

Alif Abdul Hakim



DATA ANALYST PORTFOLIO



INTRODUCING₀₂ ME

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

03



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

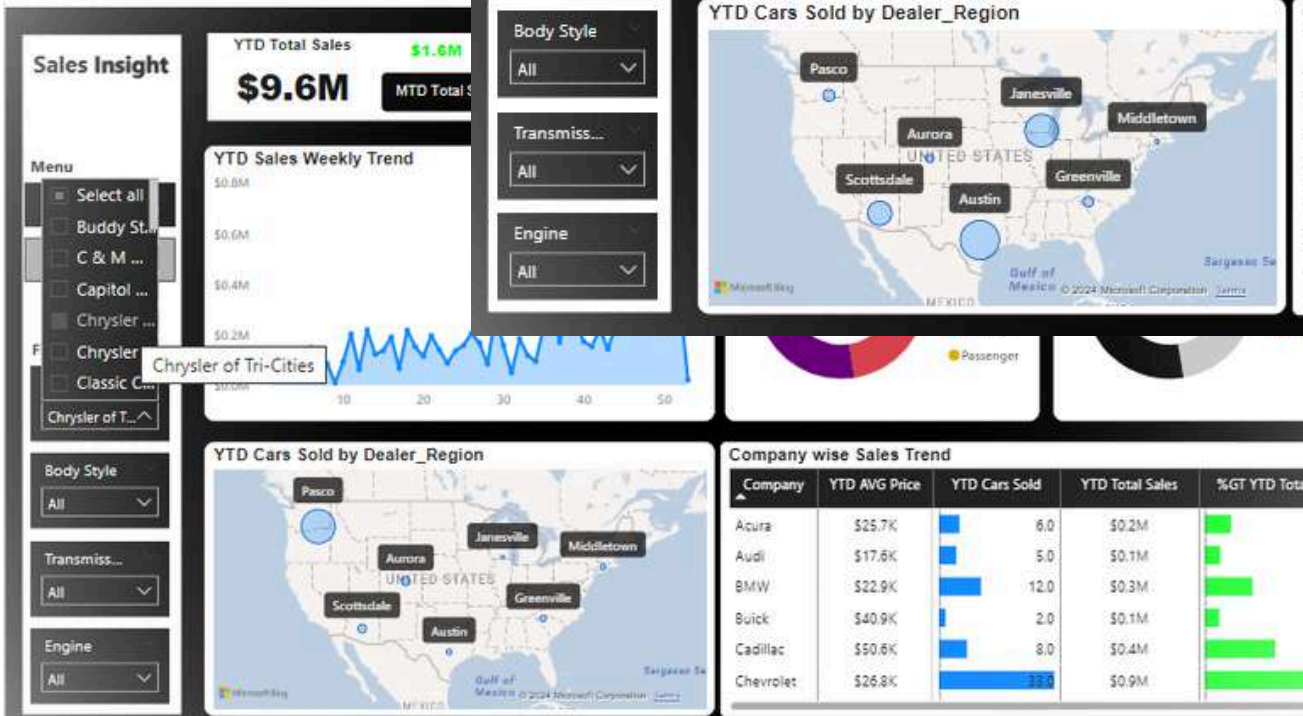
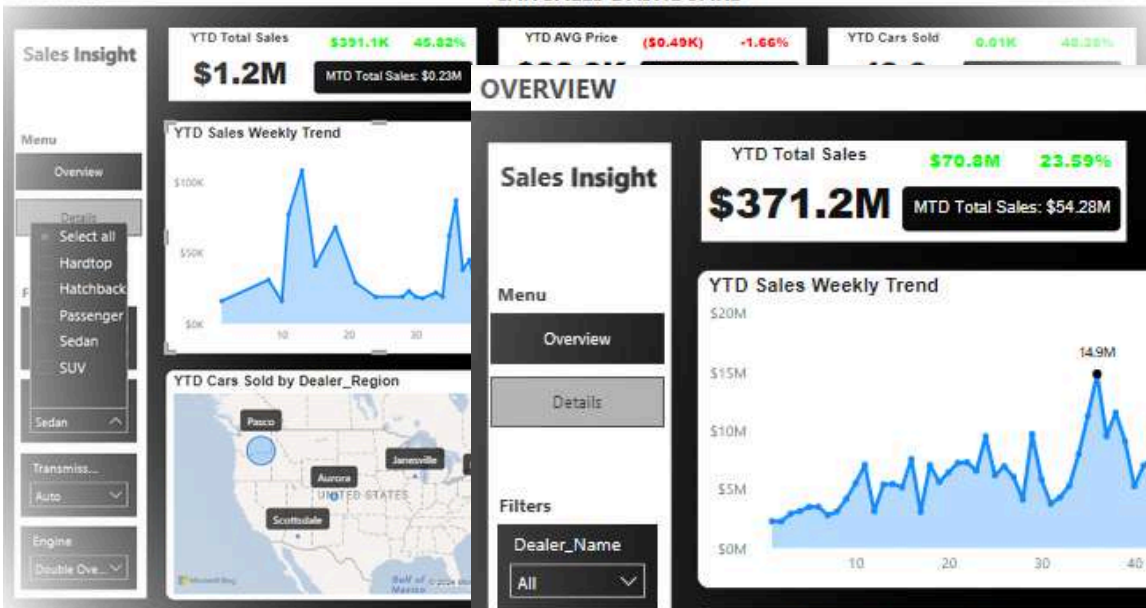
- LEARN ABOUT DATA PROCESSING IN DATA ANALYTICS, DATA VISUALIZATION AND COMMUNICATION WITH AI TOOLS, INTRO TO WEB DEVELOPMENT, FRONT-END DEVELOPMENT WITH AI TOOLS, AND CAREER DEVELOPMENT WITH AI TOOLS.
- PARTICIPATING IN A TEAM TO DEVELOP A CAPSTONE PROJECT.



