

Final Task

Bank Muammalat Bussines Intelegence Analyst

Presented by
Muhammad Andrian Bhakti Maulana



Muhammad Andrian Bhakti Maulana

About Me

Mahasiswa Teknik Informatika di Universitas Nusantara PGRI Kediri dengan minat besar dalam dunia pemrograman, terutama di bidang Data Science. Saat ini mengikuti kelas Bank Muamalat Business Intelligence Analyst untuk memperdalam pemahaman tentang analisis data dan penerapannya dalam dunia bisnis.

My Experience



Experience 1

Mahasiswa Teknik Informatika di
Universitas Nusantara PGRI Kediri



Experience 2

MSIB Batch 7 tahun 2024 di Rakamin

Soal 1

Tentukan masing-masing primary key pada 4 dataset penjualan

1. Primary key tabel Customer :
2. Primary key tabel Products :
3. Primary key tabel Orders :
4. Primary key tabel ProductCategory :

Tabel Customers

| | A | B | C | D | E | F | G |
|---|------------|-----------|------------|---|----------------|-------------------------|---------------|
| 1 | CustomerID | FirstName | LastName | CustomerEmail | CustomerPhone | CustomerAddress | CustomerCity |
| 2 | 1 | Grazia | Rasmus | grasmusas@i2i.jp#mailto:grasmusas@i2i.jp# | (202) 577-2595 | 628 Buhler Junction | Washington |
| 3 | 2 | Bunny | Trevan | btrevanmj@wordpress.org#mailto:btrevanmj@wordpress.org# | 917-903-2827 | 52 Cascade Drive | Jamaica |
| 4 | 3 | Tracie | Grayston | tgrayston7k@pagesperso-orange.fr#mailto:tgrayston7k@pagesperso-orange.fr# | 404-868-2391 | 672 Comanche Way | Atlanta |
| 5 | 4 | Amerigo | Garrelts | agarrelts6e@oaic.gov.au#mailto:agarrelts6e@oaic.gov.au# | 415-190-3290 | 8252 Village Green Hill | San Francisco |
| 6 | 5 | Shea | Stronghill | sstronghillc1@google.nl#mailto:sstronghillc1@google.nl# | 432-775-7828 | 542 3rd Point | Midland |
| 7 | 6 | Geoffry | Bonde | gbonde90@vimeo.com#mailto:gbonde90@vimeo.com# | 415-176-9919 | 781 Larry Place | San Francisco |
| 8 | 7 | Noelle | Carlile | ncarlile37@mit.edu#mailto:ncarlile37@mit.edu# | 405-745-9826 | 539 Crowley Parkway | Oklahoma City |

Primary key table Customers : CustomerID

Tabel Products

| | A | B | C | D | E |
|---|------------|-------------------------------|----------|-------|---|
| 1 | ProdNumber | ProdName | Category | Price | |
| 2 | BP101 | All Eyes Drone Blueprint | 1 | 9,99 | |
| 3 | BP102 | Bsquare Robot Blueprint | 1 | 8,99 | |
| 4 | BP104 | Cat Robot Blueprint | 1 | 4,99 | |
| 5 | BP105 | Creature Robot Arms Blueprint | 1 | 12,00 | |
| 6 | BP106 | Hexacopter Drone Blueprint | 1 | 8,99 | |
| 7 | BP107 | Ladybug Robot Blueprint | 1 | 12,00 | |
| 8 | BP108 | Panda Robot Blueprint | 1 | 7.99 | |

Primary key table Products : ProdNumber

Tabel Orders

| | A | B | C | D | E | F |
|----|---------|------------|------------|------------|----------|---|
| 1 | OrderID | Date | CustomerID | ProdNumber | Quantity | |
| 2 | 1 | 01/01/2020 | 1866 | EB514 | 2 | |
| 3 | 2 | 01/01/2020 | 1567 | RS706 | 3 | |
| 4 | 3 | 01/01/2020 | 2064 | TV804 | 6 | |
| 5 | 4 | 01/01/2020 | 287 | DK203 | 1 | |
| 6 | 5 | 01/01/2020 | 422 | EB517 | 5 | |
| 7 | 6 | 01/01/2020 | 954 | EB519 | 5 | |
| 8 | 7 | 02/01/2020 | 726 | RK604 | 2 | |
| 9 | 8 | 02/01/2020 | 1740 | TV810 | 1 | |
| 10 | 9 | 02/01/2020 | 1652 | TV804 | 2 | |
| 11 | 10 | 02/01/2020 | 1431 | DS304 | 2 | |

Primary key table Orders : OrderID

Tabel ProductCategory

| | A | B | C | D |
|---|------------|-----------------|----------------------|---|
| 1 | CategoryID | CategoryName | CategoryAbbreviation | |
| 2 | 1 | Blueprints | BP | |
| 3 | 2 | Drone Kits | DK | |
| 4 | 3 | Drones | DS | |
| 5 | 4 | eBooks | EB | |
| 6 | 5 | Robot Kits | RK | |
| 7 | 6 | Robots | RS | |
| 8 | 7 | Training Videos | TV | |

