

# BANK MUAMALAT

## BUSINESS INTELLIGENCE ANALYST

Virtual Internship Experience Program

Presented by  
Ahmad Ghulam Sholih

# About Ghulam

With a track record of success in both logistics and sales, Ghulam is poised to leverage his unique blend of skills and experiences to bring a dynamic perspective to the world of data. His ability to adapt and excel in various roles showcases his versatility and determination. Eager to embrace new challenges and drive meaningful insights through data, Ghulam is a valuable asset for any team seeking innovative solutions and growth-oriented expertise.



Ahmad Ghulam Sholih

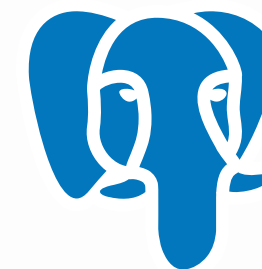


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# Case Study

As a Business Intelligence (BI) Analyst at PT. Sejahtera Bersama, Ghulam have been tasked with creating a performance dashboard to monitor the sales performance of the company's products and to uncover business insights from the patterns and trends in the available data.

Tool and Data Used



# Key Objectives



Data modeling and transformation



Dashboarding and data visualization



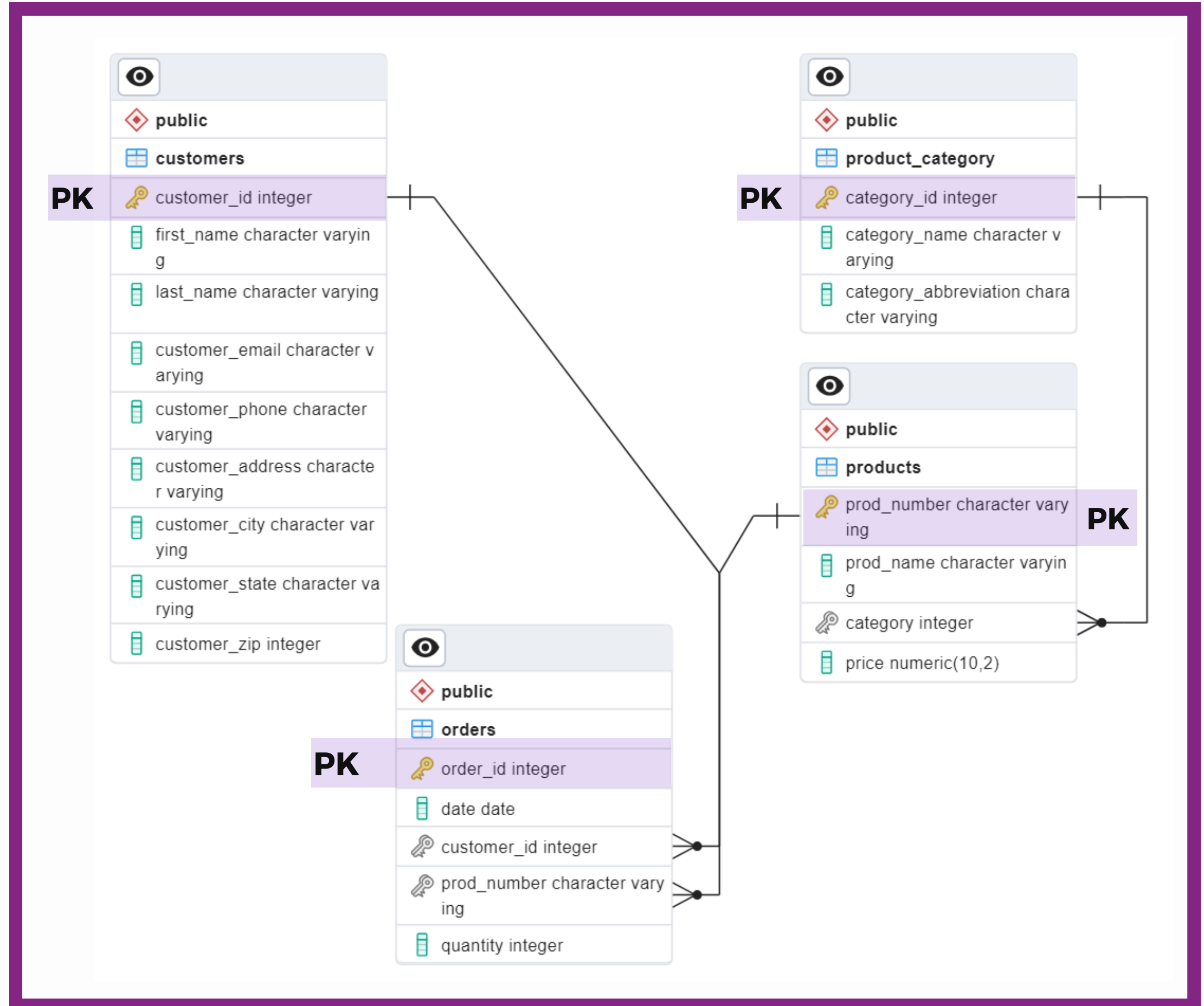
Answering business questions:

- Overall performance
- Top performing products
- Top performing cities



Providing actionable business recommendation

# Data Modeling



# Data Transformation

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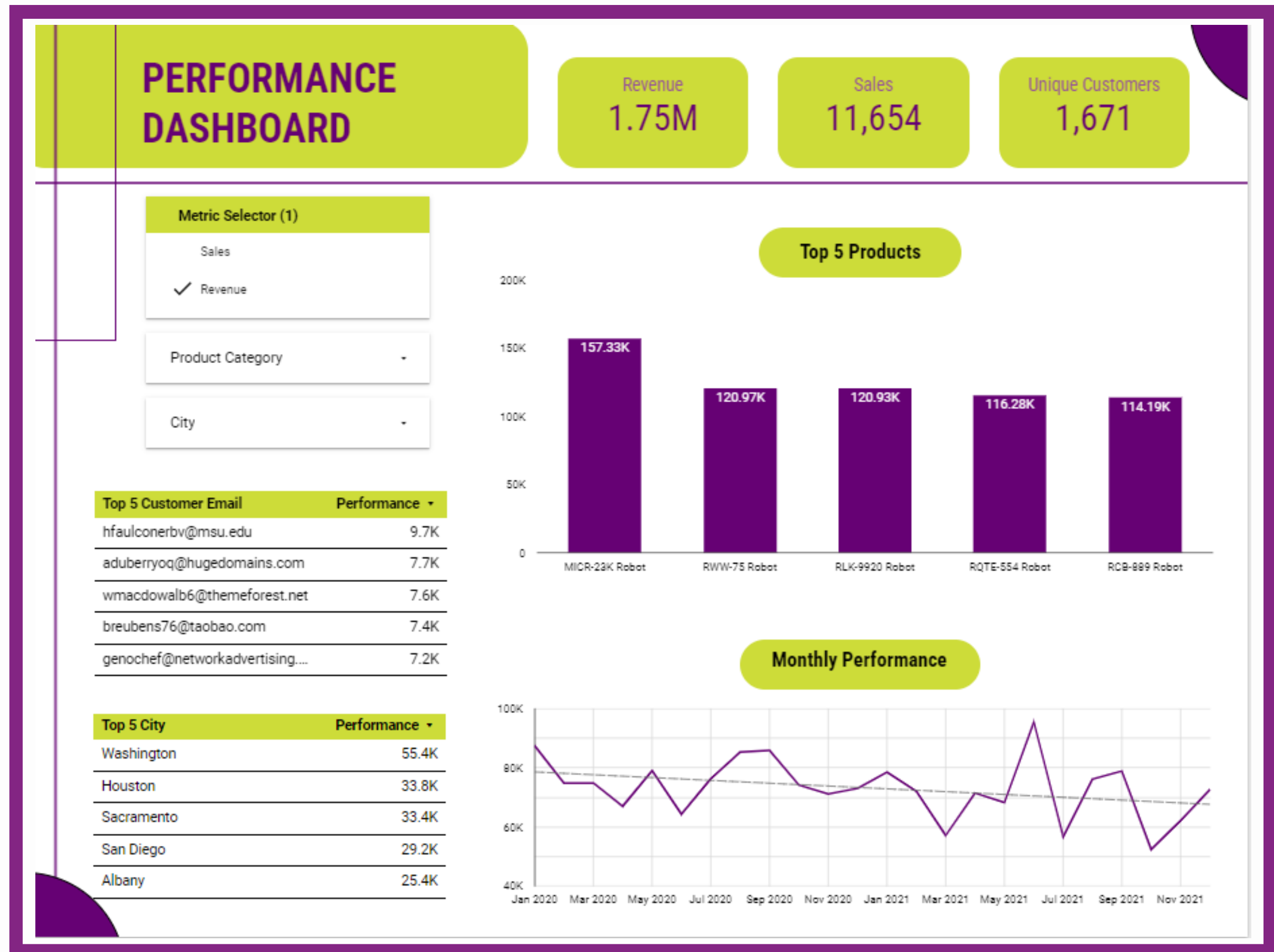
select
  split_part(c.customer_email, '#', 1) as cust_email,
  c.customer_city as cust_city,
  o.date as order_date,
  o.quantity as order_qty,
  p.prod_name as product_name,
  p.price as product_price,
  pc.category_name as category_name,
  p.price * o.quantity as total_sales
from
  orders o
  join customers c on o.customer_id = c.customer_id
  join products p on o.prod_number = p.prod_number
  join product_category pc on p.category = pc.category_id
order by
  date asc;

```

| cust_email<br>text         | cust_city<br>character varying | order_date<br>date | order_qty<br>integer | product_name<br>character varying | product_price<br>numeric (10,2) | category_name<br>character varying | total_sales<br>numeric |
