Rakamin Academy X JUBELIO

“PROMO EFFECTIVENESS REVIEW”

PROGRAM ON OMNICHANNEL JUBELIO

PROJECT-BASED INTERNSHIP
REPORTING ENGINEER AT JUBELIO

Presented by: Felicia Emma Angeline

PERSONAL INFO

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Felicia Emma Angeline

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WORK EXPERIENCES :

1. DATA ANALYST ASISSTANT
2. FIELD ASSISTANT
3. PRACTICUM ASSISTANT

Tools :

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ABOUT COMPANY

JUBELIO

Jubelio is an Indonesian omnichannel platform that enables businesses to manage their online and offline operations through a unified system. By integrating various aspects such as inventory, sales, warehouse management, and accounting, Jubelio simplifies complex retail operations into a single, streamlined dashboard.

Website: https://jubelio.com

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TASK OBJECTIVE

Every 6 months (end of semester) Omnichannel Jubelio holds a Promo Effectiveness Review, to see the effectiveness of PROMO CODE on total sales from one of the marketplaces.

As a reporting engineer, there are several tasks that need to be done.

01 Apply Promo Code from the Budgeting Team.

02 Create special Report Tables for the 3rd and 4th Quarters.

03 Do Summary and Visualization of the 3rd and 4th Quarter Table Data Results.

04 Create Shipping Label specifically for the month of December.

PREREQUISITE

PostgreSQL

- Download the SQL File (Task5.sql)
- Create a Task5_DB Database and restore the file.

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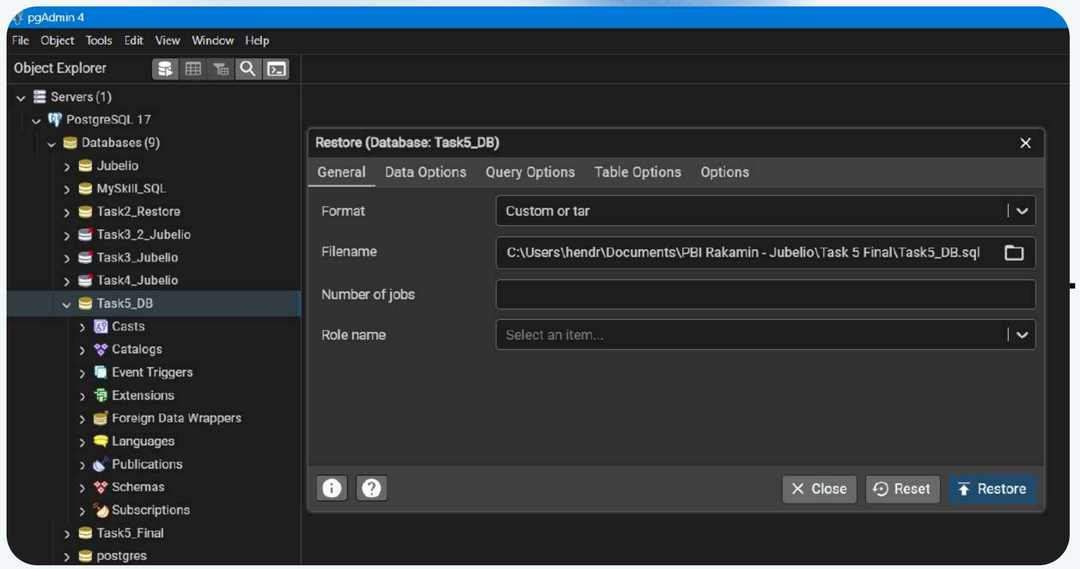
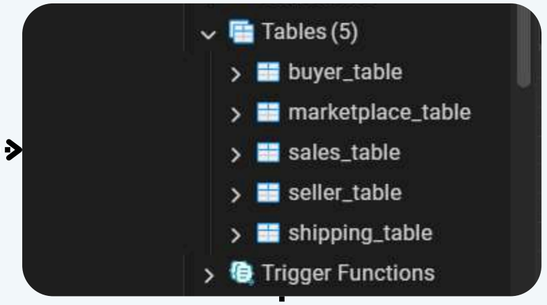
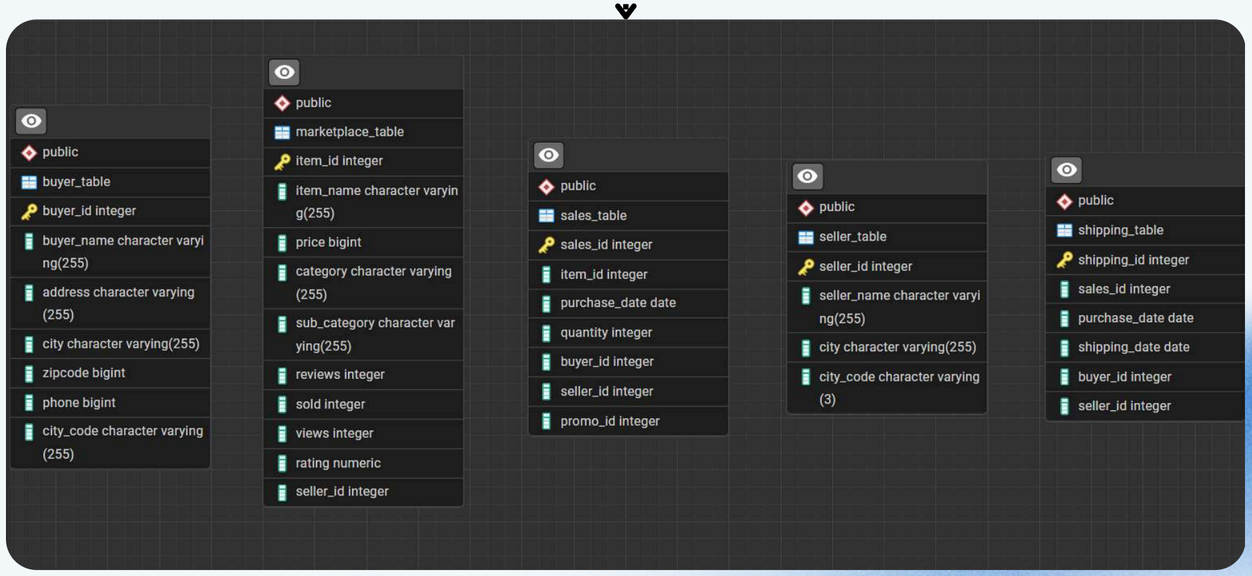
RESTORE DATASET







