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Created by:
Ferdian Aditya Pratama
ferdian.aditya2302@gmail.com
https://www.linkedin.com/in/ferdianaditya-pratama/

Hi, my name is Ferdian Aditya Pratama, and I hold a Master's Degree in Computer Science. I am a curious, quick learner and eager to see a project from start to finish and collaborate with other teams along the way.

Previously, I worked as a Lecturer of Information Systems for more than five years, performing three university primary responsibilities of education, research, and community service. While my experience is in the education field, I'm looking forward to leveraging my data skills further as a Data scientist/Data analyst.

I joined a Data Science BootCamp program to enhance my related skills and just graduated recently (on April 2023). While in the BootCamp program, I developed a Machine Learning model that predicted default customers in a bank case with a scoring accuracy and recall of 70%. Furthermore, I also developed a Machine Learning model to identify an airline customer segmentation.

I'm right over at ferdian.aditya2302@gmail.com if you want to know more about me

## Overview



"Dalam suatu perusahaan mengukur performa bisnis sangatlah penting untuk melacak, memantau, dan menilai keberhasilan atau kegagalan dari berbagai proses bisnis. Oleh karena itu, dalam paper ini akan menganalisa performa bisnis untuk sebuah perusahan eCommerce, dengan memperhitungkan beberapa metrik bisnis yaitu pertumbuhan pelanggan, kualitas produk, dan tipe pembayaran."

## **Data Preparation**



- Some unrecorded data is at the zip\_code\_prefix on both customers and sellers table with the geolocations table. Therefore, data cleansing is required to solve the issues.
- As for the orders\_item, payments, and reviews entities cannot have a primary key due to the duplicate value or no unique value on the record.
- The ERD is generated automatically using the PGAdmin features. The relationships were determined by the created foreign key.
- Before connecting the entities, constraint columns are necessary, and it can be quickly done by using queries or the wizard feature from pgAdmin.