

PROJECT

RPROJECT

ZIN EDINE AMALIA
NOOR M.R

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ABOUT ME

Hi, I am Zinedine Amalia N.M.R

“Observing how data has become central to decision-making in many companies has further strengthened my interest in the field of Data Science. With a background in Mathematics, I am eager to deepen my skills in processing, analyzing, and visualizing data. The rapid advancement of technology serves not only as a challenge but also as a motivation to continuously learn and innovate, in order to transform data into valuable insights for diverse needs.”

EDUCATION

Jenderal
Soedirman Mathematics
University

- Relevant Coursework: Mathematics, Statistics, Prediction Analysis.
- Journal: Peramalan Curah Hujan di Cilacap Menggunakan Seasonal Autoregressive Integrated Moving Average

(<https://repository.unsoed.ac.id/23598/>)

Dibimbing.id
Full Stacked
Data Science
Boothcamp

- Studied Data Preprocessing, Database Management (SQL Query, ETL, Web Scraping), and the development of interactive dashboards with Tableau and Power BI, focusing on data storytelling.
- Explored machine learning models to understand the role of data in business analysis and its application in the fields of Data Analytics and Data Science.

Data Modeling

Data Analysis

Data Processing

SKILLS

- Proficient in cleaning, processing, and handling large datasets using Python or R.
- Expertise in data manipulation techniques using Pandas and SQL

- Experienced in exploring and analyzing data to uncover patterns and business insights.
- Proficient in descriptive statistics, inferential statistics, and hypothesis testing.

- Skilled in building predictive models using Machine Learning techniques such as regression, Random Forest, and XGBoost.
- Familiar with handling imbalanced data and model optimization strategies.

Programming Languages:

Visualization:

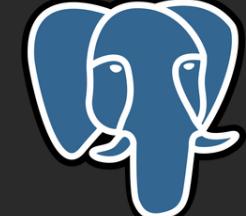
Framework:

TOOLS

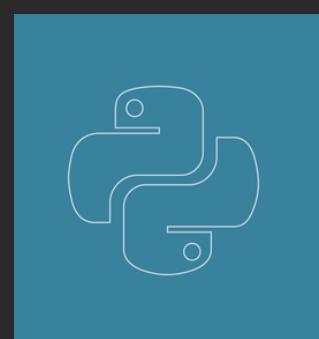
GColab



Jupyter



Postgresql Ms.Excel



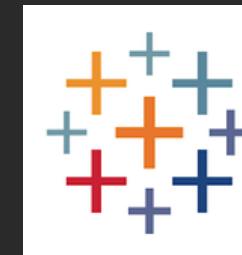
Phyton



Tools :



Pandas



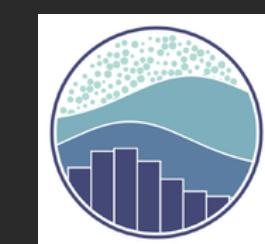
Pandas



PowerBI



Seaborn



WORK EXPERIENCE

2020 ————— 2021

Administrative Staff Intern
Naval Hospital dr. Mintohardjo

- Supported administrative, operational, and personnel data management for over 80 employees, including performance analysis using SKP and Minitab to generate accurate insights.
- Prepared clear and concise performance reports to support evaluation and data-driven decision-making while maintaining a positive and supportive work environment.

Mentor for the Statistics Subject
Jenderal Soedirman University (2020-2021)

