SALES DASHBOARD

Virtual Internship Experience
Bank Muamalat

Presented by
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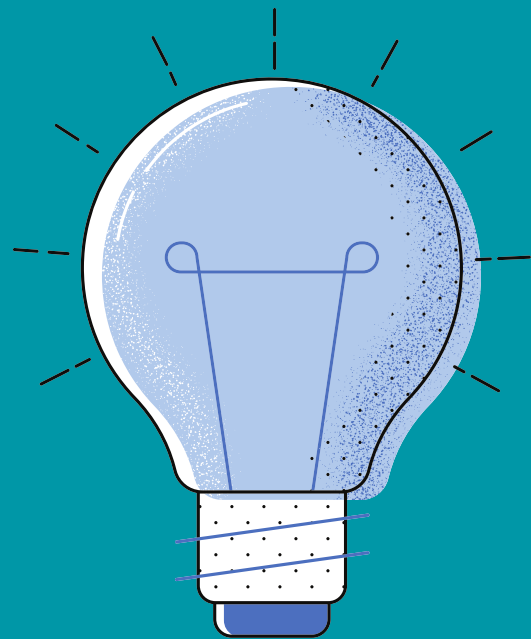
https://www.linkedin.com/in/jason-williem-candra
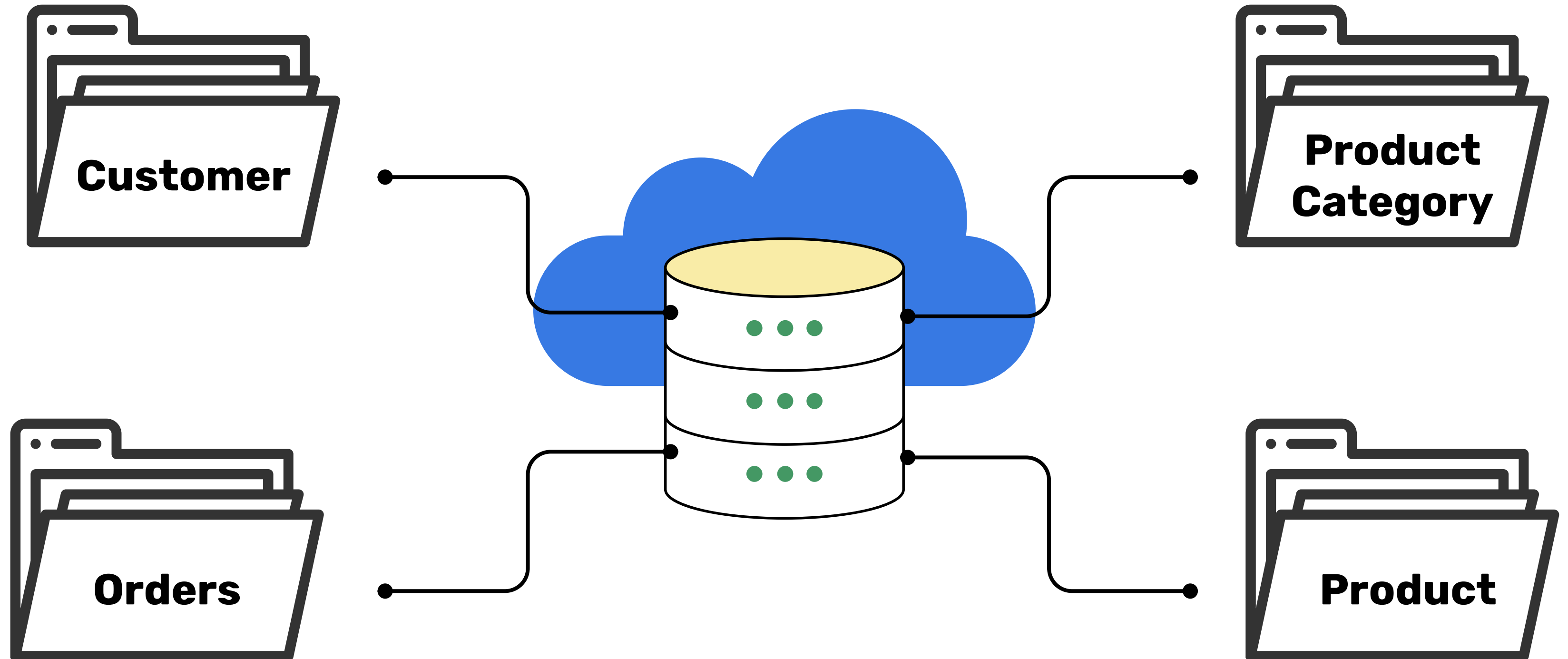jasonwilliam01@gmail.com
https://github.com/Jw-Jason

