



# FORTOFOLIO PROJECT

## SMARTPHONE SALES DASHBOARD - INDONESIA 2021-2025



Membongkar penjualan  
smartphone Indonesia dalam 5 tahun!



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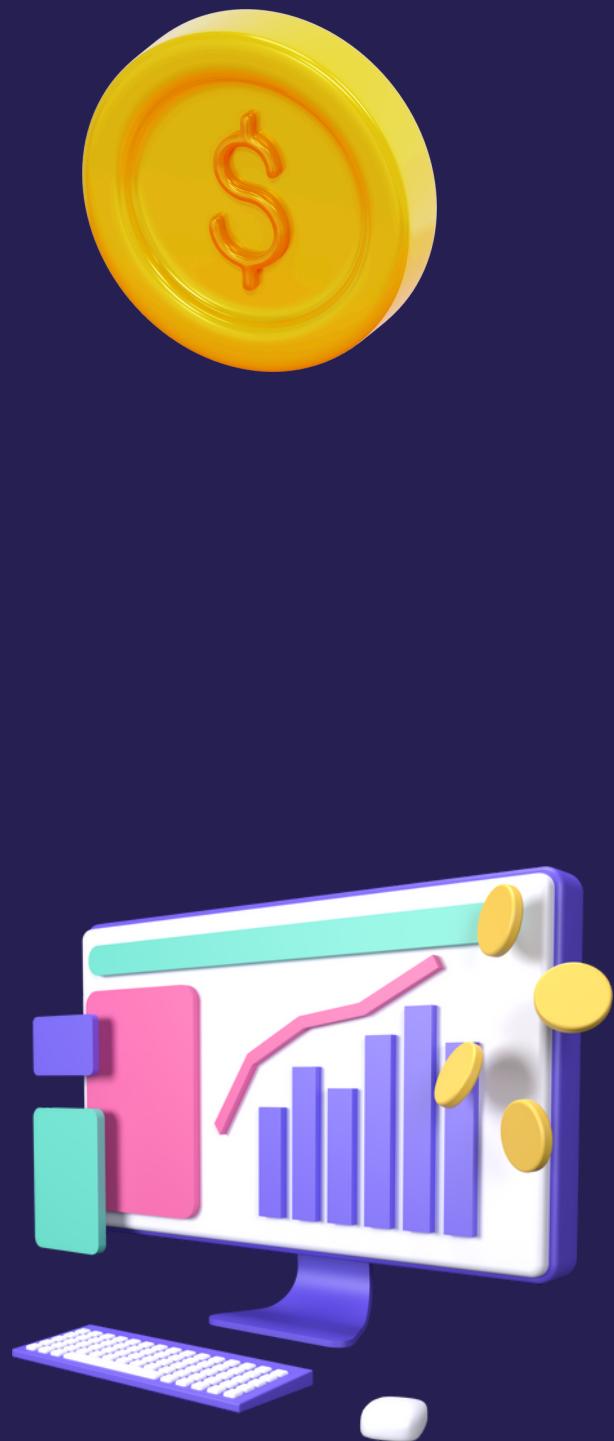
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 Github : <https://github.com/adjiehf231>



# BACKGROUND PROJECT

- Industri smartphone memiliki volume transaksi tinggi dan persaingan ketat
- Data penjualan sering tersebar dan sulit dianalisis secara cepat
- Dibutuhkan dashboard interaktif untuk:
  - Monitoring performa penjualan
  - Mendukung pengambilan keputusan bisnis





# BACKGROUND PROJECT

## TECHSTACK:

- Power BI Desktop
- Power Query (Data Cleaning & Transform)
- DAX (Data Analysis Expressions)
- Canva
- MermaidChart

## SOURCE DATA:

Dataset Dummy

## DATA:

- FactSales\_Transaction
- DimProduct
- DimCustomer
- DimProvince

## TIME:

20Des2025 - 16 Jan 2026



# KENAPA DASHBOARD DIBUTUHKAN?

- Tidak tahu brand & wilayah mana yang paling menggerakkan revenue.
- Sulit mengidentifikasi pertumbuhan YoY per produk.

## PROBLEM:

- Tim manajemen kebingungan mengalokasikan budget marketing.





# PROJECT GOALS

Dashboard ini dibuat untuk:

