Rakamin Academy X Bank Muamalat

Digital User Churn Dashboard

PRESENTED BY DEA DAHLILA

About Me

“I'm a Fresh Graduate of Geophysics Engineering with a keen interest in data science and analysis. I'm passionate about extracting meaningful insights from data and using them to drive informed decision-making.”

Let's Connect

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Primary Key Dataset

01

Primary key tabeL Customers

CustomerID

02

Primary key tabel Products

ProdNumber

03

Primary key tabel Orders

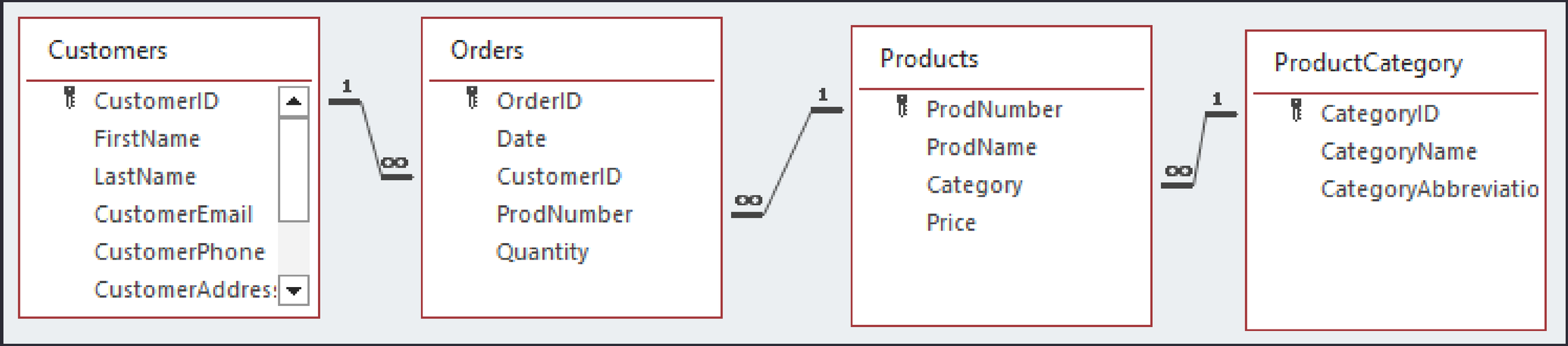
OrderID

04

Primary Key Tabel ProductCategory

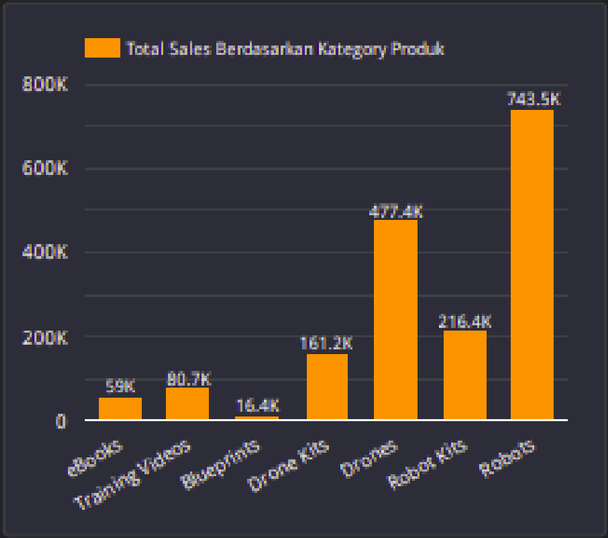
CategoryID

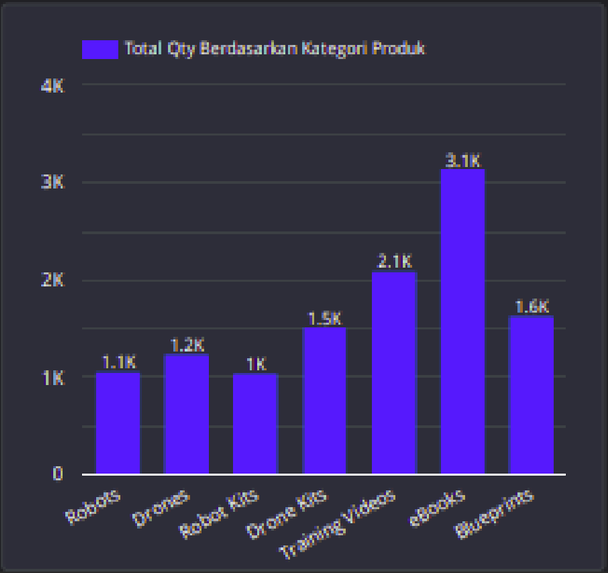
Relationship Table

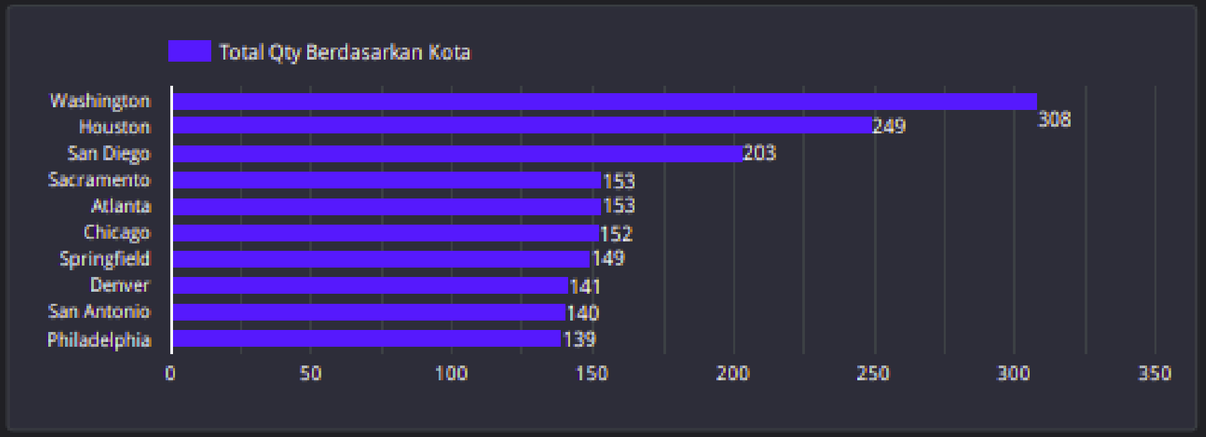


PT. SEJAHTERA BERSAMA SALES DASHBORD

Total Sales	Total Qty
1.8M	11.7K







	product_name	total_sales
1.	Sleepy Eye Blueprint	3,740.88
2.	DTI-84 Drone	105,105
3.	AI for Educators	10,539.45
4.	Building Your Own Drone	5,247.9
5.	RCB-889 Robot	114,192

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	product_name	order_qty
1.	Sleepy Eye Blueprint	312
2.	DTI-84 Drone	231
3.	AI for Educators	211
4.	Building Your Own Drone	210
5.	RCB-889 Robot	208

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Recomendation

- Maximizing customer email information as a method to stay in communication.
- Segmenting customers into several segments based on their total purchases during a specific time range and offering attractive deals for each customer segment.

Thank You