PROJECT

CAR SALES

OVERVIEW



CAR SALES DASHBOARD



Company wise Sales Trend

Company	YTD AVG Price	YTD Cars Sold	YTD Total Sales	%GT YTD Total Sales
Acura	\$24.9K	376.0	\$9.3M	2.52%
Audi	\$22.2K	259.0	\$5.8M	1.55%
BMW	\$25.7K	445.0	\$11.4M	3.08%
Buick	\$32.2K	243.0	\$7.8M	2.11%
Cadillac	\$42.2K	363.0	\$15.3M	4.13%
Chevrolet	\$26.0K	1043.0	\$27.1M	7.30%

FILTERS

Dealer_N...
All

Body Style
All

Transmiss...
All

Engine
All

Power BI Project 05

[Get the Github link](#)

SHBOARD

Sales Insight

YTD Total Sales: **\$0.22K** (YTD Total Sales: \$0.23M) **-0.79%**

YTD Cars Sold: **13.3K** (YTD Cars Sold: \$1.92K) **+24.57%**

MTD AVG Price: **\$28.26K**

MTD Cars Sold: **\$1.92K**

Date	Company	Color	Model	Total Sales
Sunday, January 02, 2022	Ford	Black	Expedition	\$26.00K
Sunday, January 02, 2022	Dodge	Black	Durango	\$19.00K
Sunday, January 02, 2022	Cadillac	Red	Eldorado	\$31.50K
Sunday, January 02, 2022	Toyota	Pale White	Celica	\$14.00K
Sunday, January 02, 2022	Acura	Red	TL	\$24.50K
Sunday, January 02, 2022	Mitsubishi	Pale White	Diamante	\$12.00K
Sunday, January 02, 2022	Toyota	Pale White	Corolla	\$14.00K
Sunday, January 02, 2022	Mitsubishi	Pale White	Galant	\$42.00K
Sunday, January 02, 2022	Chevrolet	Pale White	Malibu	\$82.00K
Sunday, January 02, 2022	Ford	Pale White	Escort	\$15.00K
Sunday, January 02, 2022	Acura	Pale White	RL	\$31.00K
Sunday, January 02, 2022	Nissan	Pale White	Pathfinder	\$46.00K
Sunday, January 02, 2022	Mercury	Black	Grand Marquis	\$9.00K
Sunday, January 02, 2022	BMW	Pale White	323i	\$15.00K
Sunday, January 02, 2022	Chrysler	Pale White	Sebring Coupe	\$26.00K
Sunday, January 02, 2022	Subaru	Pale White	Forester	\$17.00K
Sunday, January 02, 2022	Hyundai	Black	Accent	\$18.00K
Sunday, January 02, 2022	Cadillac	Pale White	Eldorado	\$31.00K
Sunday, January 02, 2022	Toyota	Pale White	Land Cruiser	\$33.00K
Sunday, January 02, 2022	Honda	Pale White	Accord	\$21.00K
Total				\$671,525.47K

