	216,437	1,037

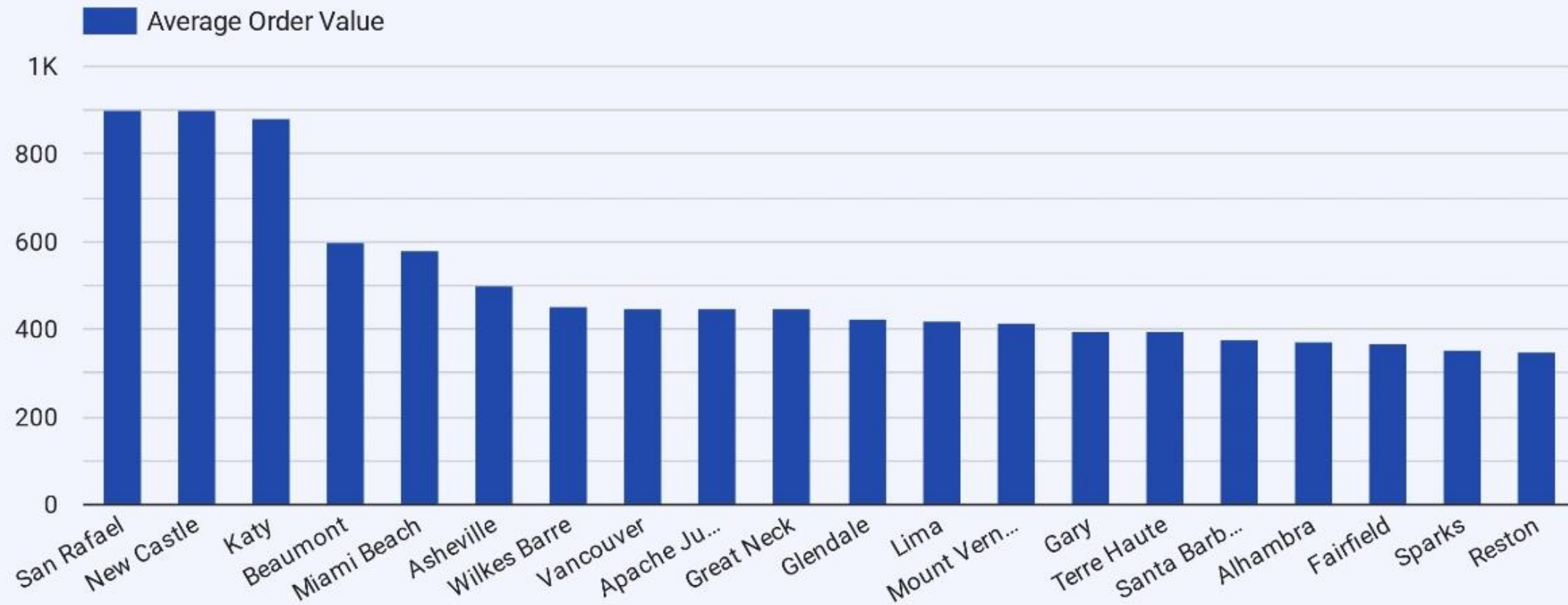
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Quantity by Product Category

