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Portofolio - Intensive Bootcamp

Introduction to Problem Solving

Owner: (Mochammad Azriel Rizky Syahputra)

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Petunjuk Pengerjaan

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Untuk mengerjakan, perhatikan petunjuk dibawah ini:
1. Jawablah masing-masing pertanyaan di slide selanjutnya berdasarkan pengetahuanmu dan berdasarkan apa yang kamu pahami pada materi tiap sesi.
2. Set pengaturan akses file sebagai **Publik** namun cukup **View Only** agar tugas dapat dicek oleh Class Assistant.
3. Silahkan kirim link sheet mini task berikut di form pengumpulan mini task yang sudah tersedia di To Do List bootcamp Data Analysis batch 19.
4. Upload pekerjaanmu di LinkedIn dan tag **@MySkill** juga **Class Assistant** yang mendampingi serta **Tutor** yang mengajar di sesi kelas. Yang di upload boleh berupa file PPT, maupun screenshot dari file ini.

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Mini Task

- Halojek is a company with 2 main product:
    - Halofood : a service to provide food delivery
    - Haloride : a service to provide mobility using motor cycles
- The revenue on this quarter (Q3, 23) is decreased for 50% compared to same quarter last year (Q3, 22)

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Mini Task (Cont)

The cost for this quarter is as follow:

- Marketing cost : IDR 800 Bio,
- Labor cost: IDR 750 Bio
- Infrastructure cost: IDR 3,500 Bio

The cost for last quarter is as follow:

- Marketing cost : IDR 600 Bio,
- Labor cost: IDR 600 Bio
- Infrastructure cost: IDR 2000 Bio

Objective: Develop problem solving framework for the case above, you are a data analyst to deep dive the root cause of cost increasing on this quarter and also provide the alternative

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Step 1: Clarify the Problem

Clue: Quantified the gap

Ideal Condition:
Revenue in Q3 2023 should match or exceed Q3 2022, with costs maintained at Q2 2023 levels of IDR 3,200 billion (Marketing: IDR 600 billion, Labor: IDR 600 billion, Infrastructure: IDR 2,000 billion).

Gap:
Revenue declined 50%, and costs increased by IDR 1,850 billion (Marketing, Labor, Infrastructure).

Existing Condition:
Revenue in Q3 2023 dropped 50% from Q3 2022, while costs increased to IDR 5,050 billion (Marketing: IDR 800 billion, Labor: IDR 750 billion, Infrastructure: IDR 3,500 billion).

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Step 2: Breakdown the Problem

Clue: Should be data driven | 4W - What, Where, Who, When

Ideal Condition:
Revenue in Q3 2023 should match or exceed Q3 2022, with costs maintained at Q2 2023 levels of IDR 3,200 billion (Marketing: IDR 600 billion, Labor: IDR 600 billion, Infrastructure: IDR 2,000 billion).