OBJECTIVE

Developed a comprehensive sales dashboard from PT Sejahtera Bersama by integrating four key datasets:
Customer, Product, Orders, and Categories, to provide actionable insights and strategic product recommendations

DataSet

Customer

Orders

Product Category

Product

DataSet Overview

Customer

- 🔑 **CustomerID**
- FirstName
- CustomerEmail
- CustomerPhone
- CustomerAddress
- CustomerCity
- CustomerState
- CustomerZip

Orders

- 🔑 **OrderID**
- Date
- CustomerID
- ProdNumber
- Quantity

Product Category

- 🔑 **CategoryID**
- CategoryName
- CategoryAbbreviation

Product

- 🔑 **ProdNumber**
- ProdName
- Category
- Price

Dasboard

Bank Muamalat

SALES OVERVIEW

Total Sales	Total Sales Item	Total Item Types
$1,754,751	11,654	69

Total Sales By Category
Robots, Drones, Robot Kits, Drone Kits, Training ..., eBooks, Blueprints
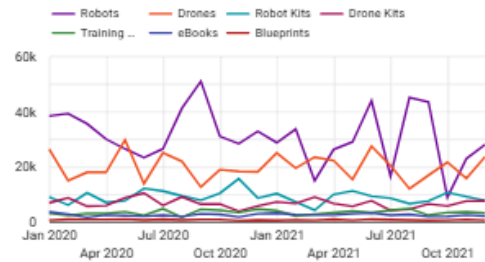
Total Quantity Sold By Category
Robots, Drones, Robot Kits, Drone Kits, Training ..., eBooks, Blueprints
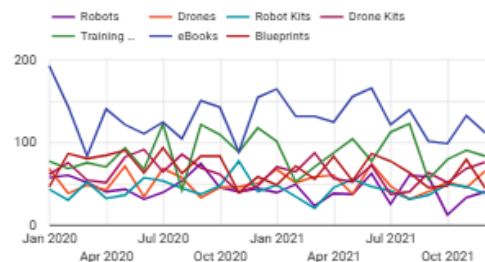
	Product Name	Category	Total Sales ▾	Jumlah Quantity
1.	MICR-23K Robot	Robots	157,325	175
2.	RWW-75 Robot	Robots	120,971	137
3.	RLK-9920 Robot	Robots	120,927	173
4.	RQTE-554 Robot	Robots	116,280	170
5.	RCB-889 Robot	Robots	114,192	208
6.	RXW-9807 Robot	Robots	113,810	190
7.	DTI-84 Drone	Drones	105,105	231
8.	MICR-564K Drone	Drones	86,327	173
9.	DTD-7000 Drone	Drones	76,950	171
10.	DA-SA702 Drone	Drones	67,830	170
11.	DC-304 Drone	Drones	56,485	143
12.	DX-145 Drone	Drones	48,000	192
13.	BYOR-3000	Robot Kits	41,944	196

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Top 7 Sales
Total Sales

Robots	744k
Drones	477k
Robot Kits	216k
Drone Kits	161k
Training Videos	81k
eBooks	59k
Blueprints	16k

Top 7 Quantity Sold
Total Sold Item

eBooks	3,123
Training Videos	2,081
Blueprints	1,618
Drone Kits	1,515
Drones	1,227
Robots	1,053
Robot Kits	1,037

	Customer City	Total Sales	Total Order	Total Customer
1.	Washington	55,382	308	47
2.	Houston	33,761	249	39
3.	Sacramento	33,380	153	18
4.	San Diego	29,229	203	24
5.	Albany	25,406	109	11
6.	Springfield	25,061	149	18
7.	Miami	24,833	138	18
8.	El Paso	24,457	137	24
9.	Phoenix	24,085	124	18
10.	Philadelphia	23,845	139	16

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Line Chart Total Sales And Quantity Sold