|----------------------------|--------------------------------|--------------------|----------------------|-----------------------------------|---------------------------------|------------------------------------|------------------------|
| tmckernot@tinyurl.com      | Katy                           | 2020-01-01         | 3                    | RWW-75 Robot                      | 883.00                          | Robots                             | 2649.00                |
| gstiggersdd@eventbrite.com | Saint Petersburg               | 2020-01-01         | 6                    | Drone Video Techniques            | 37.99                           | Training Videos                    | 227.94                 |
| edew@nba.com               | Honolulu                       | 2020-01-01         | 1                    | BYOD-220                          | 69.00                           | Drone Kits                         | 69.00                  |
| llespercx@com.com          | Des Moines                     | 2020-01-01         | 5                    | SCARA Robots                      | 19.50                           | eBooks                             | 97.50                  |
| fvaslerqt@comsenz.com      | Jackson                        | 2020-01-01         | 2                    | Polar Robots                      | 23.99                           | eBooks                             | 47.98                  |
| lfromonte9@de.vu           | Birmingham                     | 2020-01-01         | 5                    | Spherical Robots                  | 16.75                           | eBooks                             | 83.75                  |
| aguiongo@behance.net       | Houston                        | 2020-01-02         | 2                    | BYOR-2640S                        | 189.00                          | Robot Kits                         | 378.00                 |
