

**RIFKI MUH ARBIAN**

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# **BUSINESS INTELLIGENCE**

## **CASE STUDY #3**

# RIFKI MUH ARBIAN

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About me

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## Introduction

I'm a Student in Business Intelligence Bootcamp Batch 9 at Dibimbing.id. this is my mini project. Ill be using a tool DBEaver to ETL (Extract, Transform, and Load) for data table to make some insight data, when i working as an BI Analyst in Bank BRI.





**All the data table below that need to ETL (Extract, Transform, and Load). Thus, I could make some insight data:**

	ABC id	ABC transaction_date	ABC transaction_status	ABC username	ABC product_category		ABC id	123 revenue	ABC payment_method	ABC bank_code
1	009e656b-bf3d-486f-8221-f5c7322ad27e	24/11/2023	FAILED	rabbittinkle	electronics	1	009e656b-bf3d-486f-8221-f5c7322ad27e	427,901	VIRTUAL_ACCOUNT	MANDIRI
2	db0a880c-8eb0-4451-9e9d-2b4286c3c16e	24/11/2023	FAILED	tastycitizen	gadget	2	db0a880c-8eb0-4451-9e9d-2b4286c3c16e	445,293	MANUAL_TRANSFER	BCA
3	f878b29b-49c0-4518-8c02-7d2800ed7ae0	24/11/2023	FAILED	pythonlength	fashion	3	f878b29b-49c0-4518-8c02-7d2800ed7ae0	126,631	GOPAY	GOPAY
4	1a4f4874-7a84-4901-965d-908eb93408f3	24/11/2023	FAILED	wisppear	food	4	1a4f4874-7a84-4901-965d-908eb93408f3	234,255	PAYLATER	KREDIVO
5	16a486dd-3856-4500-affb-a188082eb1d9	24/11/2023	FAILED	veteranwasteful	home & living	5	16a486dd-3856-4500-affb-a188082eb1d9	468,013	BALANCE	BALANCE
6	9f3f4054-5127-4021-9c8e-fa825e978db1	24/11/2023	FAILED	purrwhenever	gadget	6	9f3f4054-5127-4021-9c8e-fa825e978db1	421,653	GOPAY	GOPAY
7	4b851484-41c6-47e6-8617-edc39698033f	24/11/2023	FAILED	earnrafter	home & living	7	4b851484-41c6-47e6-8617-edc39698033f	135,628	PAYLATER	JULO
8	ce006d11-06b5-4ddc-ba31-211854dab4f6	24/11/2023	FAILED	wrenenchanted	fashion	8	ce006d11-06b5-4ddc-ba31-211854dab4f6	126,513	BALANCE	BALANCE
9	a09d68b0-7170-4f98-bdac-c610a8301a88	24/11/2023	FAILED	stalthorough	sports	9	a09d68b0-7170-4f98-bdac-c610a8301a88	463,334	PAYLATER	KREDIVO
10	c7989034-5927-415c-9e04-ac976a8a79ce	24/11/2023	FAILED	buzzardprepare	toys	10	c7989034-5927-415c-9e04-ac976a8a79ce	330,508	BALANCE	BALANCE
11	4d878016-7a2f-4fb6-b1c9-ed54060a0a25	24/11/2023	FAILED	multiplyexciting	fashion	11	4d878016-7a2f-4fb6-b1c9-ed54060a0a25	450,250	VIRTUAL_ACCOUNT	BCA
12	eb96e109-e477-434f-a9d0-f385d90cfe51	24/11/2023	FAILED	guyterms	fashion	12	eb96e109-e477-434f-a9d0-f385d90cfe51	260,865	MANUAL_TRANSFER	MANDIRI
13	1592cb54-7c3f-4ede-b215-3b132117c881	24/11/2023	FAILED	endcityoutpost	fashion	13	1592cb54-7c3f-4ede-b215-3b132117c881	292,139	VIRTUAL_ACCOUNT	BRI
