

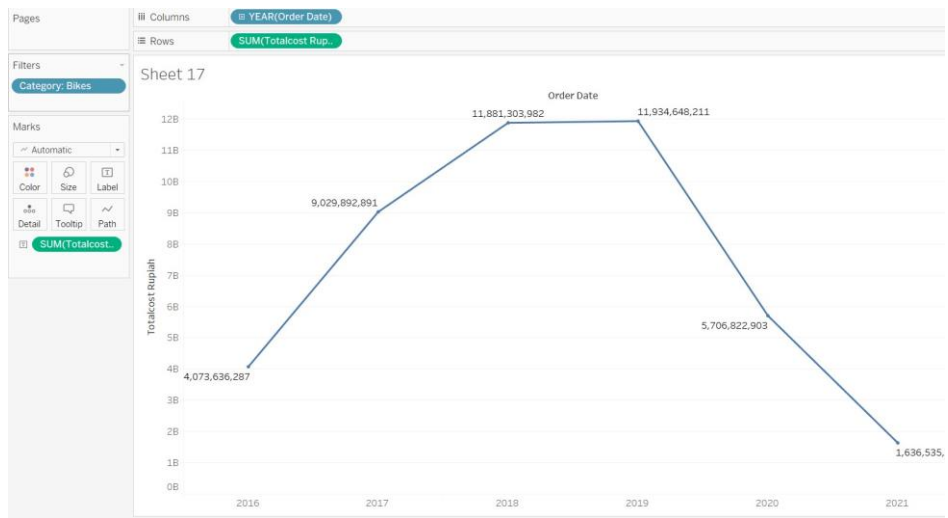
Guideline Tableau Assignment

Berikan jawaban dari pertanyaan dibawah ini dengan menggunakan visualisasi Tableau.

Example

Question

(Gambarkan menggunakan **line chart**, sertakan label / filter / dsb jika menurutmu itu dibutuhkan)

Question	Di tahun berapa BeeCycle mendapatkan sales tertinggi untuk category Bike?														
Visualization	 <p>The visualization is a line chart titled 'Sheet 17' showing 'Totalcost Rupiah' on the Y-axis and 'Order Date' on the X-axis. The Y-axis ranges from 0B to 12B. The X-axis shows years from 2016 to 2021. The chart displays a line with data points for each year, showing a significant increase from 2016 to 2019, followed by a sharp decline in 2020 and 2021. The data points are labeled with their values: 4,073,636,287 (2016), 9,029,892,891 (2017), 11,881,303,982 (2018), 11,934,648,211 (2019), 5,706,822,903 (2020), and 1,636,535 (2021). The chart is filtered by 'Category: Bikes' and the measure is 'SUM(Totalcost)'. The visualization interface includes a 'Columns' shelf with 'YEAR(Order Date)' and a 'Rows' shelf with 'SUM(Totalcost Rup.)'. The 'Marks' shelf is set to 'Automatic'.</p> <table border="1"><thead><tr><th>Order Date</th><th>Totalcost Rupiah</th></tr></thead><tbody><tr><td>2016</td><td>4,073,636,287</td></tr><tr><td>2017</td><td>9,029,892,891</td></tr><tr><td>2018</td><td>11,881,303,982</td></tr><tr><td>2019</td><td>11,934,648,211</td></tr><tr><td>2020</td><td>5,706,822,903</td></tr><tr><td>2021</td><td>1,636,535</td></tr></tbody></table>	Order Date	Totalcost Rupiah	2016	4,073,636,287	2017	9,029,892,891	2018	11,881,303,982	2019	11,934,648,211	2020	5,706,822,903	2021	1,636,535
Order Date	Totalcost Rupiah														
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2020	5,706,822,903														
2021	1,636,535														
Answer	Pada tahun 2019, dengan jumlah sales 11.9M														

Terdapat 4 soal pada assignment kali ini. Kerjakan 4 assignment pada pada **1 file Tableau Public** dengan memberikan keterangan nomor soal pada tiap sheet seperti gambar berikut :



Kumpulkan hasil assignment ke dalam **Link Google Docs** atau **Link PDF**. Sertakan link tableau public mu saat mengumpulkan ya.