Table Total Sales and Quantity by Product Name

Table Total Sales and Quantity by Product Name
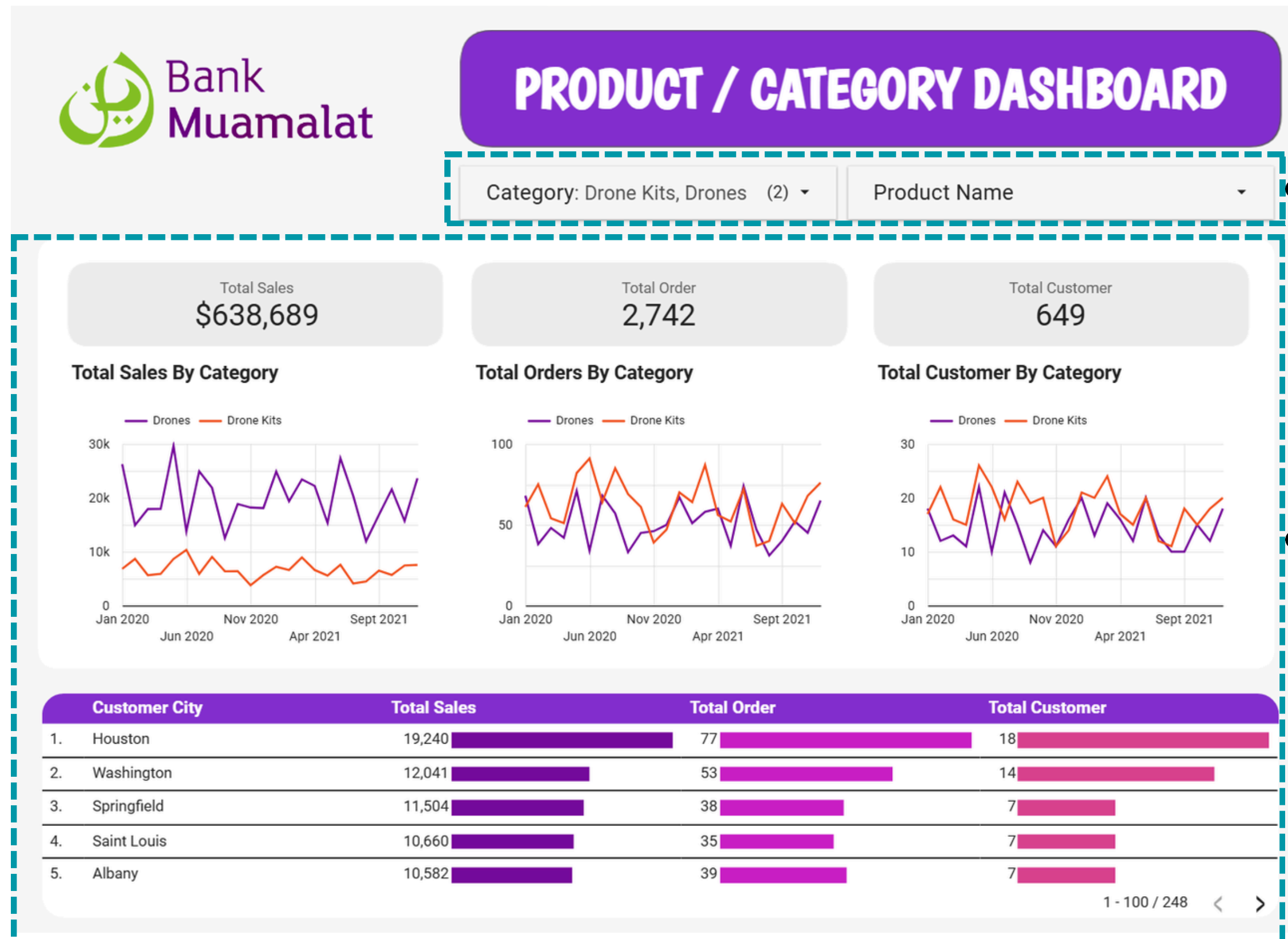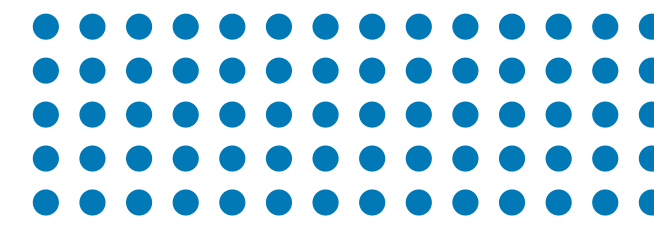
Top 7 Sales and Quantity Sold by Category

