

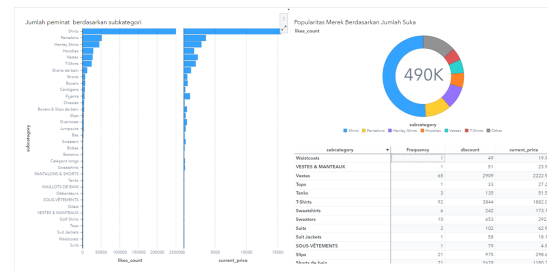
UTS ADV BDA_Eric Mourinho_69045

Creation Date: Thursday, October 24, 2024, 02:05:54 PM

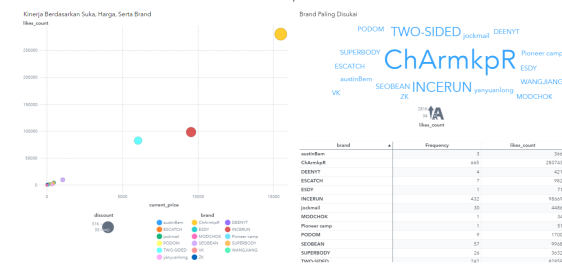
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Homepage

SASHION



Dashboard ini bertujuan untuk melihat analisis penjualan berdasarkan subkategori dengan memperhatikan jumlah peminat serta total penjualan



Dashboard ini bertujuan untuk melihat performa suatu brand berdasarkan jumlah suka

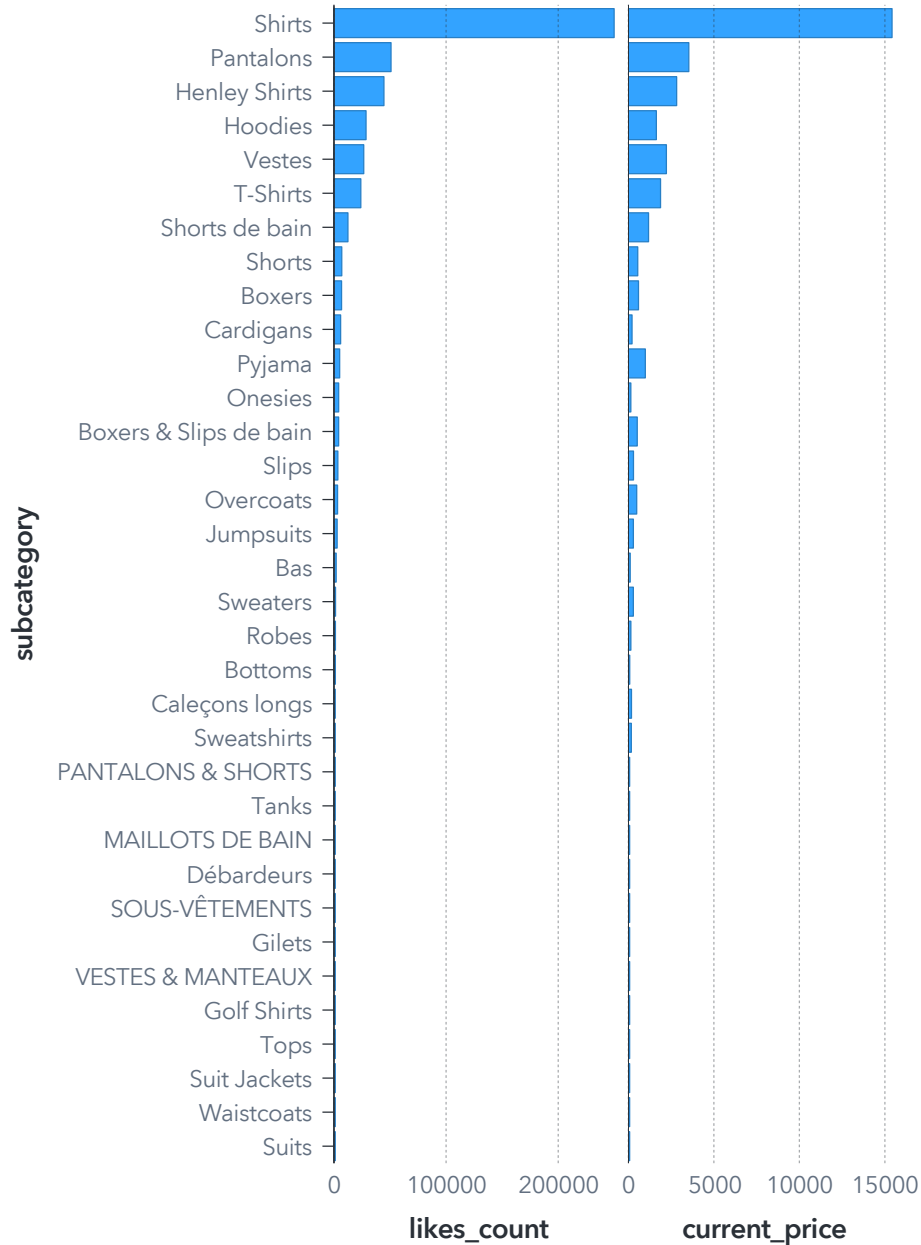
Sashion menggunakan 3 dashboard yaitu **Analisis Penjualan Berdasarkan Subkategori**, **Performa Brand**, serta **Analisis Harga**. Dashboard ini berguna untuk membantu perusahaan untuk menganalisis penjualan serta pengambilan keputusan kedepannya.