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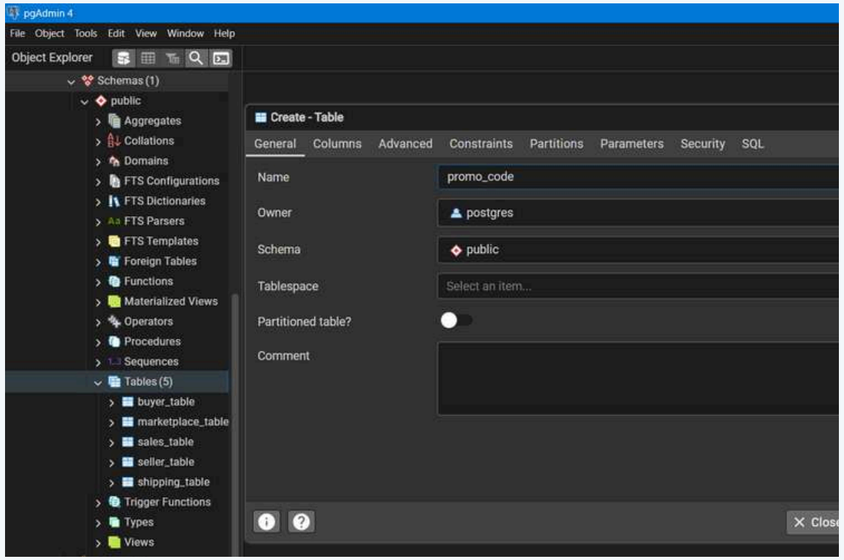
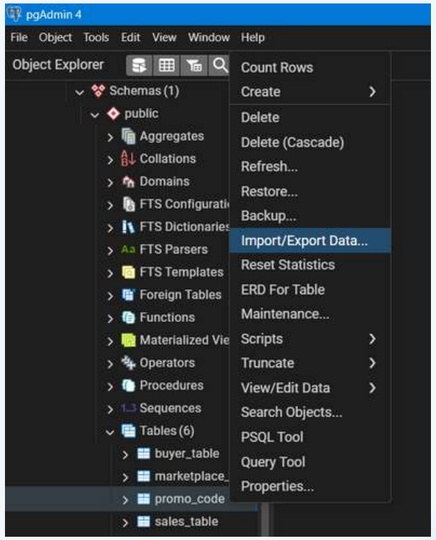
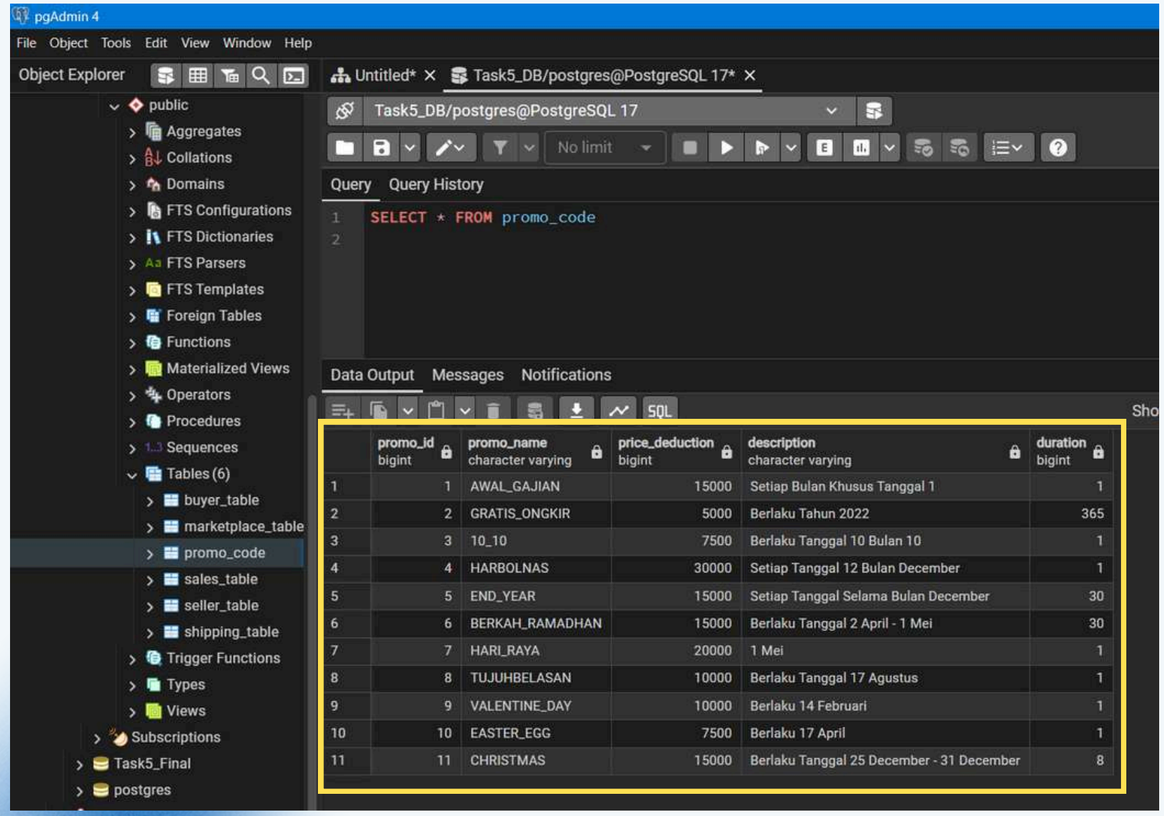
TASK 01 – 02