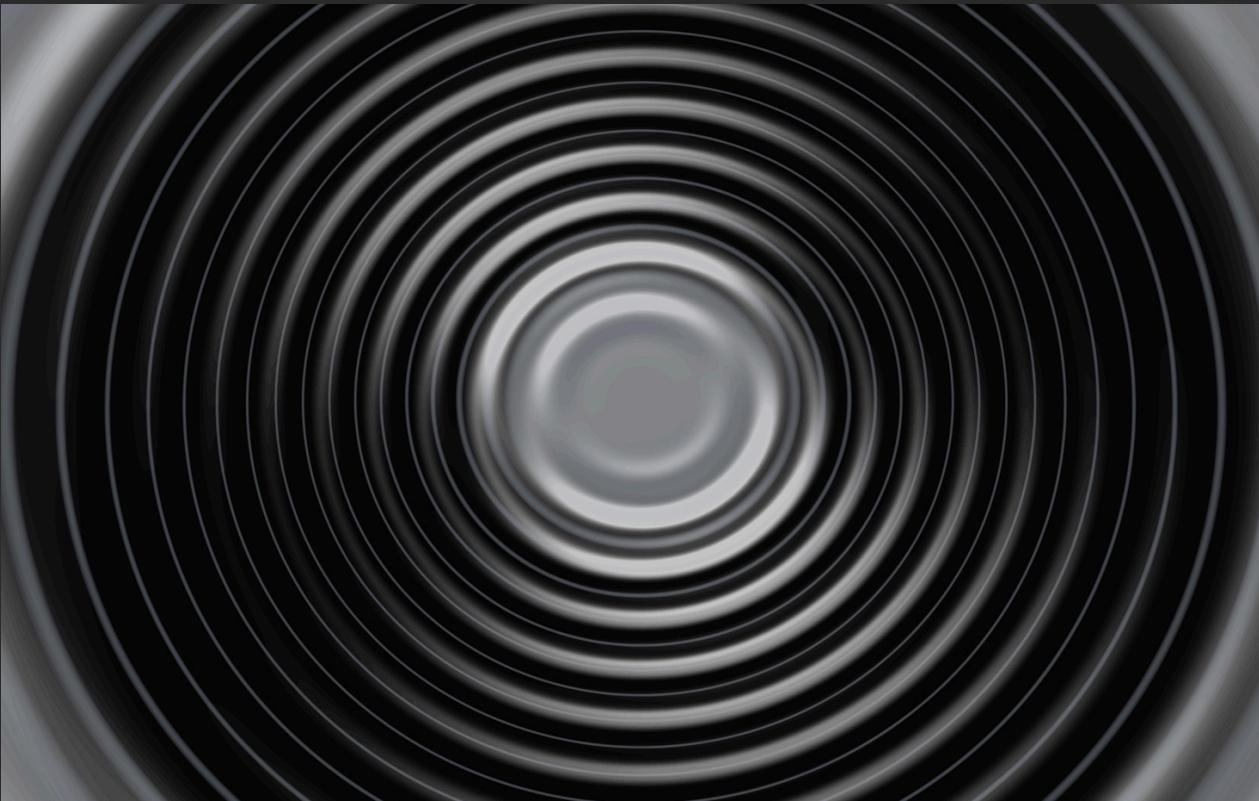
- Facilitated students' academic development through differentiated instruction, tailored strategies, and innovative teaching methods, while collaborating with fellow instructors to design comprehensive course materials and ensure full syllabus coverage.
- Conducted 12 tutorial sessions for over 130 students in Probability Theory and Mathematical Statistics, including the design of assessments and fair performance evaluations.

PORTFOLIO



PROJECT OVERVIEW

Sales Method Performance Overview



The goal of this project is to evaluate the effectiveness of different sales methods, specifically **In-store**, **Online**, and **Outlet**, in order to determine which method enhances sales and profitability the most.

- Approach: Analysis of Marketing Channels
- Tools: Python and Power BI

Outcomes:

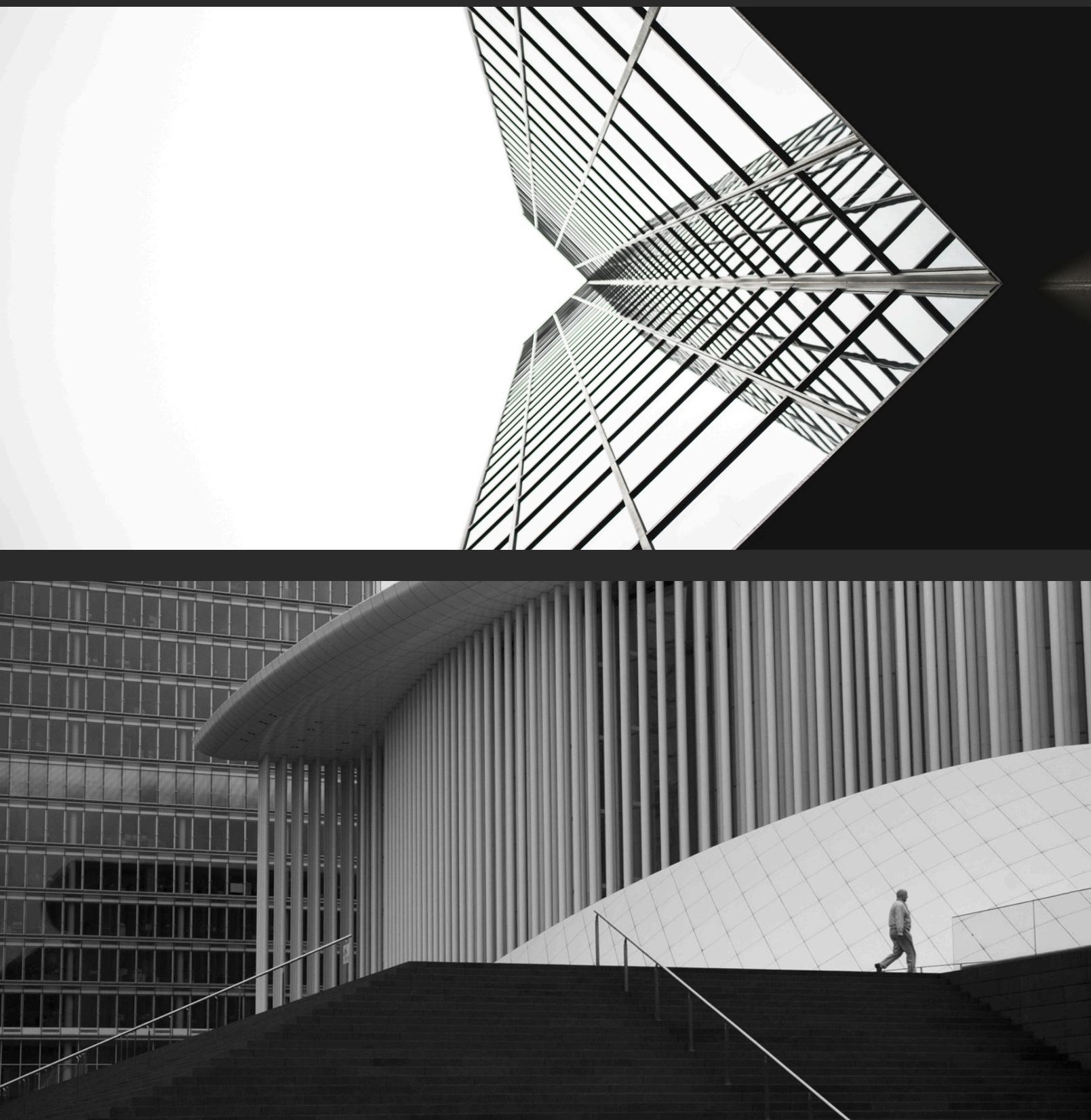
This project will deliver valuable strategic insights to assist the company in its marketing and sales decision-making processes.

BACKGROUND PROJECT

The data shows that the company employs various sales methods to reach consumers. However, without analyzing the contribution and profitability of each method, it is difficult to determine which strategy truly drives growth. Through this analysis, the company gains a deeper understanding of the performance of its sales methods, enabling the development of more effective distribution and marketing strategies.

To obtain insights for business development through the analysis of sales method performance, profitability, and trends, the following Business Questions were formulated:

- Which sales method generates the highest sales?
- Which sales method provides the best operating margin?
- How does the sales trend of each method evolve on a monthly basis?
- Which sales methods are most frequently used for each product type?



DATA UNDERSTANDING



This dataset, sourced from Kaggle, provides sales transaction details for Adidas products spanning the years 2020 to 2021. It comprises 9,652 rows and 14 columns, encompassing a range of aspects related to retailer transactions.

Unnamed: 0	Unnamed: 1	Unnamed: 2	Unnamed: 3	Unnamed: 4	Unnamed: 5	Unnamed: 6	Unnamed: 7	Unnamed: 8	Unnamed: 9	Unnamed: 10	Unnamed: 11	Unnamed: 12	Unnamed: 13	
0	NaN	NaN	Adidas Sales	NaN	NaN	NaN	NaN	NaN	NaN	NaN	NaN	NaN	NaN	NaN
1	NaN	NaN	NaN	NaN	NaN	NaN	NaN	NaN	NaN	NaN	NaN	NaN	NaN	NaN
2	NaN	NaN	NaN	NaN	NaN	NaN	NaN	NaN	NaN	NaN	NaN	NaN	NaN	NaN
3	NaN	Retailer	Retailer ID	Invoice Date	Region	State	City	Product	Price per Unit	Units Sold	Total Sales	Operating	Operating	Sales Method
4	NaN	Foot Locker	1185732	2020-01-01	Northeast	New York	New York	Men's Street	50	1200	600000	300000	0.5	In-store