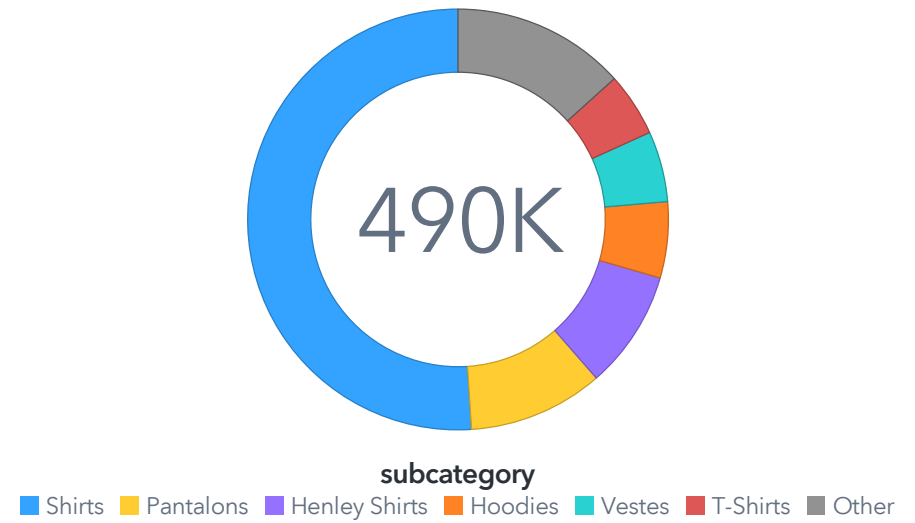
Dashboard ini bertujuan untuk melakukan analisis harga sesuai dengan produk (baru atau lama) dan jumlah suka. Dapat dilakukan prediksi harga setiap produk berdasarkan harga mentah dan diskon

