Rakamin Academy X Bank Muamalat

Sales Dashboard

Business Intelligence Analyst

Presented by
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About You

Graduated From Indraprasta PGRI Majoring Informatic Engginering who has a high interest in data.

Experience

- Data Scientist - ID/X Partner x Rakamin Academy
- Data Scientist - Home Credit Indonesia x Rakamin Academy
- Big Data Analyst - Kimia Farma x Rakamin Academy

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Case Study

Sales dataset at PT. Sejahtera Bersama

Primary Key

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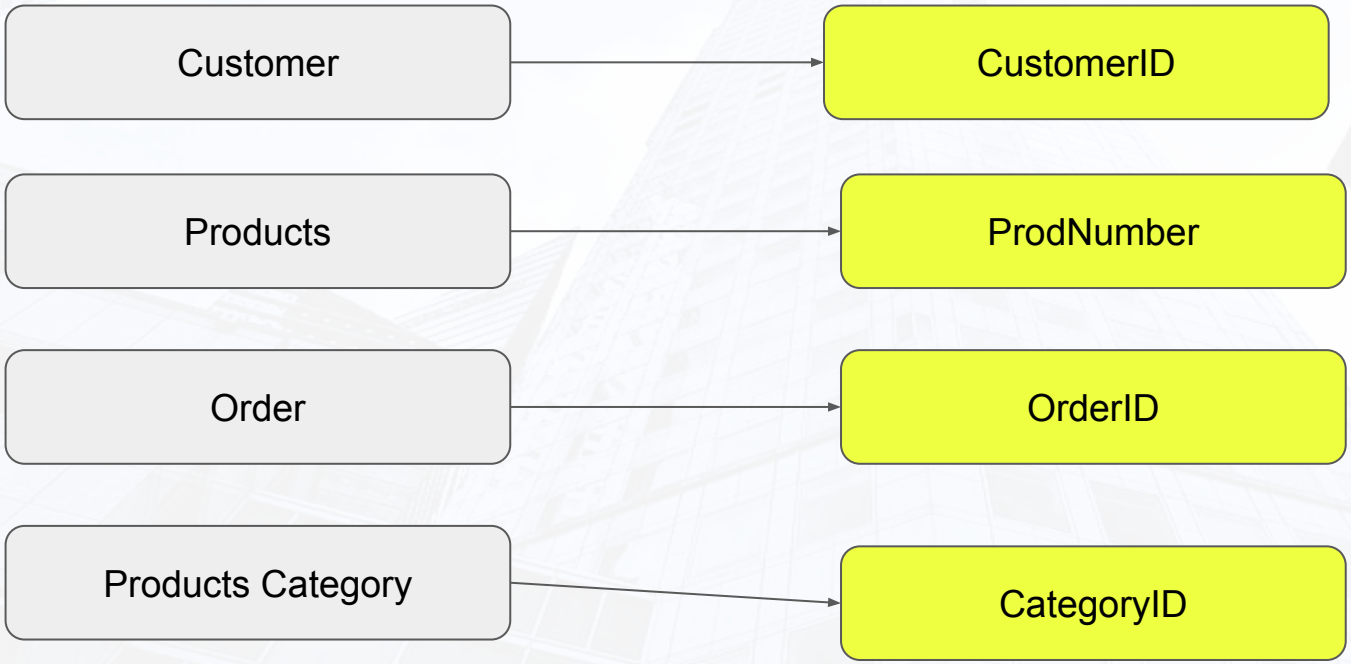
Primary Key is the column that contain a unique value that identify each row in a table



Primary Key

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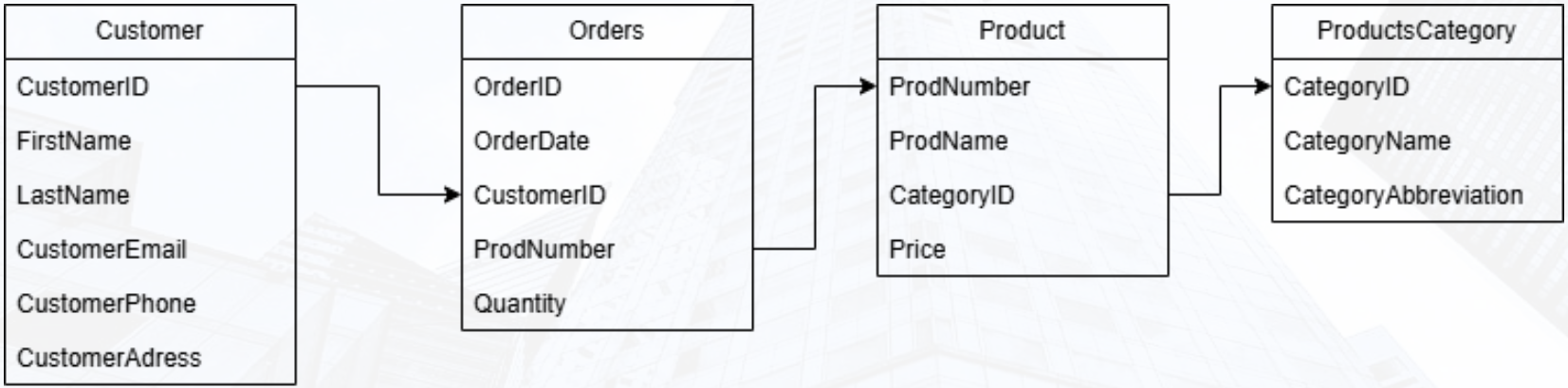
Relationship Table represents the relation or connection between two tables or more in database. For this case, there are 4 tables in database :