Gap:
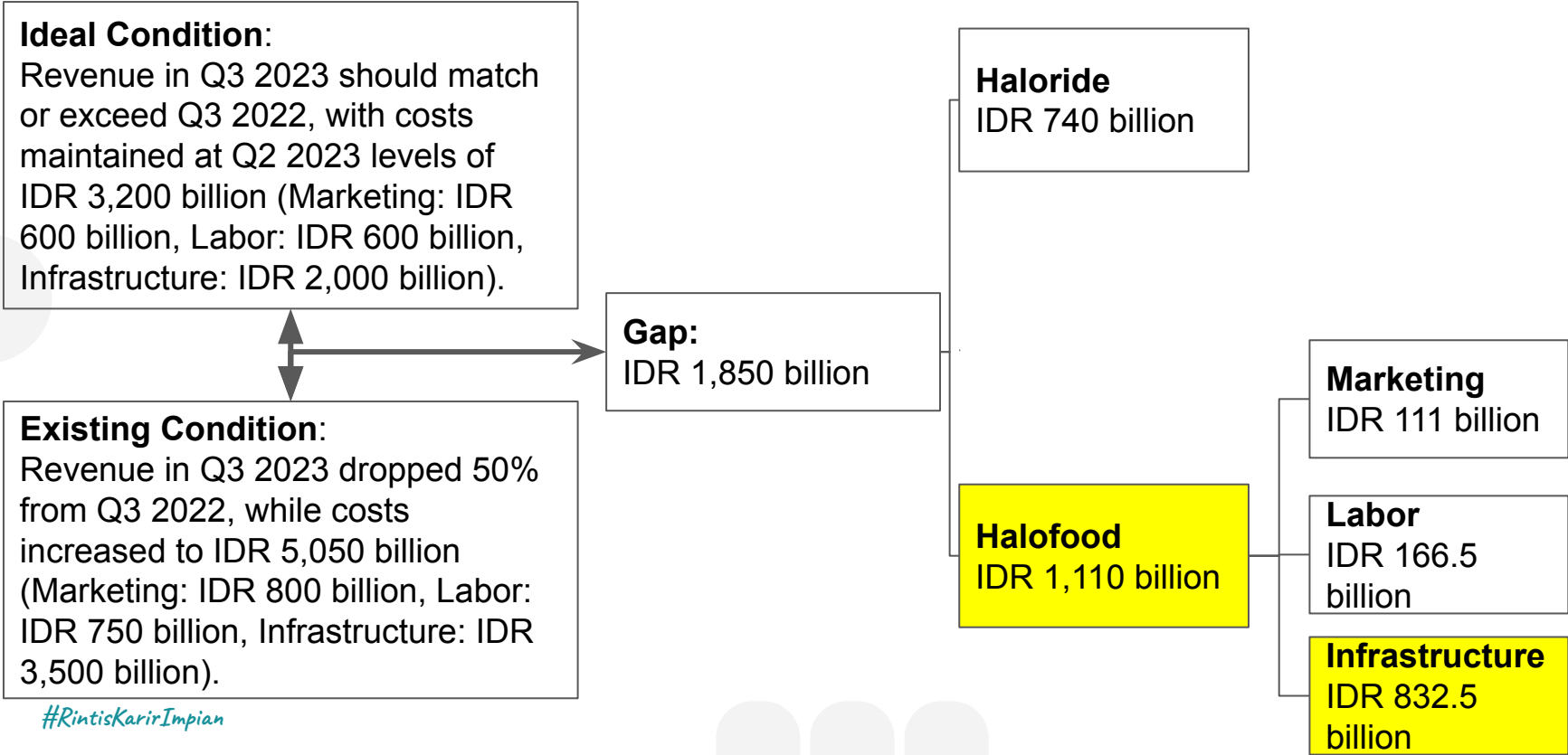IDR 1,850 billion

Existing Condition:
Revenue in Q3 2023 dropped 50% from Q3 2022, while costs increased to IDR 5,050 billion (Marketing: IDR 800 billion, Labor: IDR 750 billion, Infrastructure: IDR 3,500 billion).

Haloride
IDR 740 billion

Halofood
IDR 1,110 billion

Marketing
IDR 111 billion

Labor
IDR 166.5 billion

Infrastructure
IDR 832.5 billion

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Step 3: Set the Objective

Clue: objective should be quantified and time-bound

Ideal Condition:
Revenue in Q3 2023 should match or exceed Q3 2022, with costs maintained at Q2 2023 levels of IDR 3,200 billion (Marketing: IDR 600 billion, Labor: IDR 600 billion, Infrastructure: IDR 2,000 billion).

