Rakamin Academy

Bank Muamalat

SALES DASHBOARD

Virtual Internship Experience
Bank Muamalat

Presented by
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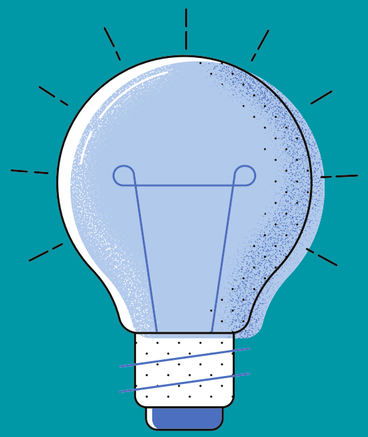
ABOUT ME

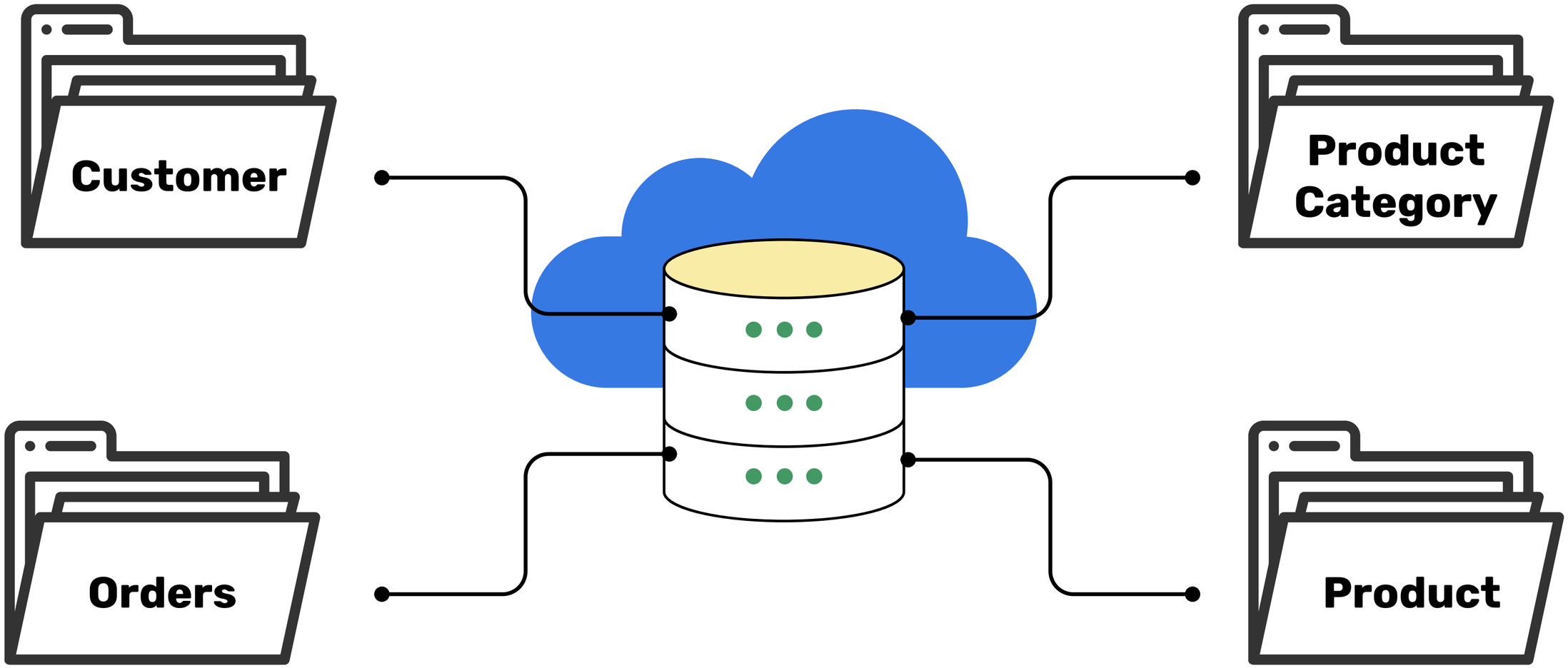
I am a data-driven enthusiast currently working as a Business Support, with hands-on experience in pricing analysis, document management, and inventory control. I am adept at handling pricing analysis, maintaining organized records, and ensuring accurate stock monitoring. Actively upskilling in the data field, I have strengthened my analytical capabilities and my ability to work effectively under tight deadlines, both independently and collaboratively