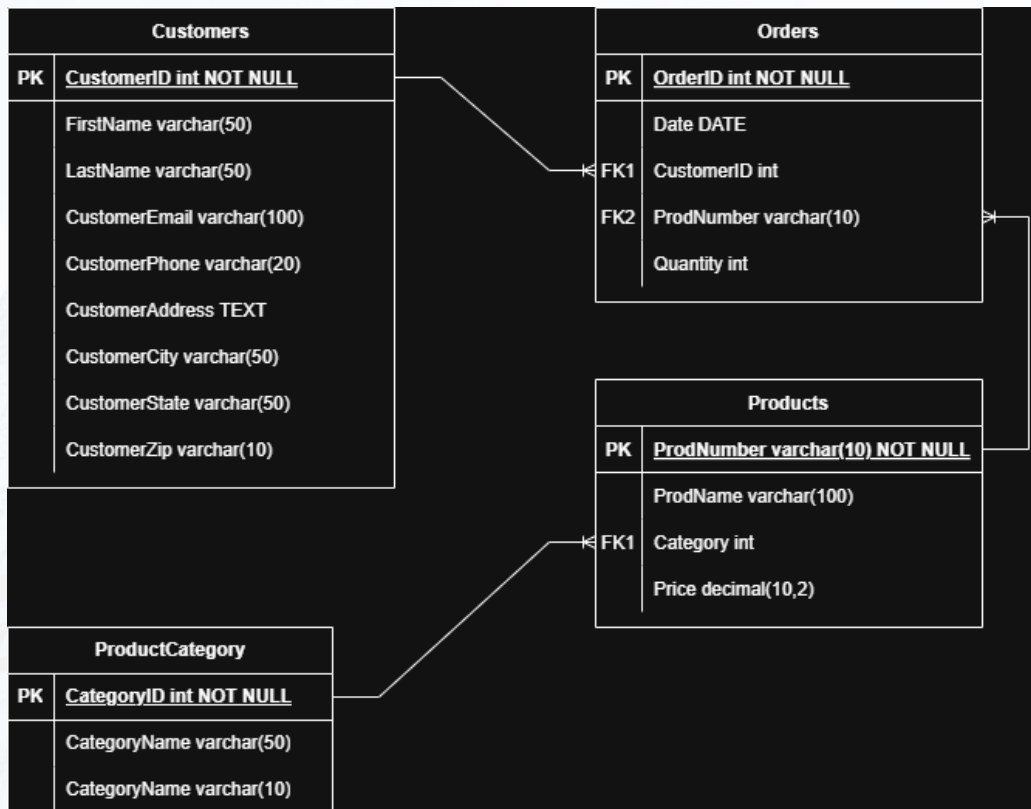
Primary key table ProductCategory: CategoryID

Soal 2

Tentukan relationship dari ke-4 table tersebut

Relationship Dataset

- Customers (1) → (M) Orders
- Products (1) → (M) Orders
- ProductCategory (1) → (M) Products



Soal 3

Sebagai BI Analyst PT Sejahtera Bersama, kita akan membuat sebuah table master yang berisikan informasi :

- CustomerEmail (cust email)
- CustomerCity (cust city)
- OrderDate (order date)
- OrderQty (order qty)
- ProductName (product name)
- ProductPrice (product price)
- ProductCategoryName (category name)
- TotalSales (total sales)

Urutkan data tersebut berdasarkan tanggal transaksi yang paling awal sampai yang paling akhir. Posisi kolom mengikuti contoh berikut ini :

| Row | order_date ▾ | category_name ▾ | product_name ▾ | product_price ▾ | order_qty ▾ | total_sales ▾ | cust_email ▾ | cust_city ▾ |
|-----|--------------|-----------------|----------------|-----------------|-------------|---------------|-----------------|-------------|
| 1 | 2020-01-01 | Drone Kits | BYOD-220 | 69.0 | 1 | 69.0 | edew@nba.co... | Honolulu |
| 2 | 2020-01-01 | eBooks | Polar Robots | 23.99 | 2 | 47.98 | fvaslerqt@co... | Jackson |
| 3 | 2020-01-01 | Robots | RWW-75 Robot | 883.0 | 3 | 2649.0 | tmckernot@ti... | Katy |

Import to Power Query

Navigator

Final Task.xlsx [4]