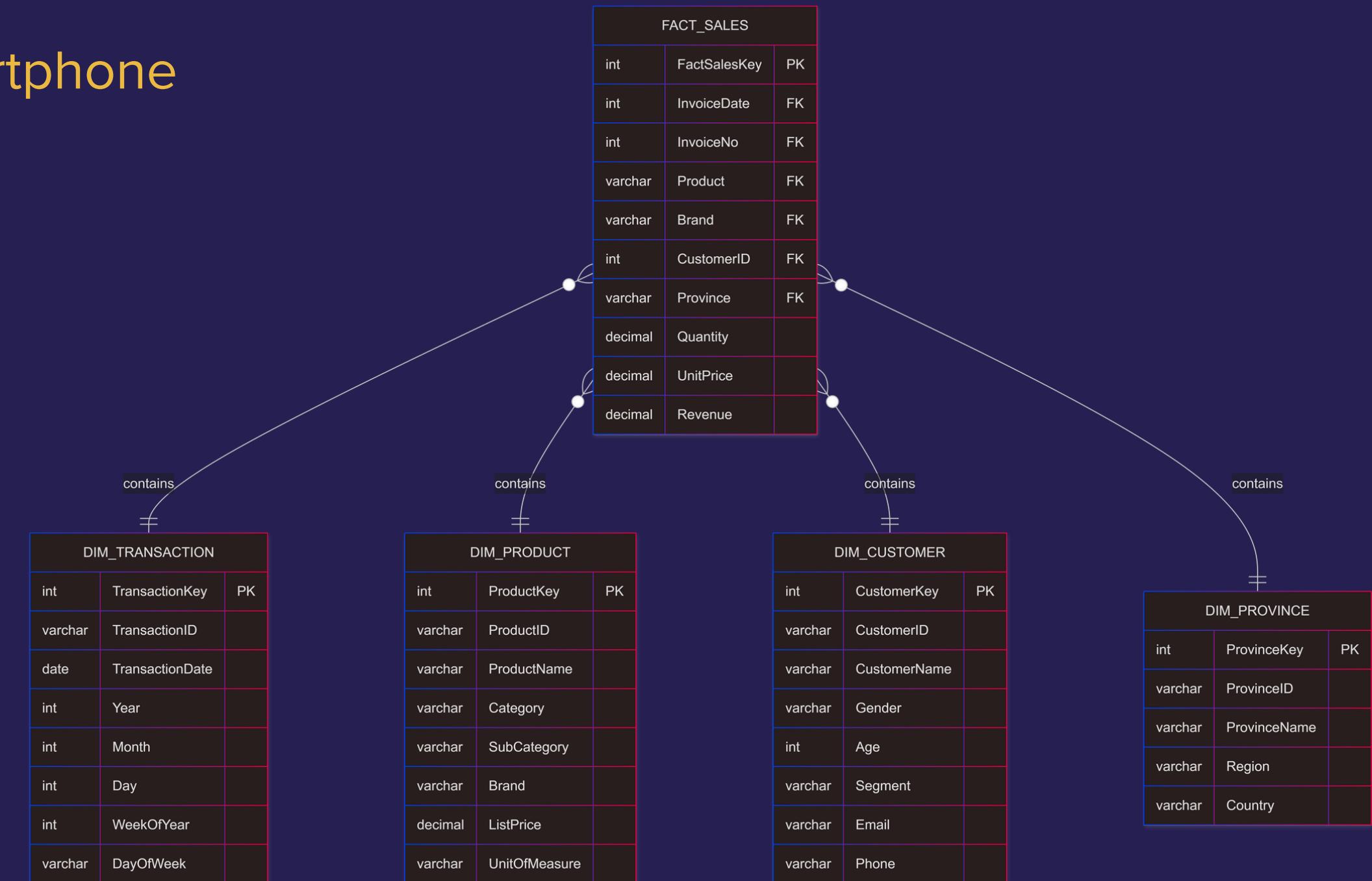
- Menganalisis tren penjualan (YoY)
- Mengidentifikasi produk & brand terbaik
- Mengetahui wilayah dengan kontribusi revenue terbesar
- Menganalisis performa pelanggan
- Menyediakan insight bisnis secara visual & real-time





# DATASET OVERVIEW

- Data transaksi penjualan smartphone
- Periode: 2021 – 2025
- Atribut utama:
  - InvoiceDate
  - InvoiceNo
  - Product
  - Brand
  - UnitPrice
  - Province
  - Quantity
  - Revenue
  - CustomerID