Total Sales and Quantity by Customer City

Link Dashboard

Dasboard

PRODUCT / CATEGORY DASHBOARD

Category: Drone Kits, Drones (2) ▾   Product Name ▾

Total Sales
$638,689

Total Order
2,742

Total Customer
649

Total Sales By Category
— Drones — Drone Kits

Total Orders By Category
— Drones — Drone Kits

Total Customer By Category
— Drones — Drone Kits

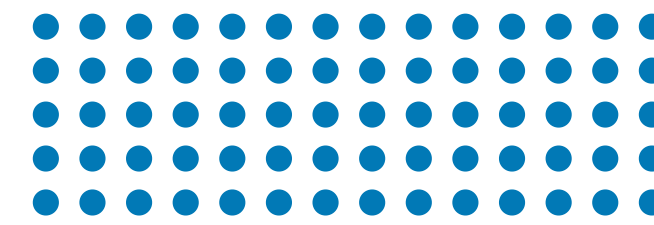|	Customer City	Total Sales		Total Order		Total Customer	
1.	Houston	19,240		77		18	
2.	Washington	12,041		53		14	
3.	Springfield	11,504		38		7	
4.	Saint Louis	10,660		35		7	
5.	Albany	10,582		39		7	

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Implemented dynamic filtering by product name and category

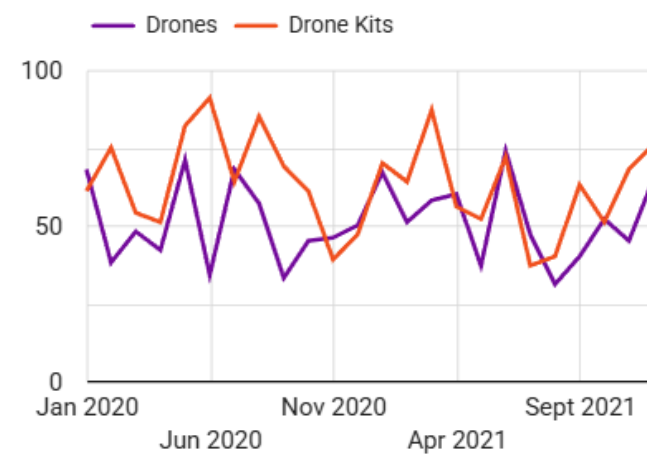**The following view updates dynamically based on the selected filters**