- ☒ Customers
- ☒ Orders
- ☒ ProductCategory
- ☒ Products

Customers

| CustomerID | FirstName | LastName | CustomerEmail |
|------------|-----------|------------|--|
| 1 | Grazia | Rasmus | grasmusas@i2i.jp#mailto:grasmusas@ |
| 2 | Bunny | Trevan | btrevanmj@wordpress.org#mailto:btrevanmj@wordpress.org |
| 3 | Tracie | Grayston | tgrayston7k@pagesperso-orange.fr#m |
| 4 | Amerigo | Garreits | agarreits6e@oalc.gov.au#mailto:agarr |
| 5 | Shea | Stronghill | sstronghillc1@google.nl#mailto:sstron |
| 6 | Geoffry | Bonde | gbonde90@vimeo.com#mailto:gbonde |
| 7 | Noelle | Carlile | ncarlile37@mit.edu#mailto:ncarlile37@ |
| 8 | Binny | Whetson | bwhetsonio@amazon.de#mailto:bwhe |
| 9 | Curran | MacMichael | cmacmichael5y@businesswire.com#m |
| 10 | Andy | Woodruff | awoodruff@techcrunch.com#mailto: |
| 11 | Darla | Hassen | dhassencj@hp.com#mailto:dhassencj@ |
| 12 | Gerard | Witherdon | gwitherdon8m@ow.ly#mailto:gwitherc |
| 13 | Faber | Boosey | fbooseyiv@chicagotribune.com#mailtc |
| 14 | Jorgan | Gregh | jgregghik@quantcast.com#mailto:jgregl |
| 15 | Davidson | Cramphorn | dcramphornf7@disqus.com#mailto:dc |
| 16 | Annelise | Genders | agenders72@virginia.edu#mailto:agen |
| 17 | Ailsun | Gever | ageverpd@ft.com#mailto:ageverpd@f |
| 18 | Meed | Whiteley | mwhiteleypw@istockphoto.com#malt |
| 19 | Major | Aynold | maynoldrpt@typepad.com#mailto:may |
| 20 | Waylan | Waison | wwaison4@people.com.cn#mailto:ww |
| 21 | Oswell | Lissaman | olissaman1q@apple.com#mailto:olissa |
| 22 | Lucias | Stubbins | lstubbinsmv@livejournal.com#mailto:l |
| 23 | Roddy | Dello | rdello2i@nsw.gov.au#mailto:rdello2i@ |

Load Edit Cancel Go to



Workbook Queries

4 queries

- Orders
3,339 rows loaded.
- ProductCategory
7 rows loaded.
- Products
70 rows loaded.
- Customers
2,123 rows loaded.

Merge Query

Merge

Select a table and matching columns to create a merged table.

Orders

| OrderID | Date | CustomerID | ProdNumber | Quantity |
|---------|------------|------------|------------|----------|
| 1 | 01/01/2020 | 1866 | EB514 | 2 |
| 2 | 01/01/2020 | 1567 | RS706 | 3 |
| 3 | 01/01/2020 | 2064 | TV804 | 6 |
| 4 | 01/01/2020 | 287 | DK203 | 1 |
| 5 | 01/01/2020 | 422 | EB517 | 5 |

Customers

| CustomerID | FirstName | LastName | CustomerEmail | CustomerPhone |
|------------|-----------|------------|---|----------------|
| 1 | Grazia | Rasmus | grasmusas@i2i.jp#mailto:grasmusas@i2i.jp# | (202) 577-2595 |
| 2 | Bunny | Trevan | btrevanmj@wordpress.org#mailto:btrevanmj@wordpress.org# | 917-903-2827 |
| 3 | Tracie | Grayston | tgrayston7k@pagesperso-orange.fr#mailto:tgrayston7k@pagesperso-orange.fr# | 404-868-2391 |
| 4 | Amerigo | Garretts | agarretts6e@oaic.gov.au#mailto:agarretts6e@oaic.gov.au# | 415-190-3290 |
| 5 | Shea | Stronghill | sstronghillc1@google.nl#mailto:sstronghillc1@google.nl# | 432-775-7828 |

Join Kind
Left Outer (all from first, matching from second)

✓ The selection has matched 3339 out of the first 3339 rows.

OK Cancel

Merge

Select a table and matching columns to create a merged table.

Orders

| OrderID | Date | CustomerID | ProdNumber | Quantity | Customers.CustomerID | Customers.FirstName |
|---------|------------|------------|------------|----------|----------------------|---------------------|
| 1 | 01/01/2020 | 1866 | EB514 | 2 | null | na |
| 2 | 01/01/2020 | 1567 | RS706 | 3 | null | na |
| 3 | 01/01/2020 | 2064 | TV804 | 6 | null | na |
| 4 | 01/01/2020 | 287 | DK203 | 1 | 287 | Elna |
| 1101 | 25/08/2020 | 287 | BP108 | 4 | 287 | Elna |

Products

| ProdNumber | ProdName | Category | Price |
|------------|-------------------------------|----------|-------|
| BP101 | All Eyes Drone Blueprint | 1 | 9,99 |
| BP102 | Bsquare Robot Blueprint | 1 | 8,99 |
| BP104 | Cat Robot Blueprint | 1 | 4,99 |
| BP105 | Creature Robot Arms Blueprint | 1 | 12 |
| BP106 | Hexacopter Drone Blueprint | 1 | 8,99 |

Join Kind
Left Outer (all from first, matching from second)

✓ The selection has matched 3339 out of the first 3339 rows.

OK Cancel

Merge

Select a table and matching columns to create a merged table.

