

# 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

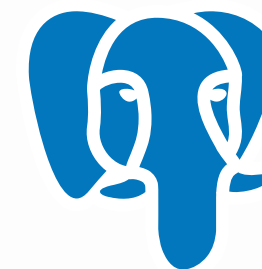


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# Case Study

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



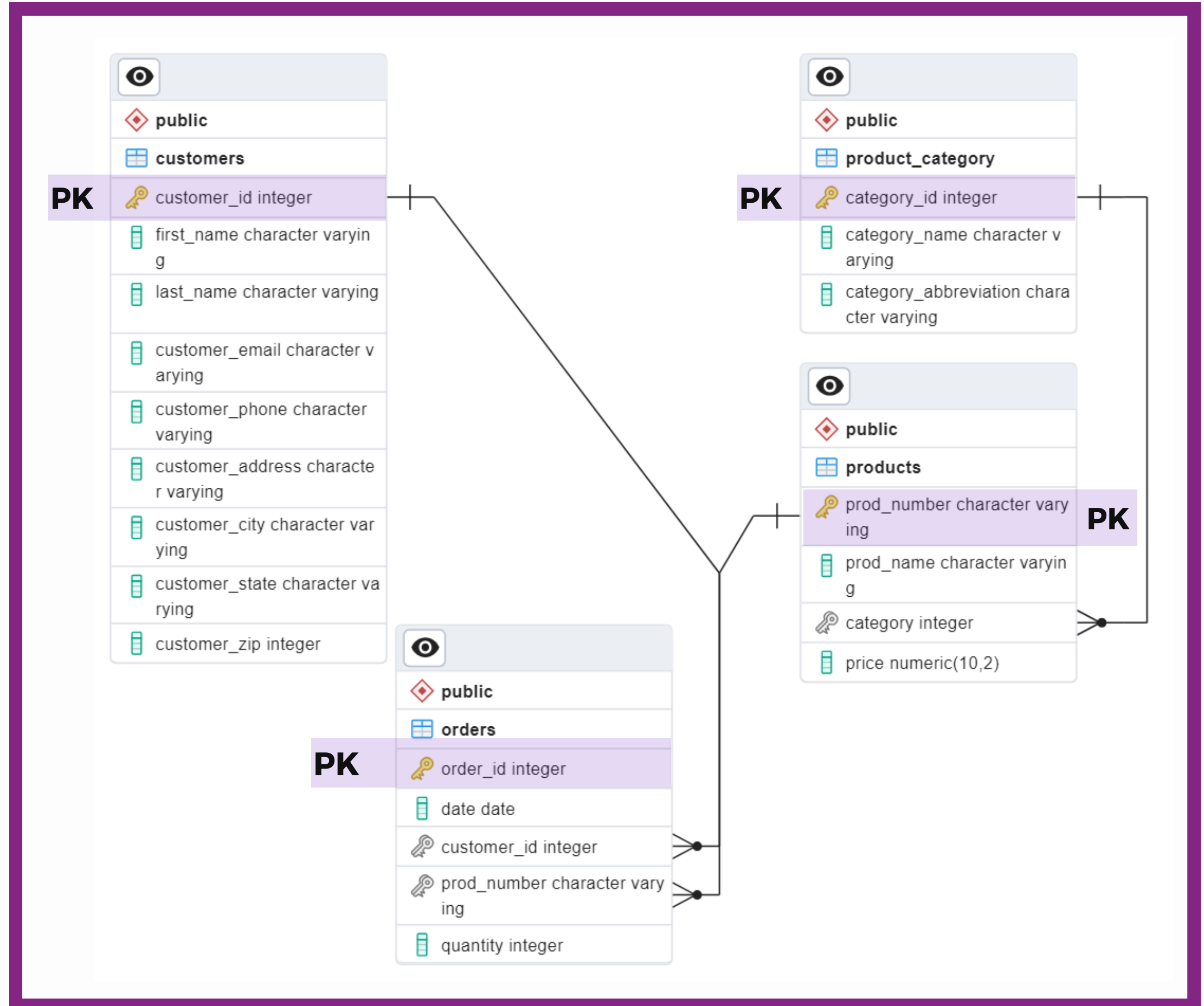
Answering business questions:

- Overall performance
- Top performing products
- Top performing cities



Providing actionable business recommendation

# Data Modeling



# Data Transformation

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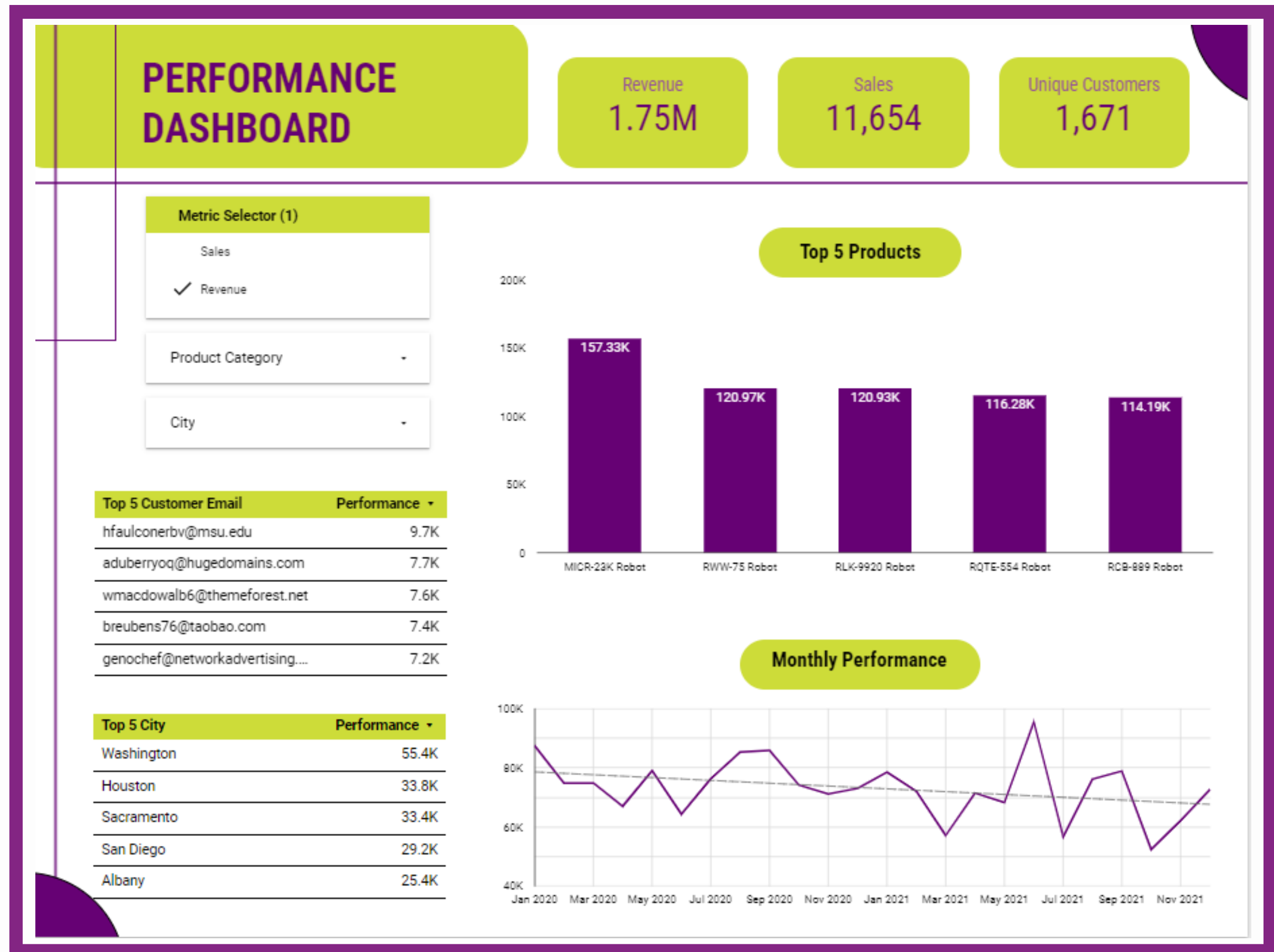
select
  split_part(c.customer_email, '#', 1) as cust_email,
  c.customer_city as cust_city,
  o.date as order_date,
  o.quantity as order_qty,
  p.prod_name as product_name,
  p.price as product_price,
  pc.category_name as category_name,
  p.price * o.quantity as total_sales
from
  orders o
  join 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 text	cust_city character varying	order_date date	order_qty integer	product_name character varying	product_price numeric (10,2)	category_name character varying	total_sales 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