Analisis Penjualan Berdasarkan Subkategori

Jumlah peminat berdasarkan subkategori



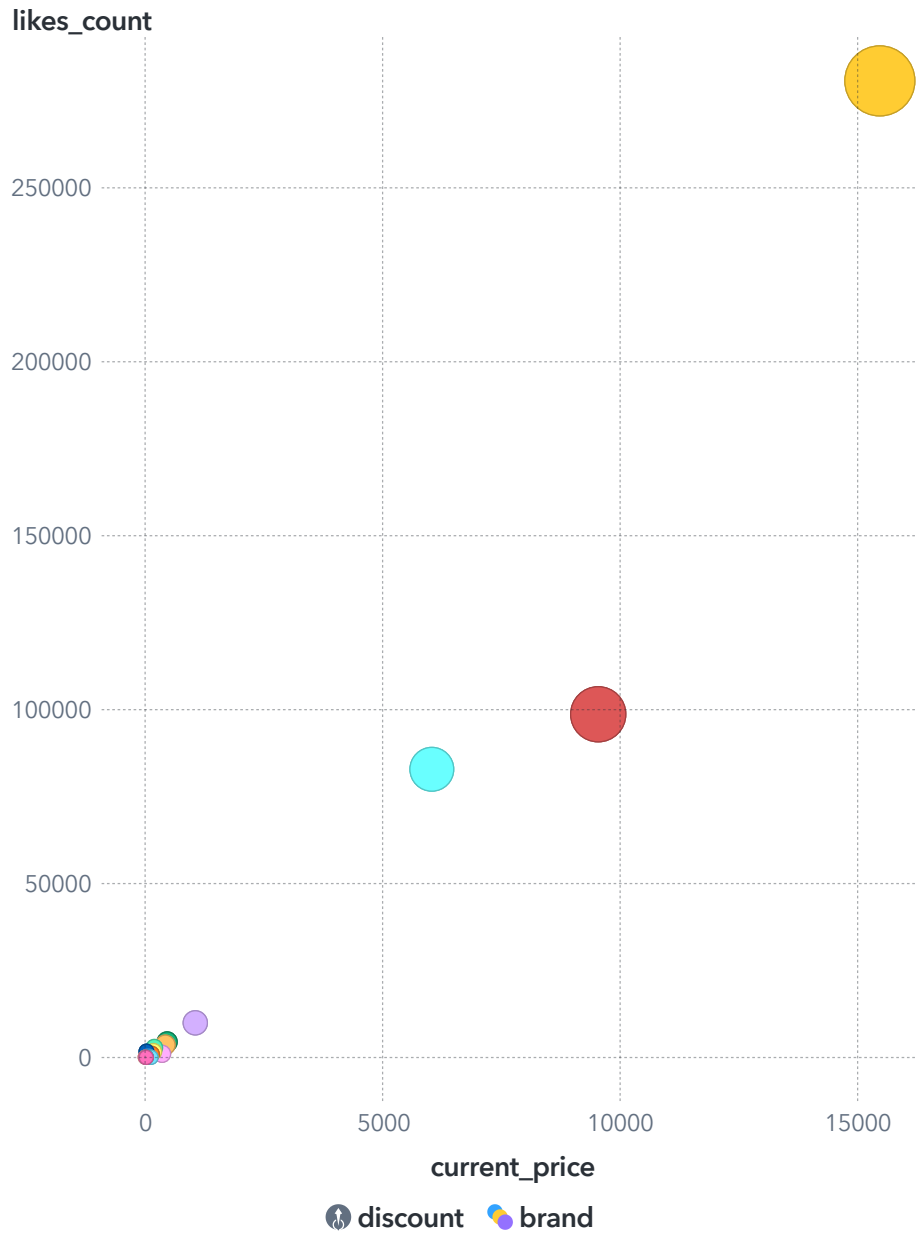
Popularitas Merek Berdasarkan Jumlah Suka likes_count



subcategory	Frequency	discount	current_price
Bas	5	197	107.85
Bottoms	4	166	79
Boxers	46	2491	592.13
Boxers & Slips de bain	30	1319	519.98
Caleçons longs	8	380	182.12
Cardigans	10	507	215.23
Débardeurs	1	31	19.94
Gilets	1	42	21.99
Golf Shirts	1	39	70.34
Henley Shirts	129	5765	2823.74
Hoodies	56	2482	1637.94