Orders

| Customers.CustomerZip | Products.ProdNumber | Products.ProdName | Products.Category | Products.Price |
|-----------------------|---------------------|-------------------|-------------------|----------------|
| 39216 | EB514 | Polar Robots | 4 | 23,99 |
| 73114 | EB514 | Polar Robots | 4 | 23,99 |
| 85705 | EB514 | Polar Robots | 4 | 23,99 |
| 77493 | RS706 | RWW-75 Robot | 6 | 883 |
| 35244 | RS706 | RWW-75 Robot | 6 | 883 |

ProductCategory

| CategoryID | CategoryName | CategoryAbbreviation |
|------------|--------------|----------------------|
| 1 | Blueprints | BP |
| 2 | Drone Kits | DK |
| 3 | Drones | DS |
| 4 | eBooks | EB |
| 5 | Robot Kits | RK |

Join Kind
Left Outer (all from first, matching from second)

OK Cancel

Add Column

| Row | order_date | category_name | product_name | product_price | order_qty | total_sales | cust_email | cust_city |
|-----|------------|---------------|--------------|---------------|-----------|-------------|-----------------|-----------|
| 1 | 2020-01-01 | Drone Kits | BYOD-220 | 69.0 | 1 | 69.0 | edew@nba.co... | Honolulu |
| 2 | 2020-01-01 | eBooks | Polar Robots | 23.99 | 2 | 47.98 | fwaslerqt@co... | Jackson |
| 3 | 2020-01-01 | Robots | RWW-75 Robot | 883.0 | 3 | 2649.0 | umckernot@ti... | Katy |

Custom Column

New column name

total_sales

Custom column formula:

= [Quantity] * [Products.Price]

Available columns:

Customers.CustomerCity

Customers.CustomerState

Customers.CustomerZip

Products.ProdNumber

Products.ProdName

Products.Category

Products.Price

ProductCategory

<< Insert

Learn about Power Query formulas

✓ No syntax errors have been detected.

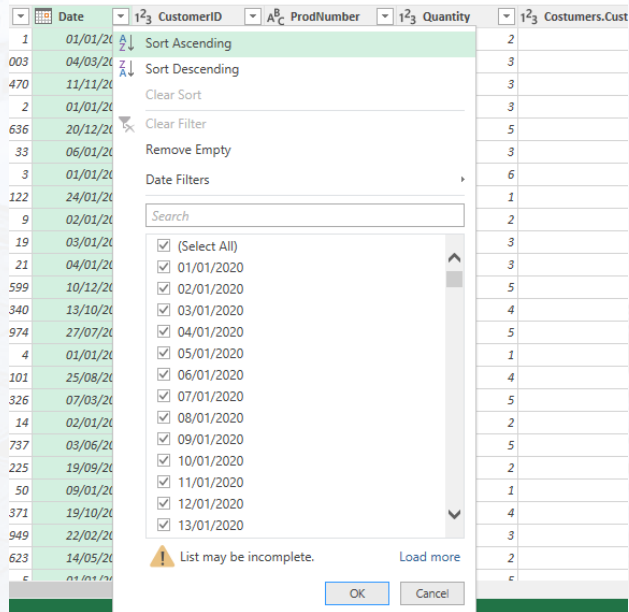
OK

Cancel



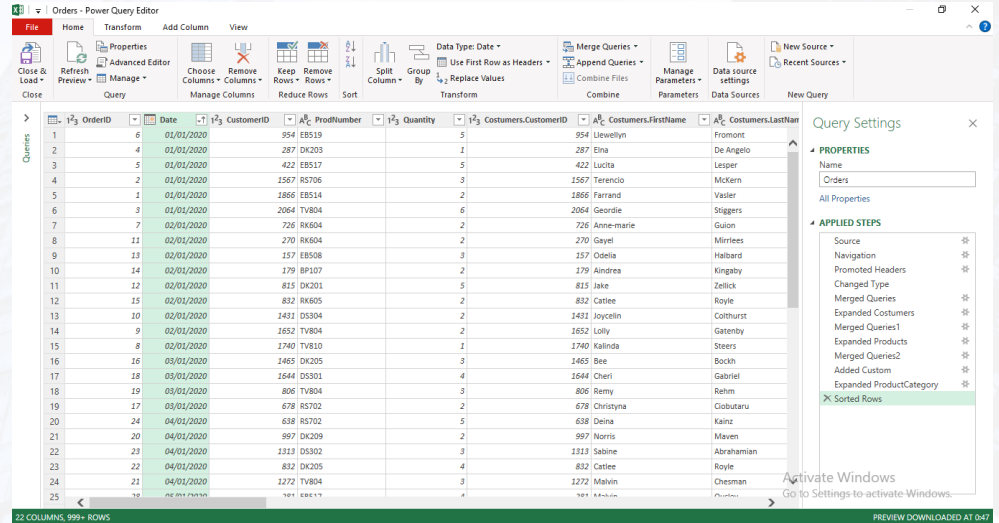
| ProductCategory | total_sales |
|-----------------|-------------|
| Table | 47,98 |
| Table | 71,97 |
| Table | 71,97 |
| Table | 2649 |
| Table | 4415 |
| Table | 2649 |
| Table | 227,94 |
| Table | 37,99 |
| Table | 75,98 |