	promo_id bigint	promo_name character varying	price_deduction bigint	description character varying	duration bigint
1	1	AWAL_GAJIAN	15000	Setiap Bulan Khusus Tanggal 1	1
2	2	GRATIS_ONGKIR	5000	Berlaku Tahun 2022	365
3	3	10_10	7500	Berlaku Tanggal 10 Bulan 10	1
4	4	HARBOLNAS	30000	Setiap Tanggal 12 Bulan December	1
5	5	END_YEAR	15000	Setiap Tanggal Selama Bulan December	30
6	6	BERKAH_RAMADHAN	15000	Berlaku Tanggal 2 April - 1 Mei	30
7	7	HARI_RAYA	20000	1 Mei	1
8	8	TUJUHBELASAN	10000	Berlaku Tanggal 17 Agustus	1
9	9	VALENTINE_DAY	10000	Berlaku 14 Februari	1
10	10	EASTER_EGG	7500	Berlaku 17 April	1
11	11	CHRISTMAS	15000	Berlaku Tanggal 25 December - 31 December	8

1. **Create promo_code table** and **import promo_code.csv**

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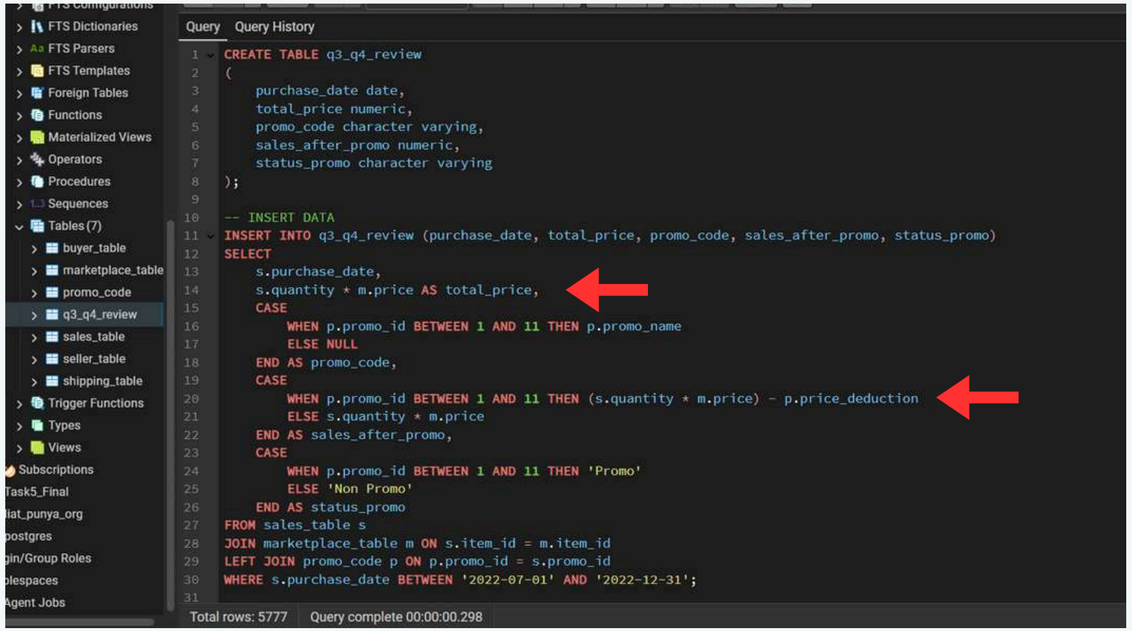
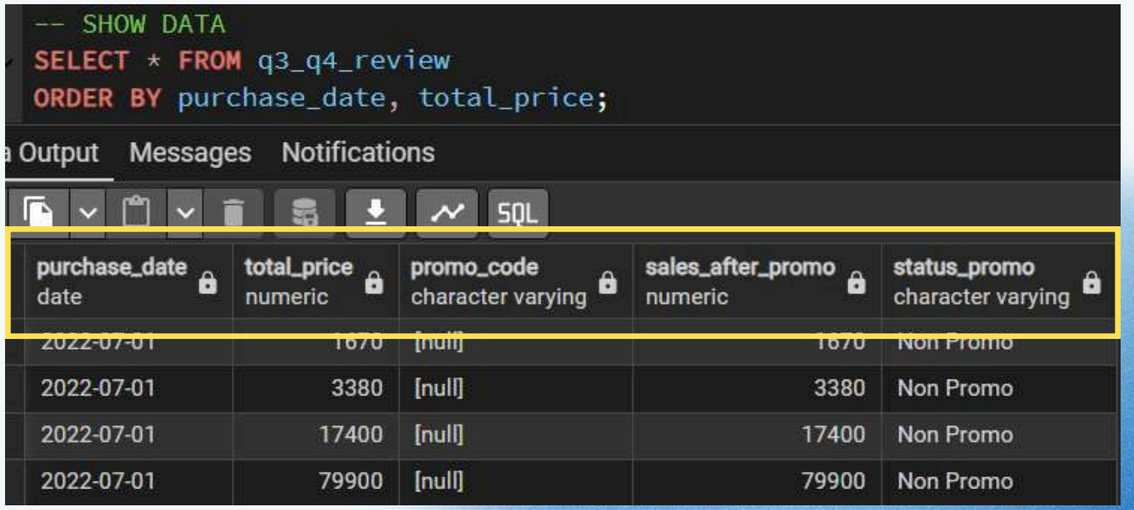
TASK 01 – 02

