

# Sales Performance Report

PT Sejahtera Bersama

**Business Intelligence Analyst**  
Project Based Virtual Internship

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## ABOUT ME



I am a final year Agribusiness student with a strong interest in **business analytics** and **data analysis**. Through my experiences in learning through several projects, online courses, and internships, I have honed my skills in data processing, market research, and trend analysis, which allows me to support data-driven decision making and strategic planning. I have worked with various data sets, conducted in-depth research, and contributed to optimizing business operations.

 **Rahma Illahi**

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## COMPANY PROFILE



PT Bank Muamalat Indonesia Tbk (BMI) is the first Islamic bank in Indonesia, established on November 1, 1991 and operating since May 1, 1992. As a pioneer of Islamic banking, BMI launched various innovative products such as Sukuk Mudharabah, Takaful Insurance, and Shar-e Gold Debit Visa. This bank is also a participant in the LPS guarantee and a Bank Receiving Hajj Cost Deposits. Its expansion includes 239 service offices, including branches in Malaysia, as well as a wide network of ATMs and digital services.



Rakamin x Bank Muamalat presents a Project-Based Virtual Internship for aspiring Business Intelligence (BI) Analysts. This program equips participants with practical experience in data analysis, visualization, and reporting using Google BigQuery and Google Data Studio. Participants will process raw data into informative dashboards, uncover valuable business insights, and be ready to face the professional world in the field of business intelligence.



# Case Study

## Defining the Primary Key

A primary key is a **unique identifier** for each record in a database table. It ensures that every row is distinct, preventing duplicate or NULL values.

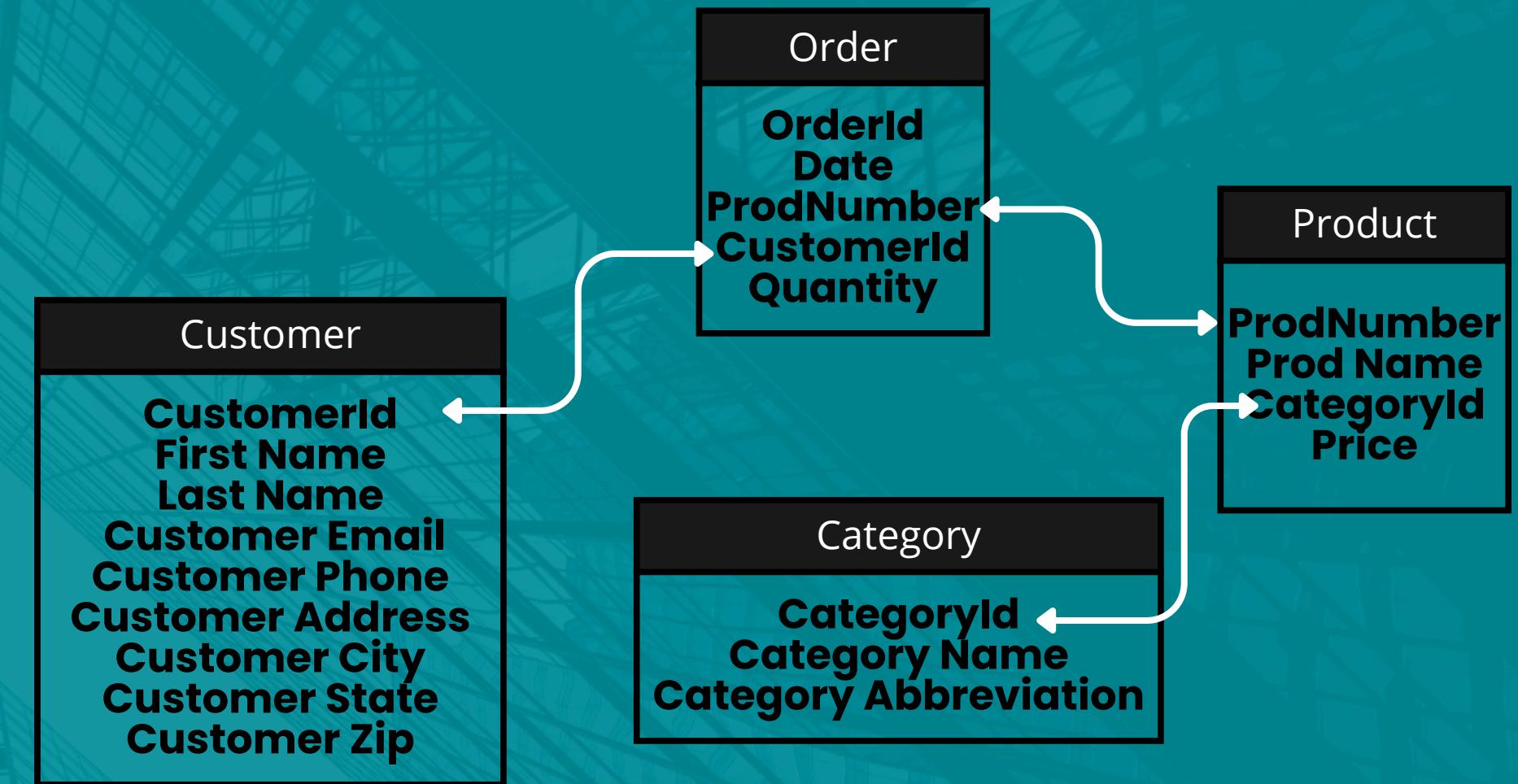
Primary keys play a crucial role in maintaining data integrity and optimizing data retrieval. They are assigned during table creation using the following structure:

- Customers → **customerid**
- Orders → **orderid**
- Product → **prodnumber**
- ProductCategory → **categoryid**

# Case Study

## Entity-Relationship Diagram (ERD)

An Entity-Relationship Diagram (ERD) is a **visual representation of a database structure** that illustrates how entities (tables) relate to each other. It helps in designing and understanding database relationships by depicting entities, attributes, and connections between them.



The following Entity-Relationship Diagram (ERD) depicts the connections between Customers, Orders, Products, and ProductCategory.



# Case Study

## Defining Master Table

A master table is a **central database table** that stores primary or reference data, which is used by other transactional or detail tables. It typically contains static or less frequently changing data, ensuring data consistency across the system.



# Case Study

## Master Table

Query of Master Table

```

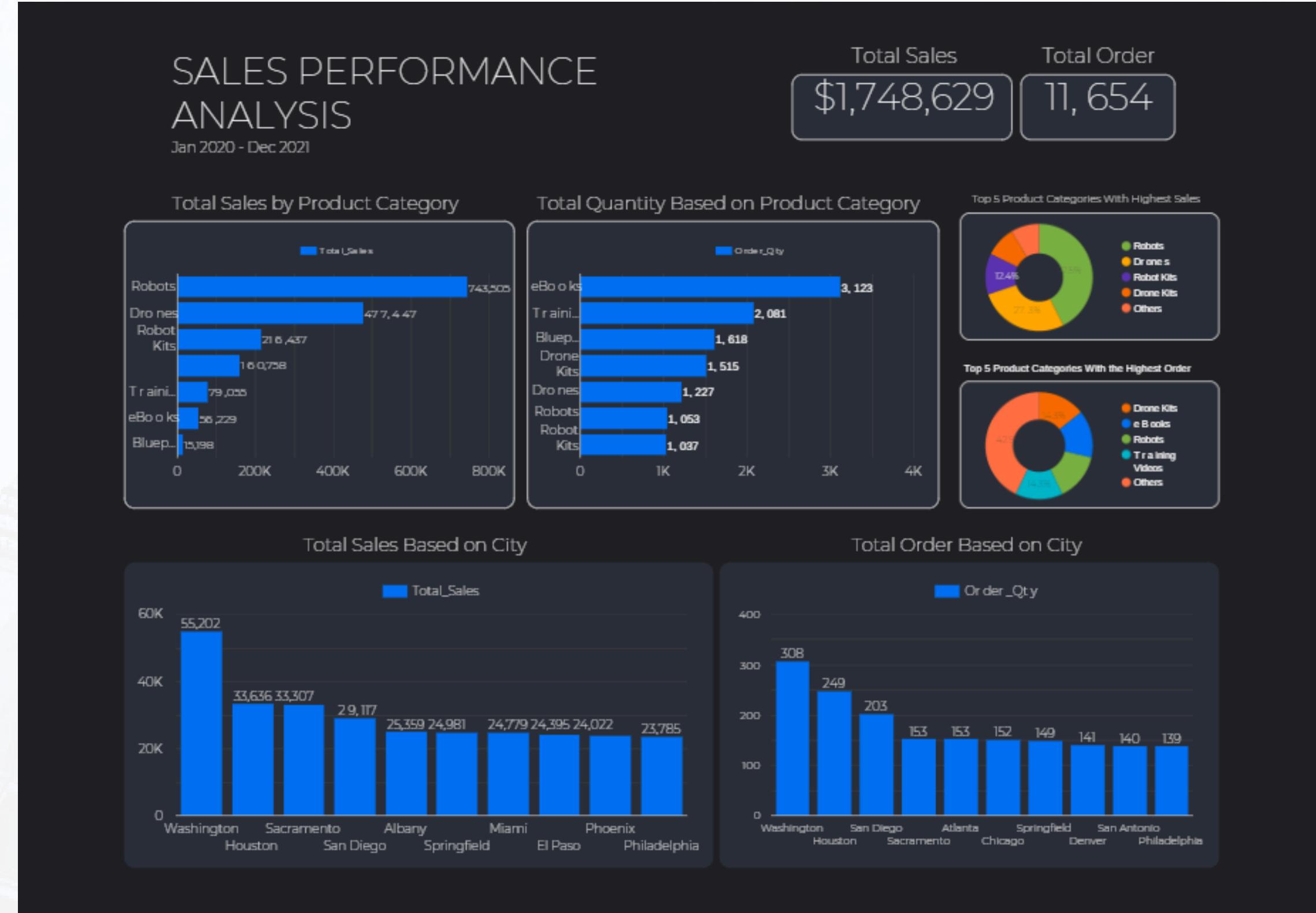
1  SELECT
2    o.Date AS Order_Date,
3    pc.CategoryName AS Category_Name,
4    p.ProdName AS Product_Name,
5    p.Price AS Product_Price,
6    o.Quantity AS Order_Qty,
7    (o.Quantity * p.Price) AS Total_Sales,
8    c.CustomerEmail AS Cust_Email,
9    c.CustomerCity AS Cust_City
10   FROM `rakamin-452302.Bank_Muamatat.ORDERS` o
11   JOIN `rakamin-452302.Bank_Muamatat.PRODUCTS` p ON p.ProdNumber = o.ProdNumber
12   JOIN `rakamin-452302.Bank_Muamatat.PRODUCTCATEGORY` pc ON pc.CategoryID = p.Category
13   JOIN `rakamin-452302.Bank_Muamatat.CUSTOMER` c ON o.CustomerID = c.CustomerID
14   ORDER BY Order_Date ASC;
  