MAVEN ROASTERS COFFEE SHOP SALES

Sql ft Power BI Project 06

```
1 SELECT * FROM 'first-a0.kopi.sales' limit
2
3
4 -- Total Sales
5 SELECT
6   ROUND(SUM(unit_price * transaction_qty))
7   EXTRACT(MONTH FROM transaction_date) Mo
8   FROM 'first-a0.kopi.sales'
9   GROUP BY 2;
10
11
12 -- Menggunakan CTE ---
13 -- Total Sales KPI - MOM DIFFERENCE AND MO
14 WITH monthly_sales AS (
15   SELECT
16     EXTRACT(MONTH FROM transaction_date) AS month,
17     SUM(unit_price * transaction_qty) AS total_sales
18   FROM 'first-a0.kopi.sales'
19   GROUP BY
20     month
21 )
22 SELECT
23   month,
24   ROUND(total_sales, 0) AS total_sales,
25   (total_sales - LAG(total_sales, 1) OVER
26     FROM
```

```
29 ORDER BY
30   month;
31
32
33
34 -- Total Orders
35 SELECT
36   COUNT(transaction_id) AS Total_Orders,
37   EXTRACT(MONTH FROM transaction_date) Month
38   FROM 'first-a0.kopi.sales'
39   GROUP BY 2;
40
41
42 -- Total Orders KPI - MOM DIFFERENCE AND MOM GROWTH
43 WITH monthly_orders AS (
44   SELECT
45     EXTRACT(MONTH FROM transaction_date) AS month,
46     COUNT(transaction_id) AS total_orders
47   FROM 'first-a0.kopi.sales'
48   GROUP BY
49     month
50 )
51
52 SELECT
53   month,
54   ROUND(total_orders, 0) AS total_orders,
55   (total_orders - LAG(total_orders, 1) OVER (ORDER BY month))
```

```
78 -- Total Quantity SOLD KPI - MOM DIFFERENCE AND MOM GROWTH
79 WITH monthly_sales AS (
80   SELECT
81     EXTRACT(MONTH FROM transaction_date) AS month,
82     SUM(transaction_qty) AS total_quantity_sold
83   FROM 'first-a0.kopi.sales'
84   GROUP BY
85     month
86 )
87 SELECT
88   month,
89   ROUND(total_quantity_sold, 0) AS total_quantity_sold,
90   (total_quantity_sold - LAG(total_quantity_sold, 1) OVER (ORDER BY month)) / LAG(total_quantity_sold, 1) OVER (ORDER BY month) * 100 AS mom_increase_percentage
91 FROM monthly_sales
```

Query results

Row	month	total_quantity_sold	mom_increase_percentage
3	3	30406.0	29.11252653927...
4	4	36469.0	19.94014339275...
5	5	48233.0	32.25753379582...
6	6	50942.0	5.616486637779...

[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.