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



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

PROJECT WORKFLOW

Customer

Orders

Product Category

Product

Processed

BIG QUERY

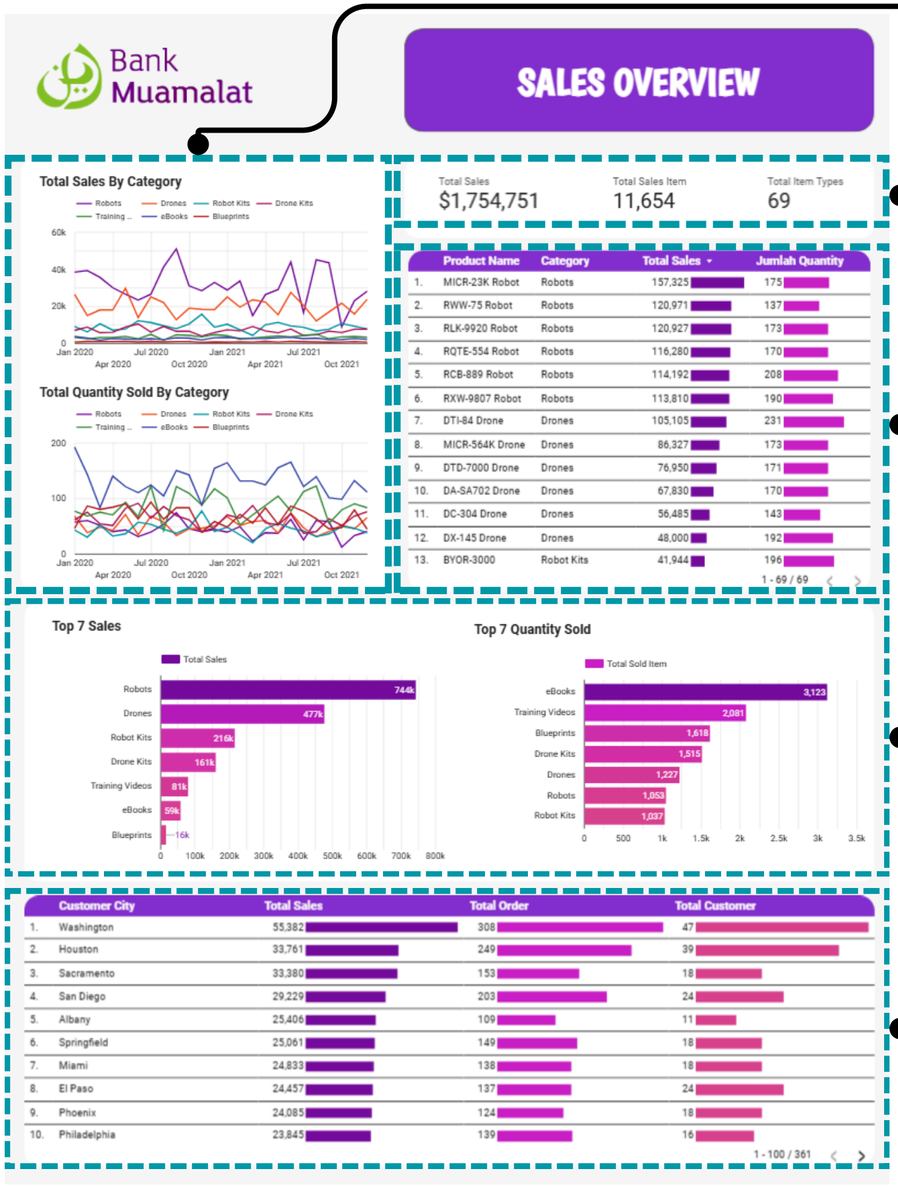
Link Github

LOOKER STUDIO

MASTER DATA

- order_date
- catergory_name
- product_name
- product_price
- order_qty
- total_sales
- cust_email
- cust_city