Sort Data OrderDate



The screenshot shows a data table with columns: Date, CustomerID, ProdNumber, Quantity, and Customers.Cust. A sorting menu is open for the 'Date' column, showing options for Sort Ascending, Sort Descending, Clear Sort, Clear Filter, Remove Empty, and Date Filters. The 'Date' column is currently sorted in ascending order.

| | Date | CustomerID | ProdNumber | Quantity | Customers.Cust |
|-----|------------|------------|------------|----------|----------------|
| 1 | 01/01/2020 | | | | 2 |
| 003 | 04/03/2020 | | | | 3 |
| 470 | 11/11/2020 | | | | 3 |
| 2 | 01/01/2020 | | | | 3 |
| 636 | 20/12/2020 | | | | 5 |
| 33 | 06/01/2020 | | | | 3 |
| 3 | 01/01/2020 | | | | 6 |
| 122 | 24/01/2020 | | | | 1 |
| 9 | 02/01/2020 | | | | 2 |
| 19 | 03/01/2020 | | | | 3 |
| 21 | 04/01/2020 | | | | 3 |
| 599 | 10/12/2020 | | | | 5 |
| 340 | 13/10/2020 | | | | 4 |
| 974 | 27/07/2020 | | | | 5 |
| 4 | 01/01/2020 | | | | 1 |
| 101 | 25/08/2020 | | | | 4 |
| 326 | 07/03/2020 | | | | 5 |
| 14 | 02/01/2020 | | | | 2 |
| 737 | 03/06/2020 | | | | 5 |
| 225 | 19/09/2020 | | | | 2 |
| 50 | 09/01/2020 | | | | 1 |
| 371 | 19/10/2020 | | | | 4 |
| 949 | 22/02/2020 | | | | 3 |
| 623 | 14/05/2020 | | | | 2 |

The screenshot shows the Power Query Editor interface. The main data table is displayed, and the 'Query Settings' pane is open on the right. The 'Properties' tab is selected, showing the query name 'Orders' and the 'Applied Steps' list, which includes 'Sorted Rows'.

| OrderID | Date | CustomerID | ProdNumber | Quantity | Customers.CustomerID | Customers.FirstName | Customers.LastName |
|---------|------------|------------|------------|----------|----------------------|---------------------|--------------------|
| 1 | 01/01/2020 | 954 | EB519 | 5 | 954 | Llewellyn | Fromont |
| 2 | 01/01/2020 | 287 | DK203 | 1 | 287 | Elna | De Angelo |
| 3 | 01/01/2020 | 422 | EB517 | 5 | 422 | Lucita | Lesper |
| 4 | 01/01/2020 | 1567 | RT306 | 3 | 1567 | Terenilo | Mickern |
| 5 | 01/01/2020 | 1866 | EB514 | 2 | 1866 | Ferrand | Vastier |
| 6 | 01/01/2020 | 2064 | TV804 | 6 | 2064 | Geordie | Stiggers |
| 7 | 02/01/2020 | 726 | RK604 | 2 | 726 | Anne-marie | Gulton |
| 8 | 02/01/2020 | 270 | RK604 | 2 | 270 | Gayel | Mirreles |
| 9 | 02/01/2020 | 157 | EB508 | 3 | 157 | Odella | Halbard |
| 10 | 02/01/2020 | 179 | BP107 | 2 | 179 | Aindrea | Kingaby |
| 11 | 02/01/2020 | 815 | DK201 | 5 | 815 | Jake | Zellick |
| 12 | 02/01/2020 | 832 | RK605 | 2 | 832 | Catiee | Royle |
| 13 | 02/01/2020 | 1431 | DS304 | 2 | 1431 | Joycelin | Conthurst |
| 14 | 02/01/2020 | 1652 | TV804 | 2 | 1652 | Lolly | Gatenby |
| 15 | 02/01/2020 | 1740 | TV810 | 1 | 1740 | Kalinda | Steers |
| 16 | 03/01/2020 | 1465 | DK205 | 3 | 1465 | Bee | Bochh |
| 17 | 03/01/2020 | 1644 | DS301 | 4 | 1644 | Cheri | Gabriel |
| 18 | 03/01/2020 | 806 | TV804 | 3 | 806 | Remy | Rehm |
| 19 | 03/01/2020 | 678 | RS702 | 2 | 678 | Christyna | Globutaru |
| 20 | 04/01/2020 | 638 | RS702 | 5 | 638 | Deina | Kainz |
| 21 | 04/01/2020 | 997 | DK209 | 2 | 997 | Norris | Maven |
| 22 | 04/01/2020 | 1313 | DS302 | 3 | 1313 | Sabine | Abrahamian |
| 23 | 04/01/2020 | 832 | DK205 | 4 | 832 | Catiee | Royle |
| 24 | 04/01/2020 | 1272 | TV804 | 3 | 1272 | Cherman | Cherman |
| 25 | 04/01/2020 | 161 | EB517 | 4 | 161 | EB517 | EB517 |