Selamat Mengerjakan :)

Tableau Assignment

Name	Saiful Arifin
Link Tableau	https://public.tableau.com/views/HW_Web_Dashboard_SaifulArifin/Soal4?:language=en-US&:display_count=n&:origin=viz_share_link

Question 1

(Gambar kan menggunakan **bar chart** apapun dengan terlebih dahulu membuat **calculated field IF ELSE untuk menghitung Age dan Grouping Age**. tambahkan label dan color pada bar chart tersebut untuk memudahkan penarikan insight.

Hint (age grouping example)

```
if [age] <= 20 then 'Group <=20'
```

```
ELSEIF [age] >= 21 and [age] <= 40 then 'Group 21 - 40'
```

```
.....
```

```
end
```

Question	<p>Untuk mengetahui target customer BeeCycle. Kamu membuat visualisasi untuk melihat distribusi customer berdasarkan gender dan umur.</p> <hr/> <p>Dimana untuk category umur, kamu membagi umur customer kedalam (Hint : CASE WHEN or IF ELSE)</p> <ul style="list-style-type: none">• umur customer <= 20 tahun maka 'Group <=20'• umur customer antara 21 dan 40 tahun maka 'Group 21 - 40'• umur customer antara 41 dan 60 tahun maka 'Group 41 - 60'• umur customer lebih dari 60 tahun maka 'Group >60' <hr/> <p>Dengan grouping age yg sudah di define, selanjutnya jawab pertanyaan berikut</p> <hr/> <p>Grouping age apa dan gender apa yg memiliki transaksi paling tinggi di BeeCycle?</p>																			
Visualization	<p>Soal 1</p> <table><tr><th rowspan="2">Gender</th><th colspan="4">Grouping Age</th></tr><tr><th>Group 21-40</th><th>Group 41-60</th><th>Group <=20</th><th>Group >60</th></tr><tr><td>F</td><td>377</td><td>295</td><td>2</td><td>18</td></tr><tr><td>M</td><td>356</td><td>283</td><td>3</td><td>23</td></tr></table>	Gender	Grouping Age				Group 21-40	Group 41-60	Group <=20	Group >60	F	377	295	2	18	M	356	283	3	23
Gender	Grouping Age																			
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Answer	<p>Grouping age dan gender yg memiliki transaksi paling tinggi di BeeCycle adalah Umur Group 21-40 female(wanita)</p>																			

Question 2

(Gambar kan menggunakan **stacked bar chart**, tambahkan label percentage dan color pada bar chart tersebut untuk memudahkan penarikan insight)

Question	<p>Karena bulan Oktober depan akan ada campaign. Kamu punya ide untuk menghilight warna product tertentu yg menjadi kegemaran customer.</p> <hr/> <p>Warna apa di tiap tahun yg menjadi warna paling populer dibeli oleh customer?</p> <p>(eg : berdasarkan quantity atau total price rupiah)</p>																																																																																																																																																																																																																														
Visualization	<table><tr><th></th><th colspan="12">Order Date</th></tr><tr><th>Color</th><th colspan="3">2016</th><th colspan="3">2017</th><th colspan="3">2018</th><th colspan="3">2019</th><th colspan="3">2020</th><th colspan="3">2021</th></tr><tr><td>Black</td><td colspan="3">15,71%</td><td colspan="3">29,66%</td><td colspan="3">19,53%</td><td colspan="3">15,98%</td><td colspan="3">16,11%</td><td colspan="3">14,13%</td></tr><tr><td>Blue</td><td colspan="3"></td><td colspan="3"></td><td colspan="3"></td><td colspan="3"></td><td colspan="3"></td><td colspan="3"></td></tr><tr><td>Multi</td><td colspan="3"></td><td colspan="3"></td><td colspan="3"></td><td colspan="3">5,72%</td><td colspan="3"></td><td colspan="3"></td></tr><tr><td>NA</td><td colspan="3"></td><td colspan="3"></td><td colspan="3">41,28%</td><td colspan="3">44,10%</td><td colspan="3">43,94%</td><td colspan="3">42,39%</td></tr><tr><td>Red</td><td colspan="3">65,00%</td><td colspan="3">51,69%</td><td colspan="3"></td><td colspan="3"></td><td colspan="3"></td><td colspan="3"></td></tr><tr><td>Silver</td><td colspan="3"></td><td colspan="3"></td><td colspan="3">12,47%</td><td colspan="3">10,79%</td><td colspan="3">7,89%</td><td colspan="3">5,16%</td></tr><tr><td>White</td><td colspan="3"></td><td colspan="3"></td><td colspan="3"></td><td colspan="3"></td><td colspan="3"></td><td colspan="3"></td></tr><tr><td>Yellow</td><td colspan="3"></td><td colspan="3">1,13%</td><td colspan="3">4,64%</td><td colspan="3">8,25%</td><td colspan="3">8,38%</td><td colspan="3">13,59%</td></tr><tr><td></td><td>0K</td><td>1K</td><td>2K</td><td>0K</td><td>1K</td><td>2K</td><td>0K</td><td>1K</td><td>2K</td><td>0K</td><td>1K</td><td>2K</td><td>0K</td><td>1K</td><td>2K</td><td>0K</td><td>1K</td><td>2K</td></tr><tr><td></td><td colspan="3">Quantity</td><td colspan="3">Quantity</td><td colspan="3">Quantity</td><td colspan="3">Quantity</td><td colspan="3">Quantity</td><td colspan="3">Quantity</td></tr></table>		Order Date												Color	2016			2017			2018			2019			2020			2021			Black	15,71%			29,66%			19,53%			15,98%			16,11%			14,13%			Blue																			Multi										5,72%									NA							41,28%			44,10%			43,94%			42,39%			Red	65,00%			51,69%															Silver							12,47%			10,79%			7,89%			5,16%			White																			Yellow				1,13%			4,64%			8,25%			8,38%			13,59%				0K	1K	2K	0K	1K	2K	0K	1K	2K	0K	1K	2K	0K	1K	2K	0K	1K	2K		Quantity			Quantity			Quantity			Quantity			Quantity			Quantity		
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Answer	<p>berdasarkan quantity Warna yg menjadi warna paling populer dibeli oleh customer di tiap tahun Adalah warna Black(hitam)</p>																																																																																																																																																																																																																														