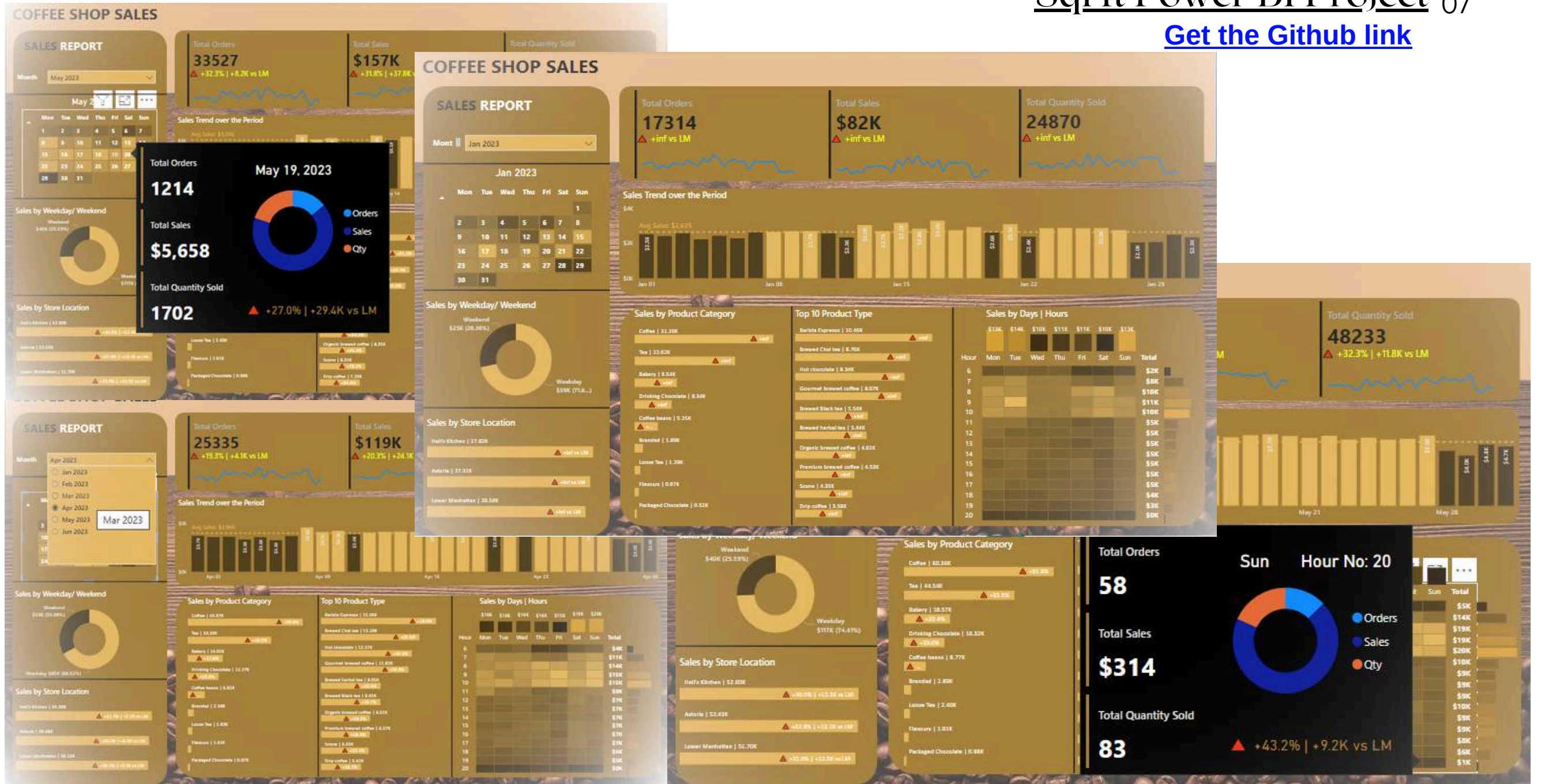
In the product category analysis, the number of unique product IDs will be identified along with the product distribution of each Maven Roasters branch. On the transaction quantity side, the number of best-selling products will be explored, and total sales, total number of orders, and total quantity 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