2. **Create** a new Table **(CREATE)** with the name **Q3_Q4_Review**.
3. Create a **QUERY** to **INSERT** this **Q3_Q4_Review** table with the following conditions
   - At least in the table there are columns: **purchase_date, total_price, promo_code, sales_after_promo**.
   - Take only sales transactions that are in the month of **July 1 – December 31, 2022**.
   - To get **total_price : quantity * price** (JOIN sales_table to Table marketplace_table) and **sales_after_promo : total_price – deduction** (JOIN sales_table to promo_code)





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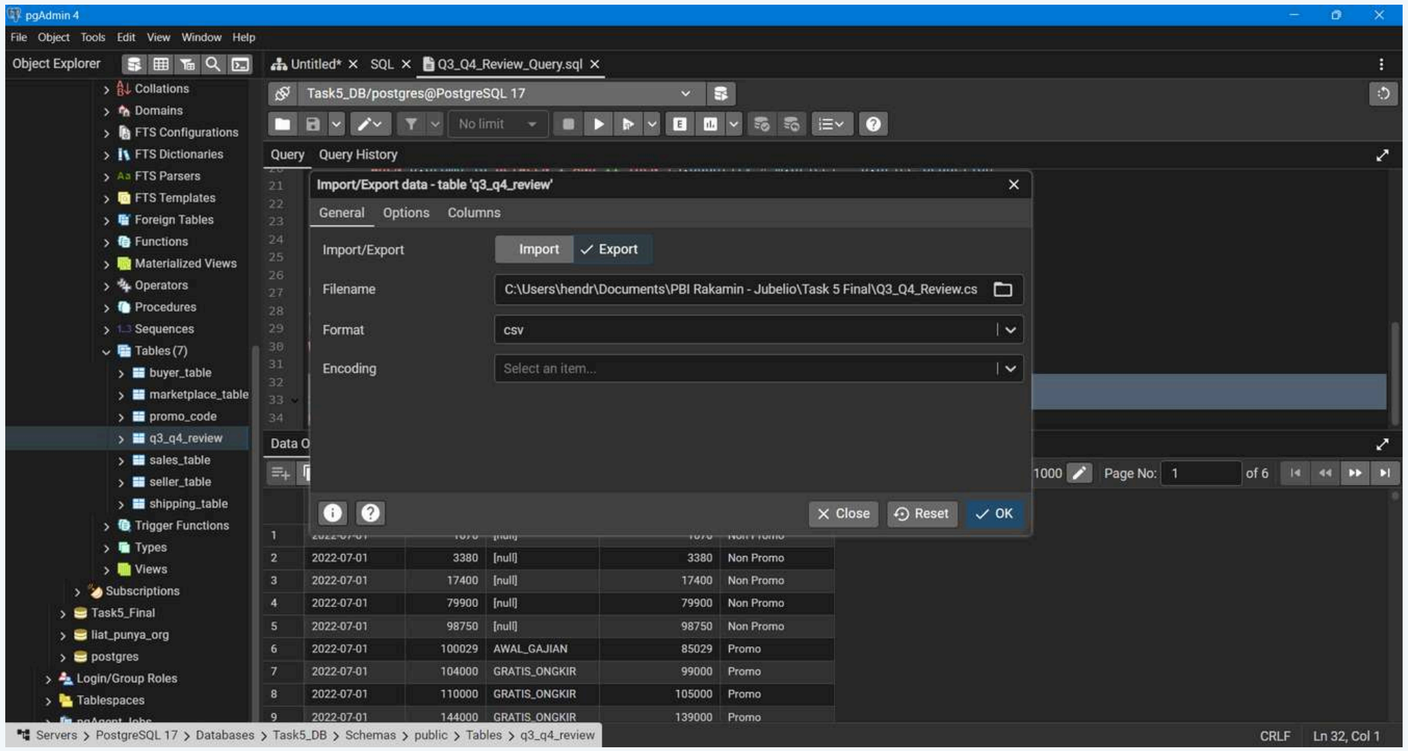
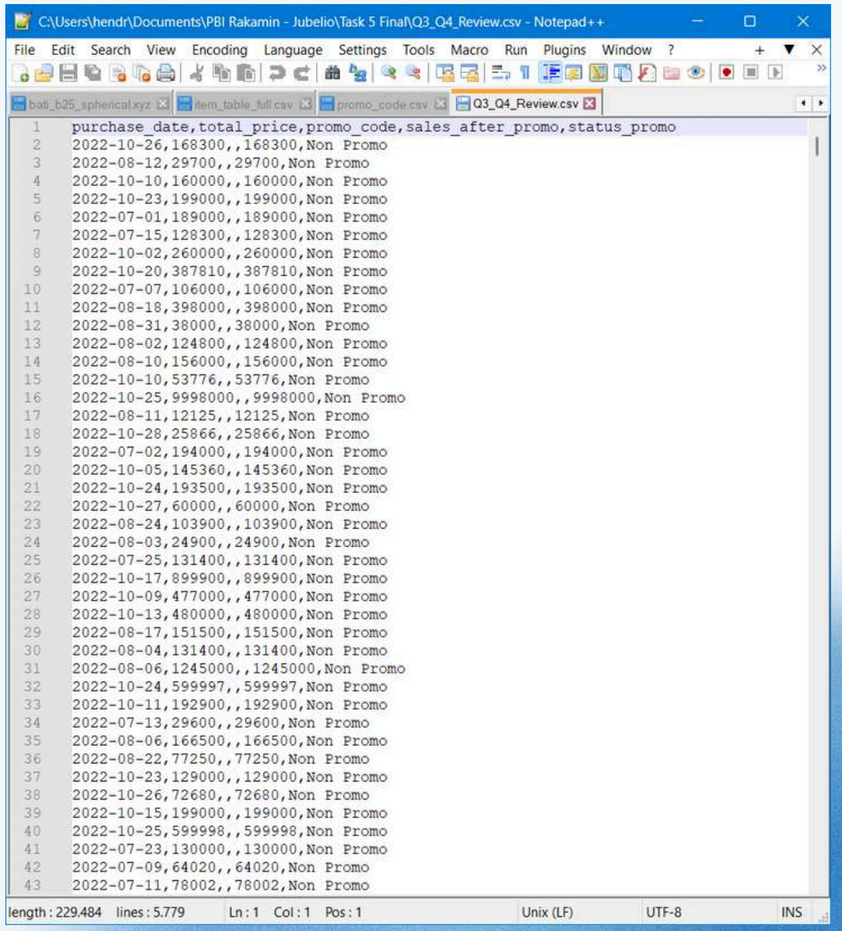
TASK 01 – 02