14	e8c9536d-f695-47c5-a5e9-32d24cd5abda	24/11/2023	FAILED	lardunlawful	furniture	14	e8c9536d-f695-47c5-a5e9-32d24cd5abda	165,490	MANUAL_TRANSFER	MANDIRI
15	12b4fa03-24ac-4000-98a6-e39ab9388ed7	24/11/2023	FAILED	screamcurrent	furniture	15	12b4fa03-24ac-4000-98a6-e39ab9388ed7	354,258	MANUAL_TRANSFER	BRI
16	5e99e0b2-048b-4b5b-b303-7456dfcb01aa	24/11/2023	FAILED	leftocelot	gadget	16	5e99e0b2-048b-4b5b-b303-7456dfcb01aa	252,191	MANUAL_TRANSFER	BNI
17	2c2eb5a1-bd52-45a3-8d01-af789b0ed15d	24/11/2023	FAILED	repeatingdevastated	electronics	17	2c2eb5a1-bd52-45a3-8d01-af789b0ed15d	444,463	MANUAL_TRANSFER	BNI
18	aac592c5-ad17-4a0e-a745-841fba645670	24/11/2023	FAILED	pearsclamour	fashion	18	aac592c5-ad17-4a0e-a745-841fba645670	154,364	MANUAL_TRANSFER	BRI
19	1b12d37d-f9c3-4ef4-9dcc-39cd72b62191	24/11/2023	FAILED	kneemode	food	19	1b12d37d-f9c3-4ef4-9dcc-39cd72b62191	401,373	PAYLATER	JULO
20	c74fb461-1317-4805-8d37-f3f288075ba2	24/11/2023	FAILED	whisperedlunar	home & living	20	c74fb461-1317-4805-8d37-f3f288075ba2	298,510	BALANCE	BALANCE
21	a7cb07ac-4cc0-4a64-8cba-b0c9ebae4a90	24/11/2023	FAILED	glancetroup	electronics	21	a7cb07ac-4cc0-4a64-8cba-b0c9ebae4a90	312,661	VIRTUAL_ACCOUNT	BNI
22	9f7b4eb4-ddc2-4da1-a4e6-d62b125822c0	24/11/2023	FAILED	exemplaryboom	gadget	22	9f7b4eb4-ddc2-4da1-a4e6-d62b125822c0	315,481	MANUAL_TRANSFER	BRI
23	29f1951c-936a-465f-bd6e-ef248536a2a1	24/11/2023	FAILED	skillfulrichesse	fashion	23	29f1951c-936a-465f-bd6e-ef248536a2a1	427,492	VIRTUAL_ACCOUNT	MANDIRI
24	1ed6bed0-6d97-4a27-a3d9-9ea50199db2a	24/11/2023	FAILED	wheneveruncommon	food	24	1ed6bed0-6d97-4a27-a3d9-9ea50199db2a	281,527	MANUAL_TRANSFER	BCA
25	50c1e476-0ae1-457d-bc64-d48cab8d0d0a	24/11/2023	FAILED	capbattery	home & living	25	50c1e476-0ae1-457d-bc64-d48cab8d0d0a	198,388	GOPAY	GOPAY
26	5d190b22-e337-4cee-bfcd-3e3053165ea2	24/11/2023	FAILED	backpillar	gadget	26	5d190b22-e337-4cee-bfcd-3e3053165ea2	171,050	PAYLATER	KREDIVO
27	9b80ec88-f7b9-4034-beb5-5204c2db8424	24/11/2023	FAILED	commonrecruit	home & living	27	9b80ec88-f7b9-4034-beb5-5204c2db8424	366,373	BALANCE	BALANCE
28	e4910e6d-12a8-4a24-bd4e-8e7477322ed4	24/11/2023	FAILED	preciselymacaw	fashion	28	e4910e6d-12a8-4a24-bd4e-8e7477322ed4	192,236	GOPAY	GOPAY
29	05275305-d176-4649-9fd4-082d7ba971c5	24/11/2023	FAILED	wackycontest	sports	29	05275305-d176-4649-9fd4-082d7ba971c5	230,404	PAYLATER	JULO
30	d0b501cc-6249-4b49-9aa9-2cfb8a90da85	24/11/2023	FAILED	wistfulcenter	toys	30	d0b501cc-6249-4b49-9aa9-2cfb8a90da85	485,025	BALANCE	BALANCE
31	af5bcc19-e278-440f-b0d4-402817d4bd08	24/11/2023	FAILED	curriculumfighter	fashion	31	af5bcc19-e278-440f-b0d4-402817d4bd08	266,953	PAYLATER	KREDIVO

