Alif Abdul Hakim

DATA ANALYST

PORTFOLIO

INTRODUCING ME

02

Alif is a highly driven and flexible individual in his 6th semester of **Informatics** at Institut Teknologi Nasional Bandung, with a keen interest in **data analysis** and a determination to excel in the field. He has extensive experience in statistical analysis, data mining, and predictive modeling, proficient in using Python, SQL, Power BI, and Looker Studio for **data manipulation, analysis, and visualization**. His excellent problem-solving and analytical thinking abilities allow him to interpret complex data sets effectively and communicate insights clearly to both technical and non-technical audiences.

During this time, Alif has successfully finished numerous projects, become proficient with a variety of **data analysis tools**, and effectively managed different aspects of projects. He is now **seeking new opportunities** to further develop his skills and experience in data analysis. **Alif is prepared to tackle bigger challenges** and make significant contributions to the field of data analytics.

BACKGROUND

Institut Teknologi Nasional Bandung

Informatics

- **MANAGED COURSE PROJECTS:** SUCCESSFULLY HANDLED AND COMPLETED VARIOUS ACADEMIC PROJECTS, DEMONSTRATING STRONG ORGANIZATIONAL AND TIME MANAGEMENT SKILLS.
- **TEACHING ASSISTANT FOR TWO PRACTICUM COURSES:** CONDUCTED PRACTICAL SESSIONS FOR TWO COURSES, PROVIDING GUIDANCE AND SUPPORT TO STUDENTS, ENHANCING THEIR UNDERSTANDING OF THE SUBJECT MATTER.

RevoU Tech Academy

Learn Data Analytics & Software Development with AI

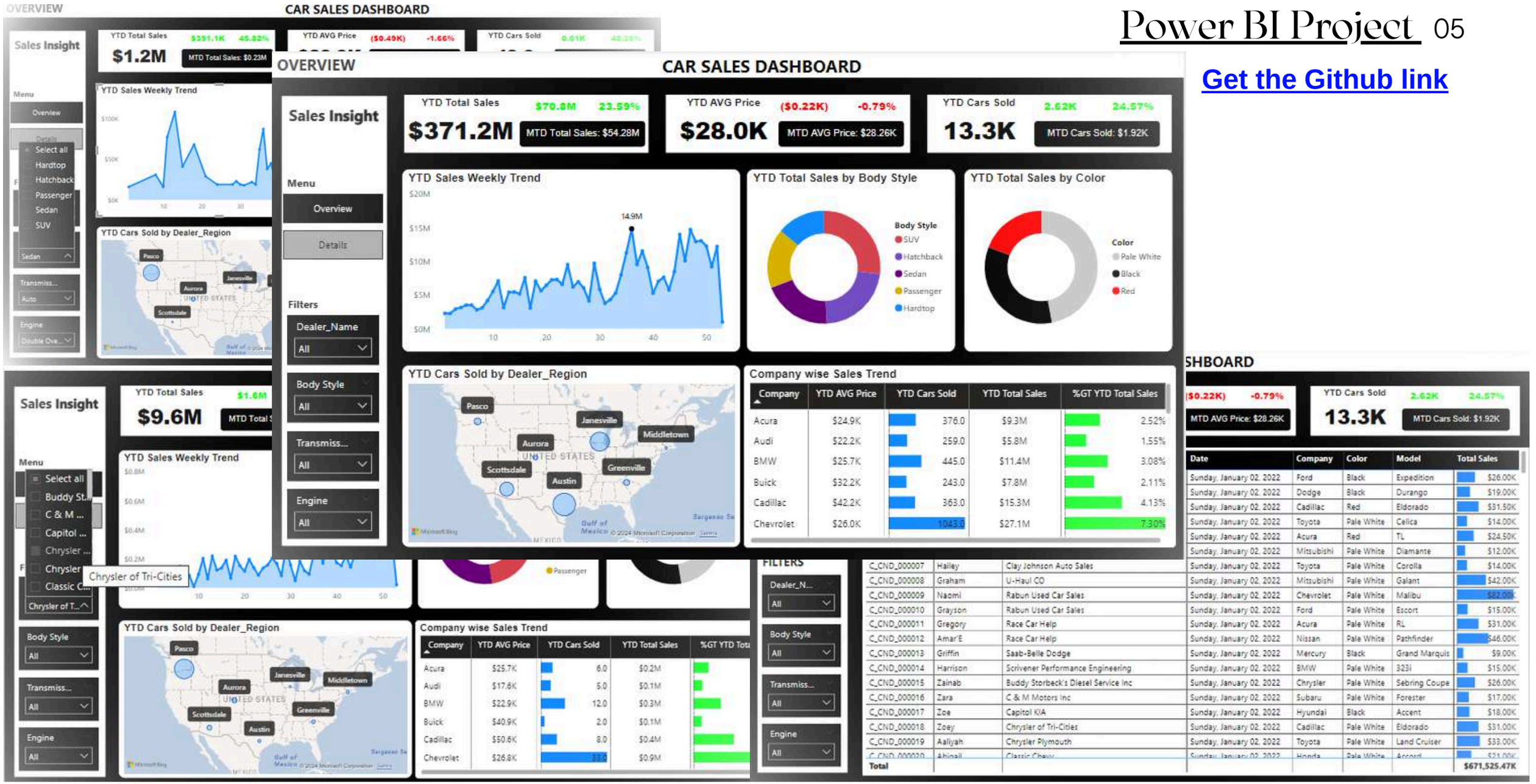
- LEARN ABOUT DATA PROCESSING IN DATA ANALYTICS, DATA VISUALIZATION AND COMMUNICATION WITH AI TOOLS, INTRO TO WEB DEVELOPMENT, FRONT-END DEVELOPMENT WITH AI TOOLS, AND CAREER DEVELOPMENT WITH AI TOOLS.
- PARTICIPATING IN A TEAM TO DEVELOP A CAPSTONE PROJECT.