4. **Export** Data **Q3_Q4_Review**





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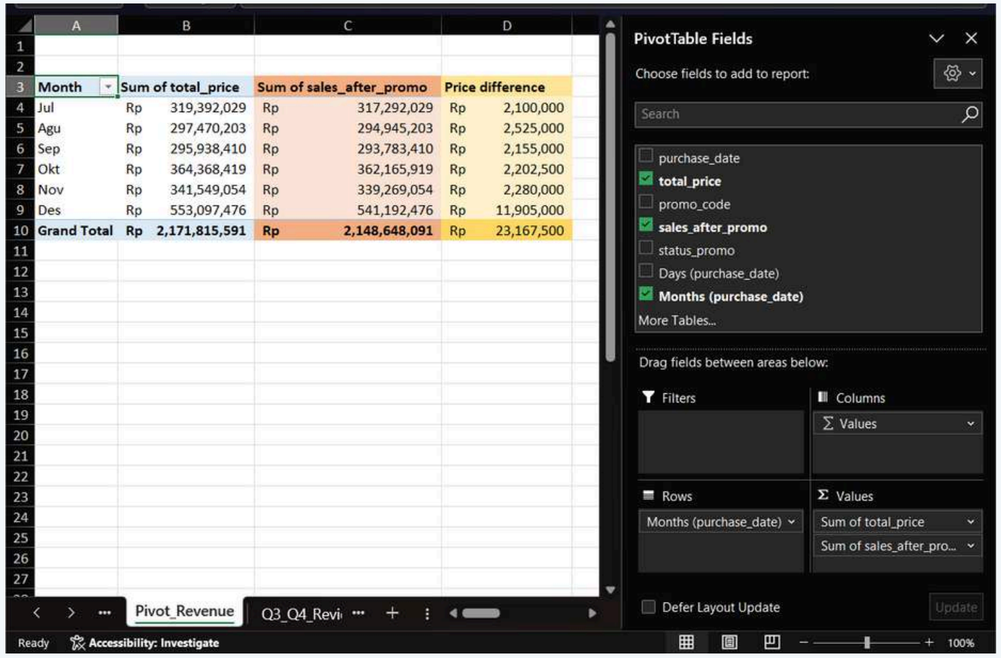
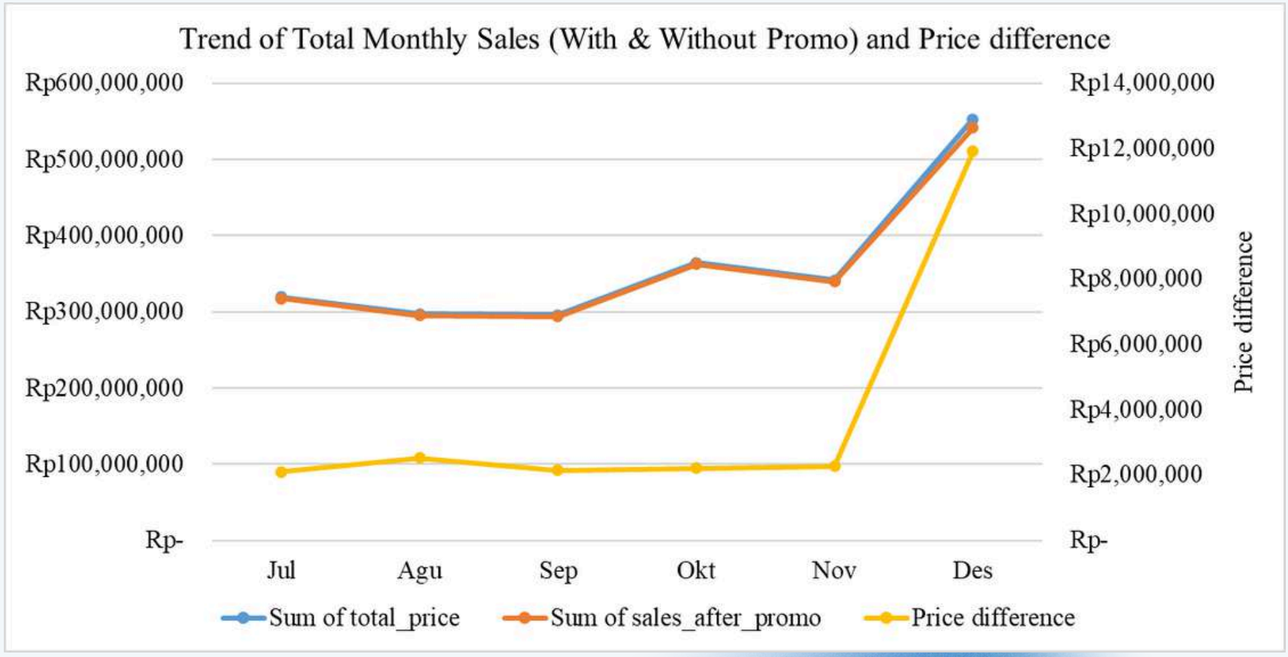
TASK 03

Create a summary and **perform data visualization** from **Q3_Q4_Review** related to **the trend of monthly total sales activity after the promo discount** and the **monthly trend of the comparison of the ratio of the number of promo users and non-users of the promo**.