# DASHBOARD STRUCTURE

1. Sales Smartphone Overview
2. Product Overview
3. Customer Overview

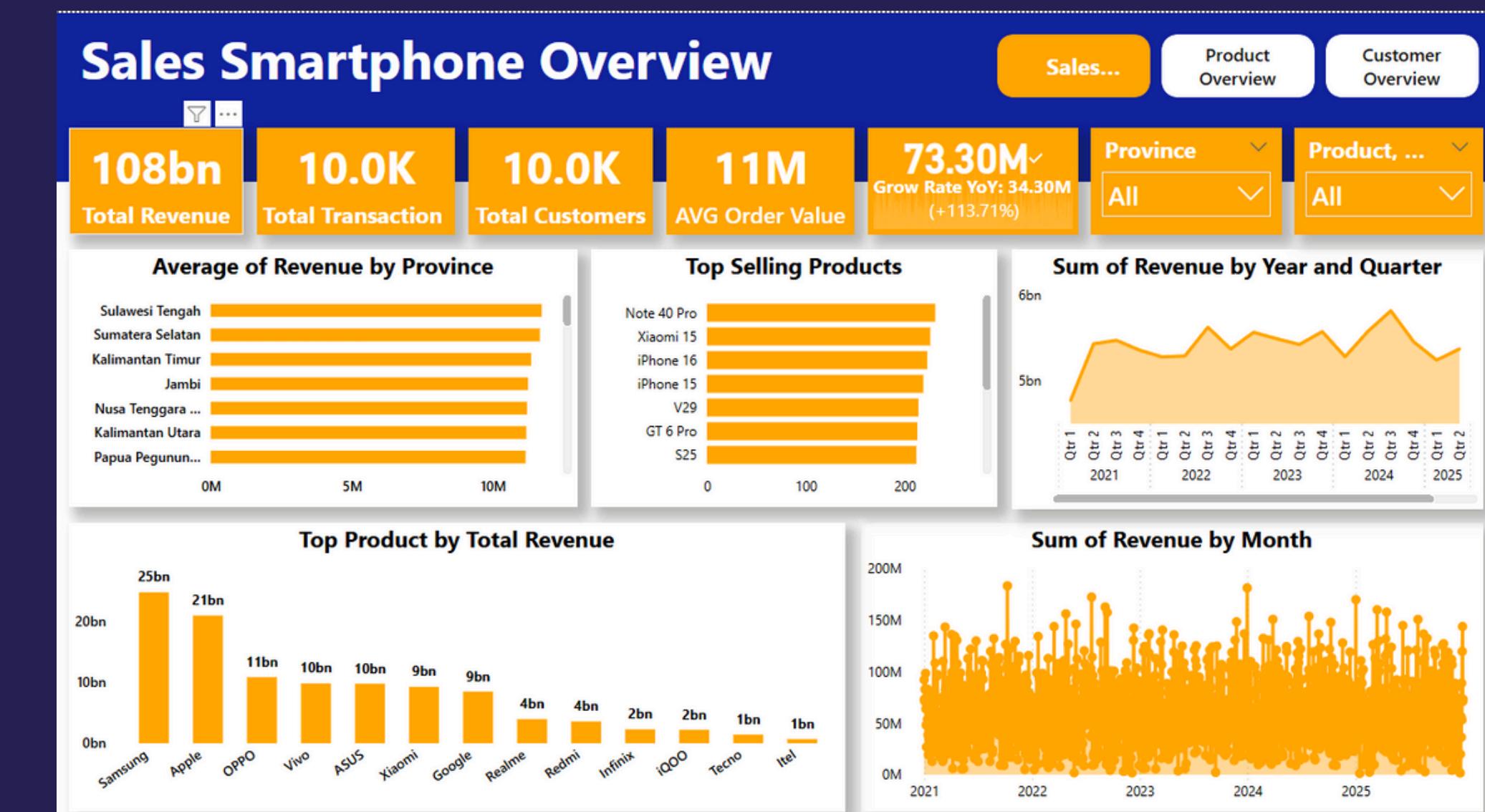




# SALES SMARTPHONE OVERVIEW

↗ Fokus pada kinerja penjualan secara keseluruhan

- Menampilkan:
- Total Revenue
- Total Transactions
- Total Customers
- Average Order Value
- Growth Rate YoY
- Revenue by Month
- Revenue by Province
- Top Selling Products
- Top Brand by Revenue