DATA CLEANING

Drop missing
column and row

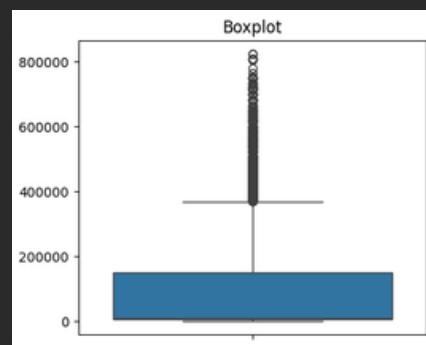
Duplicate and
Missing values

Outlier

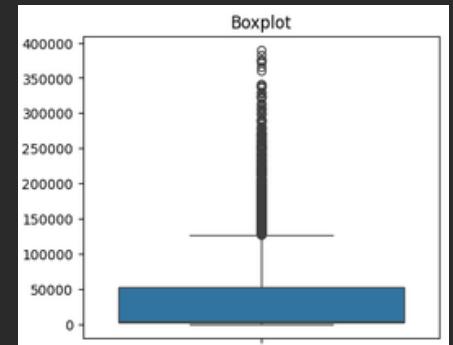
Remove records where
Units Sold = 0, as the
data must contain total
sales values to proceed
with the analysis.

None

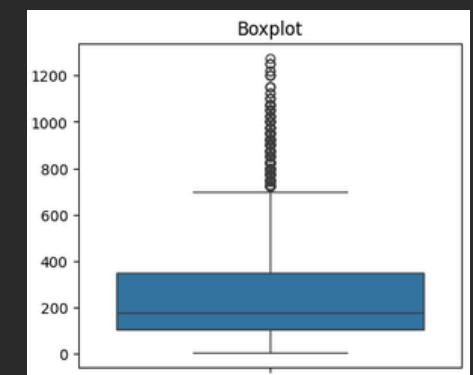
Outliers were identified
in Total Sales, Operating
Profit, and Units Sold,
but they remain relevant
to the context of the
dataset; therefore, they
are retained.



Total Sales



Operating Profit



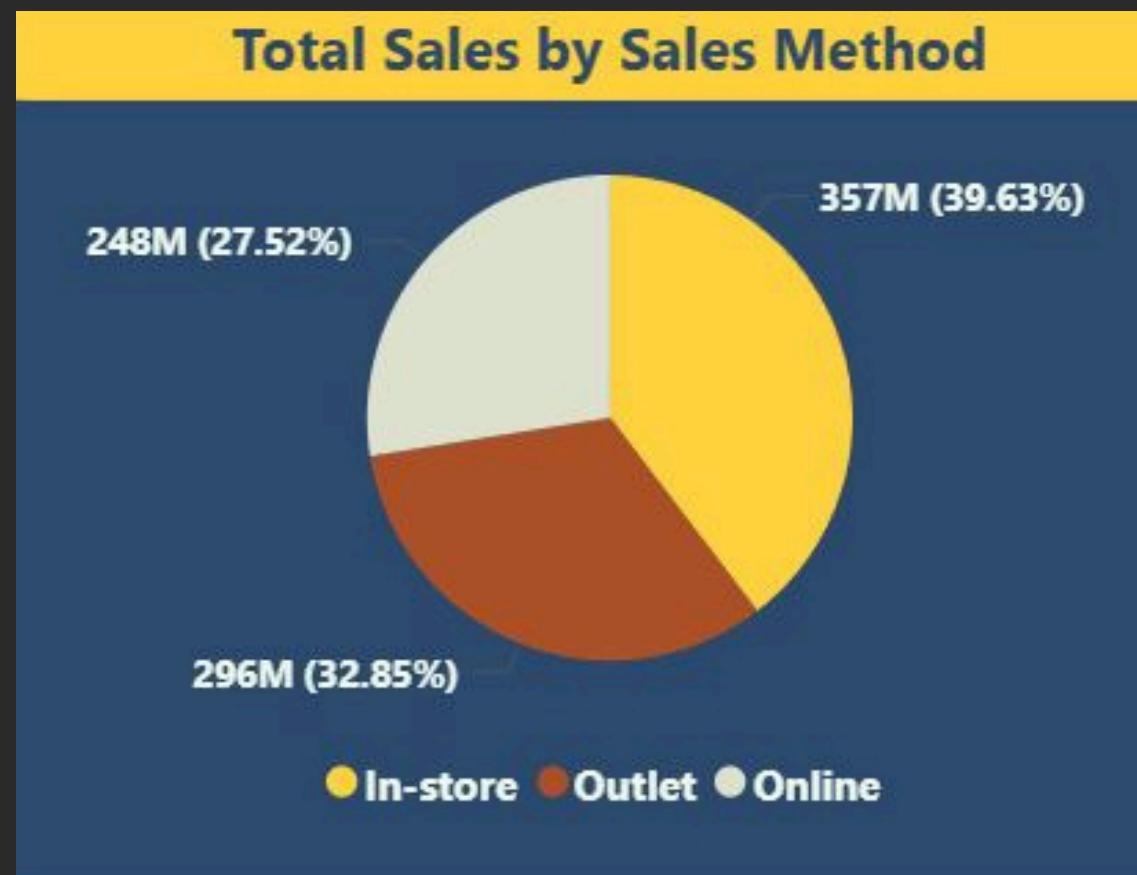
Units Sold



OBSERVATION QUESTIONS

“With a share of nearly 40%, In-store is the leading sales method driving total sales.”