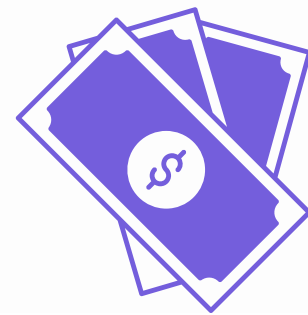


# Dashboarding & Visualization



# Business Performance:

## Overall Performance



Revenue  
**1.75M**



Sales  
**11,654**

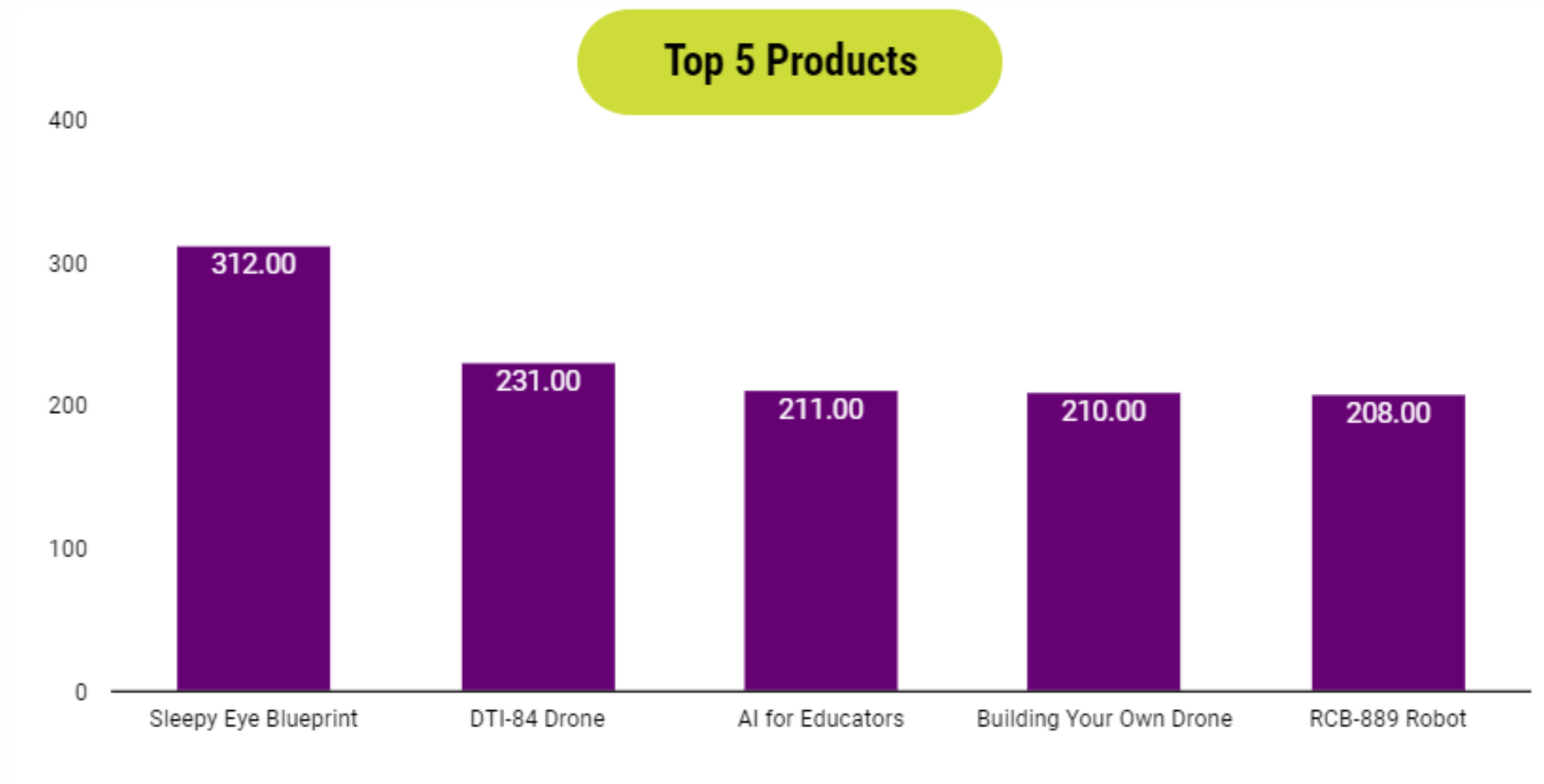


Unique Customers  
**1,671**



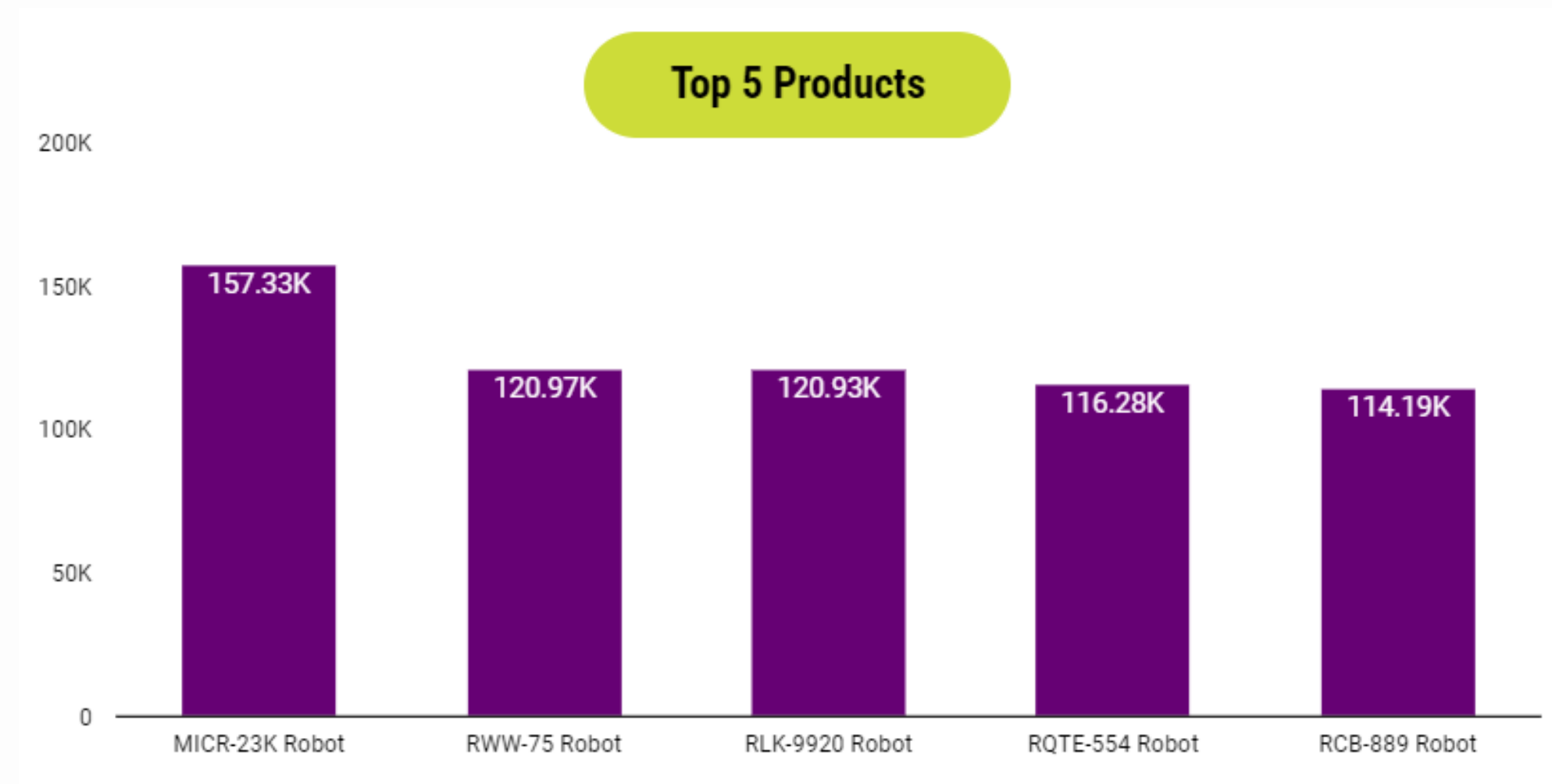
# Business Performance: Sales

<input checked="" type="checkbox"/> Product Category	Metric
<input checked="" type="checkbox"/> eBooks	3.1K
<input checked="" type="checkbox"/> Training Videos	2.1K
<input checked="" type="checkbox"/> Blueprints	1.6K
<input checked="" type="checkbox"/> Drone Kits	1.5K
<input checked="" type="checkbox"/> Drones	1.2K
<input checked="" type="checkbox"/> Robots	1.1K
<input checked="" type="checkbox"/> Robot Kits	1K



# Business Performance: Revenue

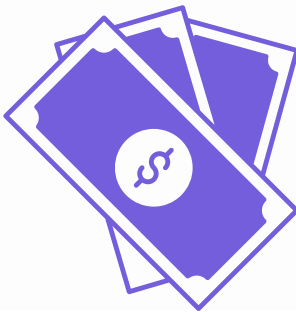
✓ Product Category	Metric
✓ Robots	743.5K
✓ Drones	477.4K
✓ Robot Kits	216.4K
✓ Drone Kits	161.2K
✓ Training Videos	80.7K
✓ eBooks	59K
✓ Blueprints	16.4K