Link Dashboard

RECOMMENDATION

Filtering By Drone and Drone kits Category

Total Sales By Category
— Drones — Drone Kits

Total Orders By Category
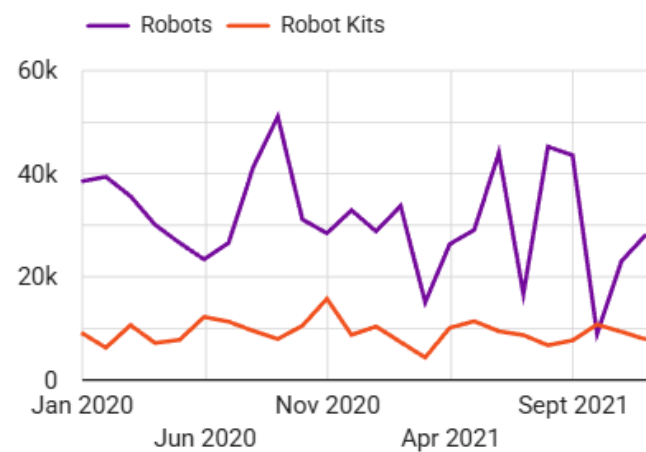— Drones — Drone Kits
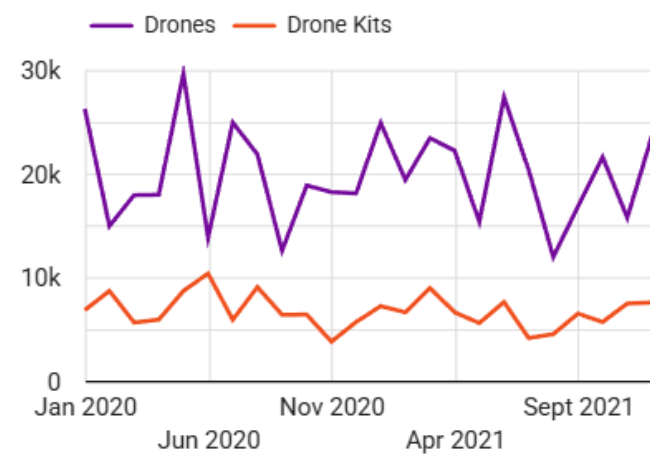
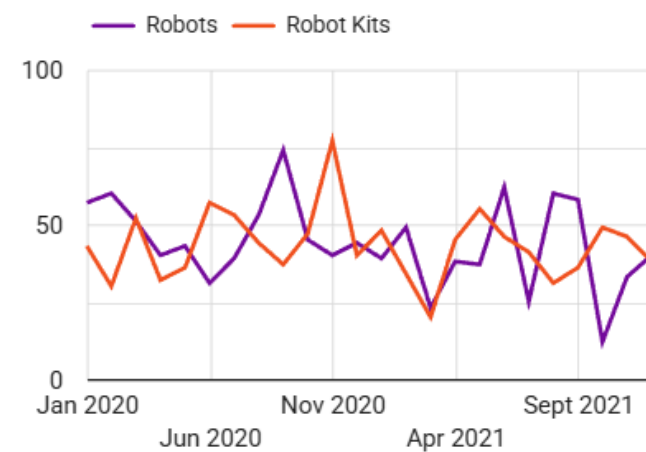**Total Customer By Category**
— Drones — Drone Kits
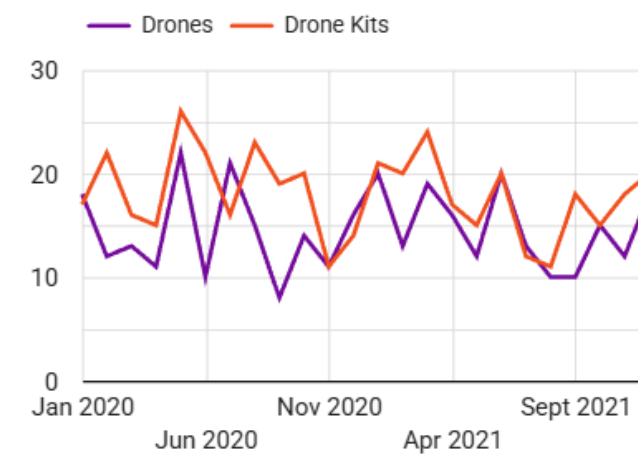
Both categories follow a similar trend across total orders and customer count
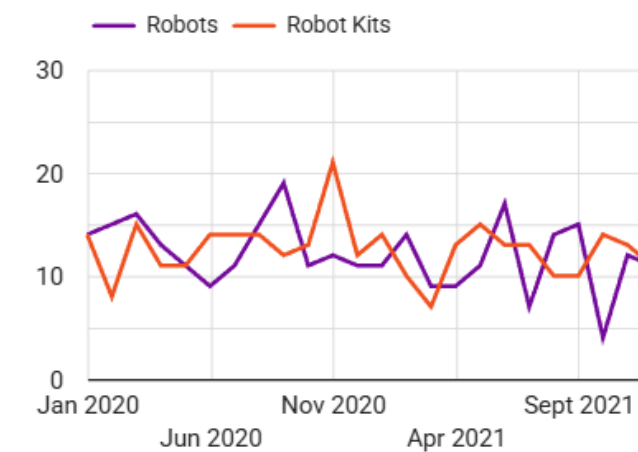
Filtering By Robot and Robot kits Category