Result

Final Task - Microsoft Excel

| | A | B | C | D | E | F | G | H | I | J | K |
|----|-----|------------|-----------------|--------------------------|---------------|-----------|-------------|---|------------------|---|---|
| 1 | Row | order_date | category_name | product_name | product_price | order_qty | total_sales | cust_email | cust_city | | |
| 2 | 1 | 01/01/2020 | Training Videos | Drone Video Techniques | 37,99 | 6 | 227,94 | gstiggersdd@eventbrite.com#mailto:gstiggersdd@eventbrite.com# | Saint Petersburg | | |
| 3 | 2 | 01/01/2020 | eBooks | Spherical Robots | 16,75 | 5 | 83,75 | lfromonte9@de.vu#mailto:lfromonte9@de.vu# | Birmingham | | |
| 4 | 3 | 01/01/2020 | Drone Kits | BYOD-220 | 69 | 1 | 69 | edew@nba.com#mailto:edew@nba.com# | Honolulu | | |
| 5 | 4 | 01/01/2020 | eBooks | SCARA Robots | 19,5 | 5 | 97,5 | llespercx@com.com#mailto:llespercx@com.com# | Des Moines | | |
| 6 | 5 | 01/01/2020 | eBooks | Polar Robots | 23,99 | 2 | 47,98 | fvaslerqt@comsenz.com#mailto:fvaslerqt@comsenz.com# | Jackson | | |
| 7 | 6 | 01/01/2020 | Robots | RWW-75 Robot | 883 | 3 | 2649 | tmckernot@tinyurl.com#mailto:tmckernot@tinyurl.com# | Katy | | |
| 8 | 7 | 02/01/2020 | Robot Kits | BYOR-26405 | 189 | 2 | 378 | gmirrlees4v@state.tx.us#mailto:gmirrlees4v@state.tx.us# | Washington | | |
| 9 | 8 | 02/01/2020 | Drones | DTE-QFN20 Drone | 250 | 2 | 500 | jcolthurstgu@cbsnews.com#mailto:jcolthurstgu@cbsnews.com# | Sacramento | | |
| 10 | 9 | 02/01/2020 | Drone Kits | BYOD-100 | 54 | 5 | 270 | jzellick84@ustream.tv#mailto:jzellick84@ustream.tv# | Washington | | |
| 11 | 10 | 02/01/2020 | Blueprints | BYOR-3000 | 214 | 2 | 428 | croyledede@dot.gov#mailto:croyledede@dot.gov# | Virginia Beach | | |
| 12 | 11 | 02/01/2020 | Blueprints | Ladybug Robot Blueprint | 12 | 2 | 24 | akingaby78@deviantart.com#mailto:akingaby78@deviantart.com# | West Palm Beach | | |
| 13 | 12 | 02/01/2020 | eBooks | Fixed Wing Drones | 15,5 | 3 | 46,5 | ohalbardv@booking.com#mailto:ohalbardv@booking.com# | Birmingham | | |
| 14 | 13 | 02/01/2020 | Training Videos | Understanding Automation | 44,95 | 1 | 44,95 | ksteershp@ameblo.jp#mailto:ksteershp@ameblo.jp# | San Diego | | |
| 15 | 14 | 02/01/2020 | Training Videos | Drone Video Techniques | 37,99 | 2 | 75,98 | lgaenbyel@quantcast.com#mailto:lgaenbyel@quantcast.com# | Des Moines | | |
| 16 | 15 | 02/01/2020 | Robot Kits | BYOR-26405 | 189 | 2 | 378 | aguiongo@behance.net#mailto:aguiongo@behance.net# | Houston | | |
| 17 | 16 | 03/01/2020 | Robots | MICR-23K Robot | 899 | 2 | 1798 | cclobutaru6v@netlog.com#mailto:cclobutaru6v@netlog.com# | Charlotte | | |
| 18 | 17 | 03/01/2020 | Drones | DA-SA702 Drone | 399 | 4 | 1596 | cgabrielaq@spotify.com#mailto:cgabrielaq@spotify.com# | Stamford | | |
| 19 | 18 | 03/01/2020 | Training Videos | Drone Video Techniques | 37,99 | 3 | 113,97 | rrehm6a@yandex.ru#mailto:rrehm6a@yandex.ru# | Green Bay | | |
| 20 | 19 | 03/01/2020 | Drone Kits | BYOD-350 | 89,95 | 3 | 269,85 | bbockhc0@jimdo.com#mailto:bbockhc0@jimdo.com# | Torrance | | |
| 21 | 20 | 04/01/2020 | Drones | DC-304 Drone | 395 | 3 | 1185 | sabrahamian3i@zimbio.com#mailto:sabrahamian3i@zimbio.com# | Charlotte | | |
| 22 | 21 | 04/01/2020 | Robots | MICR-23K Robot | 899 | 5 | 4495 | dkainzh6@freewebs.com#mailto:dkainzh6@freewebs.com# | Albany | | |
| 23 | 22 | 04/01/2020 | Drone Kits | BYOD-350 | 89,95 | 4 | 359,8 | croyledede@dot.gov#mailto:croyledede@dot.gov# | Virginia Beach | | |
| 24 | 23 | 04/01/2020 | Drone Kits | BYOD-550 | 179 | 2 | 358 | nmaven3o@go.com#mailto:nmaven3o@go.com# | Sarasota | | |
| 25 | 24 | 04/01/2020 | Training Videos | Drone Video Techniques | 37,99 | 3 | 113,97 | mchesmanfc@mit.edu#mailto:mchesmanfc@mit.edu# | Waltham | | |

Activate Windows
Go to Settings to activate Windows.