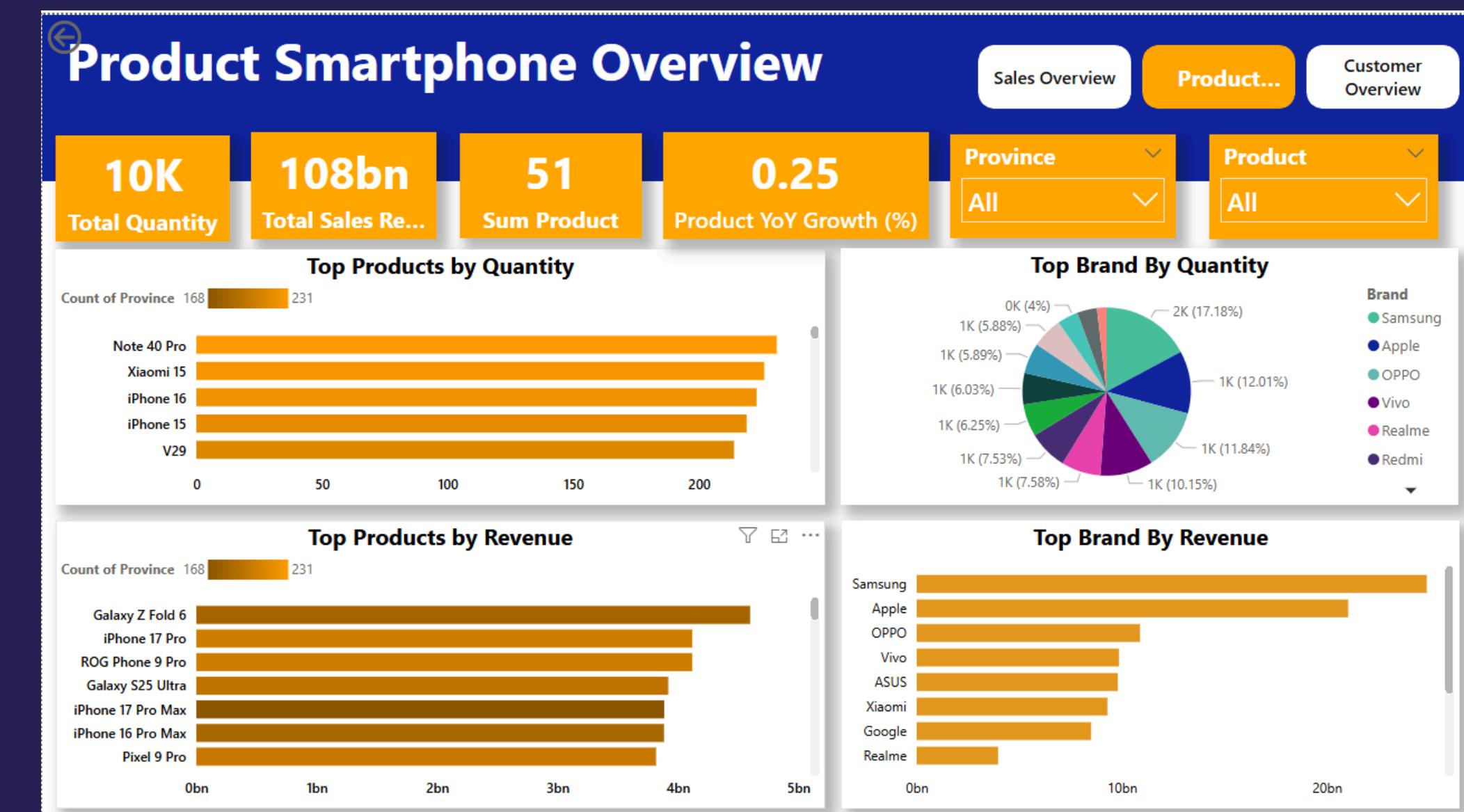




# PRODUCT OVERVIEW

## Analisis performa produk & brand

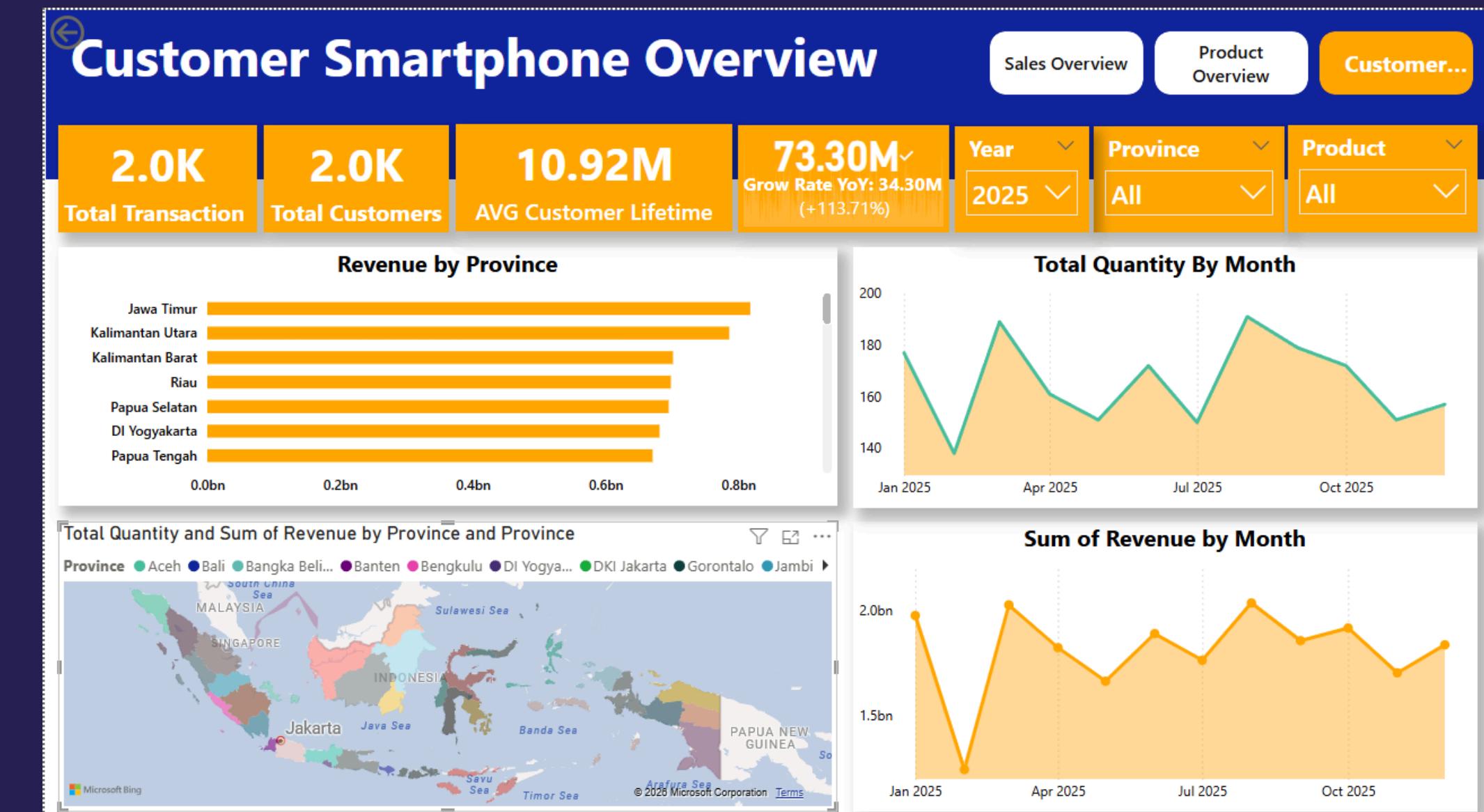
- Menampilkan:
- Total Quantity Terjual
- Jumlah Produk
- Top Products by Quantity
- Top Products by Revenue
- Top Brand by Quantity
- Top Brand by Revenue
- Product YoY Growth (%)