Dasboard



Line Chart Total Sales And Quantity Sold

Table Total Sales and Quantity by Product Name

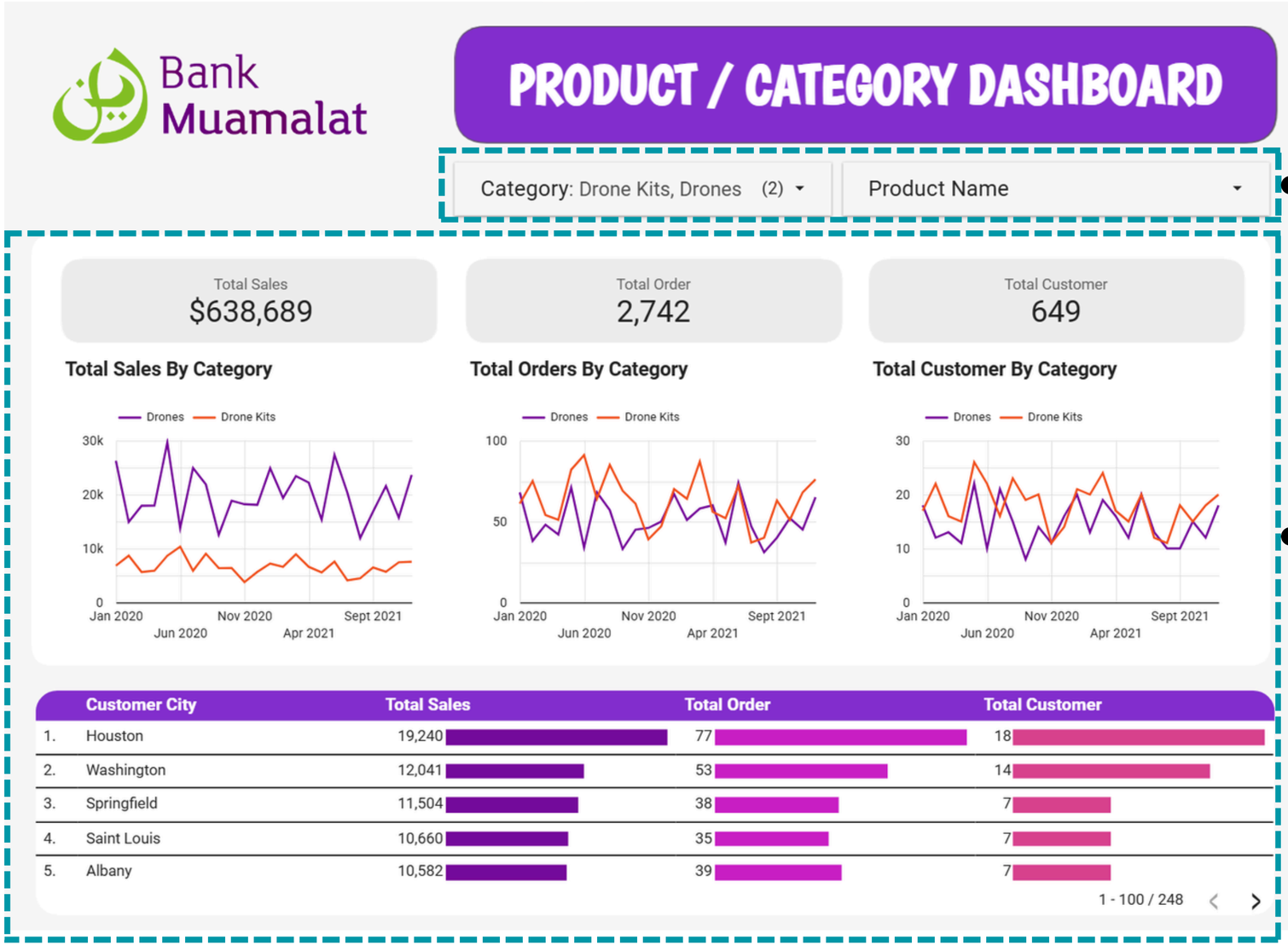
Table Total Sales and Quantity by Product Name

Top 7 Sales and Quantity Sold by Category

Total Sales and Quantity by Customer City

Link Dashboard

Dasboard



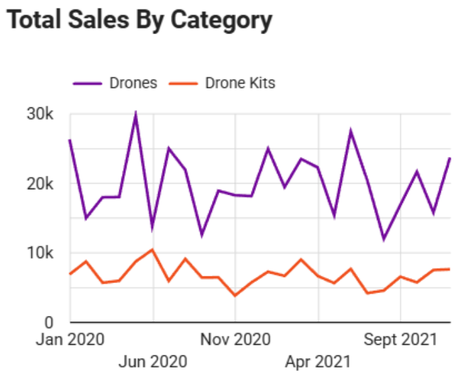
Implemented dynamic filtering by product name and category

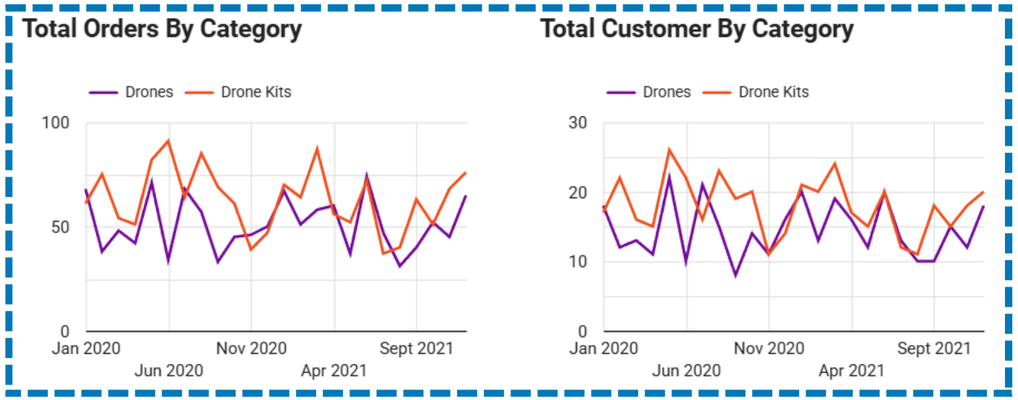
The following view updates dynamically based on the selected filters