Question 3

(Gambar kan menggunakan Text Table, tambahkan highlight color sehingga user dapat mengetahui secara cepat transaksi tertinggi)

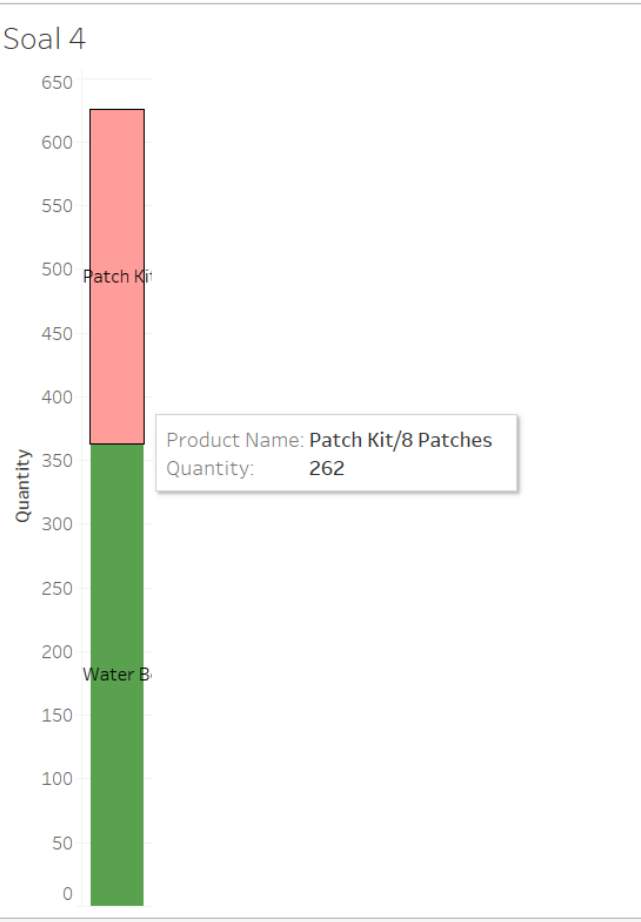
Hint : Gunakan filter dimension product name TOP 10 berdasarkan quantity