# CUSTOMER OVERVIEW

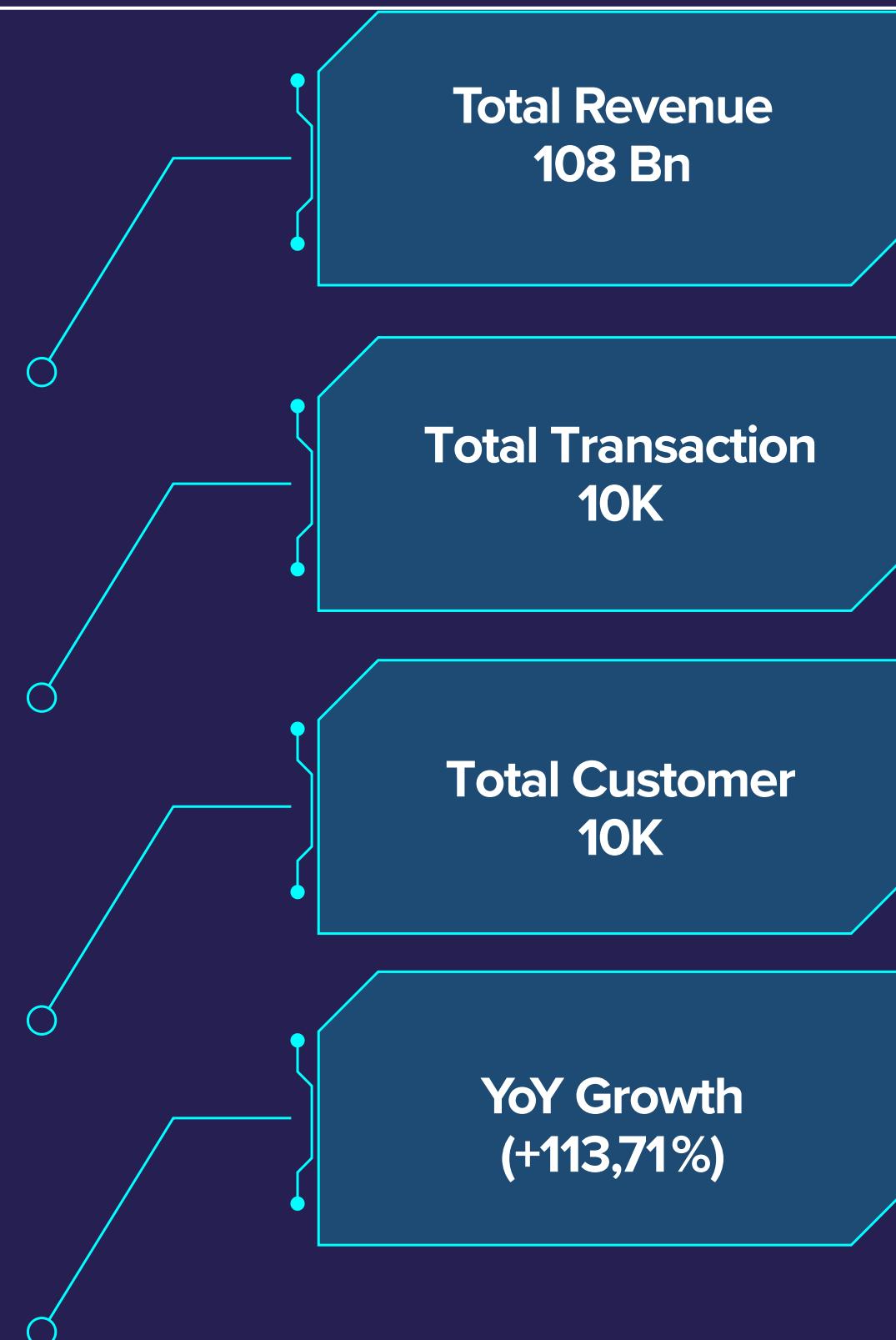
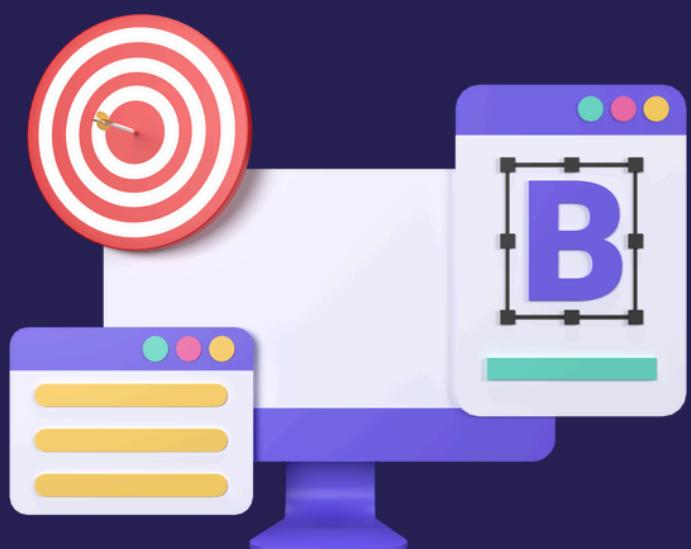
- 👤 Analisis berbasis pelanggan
- Menampilkan:
- Total Customers
  - Total Transactions
  - Revenue by Province
  - Quantity per Month
  - Average Customer Lifetime Value
  - Growth Rate YoY
  - Maps Quantity and Sum Of Revenue By Province





# RINGKASAN ANGKA BISNIS

REVENUE 108 MILIAR,  
PERTUMBUHAN YOY  
+113,71% DI 2025





# BUSINESS VALUE

Dashboard ini membantu:

- Monitoring performa bisnis secara real-time
- Identifikasi produk & wilayah potensial
- Mendukung strategi penjualan & marketing
- Pengambilan keputusan berbasis data