Master Table

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From the 4 existing tables, we create 1 Master table for analysis.

Untitled...ery | Final

Final | Run | Save query (Classic) | Share | Schedule | Open in | More

```sql
SELECT
  od.OrderDate AS order_date,
  pc.CategoryName AS category_name,
  pr.ProdName AS product_name,
  od.Quantity AS order_qty,
  pr.Price AS product_price,
  (od.Quantity * pr.Price) AS total_sales,
  cs.CustomerEmail AS cust_email,
  cs.CustomerCity AS cust_city

FROM `cogent-quarter-428913-i0.bi_analyst.orders` od
LEFT JOIN `cogent-quarter-428913-i0.bi_analyst.customers` cs
  ON od.CustomerID = cs.CustomerID
LEFT JOIN `cogent-quarter-428913-i0.bi_analyst.produk` pr
  ON od.ProdNumber = pr.ProdNumber
LEFT JOIN `cogent-quarter-428913-i0.bi_analyst.ProductCategory` pc
  ON pr.Category = pc.CategoryID

ORDER BY order_date ASC;
```

Master Table

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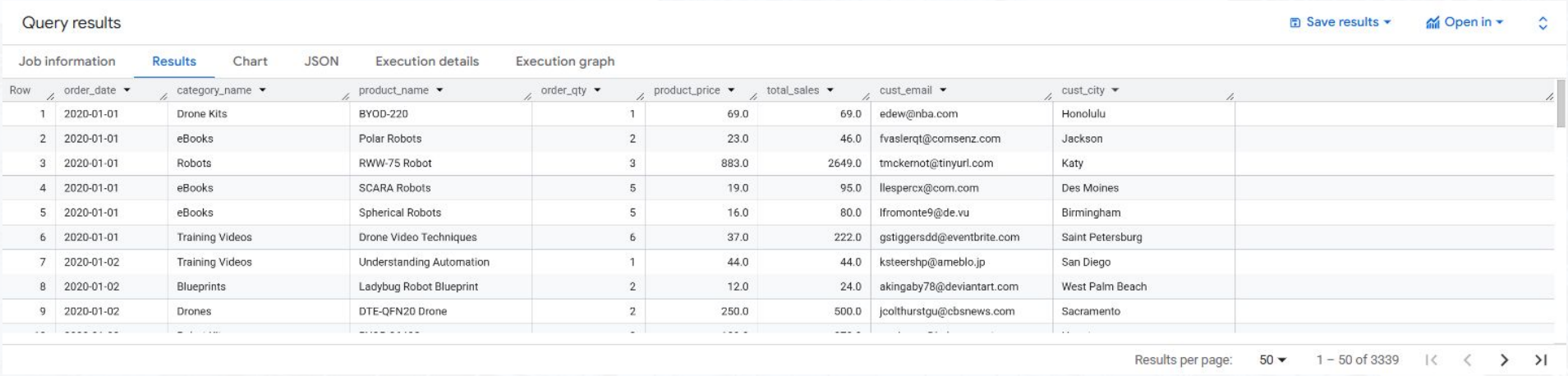
The following image is a snippet of query results for master data. There are 3339 rows and 8 field