Link Dashboard

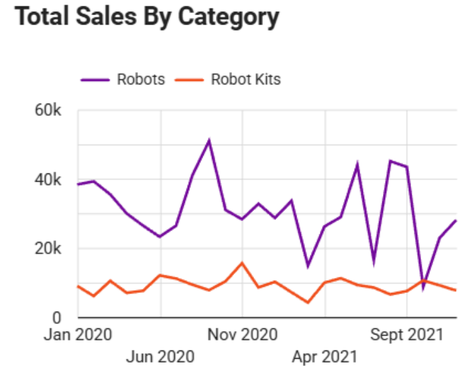
RECOMMENDATION

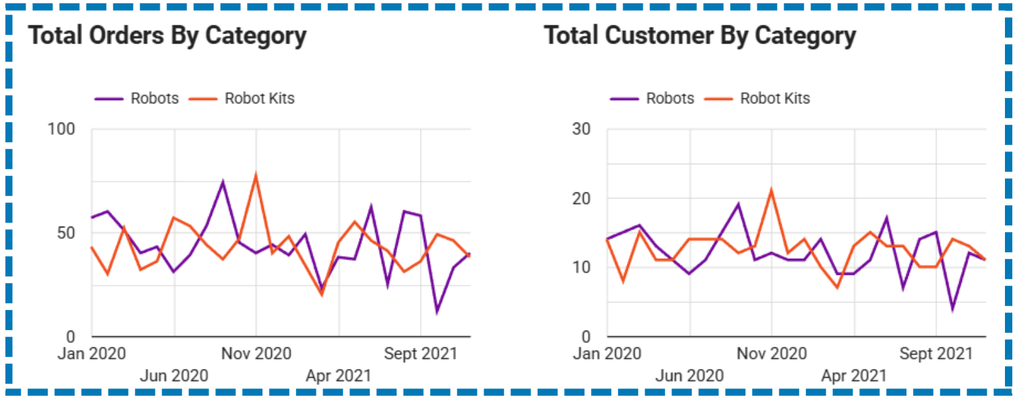
Filtering By Drone and Drone kits Category





Filtering By Robot and Robot kits Category





Both categories follow a similar trend across total orders and customer count

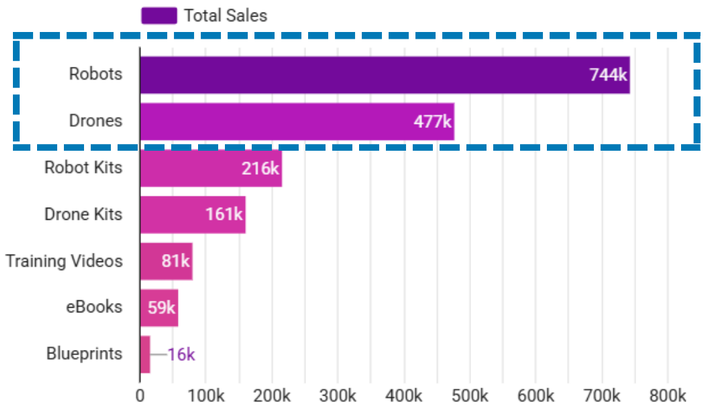
The recommendation is to implement **bundle discounts** for these two categories. This strategy encourages customers to purchase entire kits rather than single items, effectively increasing the average order value and driving continuous sales growth

Link Dashboard

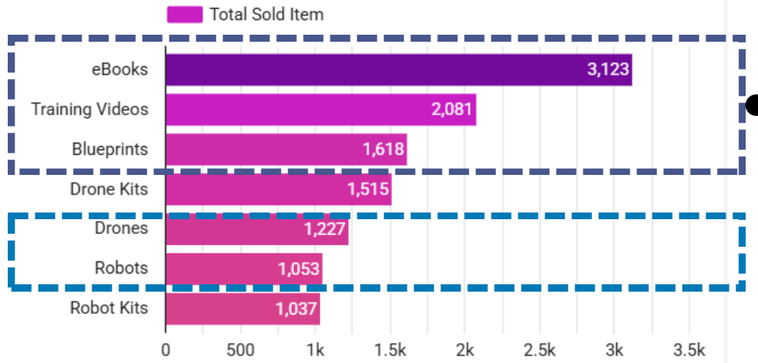
RECOMMENDATION

Filtering By Drone and Drone kits Category

Top 7 Sales



Top 7 Quantity Sold



- **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

PRESENTATION VIDEO

Link Video: https://drive.google.com/drive/folders/1CLBFHAJiK1JmY-0YBKNXgz9lSBnTnTC5?usp=sharing

THANK YOU

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