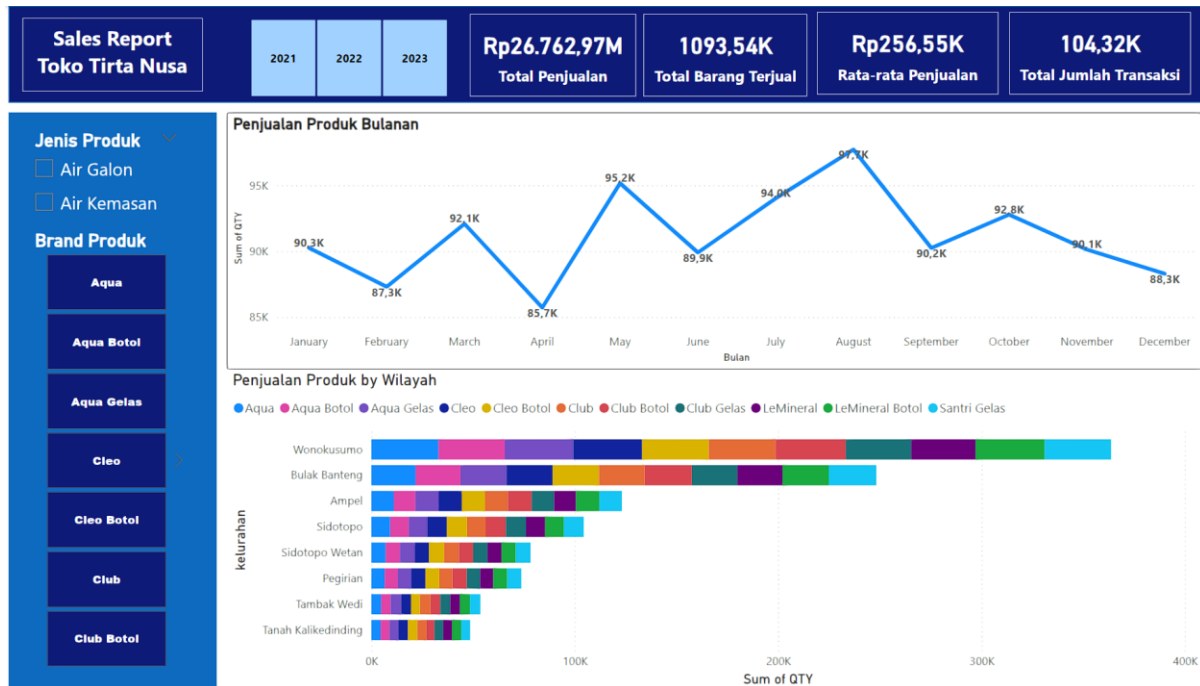


## Overview of Drinking Water Sales Analysis at Tirta Nusa Store



**Data Period:** January 2021 - December 2023

**Data Source:** Tirta Nusa Store sales transactions consisting of product tables, buyers, transactions, and transaction details.

### Background:

Tirta Nusa Store is a drinking water provider serving Semampir and Kenjeran Districts in Surabaya. Sales analysis is conducted to understand trends, consumer preferences, and product contributions to revenue, in order to support strategic decision making.

### Objective:

- Identify monthly and annual sales trends for each product.
- Determine the best-selling and least-selling products.
- Understand key buyer demographics.
- Analyze the relationship between buyer location and product preferences.
- Measures the product's contribution to total revenue.
- Calculate the average value of customer transactions.

### Analysis Process:

- Data collection:

Transaction data is collected in Excel format, then migrated to Microsoft SQL Server.

- Data Cleaning:

Duplications were removed, data consistency was checked, and formats were adjusted for further analysis.

- Data analysis:

SQL queries are used to answer analytical questions.

- Data Visualization:

Results were analyzed and visualized using Power BI to illustrate trends, correlations, and product contributions.

### **Key Results:**

- Sales Trends:

Sales of gallon and bottled water categories show monthly fluctuations with an increasing pattern in certain months. Club Botol products are the best-selling with the highest revenue contribution.

- Buyer Demographics:

The majority of buyers come from Wonokusumo Village in Semampir District. The high number of buyers from surrounding areas indicates geographical proximity as the main factor.

- Product Preferences Based on Location:

Buyers in Wonokusumo prefer Cleo gallon and Club bottle products. Bulak Banteng shows a preference for Aqua bottles and Santri glasses.

- Product Contribution:

Gallon and packaging products contribute significantly to total revenue, with variations in the type of packaging in demand in each region.

### **Conclusion:**

This analysis provides in-depth insights into sales trends, consumer preferences, and demographic patterns that can be used to improve Toko Tirta Nusa's marketing and operational strategies.