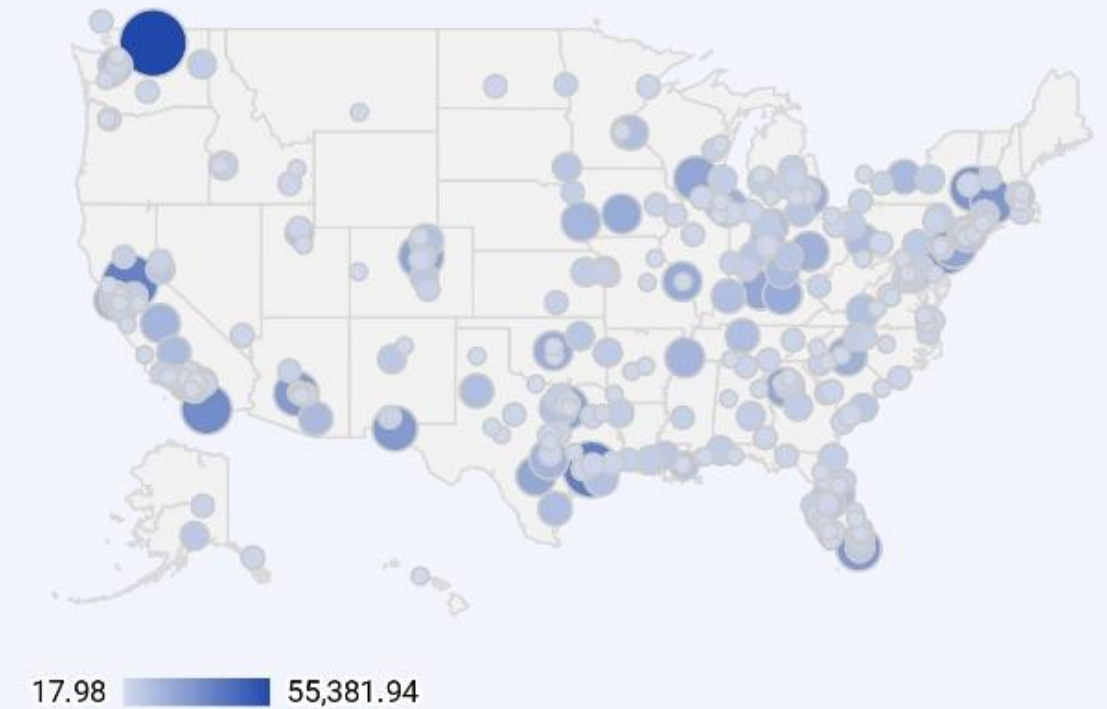


Data Visualizations (3)

Average Order Value by City



City by Sales



Insights, Recommendations, Actionables (1)



Leverage High-Performing Categories

Focus on top-sellers like Robots and Drone Kits.



Address Underperforming Categories

Offer discounts for Blueprints and eBooks



Enhance Regional Sales

Prioritize strong regions like Washington and Houston
Evaluate strategy to accommodate lower sales region (Marketing)



Utilize Seasonal Trends

Plan promotions during peak sales periods
Launch limited-time offers during slower months

Insights, Recommendations, Actionables (2)



Increase Customer Retention

Start loyalty programs to reward repeat customers
Personalize email campaigns for high-value clients



Boost Average Order Value

Promote cross-selling and upselling strategies
Offer free shipping for large orders



Data-Driven Adjustments

Use real-time insights to refine inventory and pricing
Continuously monitor underperforming areas and adapt strategies

A low-angle photograph of a modern glass skyscraper, likely the Burj Khalifa, reaching towards a clear sky. The building's glass facade reflects the sky and surrounding environment. A large, light blue diagonal shape is overlaid on the image, serving as a background for the text. In the top-left corner, there is a white rectangular bar. In the top-right corner, there is a light blue rectangular bar. In the bottom-left corner, there is a light blue rectangular bar. In the bottom-right corner, there is a white rectangular bar.

**Big Thanks!
Jazakallah Khair**

Appendix Queries

<div>🔍 CreateMasterTable</div> <div><div>▶ RUN</div><div>📄 SAVE QUERY ▾</div></div>	<div>🔍 SortMasterTable</div> <div><div>▶ RUN</div><div>📄 SAVE QUERY ▾</div></div>
<pre>1 CREATE TABLE `SalesAnalysis.MasterTable` AS 2 SELECT 3 c.CustomerEmail AS cust_email, 4 c.CustomerCity AS cust_city, 5 o.Date AS order_date, 6 o.Quantity AS order_qty, 7 p.ProdName AS product_name, 8 p.Price AS product_price, 9 pc.CategoryName AS category_name, 10 (o.Quantity * p.Price) AS total_sales 11 FROM 12 `SalesAnalysis.Orders` o 13 JOIN 14 `SalesAnalysis.Customers` c 15 ON 16 o.CustomerID = c.CustomerID 17 JOIN 18 `SalesAnalysis.Products` p 19 ON 20 o.ProdNumber = p.ProdNumber 21 JOIN 22 `SalesAnalysis.ProductCategory` pc 23 ON 24 p.Category = pc.CategoryID;</pre>	<pre>1 SELECT 2 order_date, 3 category_name, 4 product_name, 5 product_price, 6 order_qty, 7 total_sales, 8 cust_email, 9 cust_city 10 FROM `SalesAnalysis.MasterTable` 11 ORDER BY order_date ASC;</pre>

Appendix Links



My LinkedIn Profile

<https://www.linkedin.com/in/bramraka666/>



Dashboard used in this slide

<https://lookerstudio.google.com/s/pG4NvNjZkSA>



My GitHub Profile

<https://github.com/Bramasta66>