Total Sales By Category
— Robots — Robot Kits

Total Orders By Category
— Robots — Robot Kits

Total Customer By Category
— Robots — Robot Kits
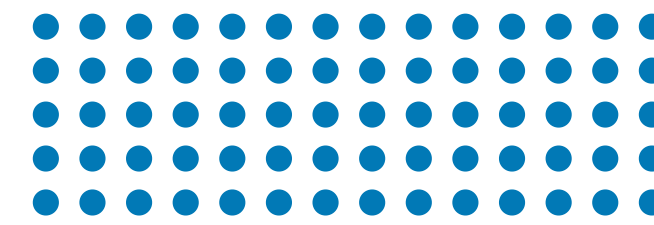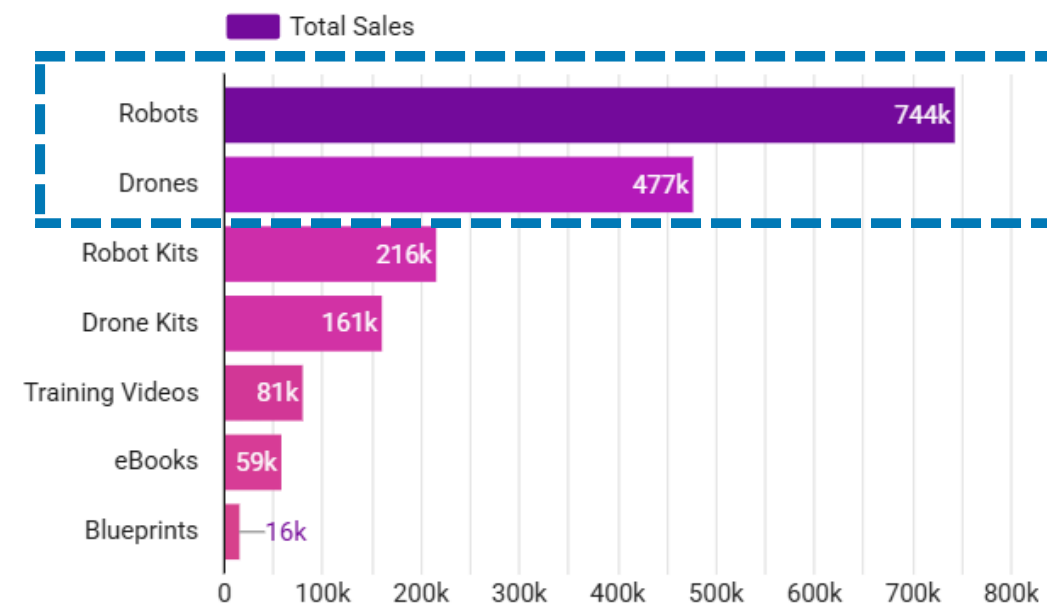
The recommendation is to implement **bundle discounts** for these two categories. This strategy encourages customers to purchase entire kits rather than single items, effectively increasing the average order value and driving continuous sales growth
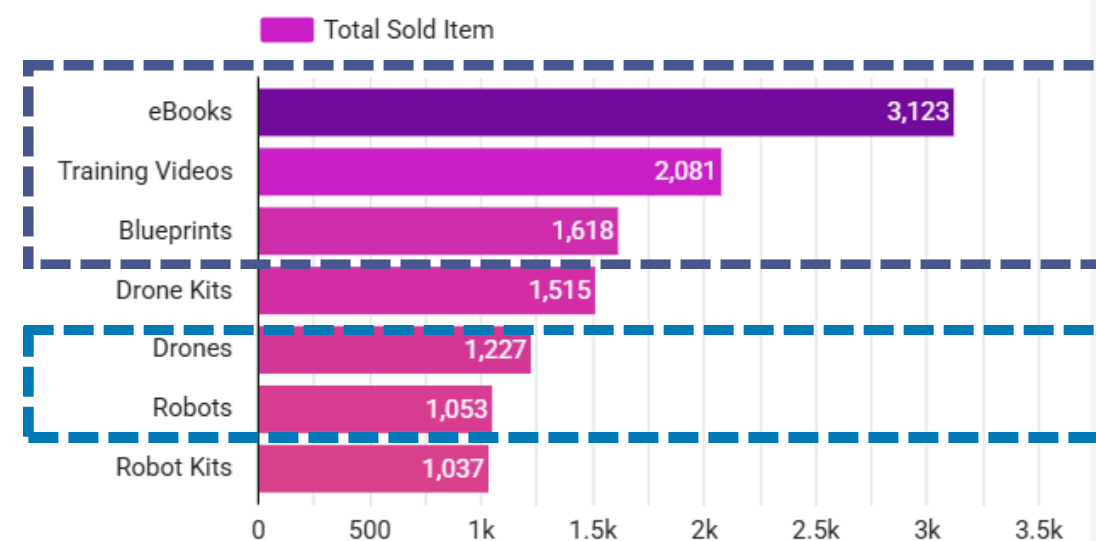
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0 100k 200k 300k 400k 500k 600k 700k 800k

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0 500 1k 1.5k 2k 2.5k 3k 3.5k

- **Strategy**: Educational Integration
- **Action**: Video, eBooks and Blueprints to specific product
- **Expected Outcome**: Increase in "**Bought Together**" conversion rate and improved customer engagement

Despite the **low sales volume** of Robots and Drones, these categories remain the **top contributors to total sales value**

Recommendation: Implement **premium after-sales** services or specialized maintenance packages. Given the likely high profit margins per unit, focusing on exceptional customer service is crucial to **sustaining brand reputation** within this high-end segment

Link Dashboard

THANK YOU

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