Query results

Save results | Open in

Job information | Results | Chart | JSON | Execution details | Execution graph

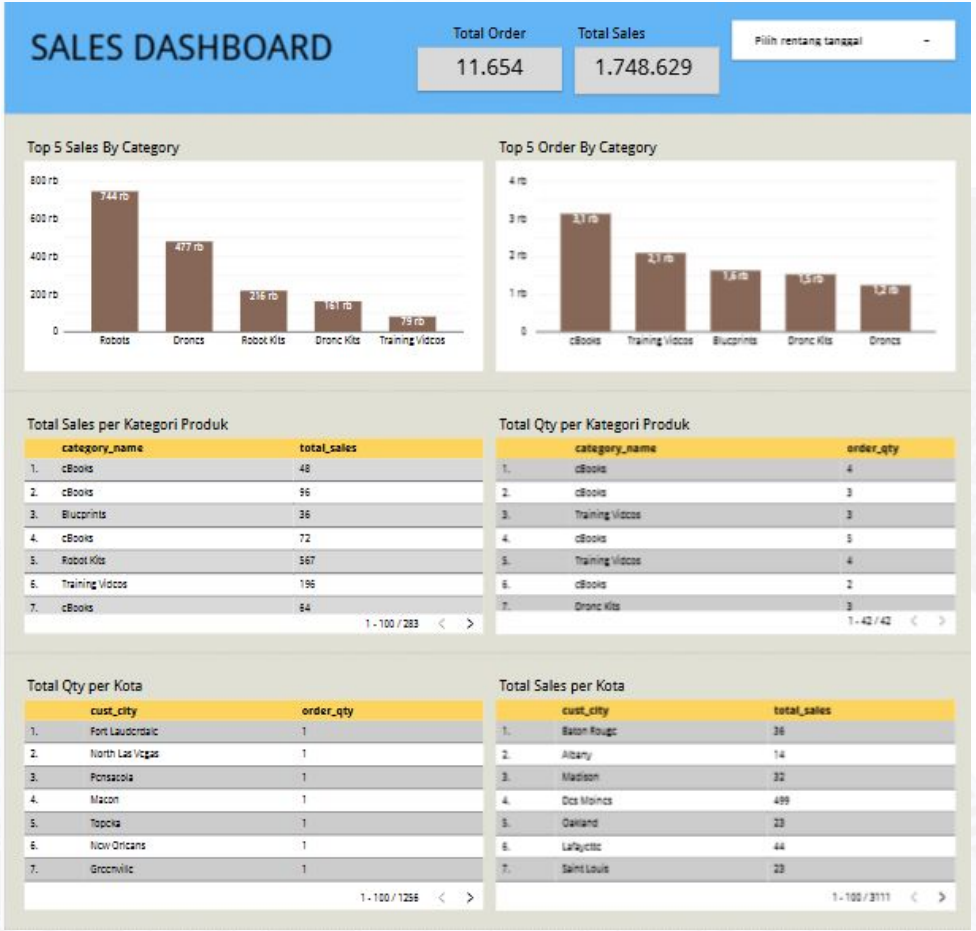
Row	order_date	category_name	product_name	order_qty	product_price	total_sales	cust_email	cust_city
1	2020-01-01	Drone Kits	BYOD-220	1	69.0	69.0	edew@nba.com	Honolulu
2	2020-01-01	eBooks	Polar Robots	2	23.0	46.0	fvaslerqt@comsenz.com	Jackson
3	2020-01-01	Robots	RWW-75 Robot	3	883.0	2649.0	tmckemot@tinyurl.com	Katy
4	2020-01-01	eBooks	SCARA Robots	5	19.0	95.0	llespercx@com.com	Des Moines
5	2020-01-01	eBooks	Spherical Robots	5	16.0	80.0	lfromonte9@de.vu	Birmingham
6	2020-01-01	Training Videos	Drone Video Techniques	6	37.0	222.0	gstiggersdd@eventbrite.com	Saint Petersburg
7	2020-01-02	Training Videos	Understanding Automation	1	44.0	44.0	ksteershp@ameblo.jp	San Diego
8	2020-01-02	Blueprints	Ladybug Robot Blueprint	2	12.0	24.0	akingaby78@deviantart.com	West Palm Beach
9	2020-01-02	Drones	DTE-QFN20 Drone	2	250.0	500.0	jcolthurstgu@cbsnews.com	Sacramento

Results per page: 50 | 1 – 50 of 3339

DASHBOARD

Click for more details

Click



INSIGHTS

- **The highest selling product is Robots,** but has a lower number of orders compared to other categories. This shows that this product has a relatively high price.
- **The category with the highest number of orders is eBooks,** although its total sales are much lower than Robots and Drones. This shows that eBooks are in high demand because of their more affordable prices.
- **The city with the highest sales is Des Moines,** with a total sales value of 499, much higher than other cities.

REKOMENDASI

- **Provide special discounts or bundling promotions** for Robots products to increase the number of orders in that category.
- **Increase the availability and variety of digital products (eBooks)** to maintain customer interest and sales volume.
- **Implement expansion** strategies such as local promotions or opening new branches in the city of Des Moines to maximize market potential.

Thank You

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