| ksteershp@ameblo.jp        | San Diego                      | 2020-01-02         | 1                    | Understanding Automation          | 44.95                           | Training Videos                    | 44.95                  |

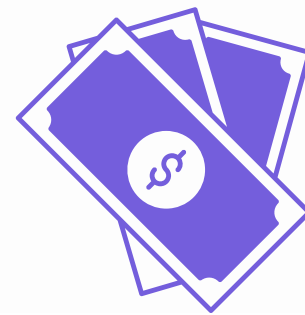


# Dashboarding & Visualization



# Business Performance:

## Overall Performance



Revenue  
**1.75M**



Sales  
**11,654**

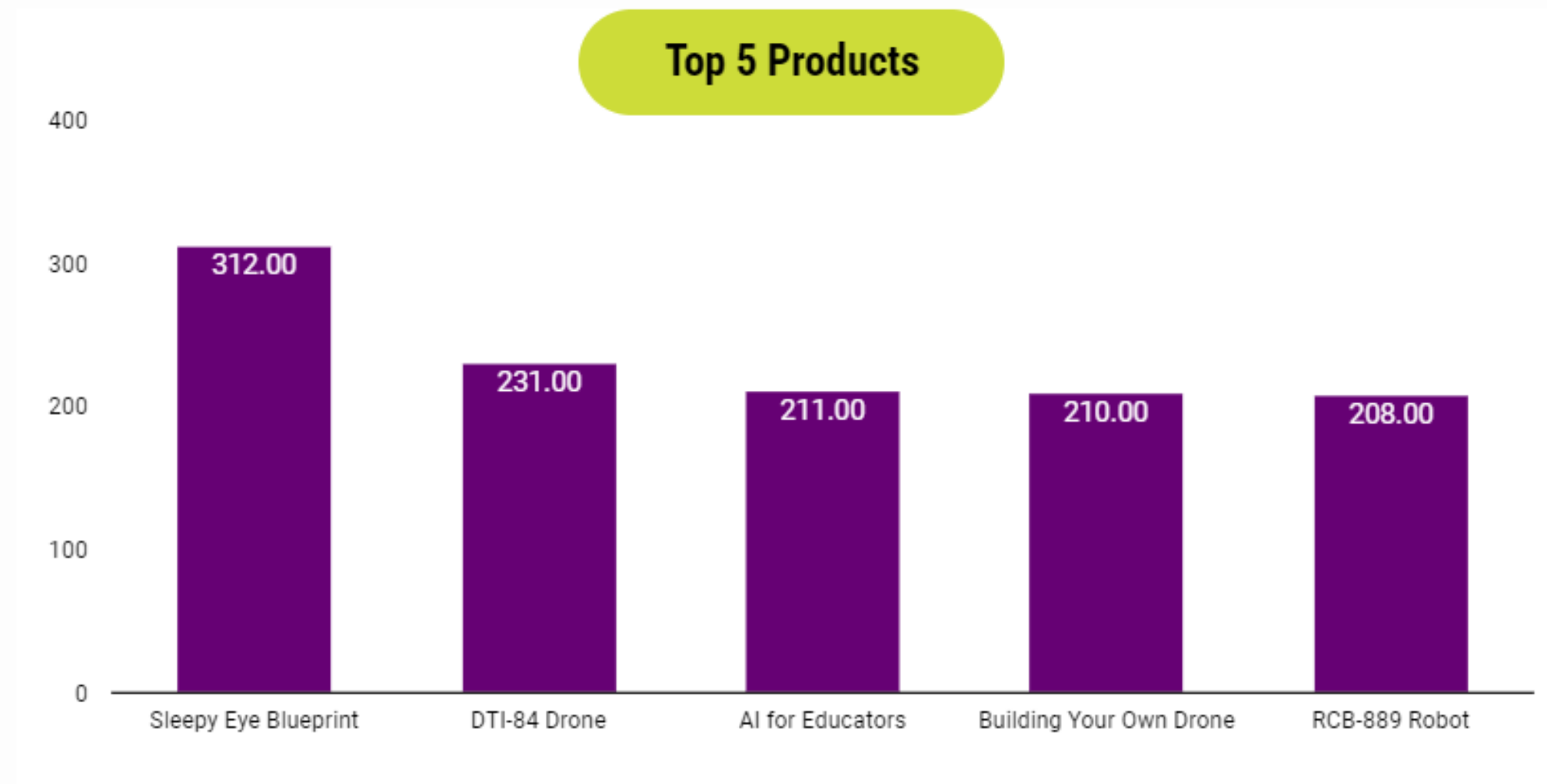


Unique Customers  
**1,671**



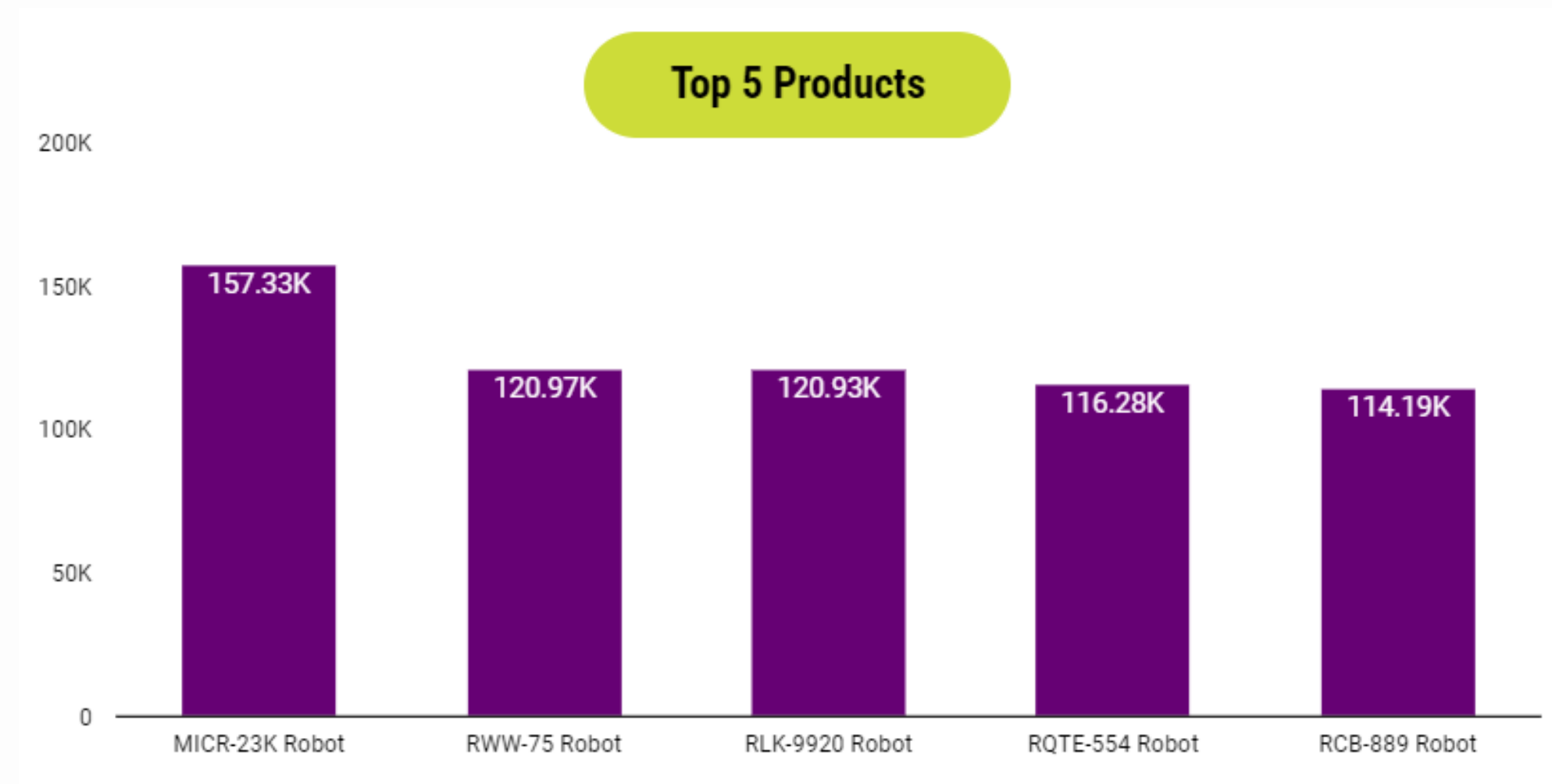
# Business Performance: Sales

| ✓ Product Category | Metric |
|--------------------|--------|
| ✓ eBooks           | 3.1K   |
| ✓ Training Videos  | 2.1K   |
| ✓ Blueprints       | 1.6K   |
| ✓ Drone Kits       | 1.5K   |
| ✓ Drones           | 1.2K   |
| ✓ Robots           | 1.1K   |
| ✓ Robot Kits       | 1K     |



# Business Performance: Revenue

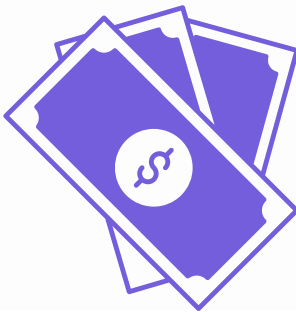
| ✓ Product Category | Metric |
