



DATA ANALYTICS CASE STUDY 2

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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

Total Revenue

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

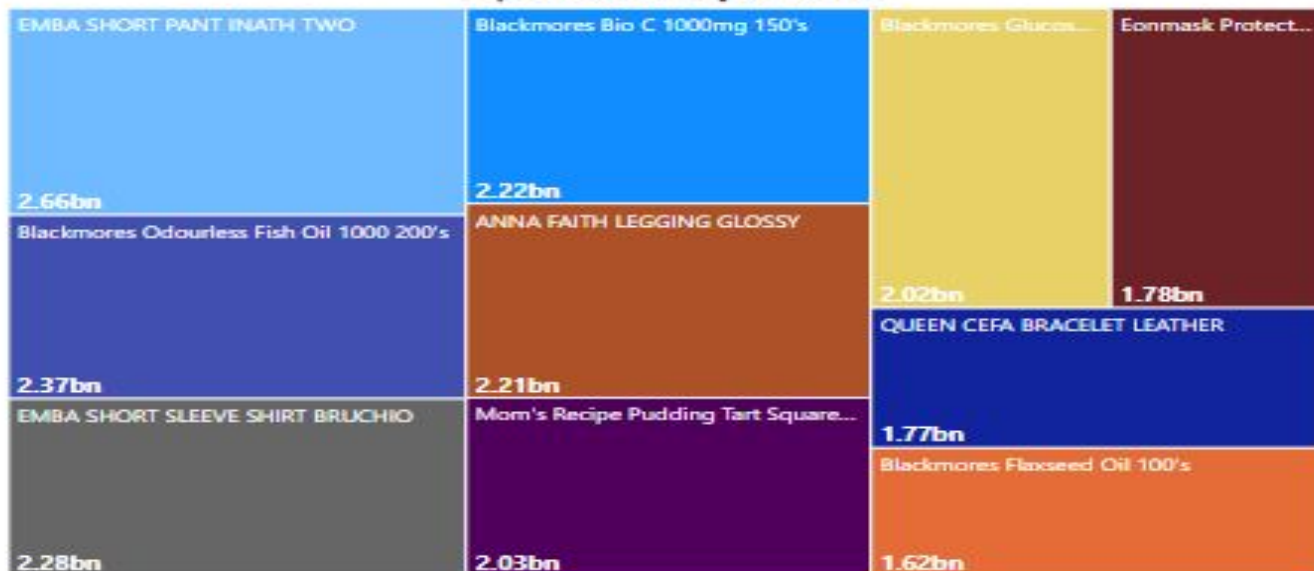


From the graph above, you can see that personal hygiene products are the most purchased products compared to other products



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

Top 10 Products by Revenue



CONCLUSION / INSIGHT



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.