Month	Sum of total_price	Sum of sales_after_promo	Price difference
Jul	Rp 319,392,029	Rp 317,292,029	Rp 2,100,000
Agu	Rp 297,470,203	Rp 294,945,203	Rp 2,525,000
Sep	Rp 295,938,410	Rp 293,783,410	Rp 2,155,000
Okt	Rp 364,368,419	Rp 362,165,919	Rp 2,202,500
Nov	Rp 341,549,054	Rp 339,269,054	Rp 2,280,000
Des	Rp 553,097,476	Rp 541,192,476	Rp 11,905,000
Grand Total	Rp 2,171,815,591	Rp 2,148,648,091	Rp 23,167,500



- Sales **increased steadily from July to December**, with a **sharp spike in December**.
- **December** was the month with the **highest total sales**, even after promo discounts.
- **The promo had a huge impact in December**, as seen by the sharply increased price gap and the significant increase in sales.
- **Promos are effective in driving transaction volume**, not just lowering prices.

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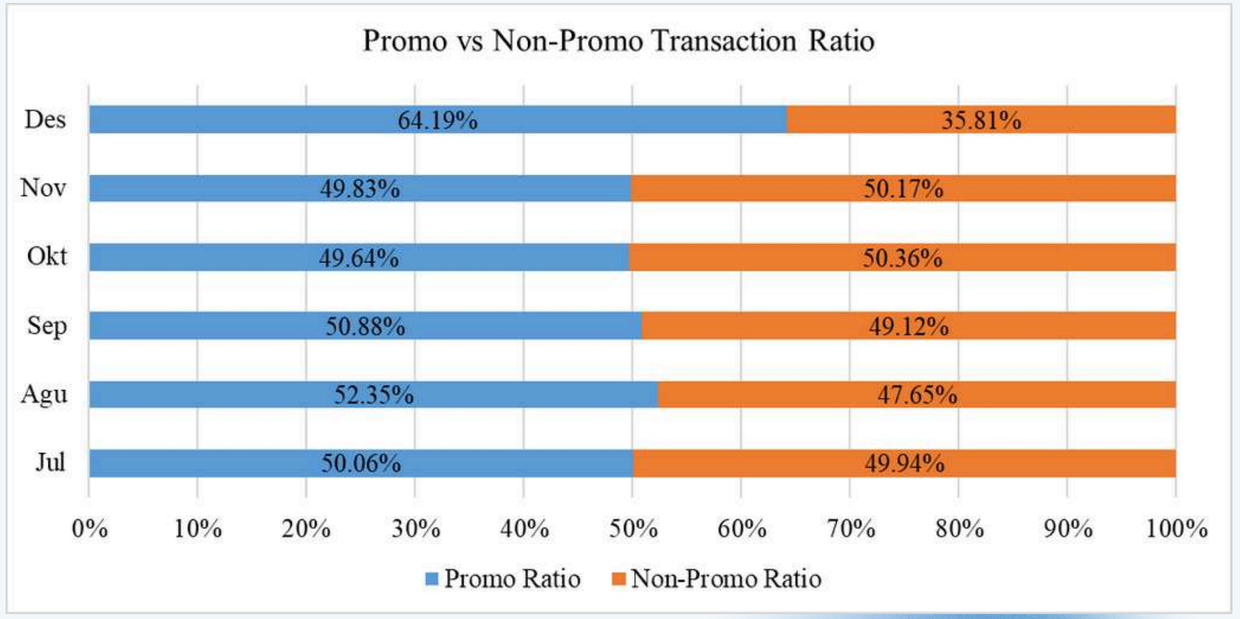
TASK 03

Create a summary and **perform data visualization** from **Q3_Q4_Review** related to **the trend of monthly total sales activity after the promo discount** and the **monthly trend of the comparison of the ratio of the number of promo users and non-users of the promo**.

Count of status_promo	Column Labels		
Month	Promo	Non Promo	Grand Total
Jul	404	403	807
Agu	479	436	915
Sep	403	389	792
Okt	417	423	840
Nov	442	445	887
Des	986	550	1536
Grand Total	3131	2646	5777

Month	Promo	Promo Ratio	Non Promo	Non-Promo Ratio	Grand Total
Jul	404	50.06%	403	49.94%	807
Agu	479	52.35%	436	47.65%	915
Sep	403	50.88%	389	49.12%	792
Okt	417	49.64%	423	50.36%	840
Nov	442	49.83%	445	50.17%	887
Des	986	64.19%	550	35.81%	1536
Grand Total	3131	54.20%	2646	45.80%	5777

Pivot_Ratio | Pivot_Revenue | Q3_Q4_Review | Sheet1



- The ratio of promo to non-promo transactions is **relatively stable around the 50% mark for July through November.**
- **In December, the proportion of promo users increased significantly to 64.19%,** while non-promo was only 35.81%. This was likely triggered by the massive year-end promotion strategy (holiday, Christmas, year-end).

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TASK 04

1. **Create** a table **(CREATE) shipping_summary**.
2. Create a **QUERY** to **INSERT** this table with the conditions below.