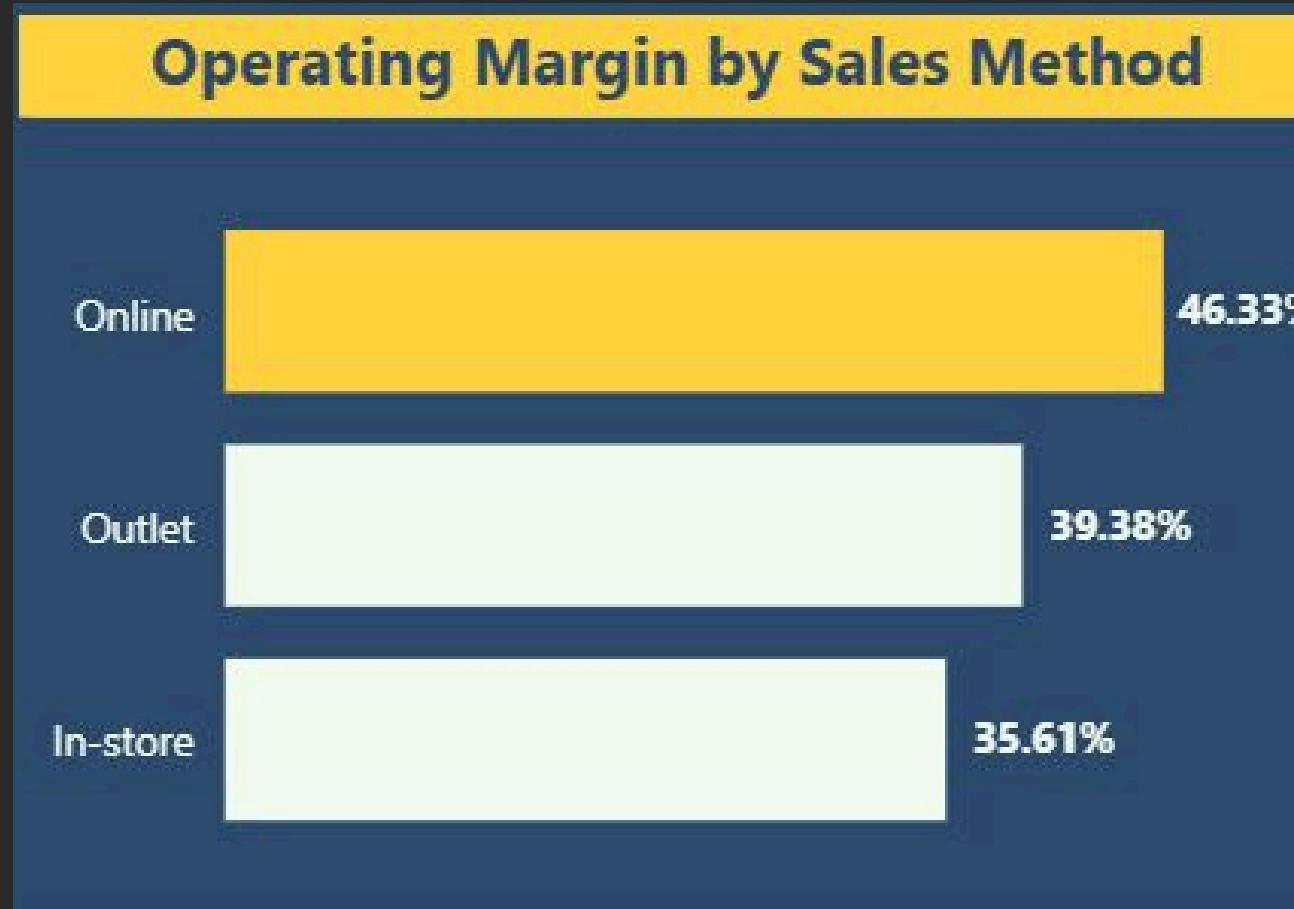
Which sales method generates the highest sales?



- In-store recorded the highest sales with a total of \$357M (39.63%).
- Followed by Outlet at \$296M (32.85%).
- Online at \$248M (27.52%).