PROJECT

CAR SALES

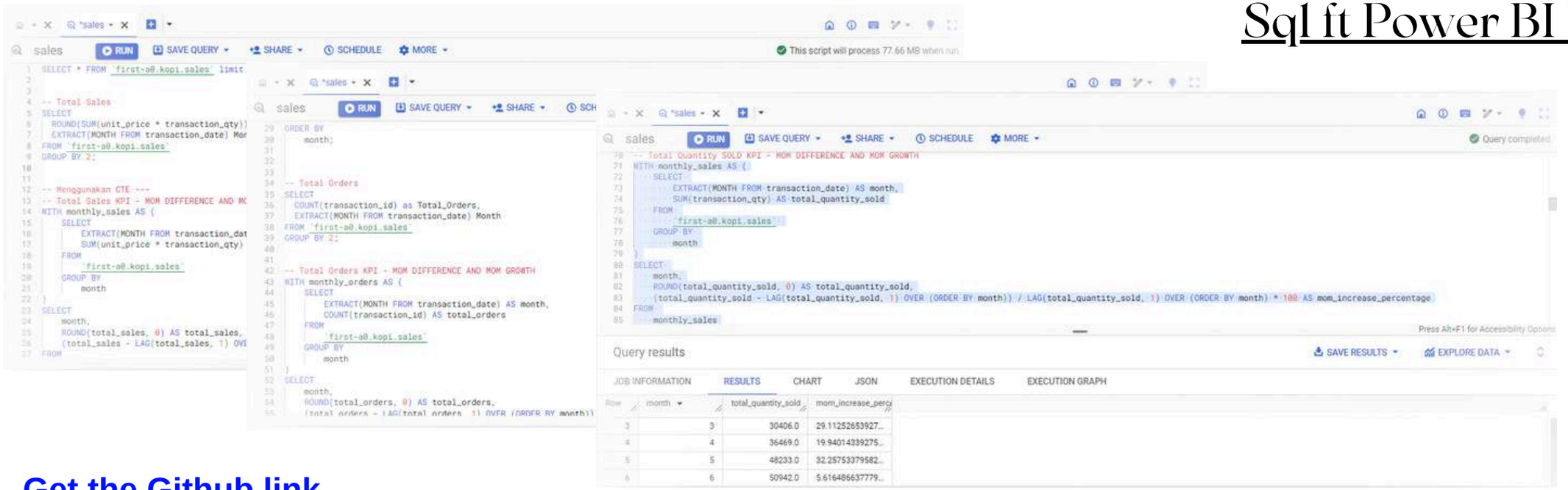
Power BI Project 05

[Get the Github link]



MAVEN ROASTERS COFFEE SHOP SALES

Sql ft Power BI Project 06



Get the Github link

This project aims to explore insights into sales data from **149,117** Maven Roasters **transaction records**, focusing on **total sales, total number of orders, and total quantity sold performance**. The data source comes from **Maven Analytics**. This dataset includes historical sales data for a coffee shop operating out of three NYC locations. Each store consists of several departments, and the task is to derive insights from total sales, total number of orders, and total quantity sold performance.

