## DATA ANALYTICS CASE STUDY 2

**AMALAN FADIL GAIB** 

## **DATA IMPORT & DATA PROCESSING**

Using 2019 - Apr 2020 Sales Dataset from Kaggle

Data Importing & Merge in BigQuery SQL

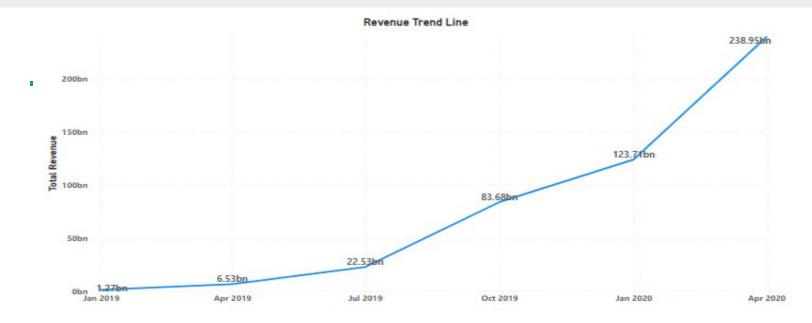
Data Cleaning & Transformation in Python

Tools: BigQuery SQL, Python, Microsoft PowerBI

3.74M
Total Product Sold

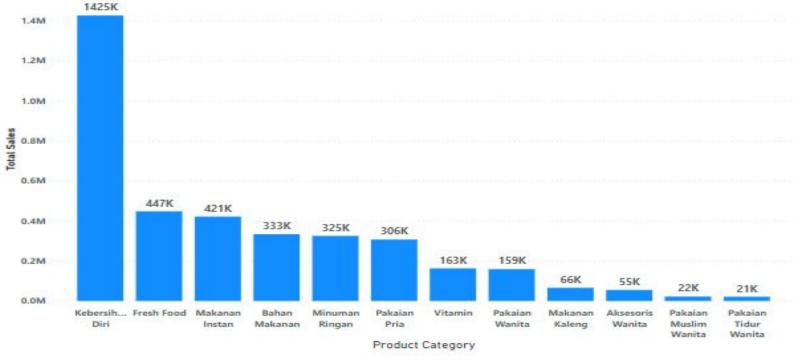
476.7bn

The total number of products sold is around 3 million 740 thousand products and the profits earned are around 476 billion



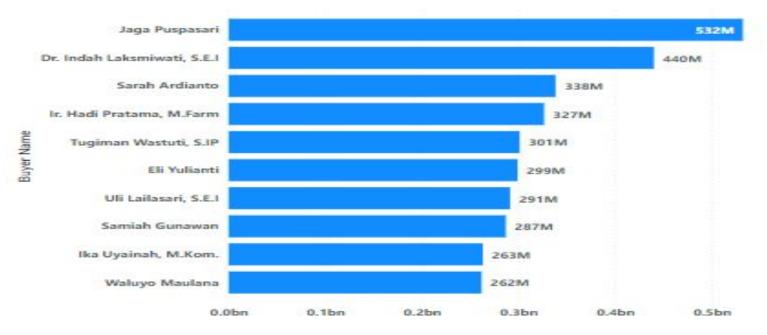
As can be seen from the graph above, there has been an increase in sales in each quarter, especially at the beginning of 2020, there was a significant increase in sellers due to Covid 19 Pandemic





From the graph above, you can see that personal hygiene products are the most purchased products compared to other products

## Total Revenue per Buyer



The buyer who buys the most of our products is Jaga Purpasari

Top 10 Products by Revenue

EMBA SHORT PANT INATH TWO	Blackmores Bio C 1000mg 150's	Blackmores Glucos	Eonmask Protect.
2.66bn	2.22bm ANNA FAITH LEGGING GLOSSY		
Blackmores Odourless Fish Oil 1000 200's	ANNA PALIN LEGGING GLOSST	2.02bn	1.78bn
		QUEEN CEFA BRAC	
2.37bn	2.21bn		
EMBA SHORT SLEEVE SHIRT BRUCHIO	Mom's Recipe Pudding Tart Square	1.77bn	
		Blackmores Flaxseed Oil 100's	
2.28bn	2.03bn	1.62bn	

## **CONCLUSION / INSIGTH**

From the results of my analysis, I suggest that we can start several campaigns such as discounts to loyal buyers and carry out several large promotions by bundling several products that sell well together.