“Online recorded an operating margin of 46.33%, far above Outlet and In-store, making it the **most financially effective sales method**.”

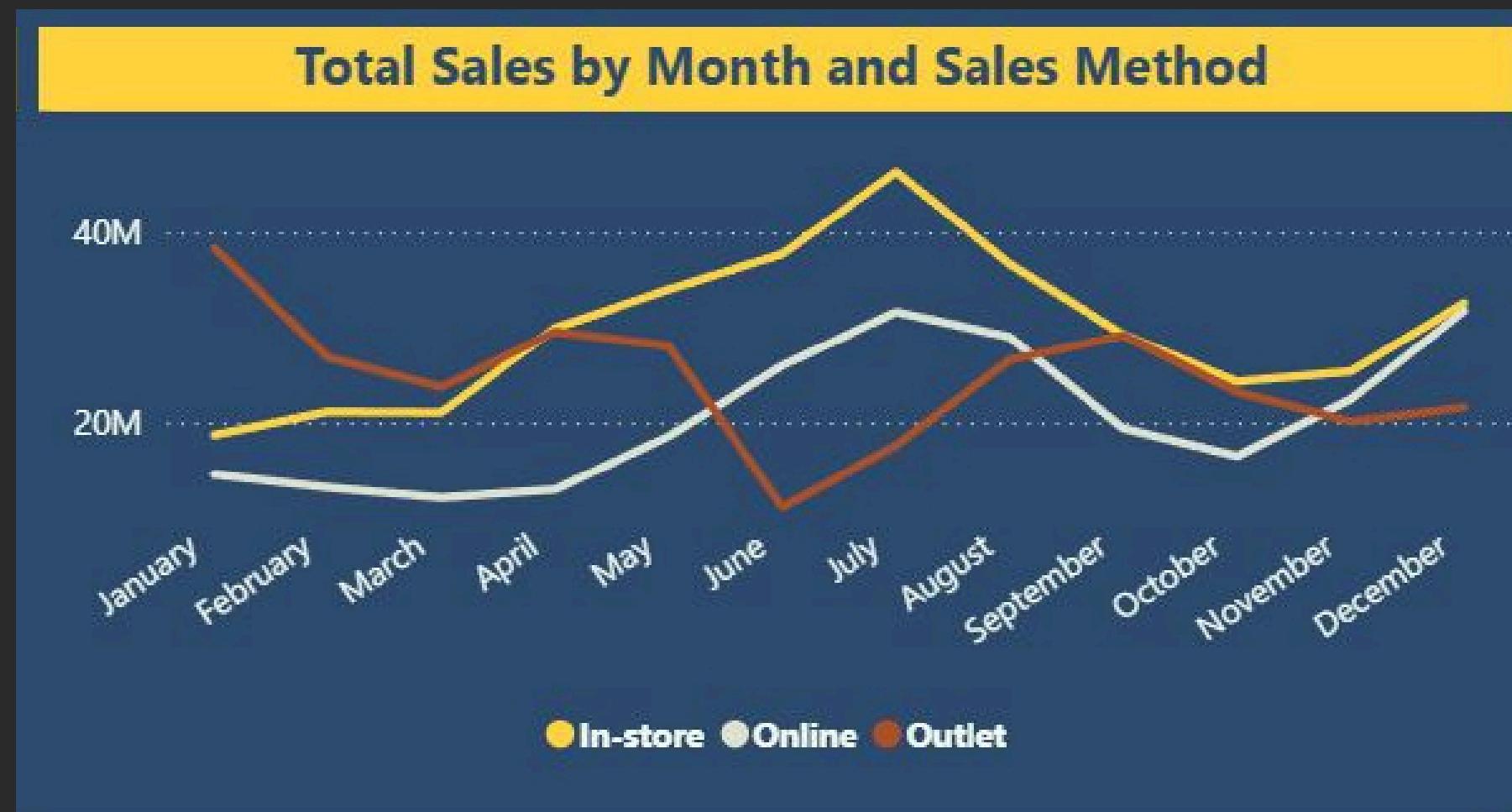
Which sales method provides the best operating margin?



- Online has the highest profit margin: 46.33%
- Followed by Outlet: 39.38%
- And In-store: 35.61%.

"In-store surged in the middle of the year, while Outlet weakened, and Online maintained steady growth.