Performa Brand

Kinerja Berdasarkan Suka, Harga, Serta Brand



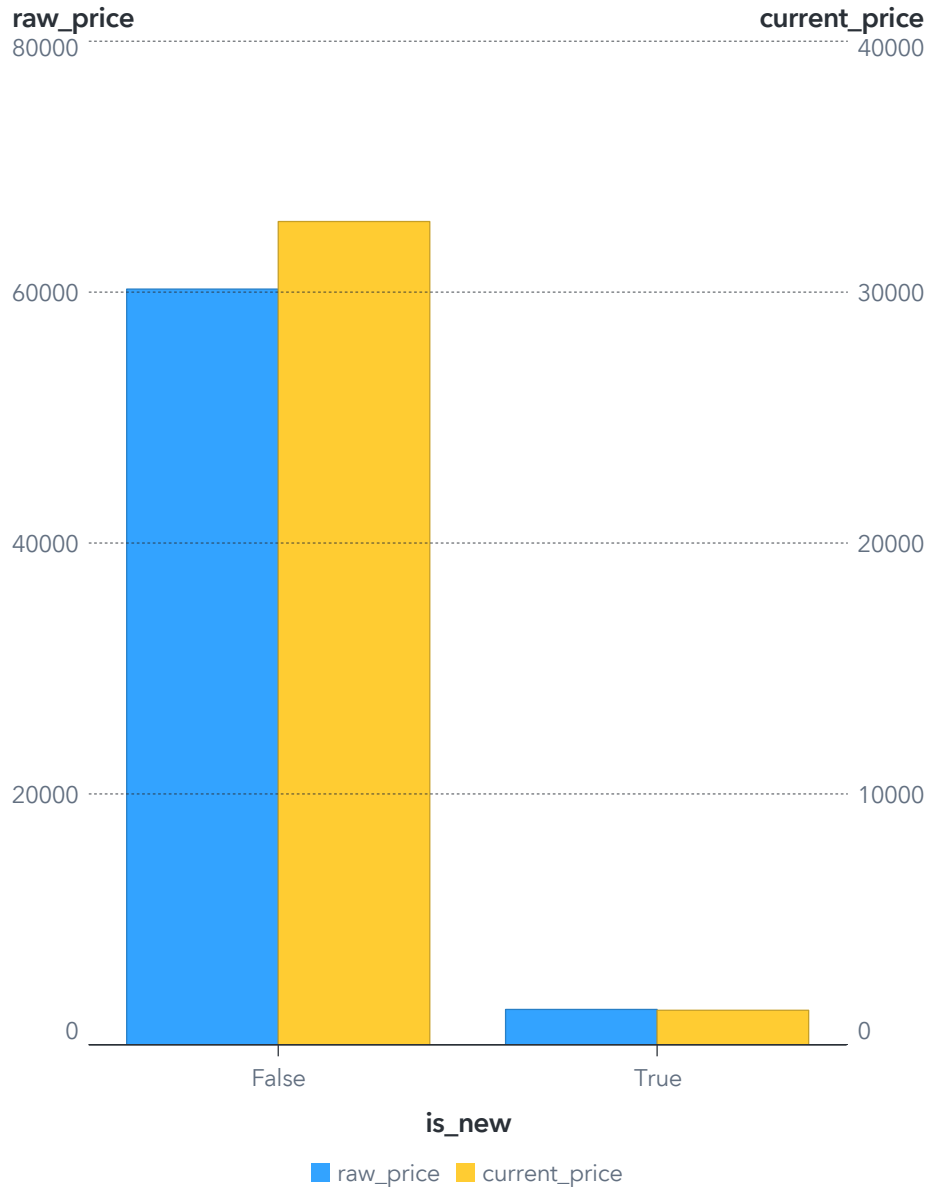
Brand Paling Disukai



brand ▼	Frequency	likes_count
ZK	3	1729
yanyuanlong	9	1058
WANGJIANG	12	2822
VK	1	92
TWO-SIDED	242	82858
SUPERBODY	26	3632
SEOBEAN	57	9968
PODOM	9	1700
Pioneer camp	1	51
MODCHOK	1	34
jockmail	30	4486

Analisis Harga

Perbandingan Harga Awal dan Harga Saat Ini Berdasarkan Status Produk (Baru vs Lama)



current_price by subcategory

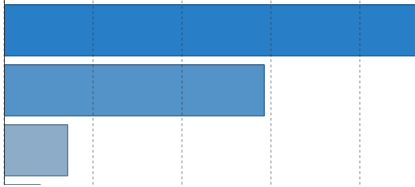


Analisis Harga : Machine Learning

Forest of current_price

Fit: **ASE 9.3** Observations: **1.5K of 1.5K**

Variable Importance



Error Plot



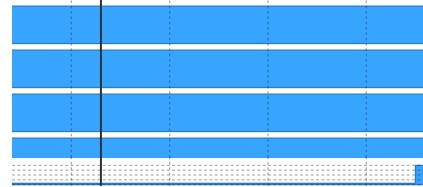
Assessment



Linear Regression of current_price

Fit: **ASE 3.3** Observations: **1.5K of 1.5K**

Fit Summary



Residual Plot

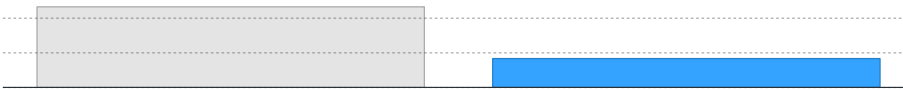


Assessment

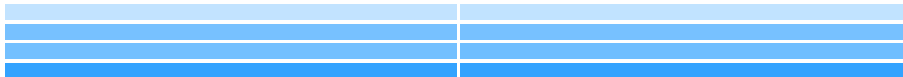


Model Comparison of current_price

Fit Statistic

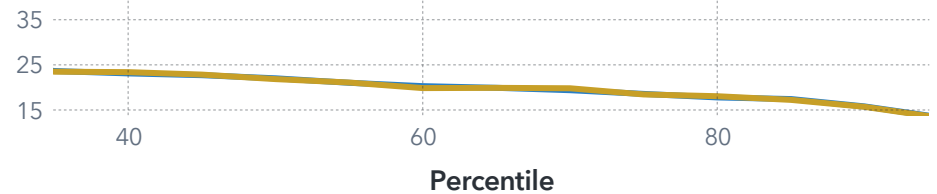


Relative Importance Plot



Assessment

Observed Average



Forest - current_price 1 Linear regression - current_price 1

What values for the most important factors should be used to predict?

raw_price

38.85

discount

47

subcategory

What is the prediction for current_price?

20.551806977

The predicted current_price for this case is 9.659% lower than the observed average current_price of 22.75. Most observations (54.36%) have a higher current_price than this predicted case. The prediction is based on an automatically selected Linear Regression model.