|--------------------|--------|
| ✓ Robots           | 743.5K |
| ✓ Drones           | 477.4K |
| ✓ Robot Kits       | 216.4K |
| ✓ Drone Kits       | 161.2K |
| ✓ Training Videos  | 80.7K  |
| ✓ eBooks           | 59K    |
| ✓ Blueprints       | 16.4K  |



# Business Performance: By City

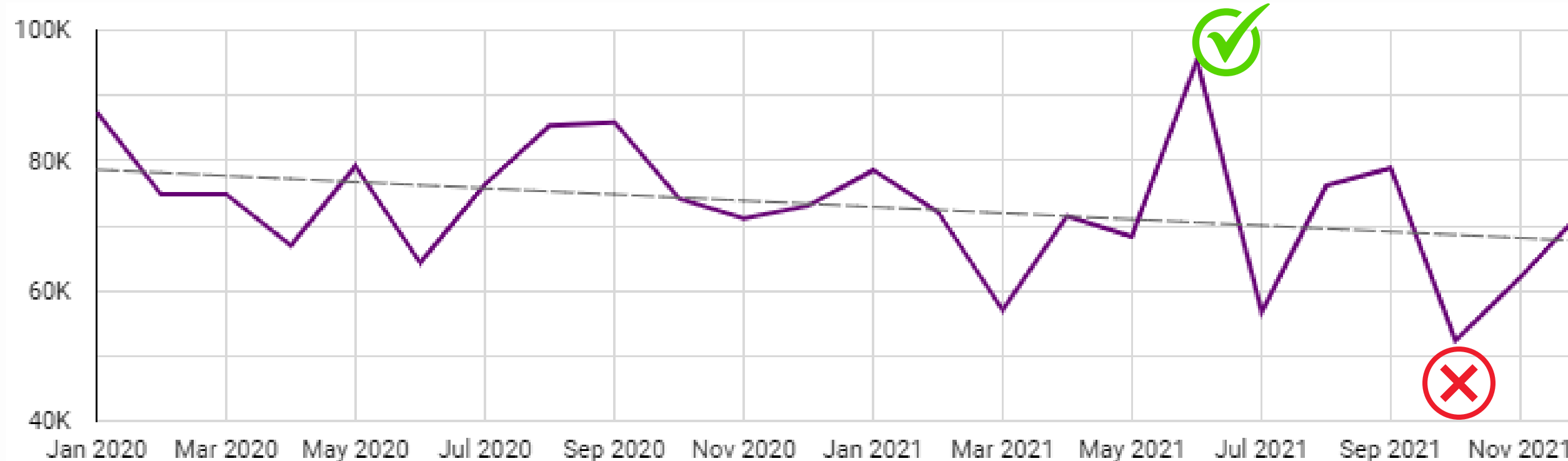
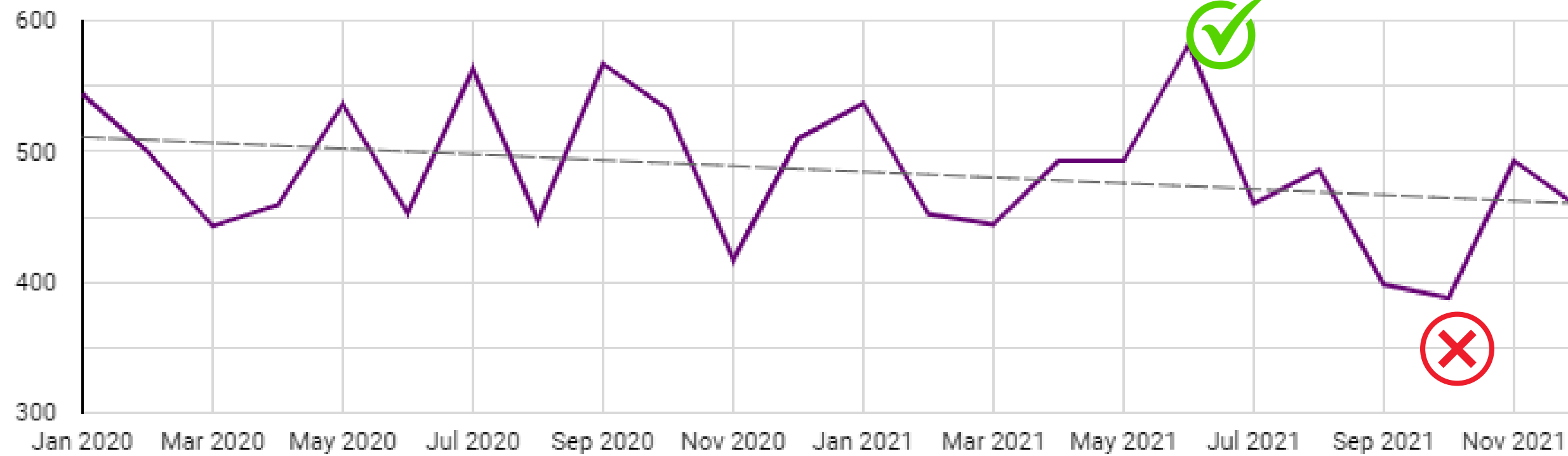


| Top 5 City | Performance ▾ |
|------------|---------------|
| Washington | 308           |
| Houston    | 249           |
| San Diego  | 203           |
| Atlanta    | 153           |
| Sacramento | 153           |

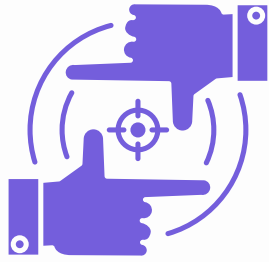


| Top 5 City | Performance ▾ |
|------------|---------------|
| Washington | 55.4K         |
| Houston    | 33.8K         |
| Sacramento | 33.4K         |
| San Diego  | 29.2K         |
| Albany     | 25.4K         |