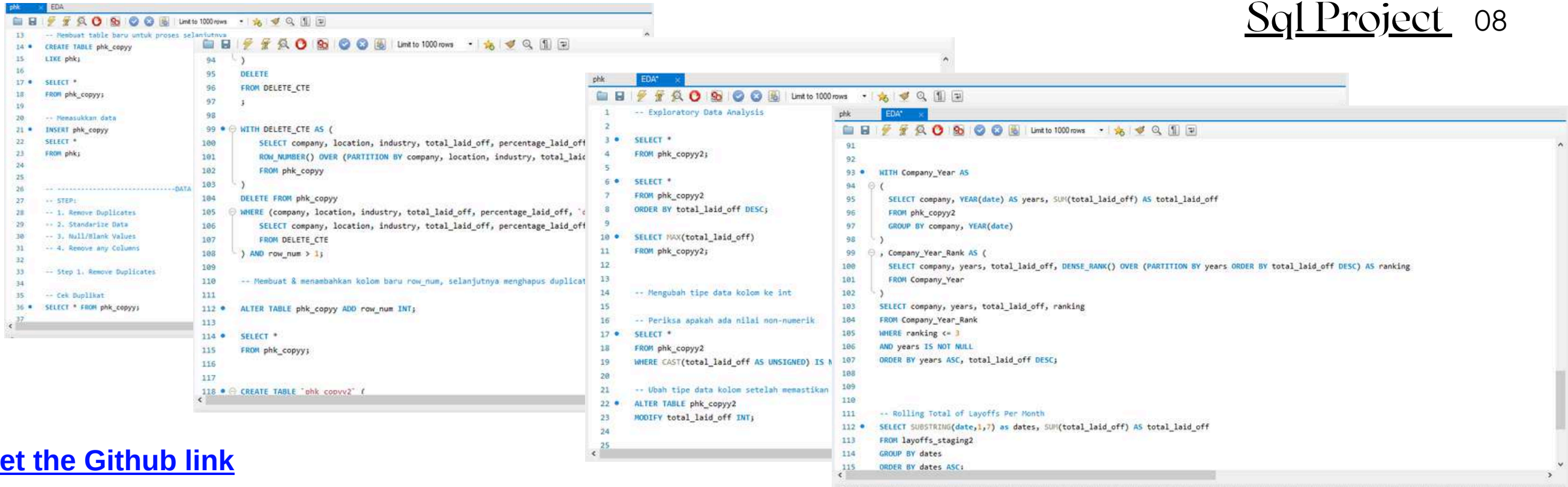
Sql ft Power BI Project 07

[Get the Github link](#)



STARTUP LAYOFFS

Sql Project 08



The image displays three overlapping screenshots of a SQL IDE, likely MySQL Workbench, showing various SQL queries for data cleaning and analysis.

Left Screenshot: Shows a series of SQL queries for data cleanup. It starts with creating a new table `phk_copyy` like `phk`, then deleting data from `phk_copyy`. It includes a `WITH DELETE_CTE` block for deleting rows based on a row number. The queries are commented with steps like "1. Remove Duplicates", "2. Standardize Data", "3. Null/Blank Values", and "4. Remove any Columns".

Middle Screenshot: Shows an "Exploratory Data Analysis" section. It includes queries to select data from `phk_copyy2`, order by `total_laid_off` descending, and select the maximum `total_laid_off` from `phk_copyy2`. It also includes a comment about changing the data type of the `total_laid_off` column to `int`.

Right Screenshot: Shows a query for calculating a rolling total of layoffs per month. It includes a `WITH Company_Year` block for selecting company, year, and total layoffs, and a `Company_Year_Rank` block for ranking companies by total layoffs. The final query selects the rolling total of layoffs per month using `SUM(totals_laid_off) AS total_laid_off` and `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

```
10
11 # % Revenue of Generated
12 -- Step 1
13 SELECT SUM(transaction_qty * unit_price) as Total_Revenue,
14        store_location
15 FROM 'first-a0.kopi.kopii'
16 GROUP BY 2
17
18 -- Step 2 REVENUE GENERATED BY STORE LOCATION
19 SELECT ((SUM(transaction_qty * unit_price) / 1006.83) * 100) as Revenue_Generated,
20        store_location
21 FROM 'first-a0.kopi.kopii'
22 GROUP BY 2
23
24 -- Step 3
25 SELECT SUM((total_revenue / 1006.83) * 100) as Revenue_Generated
26 FROM (
27     SELECT SUM(transaction_qty * unit_price) as total_revenue
28     FROM 'first-a0.kopi.kopii'
29 ) as subquery
30
31 #Transaction by Each Day
32 SELECT SUM(transaction_qty * unit_price) as Total_Revenue,
33        EXTRACT(DAYOFWEEK FROM transaction_date) Day,
34        store_location
35 FROM 'first-a0.kopi.kopii'
```