Question	<p>Karena campaign bulan Oktober tsb hanya terbatas untuk tiap2 toko cabang. kamu punya ide, bagaimana hanya mengambil TOP product_id dari masing2 toko cabang. sehingga kamu melakukan query untuk menjawab pertanyaan berikut :</p> <hr/> <p>TOP 10 product name apa saja yg paling populer dari masing-masing territory / origin country?</p>																																																																																			
Visualization	<p>Soal 3</p> <table><tr><th rowspan="2">Product Name</th><th colspan="6">Origin Country</th></tr><tr><th>Australia</th><th>Canada</th><th>France</th><th>Germany</th><th>United Kingdom</th><th>United States</th></tr><tr><td>AWC Logo Cap</td><td>49</td><td>27</td><td>19</td><td>34</td><td>41</td><td>20</td></tr><tr><td>Fender Set - Mounta..</td><td>66</td><td>19</td><td>14</td><td>18</td><td>18</td><td>53</td></tr><tr><td>HL Mountain Tire</td><td>49</td><td>24</td><td>13</td><td>13</td><td>13</td><td>87</td></tr><tr><td>Mountain Bottle Cage</td><td>76</td><td>15</td><td>32</td><td>40</td><td>38</td><td>27</td></tr><tr><td>Mountain Tire Tube</td><td>51</td><td>54</td><td>9</td><td>10</td><td>12</td><td>64</td></tr><tr><td>Patch Kit/8 Patches</td><td>57</td><td>79</td><td>22</td><td>9</td><td>18</td><td>77</td></tr><tr><td>Road Bottle Cage</td><td>63</td><td>20</td><td>39</td><td>24</td><td>36</td><td>9</td></tr><tr><td>Sport-100 Helmet, B..</td><td>63</td><td>32</td><td>36</td><td>24</td><td>42</td><td>24</td></tr><tr><td>Sport-100 Helmet, R..</td><td>68</td><td>25</td><td>28</td><td>25</td><td>41</td><td>14</td></tr><tr><td>Water Bottle - 30 oz.</td><td>124</td><td>32</td><td>58</td><td>52</td><td>64</td><td>33</td></tr></table>	Product Name	Origin Country						Australia	Canada	France	Germany	United Kingdom	United States	AWC Logo Cap	49	27	19	34	41	20	Fender Set - Mounta..	66	19	14	18	18	53	HL Mountain Tire	49	24	13	13	13	87	Mountain Bottle Cage	76	15	32	40	38	27	Mountain Tire Tube	51	54	9	10	12	64	Patch Kit/8 Patches	57	79	22	9	18	77	Road Bottle Cage	63	20	39	24	36	9	Sport-100 Helmet, B..	63	32	36	24	42	24	Sport-100 Helmet, R..	68	25	28	25	41	14	Water Bottle - 30 oz.	124	32	58	52	64	33
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Answer	<p>TOP 10 product name paling populer dari masing-masing territory / origin country.</p> <p>Dengan contoh Australia dengan water Bottle-30oz dengan quantity terbanyak yaitu 124</p>																																																																																			

Question 4

Karena sudah lulus probation nih.. kamu diminta untuk membuat sendiri analysis untuk si Bos. Beberapa step yang perlu dilakukan adalah :

1. Membuat objective analysis (contoh : Karena next campaign mau dibuat maksimal , kita akan menghiligh top2 product)
2. Membuat business question (contoh : Apa saja product yg paling populer dari segi jumlah transaksi?). Dalam case dashboard, secara best practice buat 2 - 5 business question dalam 1 dashboard yang mendukung objektif pada no 1.
3. Gambarkan chart untuk menjawab masing-masing pertanyaan pada no 2, dan gabungkan menjadi 1 dashboard.
4. Tulis Actionable knowledge atau next action setelah mendapat jawaban dari poin 3 (contoh : product abc yg paling tinggi sehingga kita akan fokus untuk promosi product tersebut)

Objective	Next campaign mau dibuat maksimal , kita akan menghiligh top 2 product						
Business Question	-Apa saja product yg paling populer dari segi jumlah transaksi? -Berapa Quantity product yg paling populer dari segi jumlah transaksi ?						
Visualization	<p>Soal 4</p>  <table border="1"> <thead> <tr> <th>Product Name</th> <th>Quantity</th> </tr> </thead> <tbody> <tr> <td>Patch Kit/8 Patches</td> <td>262</td> </tr> <tr> <td>Water Bottle</td> <td>363</td> </tr> </tbody> </table>	Product Name	Quantity	Patch Kit/8 Patches	262	Water Bottle	363
Product Name	Quantity						
Patch Kit/8 Patches	262						
Water Bottle	363						
Answer	Top 2 product yaitu Watter Bottle dan juga Patch kit. Dengan quantity masing-masing yaitu 363 untuk Watter Bottle dan 262 untuk Patch kit.						
Actionable knowledge	selanjutnya akan merevisi kualitas product paling rendah untuk next campaign supaya lebih baik.						