# Business Performance; Monthly Trend



# Business Recommendation



## Focus on High-Revenue Products

- Develop advertising campaigns highlighting the unique features and benefits of these products.
- Collaborate with influencers or industry experts to showcase the capabilities of the products.
- Create visually appealing and informative product content for online and offline channels.



## Optimize Sales with Targeted Promotions Based on City

- Boost robot and drone sales in underperforming cities with discounts and free shipping.
- In high-performing cities, cross-sell with kits and ebooks, and introduce a loyalty program for repeat orders.



## Counteract Post-June Decline

- Introduce time-sensitive promotions or discounts during the post-June period to stimulate demand.
- Plan strategic product launches or updates to rekindle customer interest and excitement during the post-June period.

# Sources

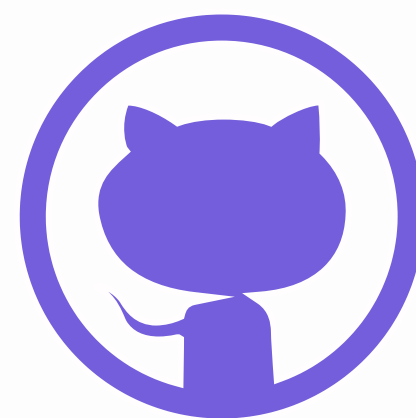
Live Dashboard



Video Presentation



Documentation



Ghulam's Profile





THANK  
YOU