READY | Orders | Products | ProductCategory | Master Table | 85%

Soal 4

Dari hasil tabel yang dibuat pada soal nomor 3, simpanlah hasilnya dalam bentuk CSV. Dengan menggunakan Looker Studio, buatlah visualisasi yang menampilkan data penjualan tersebut. Visualisasi tersebut harus berisi minimal :

- Total keseluruhan sales
- Total keseluruhan sales berdasarkan kategori produk
- Total keseluruhan qty berdasarkan kategori produk
- Total sales berdasarkan kota
- Total qty berdasarkan kota
- Top 5 kategori produk yang paling tinggi salesnya
- Top 5 kategori produk yang paling tinggi qtynya

READY

Visualization

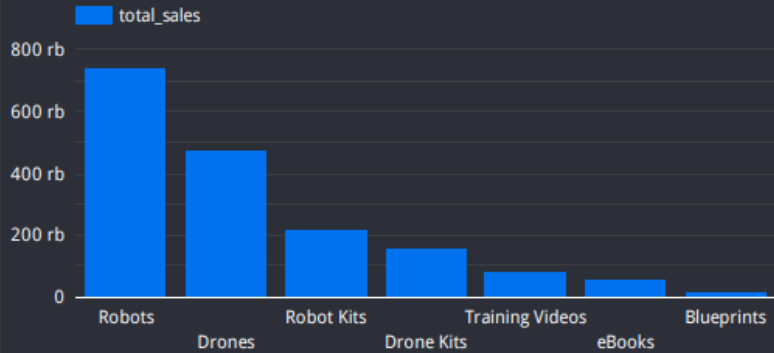
Total Sales Keseluruhan

total_sales

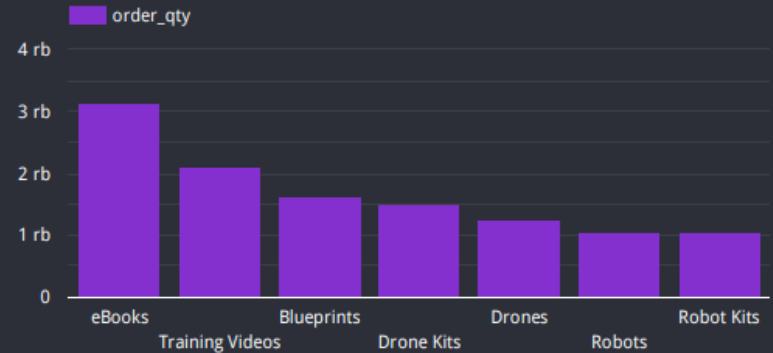
1.754.750,57

Visualization

Total Sales Berdasarkan Kategori

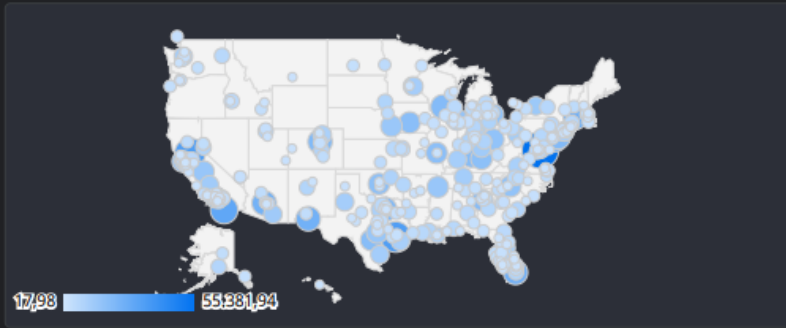


Total Quantity Berdasarkan Kategori

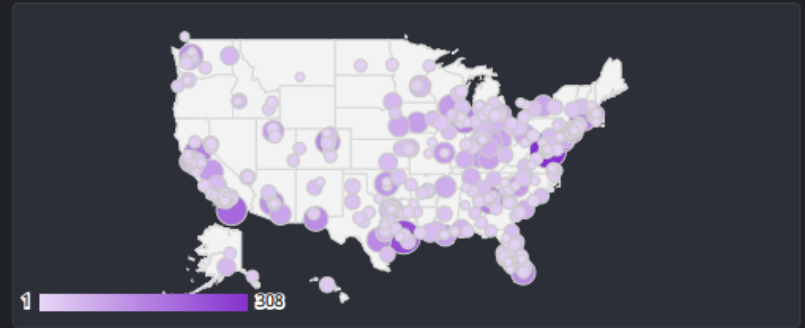


Visualization

Total Sales Berdasarkan Kota

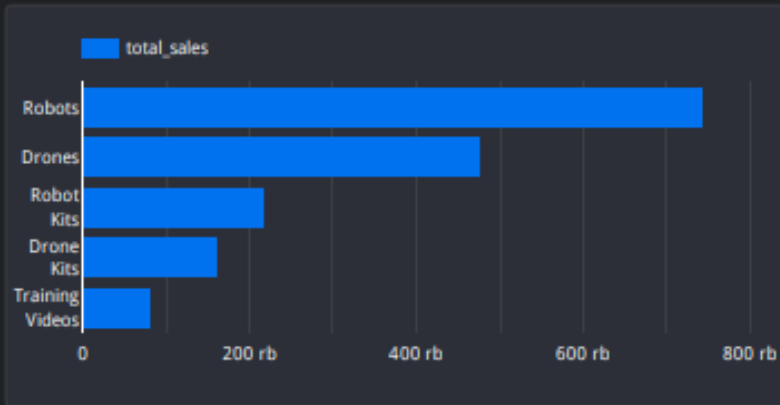


Total Quantity Berdasarkan Kota

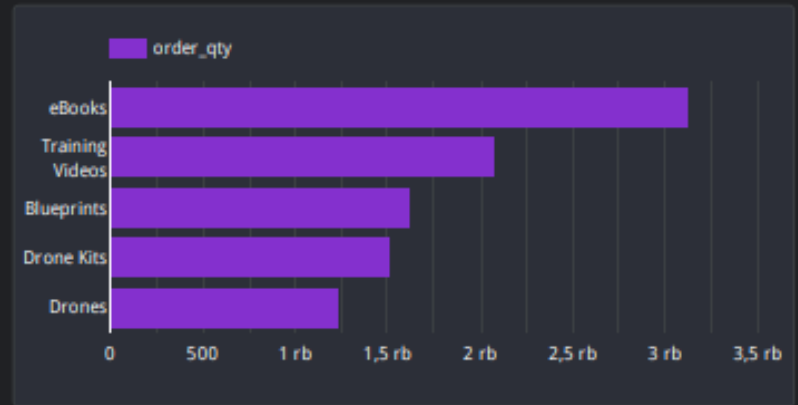


Visualization

Top 5 Kategori Produk Berdasarkan Sales



Top 5 Kategori Produk Berdasarkan Quantity



Soal 5

Sebagai BI analyst PT Sejahtera Bersama, apa yang bisa anda usulkan untuk mempertahankan penjualan ataupun menaikkan penjualan dengan tabel transaksi detail yang sudah ada?

Strategi Optimalisasi Penjualan eBooks



Insight:

- eBooks memiliki jumlah unit terjual tinggi (3.1 ribu), tetapi kontribusi terhadap pendapatan rendah.
- Kemungkinan harga eBooks terlalu rendah atau margin keuntungan kecil.

Rekomendasi:

- Evaluasi harga eBooks untuk melihat apakah ada peluang menaikkan harga tanpa mengurangi permintaan.
- Buat promo diskon berjenjang, misalnya “Beli 3 eBooks, gratis 1.”