- At least there are columns: **shipping_date, seller_name, buyer_name, buyer_address, buyer_city, buyer_zipcode** and **receipt_code**.
- To get seller_name (JOIN shipping_table to table seller_table), to get buyer_name, buyer_address, buyer_city, buyer_zipcode (JOIN shipping_table to table buyer_table).
- The receipt code column contains a **CONCAT** of the columns **(shipping_id-purchase_date-shipping_date-buyer_id-seller_id)**. Use the format **("YYYYMMDD")** for the **receipt_code column**.

```sql
-- CREATE TABLE
CREATE TABLE shipping_summary
(
    shipping_date date,
    seller_name character varying,
    buyer_name character varying,
    buyer_address character varying,
    buyer_city character varying,
    buyer_zipcode character varying,
    receipt_code character varying
);
```

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TASK 04

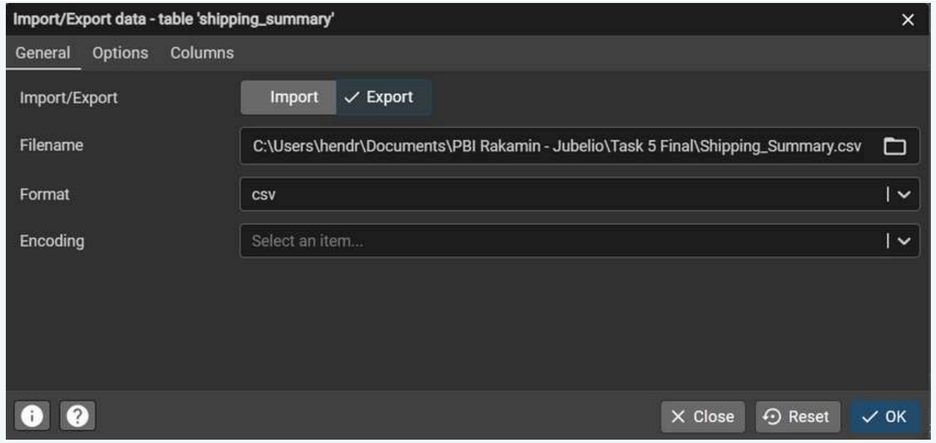
3. **Export shipping_summary** table

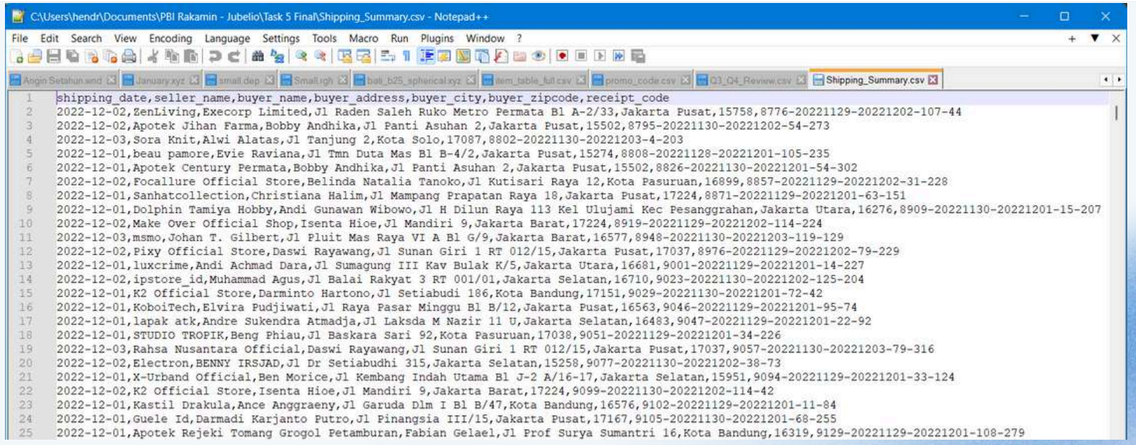
```
38  -- SHOW DATA
39  SELECT * FROM shipping_summary;
```

Data Output | Messages | Notifications

Showing rows: 1 to 1000 | Page No: 1 of 2

	shipping_date date	seller_name character varying	buyer_name character varying	buyer_address character varying	buyer_city character varying	buyer_zipcode character varying	receipt_code character varying
1	2022-12-02	ZenLiving	Execorp Limited	Jl Raden Saleh Ruko Metro Permata Bl A-2/33	Jakarta Pusat	15758	8776-20221129-20221202-107-44
2	2022-12-02	Apotek Jihan Farma	Bobby Andhika	Jl Panti Asuhan 2	Jakarta Pusat	15502	8795-20221130-20221202-54-273
3	2022-12-03	Sora Knit	Alwi Alatas	Jl Tanjung 2	Kota Solo	17087	8802-20221130-20221203-4-203
4	2022-12-01	beau pamore	Evie Raviana	Jl Tmn Duta Mas Bl B-4/2	Jakarta Pusat	15274	8808-20221128-20221201-105-235
5	2022-12-01	Apotek Century Permata	Bobby Andhika	Jl Panti Asuhan 2	Jakarta Pusat	15502	8826-20221130-20221201-54-302





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TASK 04

Create Shipping Labels with **Layout 2 Across and 5 Down**. Format: buyer_name, buyer_address, buyer_city, buyer_zipcode, and receipt_code.