```

Result

SCHEMA		DETAILS		PREVIEW		TABLE EXPLORER		PREVIEW		INSIGHTS		LINEAGE		DATA PROFILE		DATA QUALITY	
Row #	Order_Date	Category_Name	Product_Name	Product_Price	Order_Qty	Total_Sales	Cust_Email	Cust_City									
1	2020-02-01	Training Videos	AI for Educators	49	1	49	gmacenzy8g@constantcontact.com#mailto:gmacenzy8g@constantcontact.com#	Springfield									
2	2020-04-03	Training Videos	AI for Educators	49	1	49	easkella0@eventbrite.com#mailto:easkella0@eventbrite.com#	New Orleans									
3	2020-05-21	Training Videos	AI for Educators	49	1	49	rcouplandgz@google.com.br#mailto:rcouplandgz@google.com....	San Antonio									
4	2020-05-23	Training Videos	AI for Educators	49	1	49	rslocombbh@wunderground.com#mailto:rslocombbh@wunderground.com#	Appleton									
5	2020-06-02	Training Videos	AI for Educators	49	1	49	cperrittov@homestead.com#mailto:cperrittov@homestead.com#	Atlanta									
6	2020-07-27	Training Videos	AI for Educators	49	1	49	rchristoffelw@so-net.ne.jp#mailto:rchristoffelw@so-net.ne.jp#	Baltimore									
7	2021-08-09	Training Videos	AI for Educators	49	1	49	rcharville3k@ovh.net#mailto:rcharville3k@ovh.net#	Anniston									
8	2021-12-17	Training Videos	AI for Educators	49	1	49	ilethbyib@ustream.tv#mailto:ilethbyib@ustream.tv#	Brooklyn									
9	2020-01-05	Training Videos	AI for Educators	49	2	98	xhulle6v@shinystat.com#mailto:xhulle6v@shinystat.com#	Charlotte									
10	2020-02-10	Training Videos	AI for Educators	49	2	98	ttoulchi5@ehow.com#mailto:ttoulchi5@ehow.com#	Phoenix									
11	2020-04-05	Training Videos	AI for Educators	49	2	98	rbevirnj@blogspot.com#mailto:rbevirnj@blogspot.com#	Houston									
12	2020-07-05	Training Videos	AI for Educators	49	2	98	wlyness2x@twitpic.com#mailto:wlyness2x@twitpic.com#	San Diego									

# Case Study

After creating the master table, I saved the data in CSV format and imported it into **Looker Studio**. Using this data, I built a sales performance dashboard that provides key insights into sales trends, categorized by different factors.





# Case Study

## Recommendation by Data

- **Maximize Top-Selling Categories** – Focus on **Robots** and **Drones**, introduce bundles, and expand product variations.
- **Leverage High-Order but Low-Sales Products** – Increase pricing/margins on **eBooks and Blueprints**, offer subscription models.
- **Target High-Potential Cities** – Boost marketing in **Washington, Houston, Sacramento**, and implement loyalty programs.
- **Optimize Distribution** – Improve logistics efficiency, expand warehouse partnerships in key cities.
- **Increase Order Quantity Per Purchase** – **Upsell Drone Kits and eBooks**, offer bulk discounts.
- **Data-Driven Promotions** – Use **dynamic pricing, seasonal discounts, and targeted campaigns** to maximize revenue.

# Appendix

- Looker Studio

<https://lookerstudio.google.com/reporting/b11c2967-254c-452d-8731-9957014b07dc/page/GBU4E?s=umQGsJ0MBHc>

- Github:

<https://github.com/Prthivirahma/Rakamin>

# Thank You