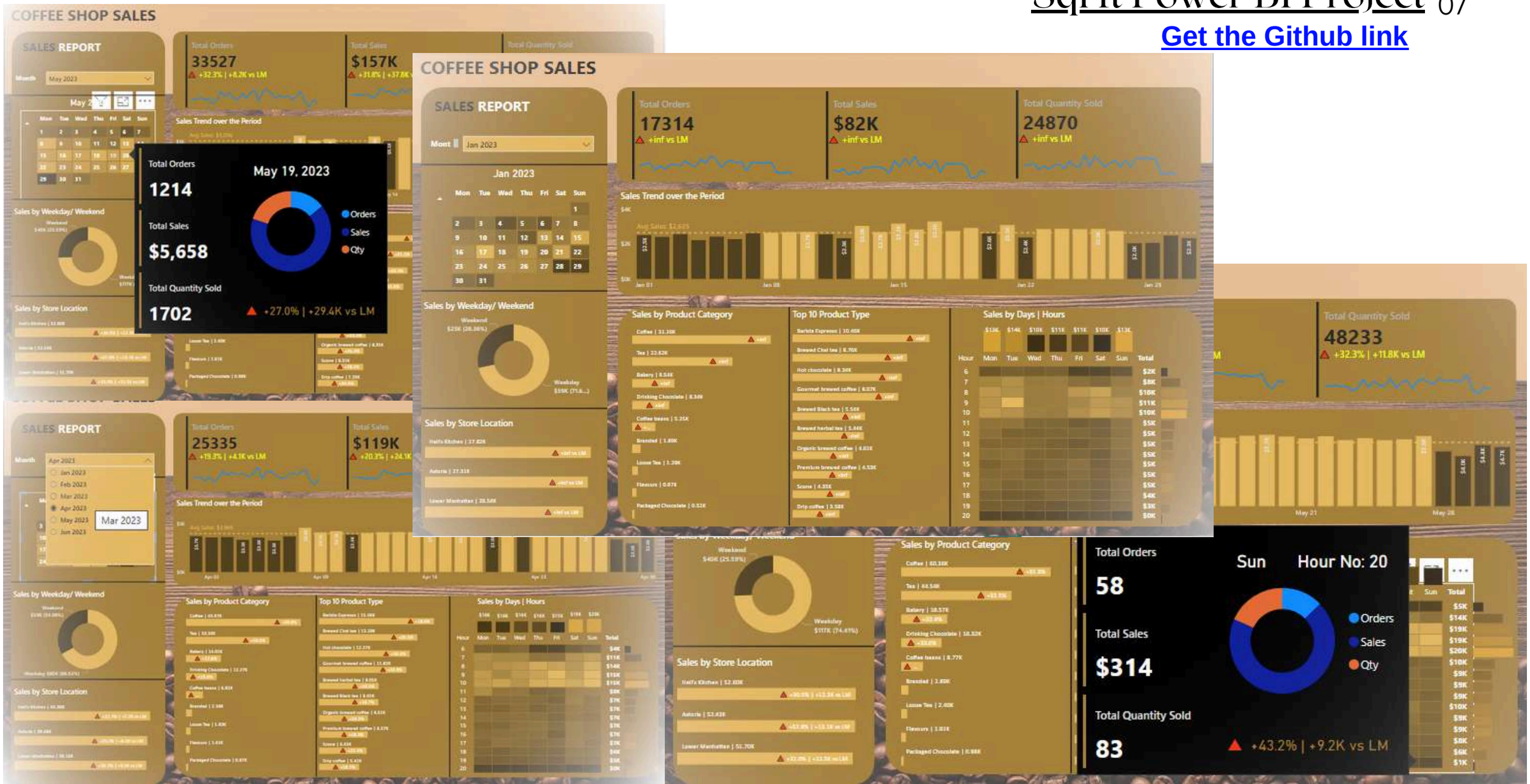
In the product category analysis, the number of unique product IDs will be identified along with the product distribution of each Maven Roasters branch. On the transaction quantity side, the number of best-selling products will be explored, and total sales, total number of orders, and total quantity sold performance will be **broken down by month**. Sales analysis will involve understanding the number of sales at **various times**, as well as on **weekends and weekdays**. A **Month-over-Month (MOM)** analysis will also be performed to identify sales trends and growth patterns.