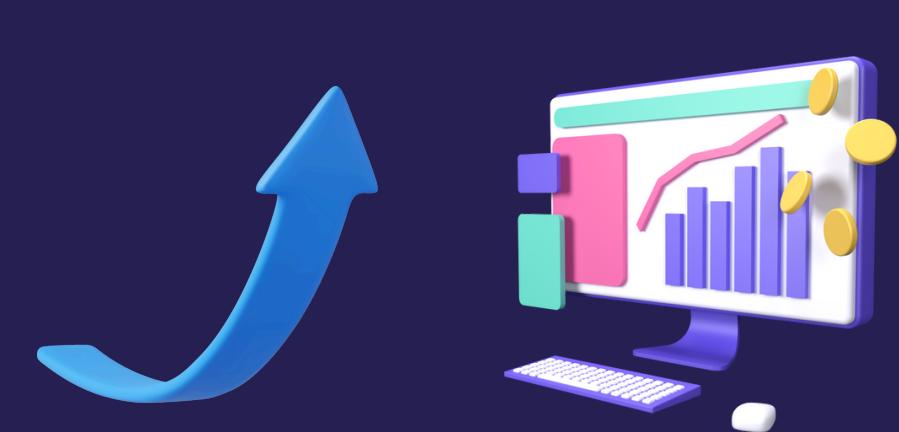


# KEY INSIGHTS



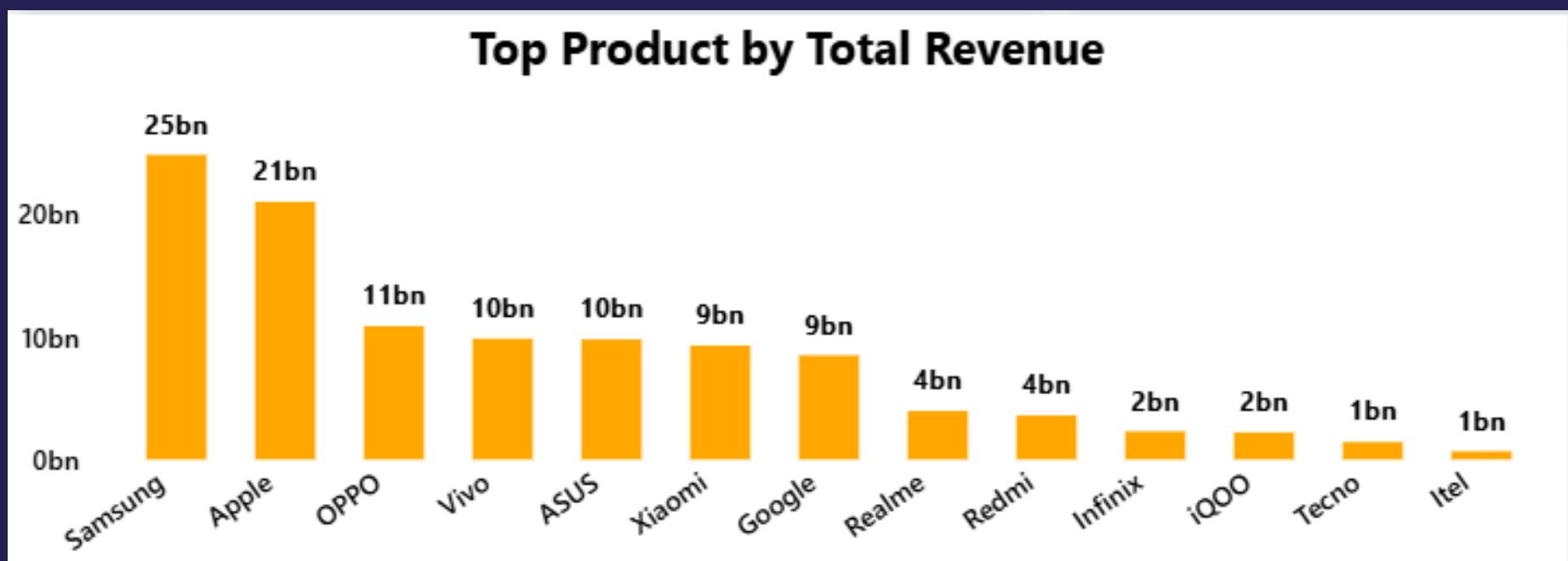
Insight utama dari dashboard:

- Pertumbuhan penjualan YoY > 100%
- Brand Samsung & Apple mendominasi revenue
- Produk flagship memberikan kontribusi terbesar
- Beberapa provinsi memiliki potensi pasar tinggi
- Tren penjualan menunjukkan pertumbuhan konsisten