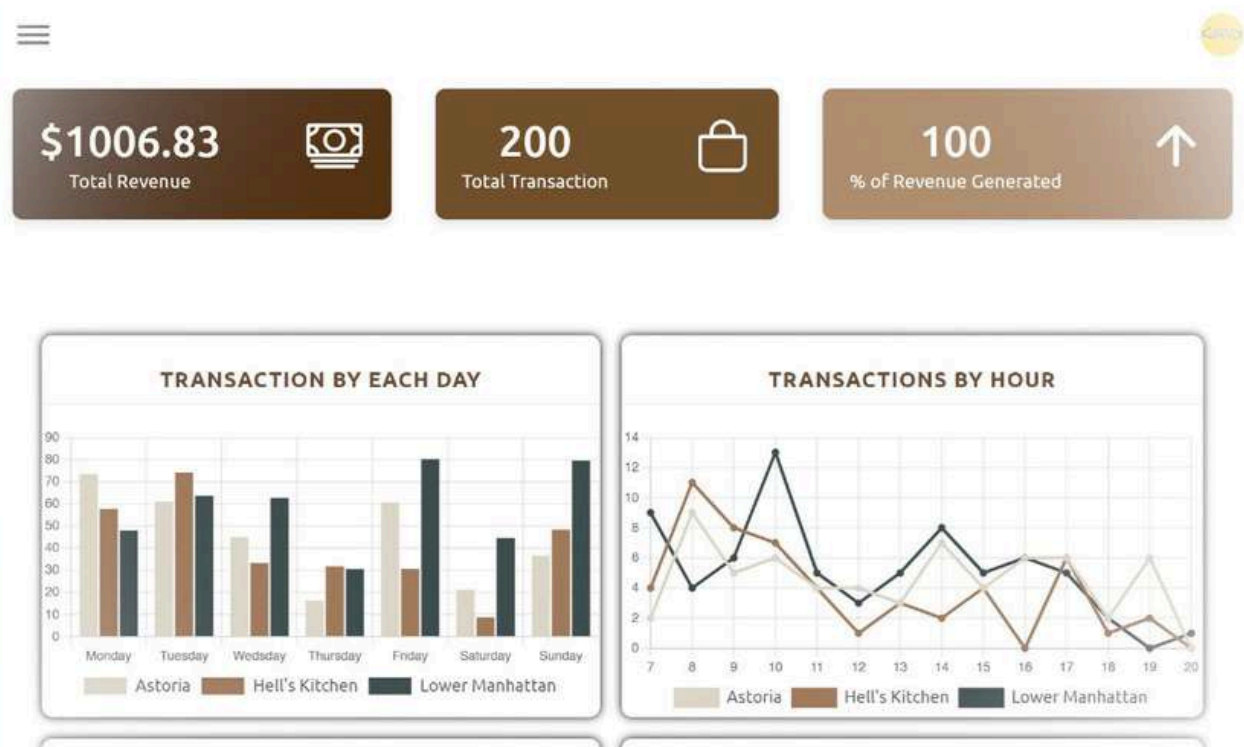
136443	5	Lower Manhattan	64	0.80	Flavours
115939	3	Astoria	37	3.00	Coffee
90364	8	Hell's Kitchen	25	2.20	Coffee
110972	3	Astoria	56	2.55	Tea
44171	3	Astoria	63	0.80	Flavours

	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

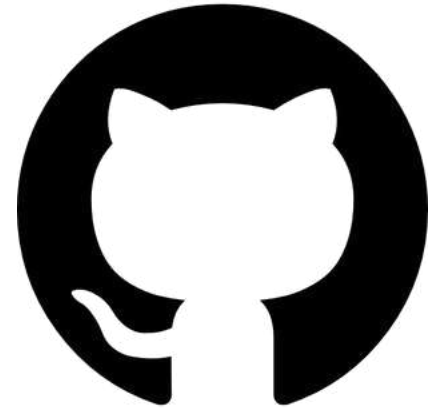
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