Refresh

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I am a BI Analysis Worker at BRI Bank. Here, as a BI analyst, I want to formulate a comprehensive list of revenue from the transaction and payment table that have occurred in the TokoPakdio app for transactions using Bank BRI and transaction status is succeed.

So this is the result after filtering data from both the transaction table and the payment table.



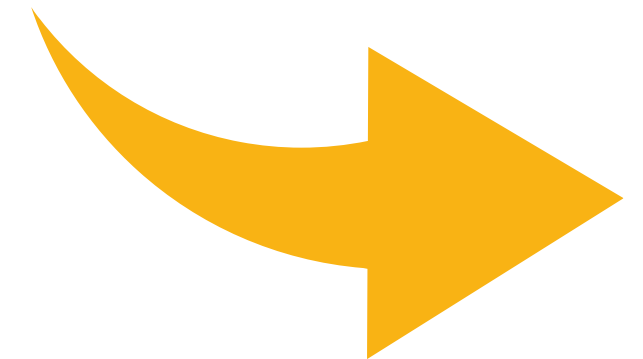
```
with total_revenue_bri as (  
  select bank_code, transaction_status, product_category, sum(revenue) as total_revenue  
  from transaction t  
  left join payment p on t.id = p.id  
  where transaction_status = 'SUCCESS'  
  and bank_code = 'BRI'  
  group by bank_code, transaction_status, product_category  
)  
ranked_Revenue as (  
  select *, row_number() over (order by total_revenue desc) as rank  
  from total_revenue_bri  
)  
select bank_code, transaction_status, product_category, total_revenue, rank from ranked_revenue;
```

	bank_code	transaction_status	product_category	total_revenue	rank
1	BRI	SUCCESS	fashion	325,574,258	1
2	BRI	SUCCESS	gadget	166,144,903	2
3	BRI	SUCCESS	home & living	159,461,624	3
4	BRI	SUCCESS	electronics	113,145,519	4
5	BRI	SUCCESS	furniture	111,092,021	5
6	BRI	SUCCESS	food	109,086,044	6
7	BRI	SUCCESS	toys	56,727,536	7
8	BRI	SUCCESS	sports	53,637,520	8

**From here, we can see the results, that there are 8 product categories including Electronics, Toys, Fashion, Sports, Food, Furniture, Gadget, and Home & Living. From these categories, it has been filtered and sorted that the highest total revenue is in Fashion, followed by Gadget, Home & Living, Electronics, Furniture, Food, Toys, and lastly, Sports.**

Not stopping there, we can further elaborate by including the Payment Method column because for transactions using BRI Bank, there are 2 applicable payment methods: Manual Transfer and Virtual Account.

like this



```

with total_revenue_bri as (
    select bank_code, transaction_status, payment_method, sum(revenue) as total_revenue
    from transaction t
    left join payment p on t.id = p.id
    where transaction_status = 'SUCCESS'
    and bank_code = 'BRI'
    group by bank_code, transaction_status, payment_method
),
ranked_Revenue as (
    select *, row_number() over (order by total_revenue desc) as rank
    from total_revenue_bri
)
select bank_code, transaction_status, payment_method, total_revenue, rank from ranked_revenue;

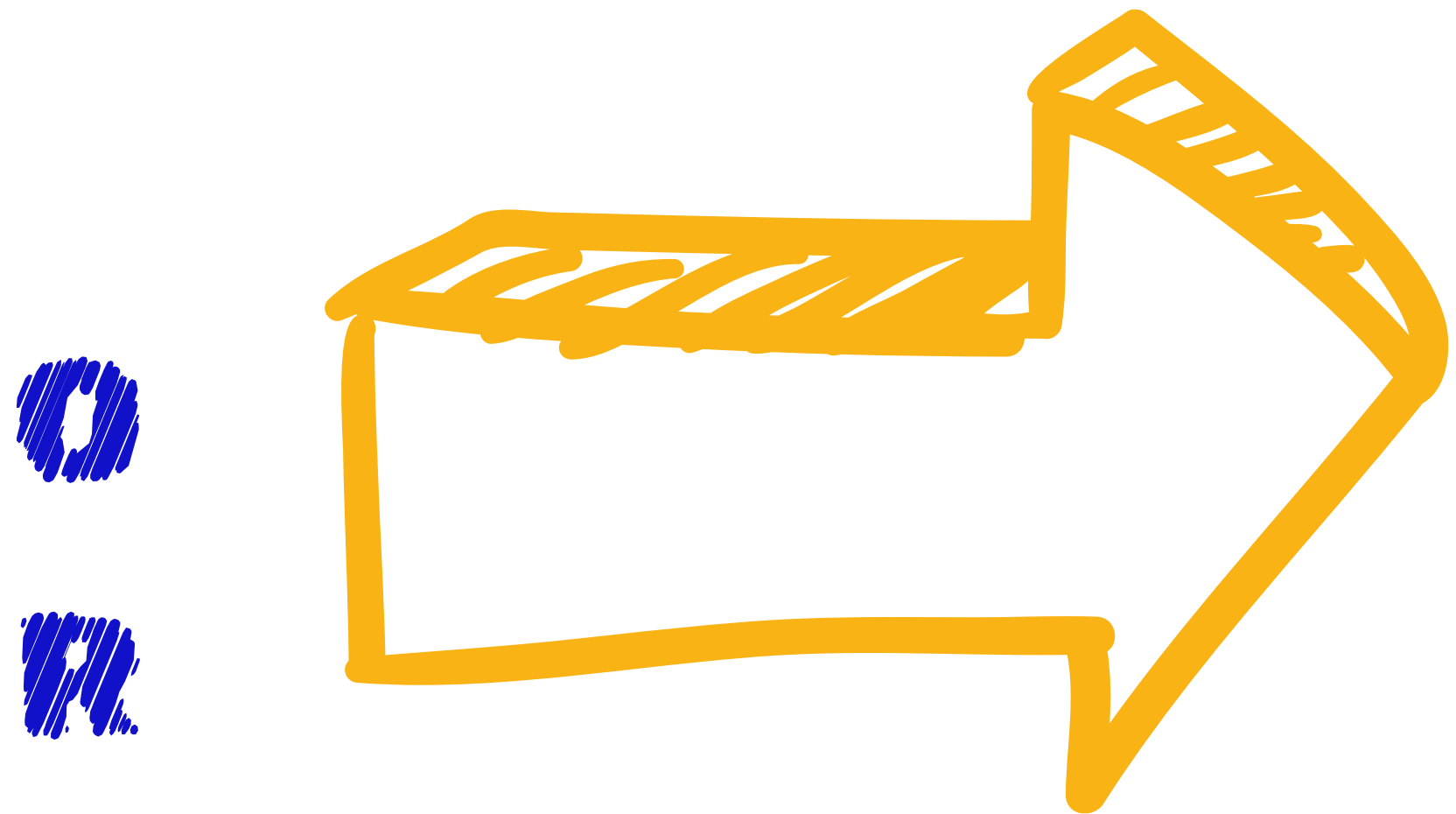
```