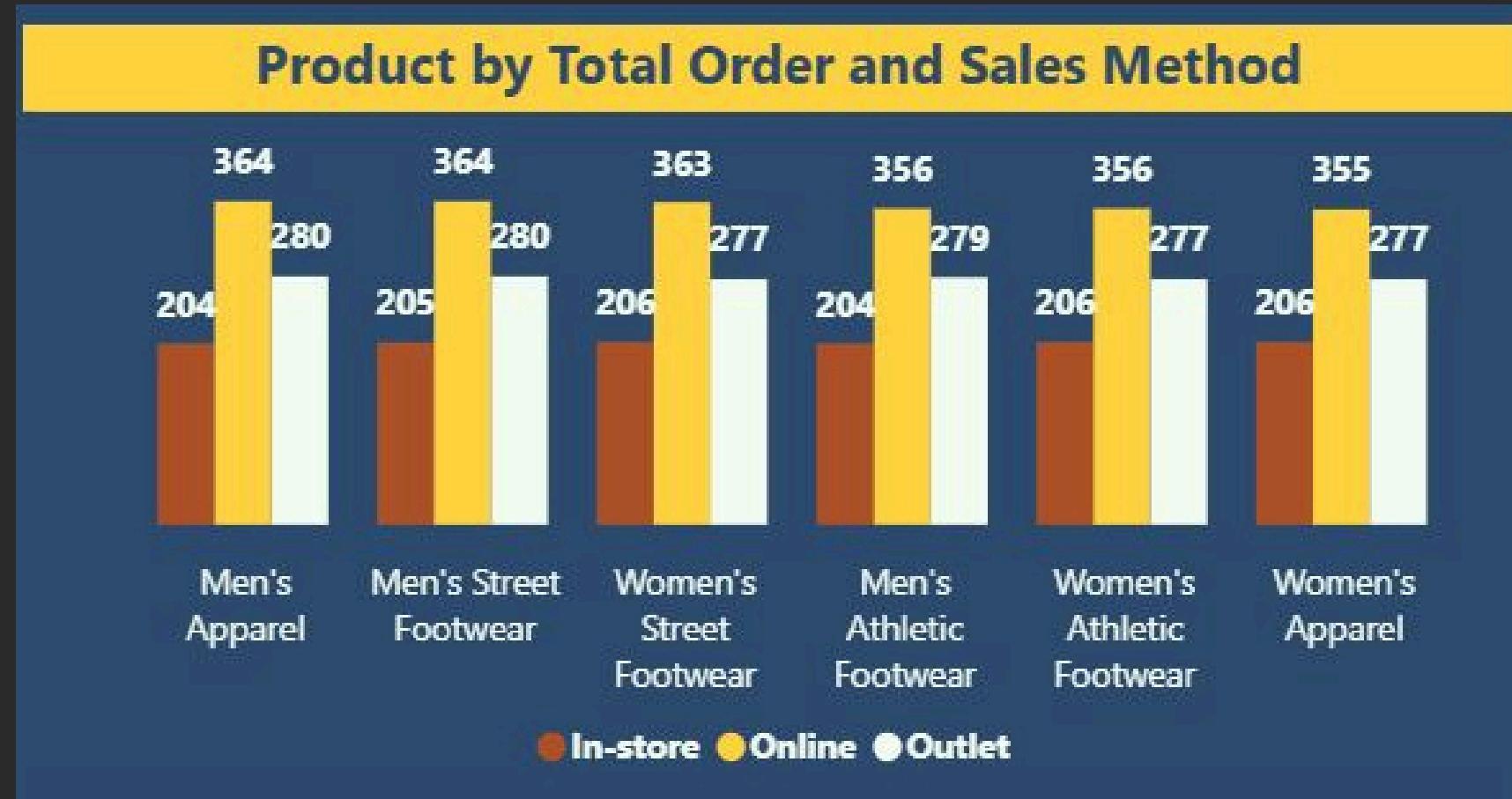
How does the sales trend of each method evolve on a monthly basis?



- In-store rose sharply from March to July, then slightly declined in the following months.
- Outlet showed fluctuations, with a downward trend in the middle of the year.
- Online remained stable, with growth from May to July, a slight decline from August to October, and then a continued upward trend afterward.