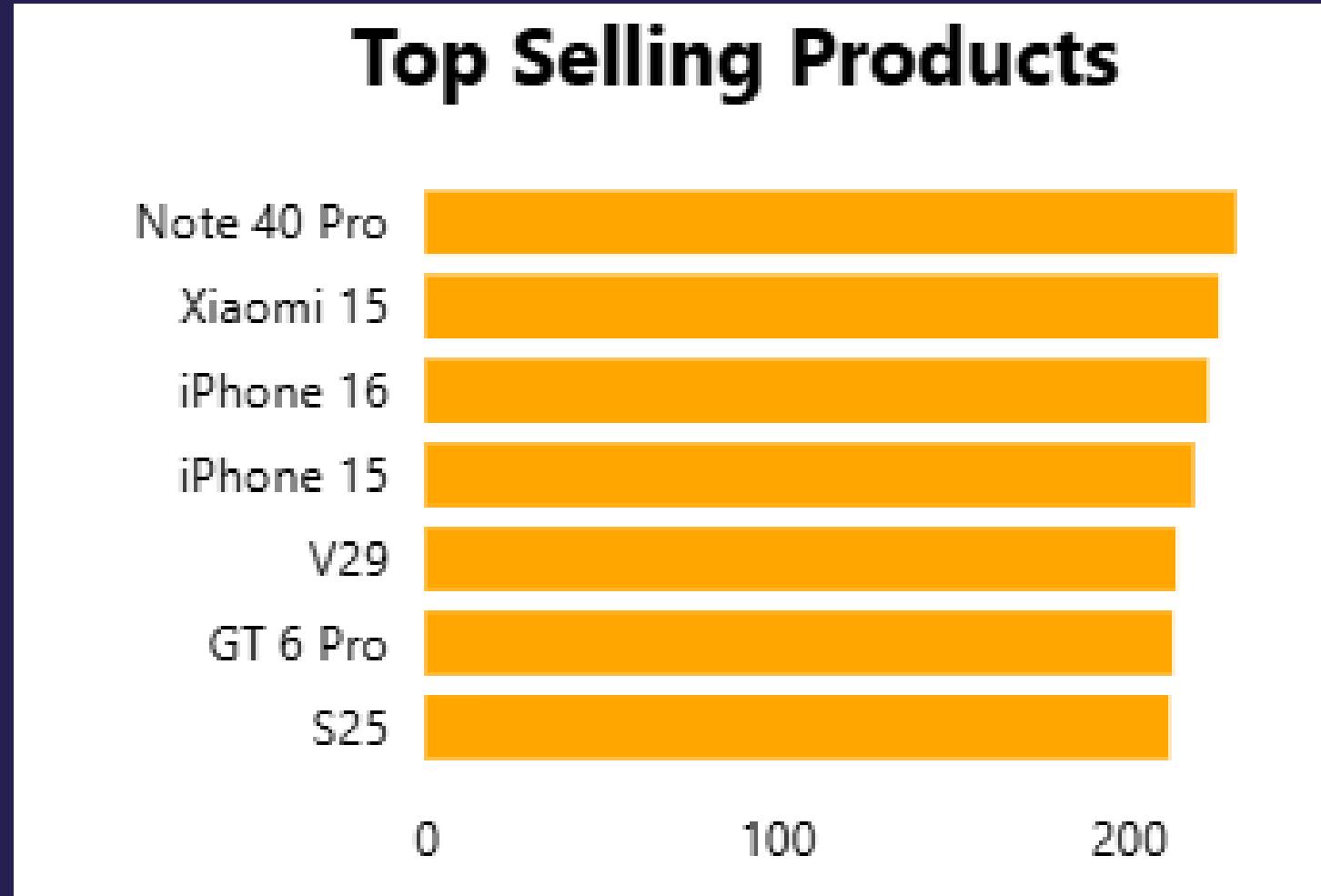




# SIAPA PEMIMPIN PASAR?

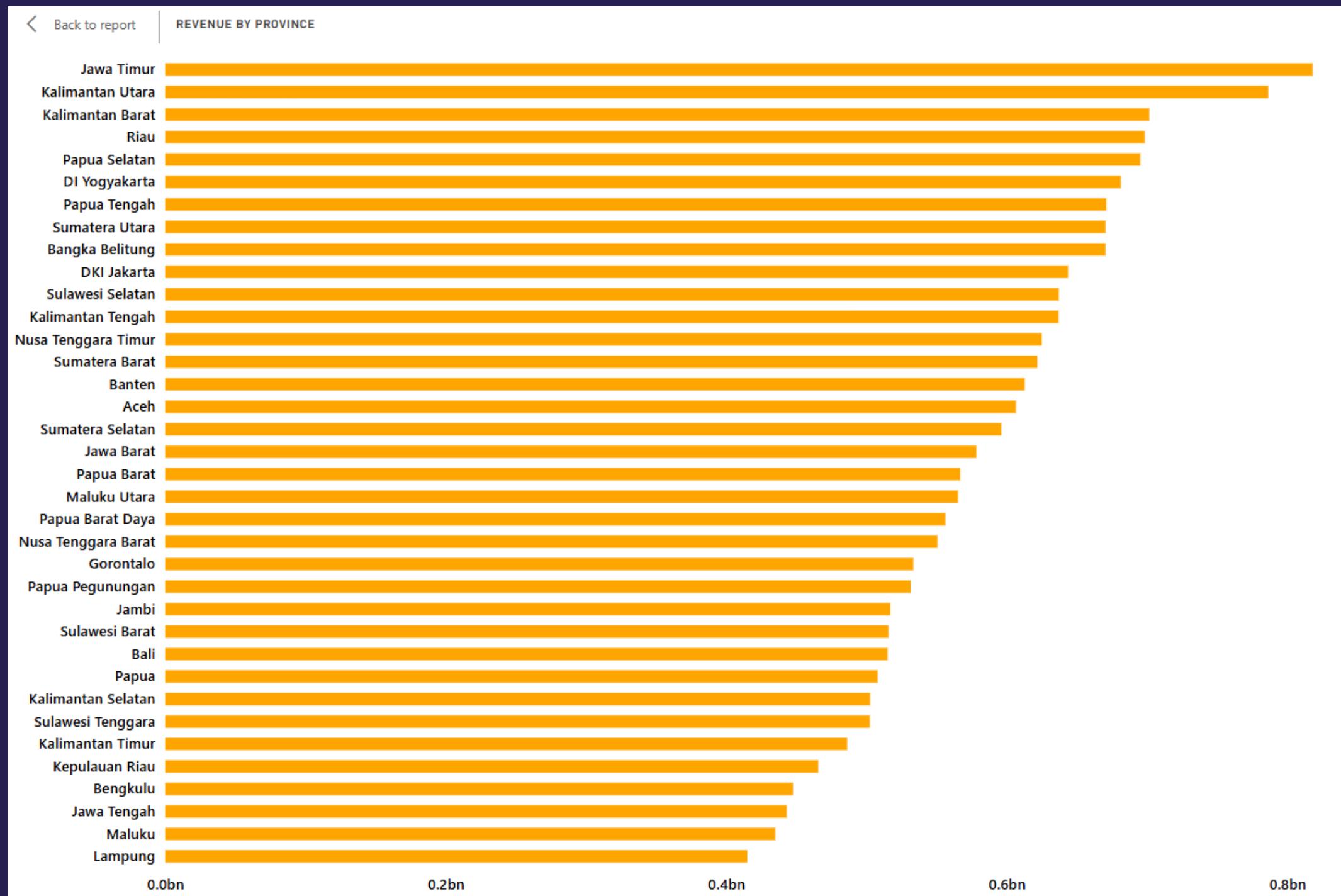


SAMSUNG MEMIMPIN REVENUE,  
INFINIX MENJADI TOP CHART  
PRODUCT PALING BANYAK TERJUAL  
DENGAN NOTE 40 PRO.