Existing Condition:
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Gap:
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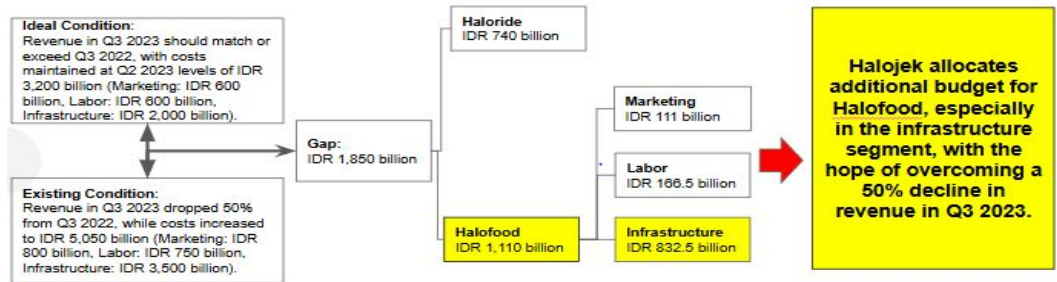
Infrastructure
IDR 832.5 billion

Halojek allocates additional budget for Halofood, especially in the infrastructure segment, with the hope of overcoming a 50% decline in revenue in Q3 2023.

**Develop concrete target with 2 core component :
how mucah and when?**

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Step 4: Define the root cause

Clue:
- Why, why, why
- Brainstorm is allowed

Ideal Condition:
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Halojek allocates additional budget for Halofood, especially in the infrastructure segment, with the hope of overcoming a 50% decline in revenue in Q3 2023.

Develop concrete target with 2 core component : how mucah and when?

- Focusing on Why
- Deepdive could use or 5M(Man,Machine,Material,Method,Market,Money)

why halojek allocates additional funds for halofood products, especially in the infrastructure segment in Q3 2023?

Money

Has the budget allocation for infrastructure been used well?

Man

Is there a labor shortage?

Machine
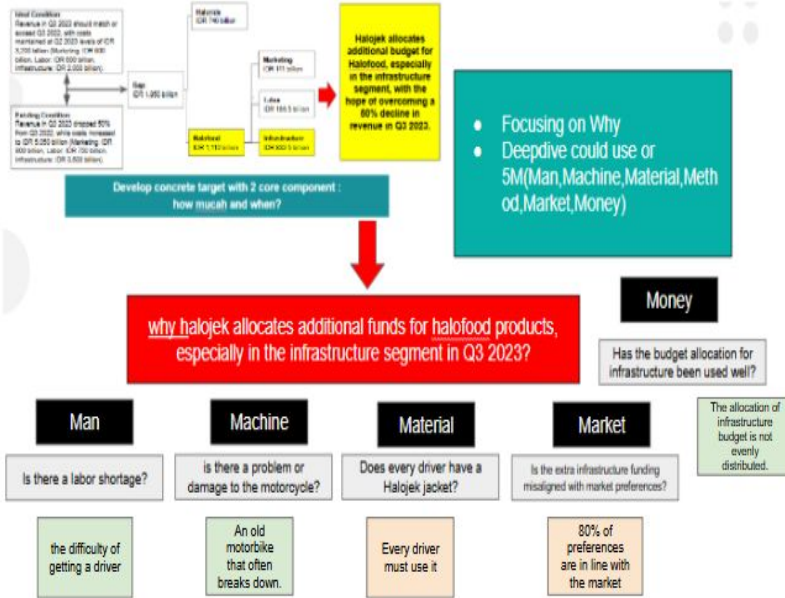
is there a problem or damage to the motorcycle?

Material

Does every driver have a Halojek jacket?

Market

Is the extra infrastructure funding misaligned with market preferences?

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5. Develop Countermeasures

- Focusing on Why
- Deepdive could use or 5M(Man,Machine,Material,Method,Market,Money)

why halojek allocates additional funds for halofood products, especially in the infrastructure segment in Q3 2023?

Man	Machine	Money
• Posting driver vacancies on social media, websites, or newspapers • Creating a driver training program can help improve driver skills and quality • Using technology such as GPS and driver apps can help monitor and manage drivers more effectively	• Perform routine maintenance • also use electric motorbikes not just conventional motorbikes • There are rules regarding the number of motorbikes permitted for drivers • Check the components that often cause breakdowns	• Review and revise infrastructure budgets to ensure more equitable allocation • Conduct regular monitoring and evaluation to ensure that the budget is used effectively

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Terima Kasih

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Data Analyst Batch 20

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