shipping_date	seller_name	buyer_name	buyer_address	buyer_city	buyer_zipcode	receipt_code
01/12/2022	beau pamore	Evie Raviana	Jl Tmn Duta Mas Bl B-4/2	Jakarta Pusat	15274	8808-20221128-20221201-105-235
01/12/2022	Apotek Century Permata	Bobby Andhika	Jl Panti Asuhan 2	Jakarta Pusat	15502	8826-20221130-20221201-54-302
01/12/2022	Sanhatcollection	Christiana Halim	Jl Mampang Prapatan Raya 18	Jakarta Pusat	17224	8871-20221129-20221201-63-151
01/12/2022	Dolphin Tamiya Hobby	Andi Gunawan Wibowo	Jl H Dilun Raya 113 Kel Ulujami Kec Pesanggrahan	Jakarta Utara	16276	8909-20221130-20221201-15-207
01/12/2022	luxcrime	Andi Achmad Dara	Jl Sumagung III Kav Bulak K/5	Jakarta Utara	16681	9001-20221129-20221201-14-227
01/12/2022	K2 Official Store	Darminto Hartono	Jl Setiabudi 186	Kota Bandung	17151	9029-20221130-20221201-72-42
01/12/2022	KoboiTech	Elvira Pudjiwati	Jl Raya Pasar Minggu Bl B/12	Jakarta Pusat	16563	9046-20221129-20221201-95-74
01/12/2022	lapak atk	Andre Sukendra Atmadja	Jl Laksda M Nazir 11 U	Jakarta Selatan	16483	9047-20221129-20221201-22-92
01/12/2022	STUDIO TROPIK	Beng Phiau	Jl Baskara Sari 92	Kota Pasuruan	17038	9051-20221129-20221201-34-226
01/12/2022	X-Urband Official	Ben Morice	Jl Kembang Indah Utama Bl J-2 A/16-17	Jakarta Selatan	15951	9094-20221129-20221201-33-124
01/12/2022	Kastil Drakula	Ance Anggraeny	Jl Garuda Dlm I Bl B/47	Kota Bandung	16576	9102-20221129-20221201-11-84
01/12/2022	Guele Id	Darmadi Karjanto Putro	Jl Pinangsia III/15	Jakarta Pusat	17167	9105-20221130-20221201-68-255
01/12/2022	Apotek Rejeki Tomang Grogol Petamburan	Fabian Gelael	Jl Prof Surya Sumantri 16	Kota Bandung	16319	9129-20221129-20221201-108-279
01/12/2022	OTWOO Indonesia	Darwin Leo	Jl Cikini Raya 8	Jakarta Pusat	16509	9164-20221129-20221201-75-246
01/12/2022	Multi jaya 31	Amaluddin Djambak	Jl Raya Kosambi 8	Jakarta Barat	15683	9200-20221128-20221201-8-30
01/12/2022	VQ TECHNOLOGY	Andi Achmad Dara	Jl Sumagung III Kav Bulak K/5	Jakarta Utara	16681	9230-20221128-20221201-14-61
01/12/2022	Agenjaketbandung	Evi Wikarsa	Jl Dewi Sartika 357 C	Jakarta Pusat	15415	9270-20221130-20221201-103-125
01/12/2022	Aksesmandiri.ID	Bob Yanuar	Jl RS Fatmawati 15 Golden Plaza Bl I/1-2	Jakarta Pusat	16250	9335-20221130-20221201-52-77
01/12/2022	Apotek Mario Cengkareng	Effendy Husin	Jl Ampera Raya Kav I/5 Ged Satmarindo Lt 2	Jakarta Pusat	16277	9353-20221129-20221201-87-305
01/12/2022	look180	Hioe Isenta	Jl Pekayon 4	Jakarta Barat	16966	9389-20221130-20221201-109-172
01/12/2022	erjucom	Eiffel Tedja	Jl Kwitang Raya 8 Ged Senatama	Jakarta Pusat	16366	9401-20221128-20221201-89-14
01/12/2022	TheStore Collection	Fabian Gelael	Jl Prof Surya Sumantri 16	Kota Bandung	16319	9434-20221128-20221201-108-141
01/12/2022	Prepp Studio Official Store	Christiana Niowni	Jl Peta 62	Kota Bandung	17147	9447-20221128-20221201-64-134
01/12/2022	Putra Jaya 88	Darwin Leo	Jl Cikini Raya 8	Jakarta Pusat	16509	9532-20221128-20221201-75-13
01/12/2022	Setia Mandiri Elektronik	Emily Waty Setiawan	Jl Lautze 87	Jakarta Pusat	17176	9539-20221128-20221201-99-41
01/12/2022	COTTON GOODS STORE	Elsa Djauhari	Jl Ngagel Tirtosari 19	Kota Pasuruan	16072	9543-20221128-20221201-92-157

Shipping_Summary | Sheet1

Ready Calculate Accessibility: Investigate

AutoSave Off Shipping Label G... • Saved

File Home Insert Draw Design Layout References Mailings Review View Add-ins Help Outwrite QuillBot

Evie Raviana Jl Tmn Duta Mas Bl B-4/2 Jakarta Pusat 15274 8808-20221128-20221201-105-235	Bobby Andhika Jl Panti Asuhan 2 Jakarta Pusat 15502 8826-20221130-20221201-54-302
Christiana Halim Jl Mampang Prapatan Raya 18 Jakarta Pusat 17224 8871-20221129-20221201-63-151	Andi Gunawan Wibowo Jl H Dilun Raya 113 Kel Ulujami Kec Pesanggrahan Jakarta Utara 16276 8909-20221130-20221201-15-207
Andi Achmad Dara Jl Sumagung III Kav Bulak K/5 Jakarta Utara 16681 9001-20221129-20221201-14-227	Darminto Hartono Jl Setiabudi 186 Kota Bandung 17151 9029-20221130-20221201-72-42
Elvira Pudjiwati Jl Raya Pasar Minggu Bl B/12 Jakarta Pusat 16563 9046-20221129-20221201-95-74	Andre Sukendra Atmadja Jl Laksda M Nazir 11 U Jakarta Selatan 16483 9047-20221129-20221201-22-92
Beng Phiau Jl Baskara Sari 92 Kota Pasuruan	Ben Morice Jl Kembang Indah Utama Bl J-2 A/16-17 Jakarta Selatan

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LINK

GitHub

https://github.com/FeliciaEmmaA/Rakamin-Project-Based-Internship.git

Google Drive

https://drive.google.com/drive/folders/1kqtmv7ALtn4hvv6lN_uklOTElmYNZsG4?usp=sharing

Youtube

https://youtu.be/ZvlCDOzwVf8

THANK YOU

FOR YOUR ATTENTION

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