- Tawarkan diskon khusus atau promo paket untuk meningkatkan volume penjualan produk dengan margin tinggi.
- Gunakan bundling, kombinasikan eBooks dengan produk fisik seperti Training Videos atau Blueprints untuk meningkatkan nilai transaksi. Contoh: "Beli 2 eBooks, dapatkan diskon 50% untuk Training Video."

Strategi Optimalisasi Penjualan pada Robots & Drones, Bundling Blueprints

Total Sales dan Kuantitas per Kategori

| | category_name | total_sales | order_qty |
|----|-----------------|-------------|-----------|
| 1. | Robots | 42,37% | 1.053 |
| 2. | Drones | 27,21% | 1.227 |
| 3. | Robot Kits | 12,33% | 1.037 |
| 4. | Drone Kits | 9,19% | 1.515 |
| 5. | Training Videos | 4,6% | 2.081 |
| 6. | eBooks | 3,36% | 3.123 |
| 7. | Blueprints | 0,94% | 1.618 |

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Insight:

- Robots dan Drones menyumbang 69,56% dari total penjualan, menjadikannya kategori utama yang paling berkontribusi terhadap pendapatan.
- Blueprints hanya berkontribusi 0,94% terhadap total sales, meskipun jumlah unit terjualnya tetap stabil.

Rekomendasi:

- Fokuskan stok dan promosi pada Robots dan Drones untuk mempertahankan kontribusi besar mereka terhadap pendapatan.
- Gunakan strategi bundling Blueprints sebagai bonus gratis dengan pembelian Robot Kits atau Drone Kits untuk meningkatkan nilai transaksi.
- Optimalkan harga dan strategi upselling Blueprints, misalnya menawarkan diskon jika dibeli bersama produk lain.

Link Github & Looker Studio

<https://github.com/andrnnnn/analyst-sales>

<https://lookerstudio.google.com/reporting/e0347a53-80f6-43ec-b6b5-361c9b3f3dab>

Link Video Presentation

<https://drive.google.com/drive/folders/1zimbjBsn2pNm5cqaYegxUNvPplhyuQ4t?usp=sharing>

Thank You



X



Bank
Muamalat