By breaking it down into these aspects, **this project aims to provide a comprehensive** picture of **Maven Roasters' sales performance** and **provide strategic insights for improving and optimizing sales strategies.**

MAVEN ROASTERS COFFEE SHOP SALES

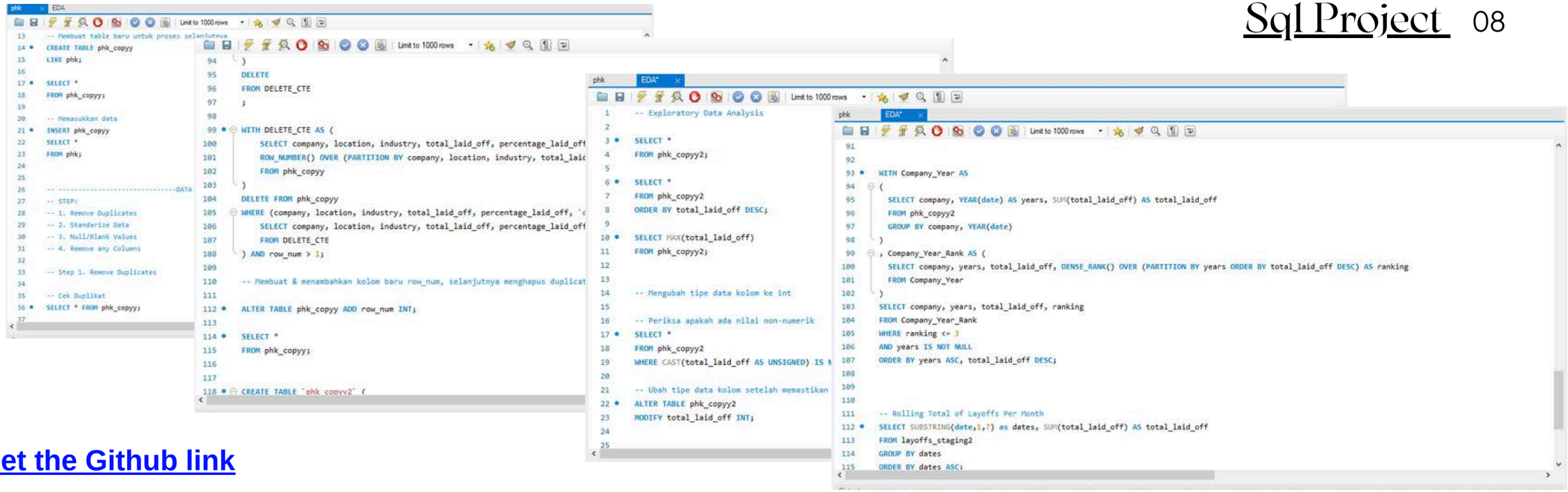
Sql ft Power BI Project 07

[Get the Github link]



STARTUP LAYOFFS

Sql Project 08



```sql
-- Membuat table baru untuk proses selanjutnya
CREATE TABLE phk_copyy
LIKE phk;

SELECT *
FROM phk_copyy;

-- Memasukkan data
INSERT phk_copyy
SELECT *
FROM phk;

-- STEP:
-- 1. Remove Duplicates
-- 2. Standarize Data
-- 3. Null/Blank Values
-- 4. Remove any Columns

-- Step 1. Remove Duplicates

-- Cek Duplikat
SELECT * FROM phk_copyy;
```

```sql
)
DELETE
FROM DELETE_CTE
;

WITH DELETE_CTE AS (
    SELECT company, location, industry, total_laid_off, percentage_laid_off
    ROW_NUMBER() OVER (PARTITION BY company, location, industry, total_laid
    FROM phk_copyy
)
DELETE FROM phk_copyy
WHERE (company, location, industry, total_laid_off, percentage_laid_off,
    SELECT company, location, industry, total_laid_off, percentage_laid_off
    FROM DELETE_CTE
) AND row_num > 1;

-- Membuat & menambahkan kolom baru row_num, selanjutnya menghapus duplicat

ALTER TABLE phk_copyy ADD row_num INT;

SELECT *
FROM phk_copyy;

CREATE TABLE `phk_copyy2` (
```

```sql
-- Exploratory Data Analysis

SELECT *
FROM phk_copyy2;

SELECT *
FROM phk_copyy2
ORDER BY total_laid_off DESC;

SELECT MAX(total_laid_off)
FROM phk_copyy2;


-- Mengubah tipe data kolom ke int

-- Periksa apakah ada nilai non-numerik
SELECT *
FROM phk_copyy2
WHERE CAST(total_laid_off AS UNSIGNED) IS N

-- Ubah tipe data kolom setelah memastikan
ALTER TABLE phk_copyy2
MODIFY total_laid_off INT;
```

```sql
WITH Company_Year AS
(
  SELECT company, YEAR(date) AS years, SUM(total_laid_off) AS total_laid_off
  FROM phk_copyy2
  GROUP BY company, YEAR(date)
)
, Company_Year_Rank AS (
  SELECT company, years, total_laid_off, DENSE_RANK() OVER (PARTITION BY years ORDER BY total_laid_off DESC) AS ranking
  FROM Company_Year
)
SELECT company, years, total_laid_off, ranking
FROM Company_Year_Rank
WHERE ranking <= 3
AND years IS NOT NULL
ORDER BY years ASC, total_laid_off DESC;


-- Rolling Total of Layoffs Per Month
SELECT SUBSTRING(date,1,7) as dates, SUM(total_laid_off) AS total_laid_off
FROM layoffs_staging2
GROUP BY dates
ORDER BY dates ASC;
```