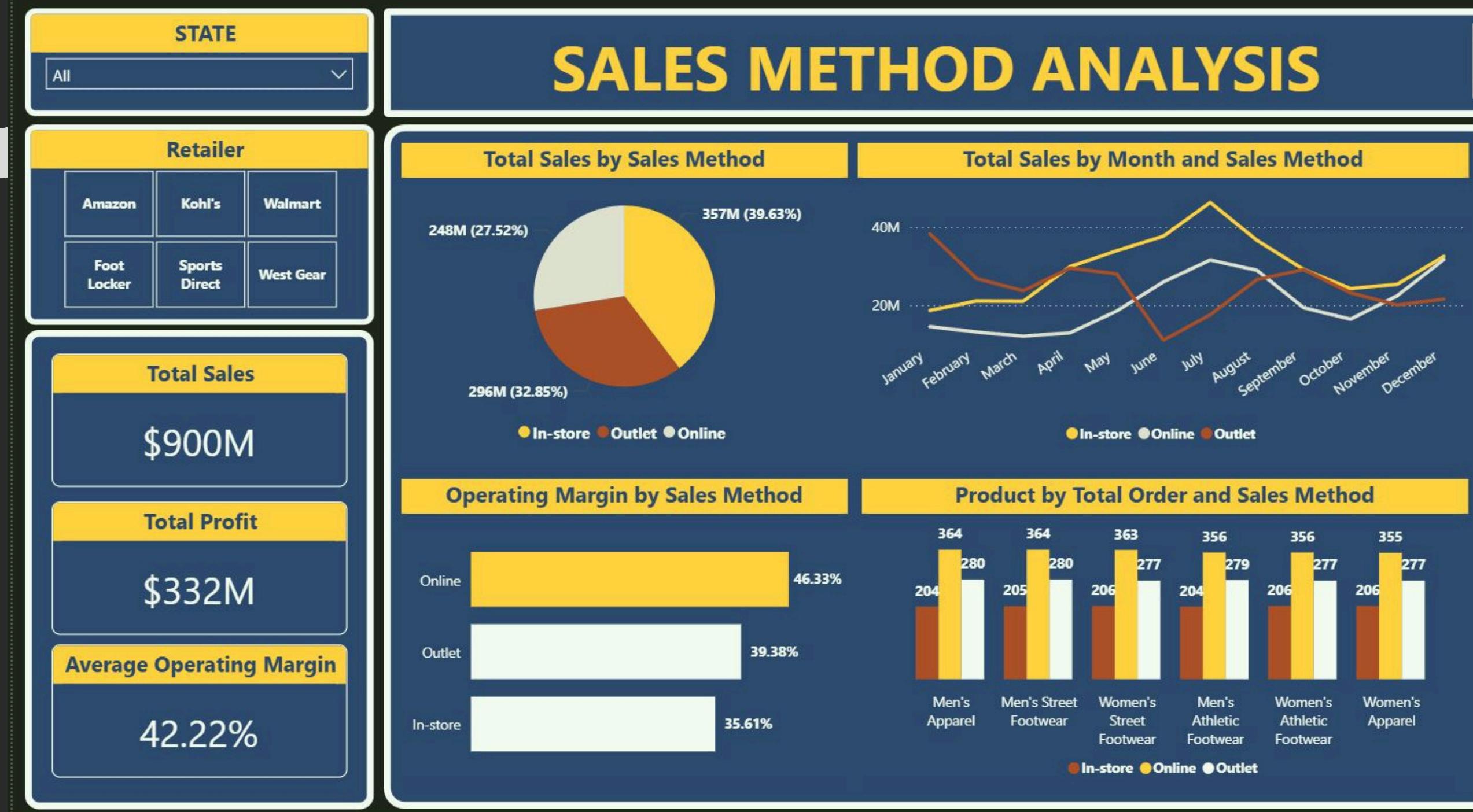
“Online dominates as the primary sales method, Outlet serves as the second alternative, while In-store is used the least”

Which sales methods are most frequently used for each product type?



- It can be seen that across all product types, Online is the dominant sales method.
- The second most frequently chosen method is Outlet.
- In-store is the least utilized sales method.

DASHBOARD



RECOMMENDATION



Online (46.33% margin, \$248M sales, dominant across all products)

- Increase investment in this Sales Method (online).
- Position Online as the main driver of profit growth.



In-store (\$357M sales, 35.61% margin, highest sales volume)

- To improve margins, further analysis is needed to identify why it has the lowest profitability.
- Leverage seasonal momentum (March–July) with targeted summer promotions.



Outlet (\$296M sales, 39.38% margin)

- Performance is fluctuating, requiring a dedicated strategy to prevent further decline.
- Implement localized promotions.
- Evaluate store locations and optimize operational costs.



CONTACT

I'm open for discussion and feedback
Let's Collaborate and Connect

<https://wa.me/6285774805287> >

zinedineamalianoor@gmail.com >

[linkedin.com/zinedineamalia/](https://www.linkedin.com/zinedineamalia/) >

Gunung Putri, Kabupaten Bogor. >