# Business Performance: By City

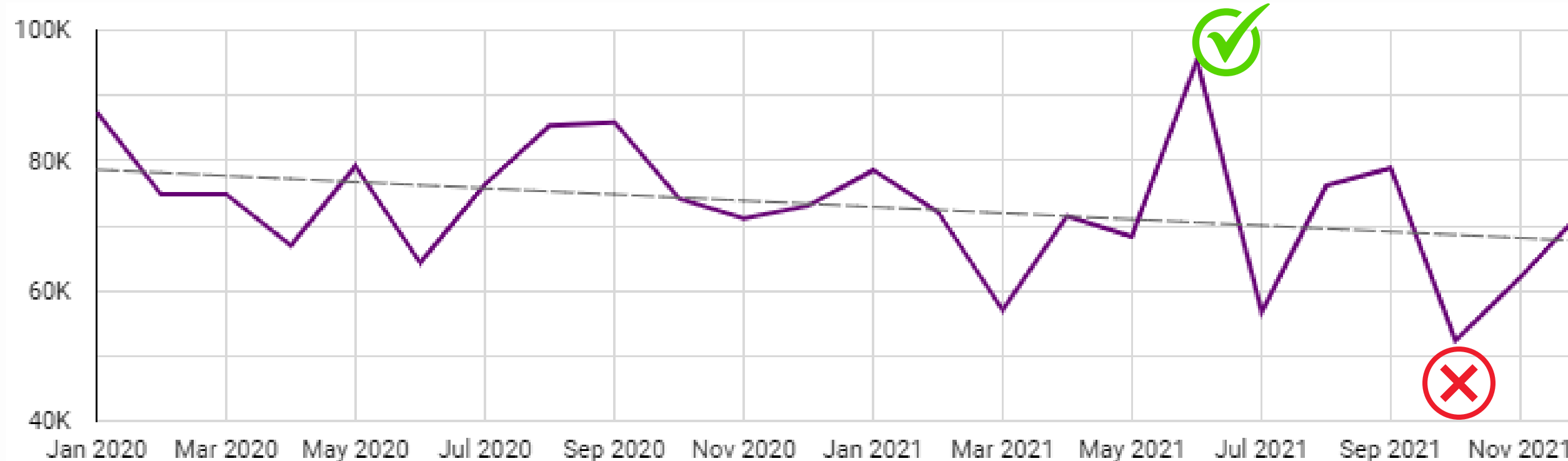
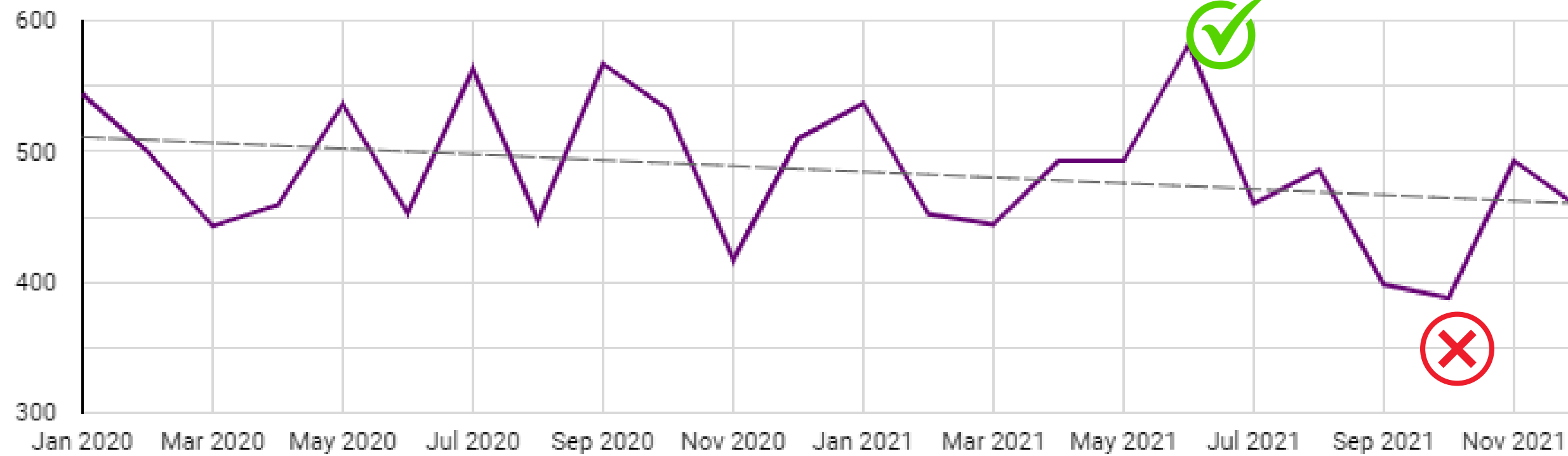


Top 5 City	Performance ▾
Washington	308
Houston	249
San Diego	203
Atlanta	153
Sacramento	153

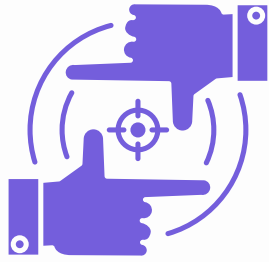


Top 5 City	Performance ▾
Washington	55.4K
Houston	33.8K
Sacramento	33.4K
San Diego	29.2K
Albany	25.4K

# 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

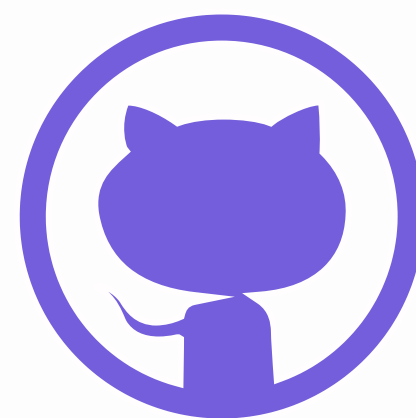
Live Dashboard



Video Presentation



Documentation



Ghulam's Profile



THANK  
YOU