Get the Github link

This project aims to explore insights into **layoffs data from 3,626 entries**, focusing on total layoffs, percentage laid off, and funds raised. The data source comes from **Kaggle**, with information available from the declaration of COVID-19 as a pandemic on **March 11, 2020, to May 30, 2024**. The dataset includes **startup layoffs reported on Layoffs.fyi since COVID-19.**

Conducting **comprehensive data cleaning using MySQL** involved **identifying and removing duplicates, standardizing data, correcting errors, addressing null values, and eliminating unnecessary columns and rows**. **New tables were created** to streamline the dataset and ensure consistency and accuracy for analysis.

Exploratory Data Analysis (EDA) was performed to explore the dataset, identify trends, uncover patterns, and analyze key metrics such as total layoffs, percentage laid off, and funds raised. **Advanced SQL queries** were executed to determine companies with the **highest layoffs by year, calculate rolling totals** of layoffs per month, and group and summarize data by various dimensions, including company, location, industry, stage, and country.

Outliers and significant events were identified, providing insights into the impact of layoffs across different sectors and time periods.

By breaking it down into these aspects, **this project aims to provide a comprehensive picture** of the **layoffs data and offer strategic insights for understanding and addressing the impact of layoffs across various industries and time periods.**

COFFEE SHOP SALES


```sql
# % Revenue of Generated
-- Step 1
SELECT SUM(transaction_qty * unit_price) as Total_Revenue,
  store_location
FROM `first-a0.kopi.kopii`
GROUP BY 2

-- Step 2 REVENUE GENERATED BY STORE LOCATION
SELECT ((SUM(transaction_qty * unit_price) / 1006.83) * 100) as Revenue_Generated,
  store_location
FROM `first-a0.kopi.kopii`
GROUP BY 2

-- Step 3
SELECT SUM((total_revenue / 1006.83) * 100) as Revenue_Generated
FROM (
    SELECT SUM(transaction_qty * unit_price) as total_revenue
    FROM `first-a0.kopi.kopii`
) as subquery

#Transaction by Each Day
SELECT SUM(transaction_qty * unit_price) as Total_Revenue,
  EXTRACT(DAYOFWEEK FROM transaction_date) Day,
  store_location
FROM `first-a0.kopi.kopii`
```

```
136443         5  Lower Manhattan          64        0.80         Flavours
115939         3          Astoria          37        3.00           Coffee
90364          8   Hell's Kitchen          25        2.20           Coffee
110972         3          Astoria          56        2.55              Tea
44171          3          Astoria          63        0.80         Flavours

                product_type            product_detail
116605       Barista Espresso                    Latte
119259                  Scone       Jumbo Savory Scone
105265  Gourmet brewed coffee            Ethiopia Rg
29485        Barista Espresso                    Latte
126885  Premium brewed coffee  Jamaican Coffee River Lg
...                       ...                     ...
136443          Regular syrup           Hazelnut syrup
115939       Barista Espresso            Espresso shot
90364   Organic brewed coffee              Brazilian Sm
110972        Brewed Chai tea  Spicy Eye Opener Chai Rg
44171           Regular syrup             Carmel syrup

[200 rows x 11 columns]
```

```
sampled_data.to_csv('sampled_data.csv', index=False)

print("Data yang telah di-sampling disimpan ke 'sampled_data.csv'")
```

```
Data yang telah di-sampling disimpan ke 'sampled_data.csv'
```

REACH **ME** OUT

Alif Abdul Hakim

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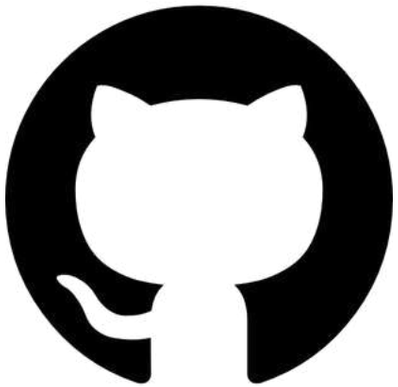

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