transaction(+) 1    payment(+) 2 ×

with total\_revenue\_bri as ( select bank\_code, transactio |  Enter a SQL expression to filter results (use Ctrl+Space)

	ABC bank_code ▼	ABC transaction_status ▼	ABC payment_method ▼	123 total_revenue ▼	123 rank ▼	
1	BRI	SUCCESS	MANUAL_TRANSFER	821,383,939	1	
2	BRI	SUCCESS	VIRTUAL_ACCOUNT	273,485,486	2	

**The result from all transactions allows us to conclude that the highest total revenue is held by Manual Transfer compared to transactions using Virtual Account.**



```

with total_revenue_bri as (
    select bank_code, transaction_status, product_category, payment_method, sum(revenue) as total_revenue
    from transaction t
    left join payment p on t.id = p.id
    where transaction_status = 'SUCCESS'
    and bank_code = 'BRI'
    group by bank_code, transaction_status, product_category, p.payment_method
),
ranked_Revenue as (
    select *, row_number() over (order by total_revenue desc) as rank
    from total_revenue_bri
)
select bank_code, transaction_status, product_category, payment_method, total_revenue, rank from ranked_revenue;

```

transaction(+) 1

payment(+) 2 ×

with total\_revenue\_bri as ( select bank\_code, transactio  Enter a SQL expression to filter results (use Ctrl+Space)

	bank_code	transaction_status	product_category	payment_method	total_revenue	rank
1	BRI	SUCCESS	fashion	MANUAL_TRANSFER	241,699,390	1
2	BRI	SUCCESS	gadget	MANUAL_TRANSFER	166,144,903	2
3	BRI	SUCCESS	home & living	MANUAL_TRANSFER	108,332,990	3
4	BRI	SUCCESS	fashion	VIRTUAL_ACCOUNT	83,874,868	4
5	BRI	SUCCESS	furniture	MANUAL_TRANSFER	83,638,266	5
6	BRI	SUCCESS	food	MANUAL_TRANSFER	82,857,152	6
7	BRI	SUCCESS	electronics	VIRTUAL_ACCOUNT	58,426,253	7
8	BRI	SUCCESS	toys	MANUAL_TRANSFER	56,727,536	8
9	BRI	SUCCESS	electronics	MANUAL_TRANSFER	54,719,266	9
10	BRI	SUCCESS	home & living	VIRTUAL_ACCOUNT	51,128,634	10
11	BRI	SUCCESS	furniture	VIRTUAL_ACCOUNT	27,453,755	11
12	BRI	SUCCESS	sports	MANUAL_TRANSFER	27,264,436	12
13	BRI	SUCCESS	sports	VIRTUAL_ACCOUNT	26,373,084	13
14	BRI	SUCCESS	food	VIRTUAL_ACCOUNT	26,228,892	14



**The result, as indicated in the previous slide, shows that the highest revenue is still held by the Fashion product category, with payments made through Manual Transfer.**

# Conclusio

n

**Based on the analysis results, it is found that from the Payment table and Transaction table data in TokoPakdio, for successful transactions using BRI Bank payments, the product category with the highest total revenue is Fashion, followed by Gadget, Home & Living, Electronics, Furniture, Food, Toys, and lastly, Sports. Additionally, the analysis concludes that the highest total revenue is held by Manual Transfer compared to transactions using Virtual Account.**

**That is my mini project**

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