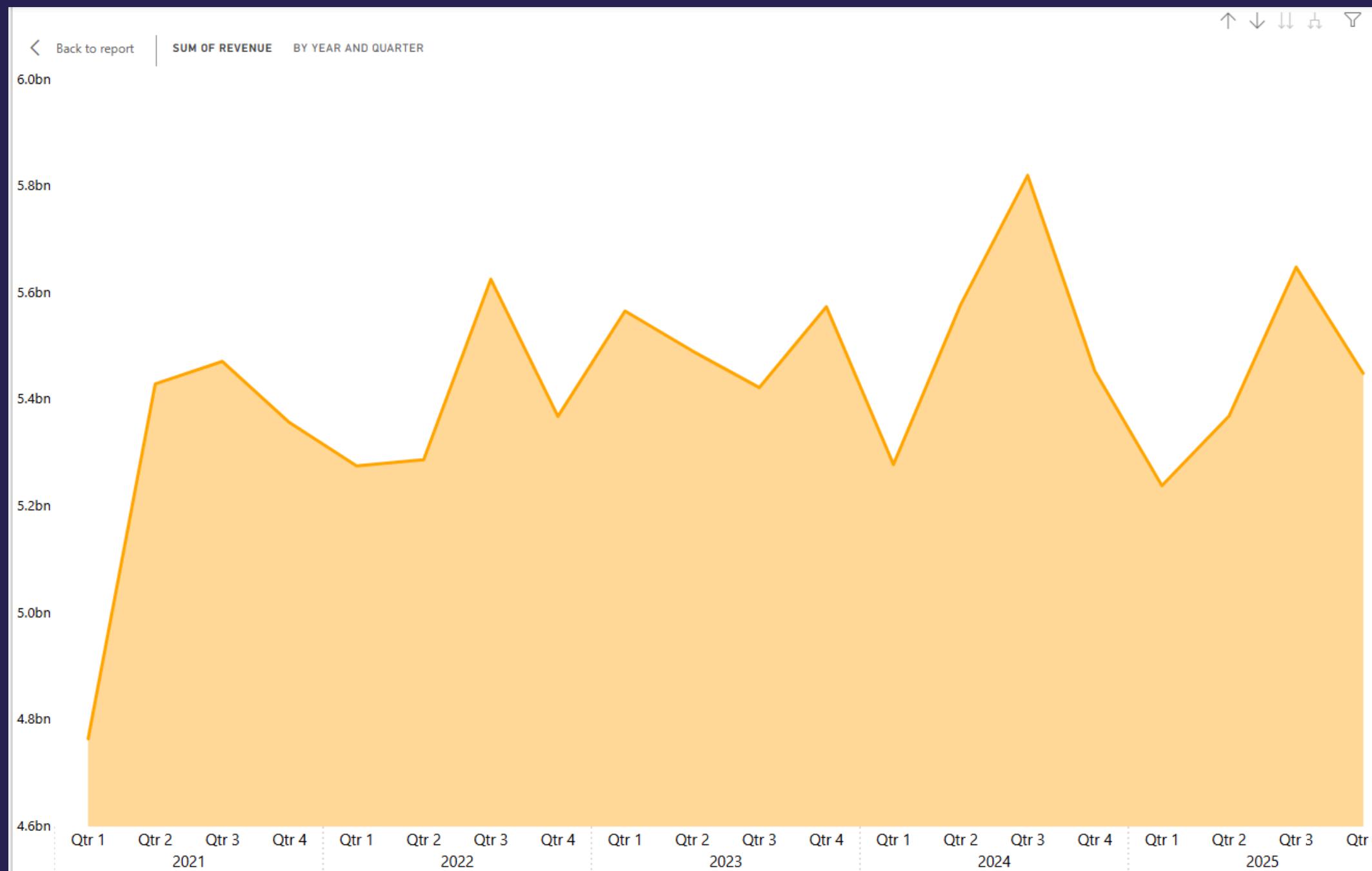
# DIMANA PELUANG?



JAWA TIMUR MENEMPATI  
POSISI TERATAS REVENUE,  
DAN LAMPUNG MENEMPATI  
POSISI TERBAWAH BY  
REVENUE



# TREND YOY



REVENUE CENDERUNG NAIK  
DAN STABIL, KENAIKAN  
PALING SIGNIFIKAN DIAWAL  
TAHUN 2021.  
DIPROYEKSIKAN RP 130 M DI  
AKHIR 2026.



# ACTIONABLE RECOMMENDATION

- TAMBAH BUDGET MARKETING 5% DI WILAYAH “HIGH-REVENUE”
- OPTIMALKAN STOK PRODUCT & NAIKKAN BUDGET MARKETING 15% DI WILAYAH “LOW-REVENUE”.





# CALL-TO-ACTION

Lihat laporan interaktif / Unduh file .pbix untuk eksplorasi.

👉 <https://github.com/adjiehf231/fp-Smartphone-Sales-Dashboard-Indonesia-2021-2025>



# SMARTPHONE SALES DASHBOARD - INDONESIA 2021-2025

## TERIMA KASIH!

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