

MOS ABC EXPORT REPORT 2010 - 2017

presented by

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ATIKA RAHMAH



I am a Mathematics graduate from Universitas Andalas with a strong passion for data science and data analysis. Throughout my academic journey, I have developed technical skills in data processing and visualization using tools such as Microsoft Office, Python, SQL, Looker Studio, and Microsoft Power BI, gained through internships and organizational experiences.

My personal vision is to continuously learn and grow as a data analyst who delivers reliable insights to support strategic decision-making. I am enthusiastic about contributing to challenging projects in the fields of big data and business intelligence, with the goal of producing innovative, data-driven solutions that create real impact.

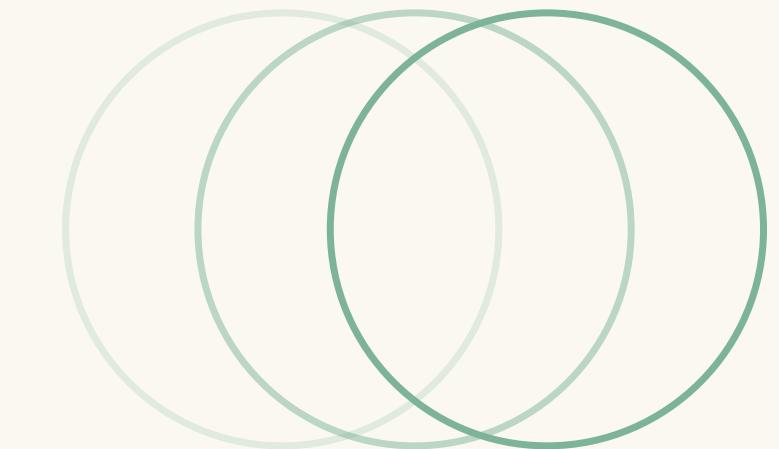
OVERVIEW



Global export businesses often struggle to monitor performance trends across multiple product groups, regions, and years. One such case is MOS ABC, which manages the international export of food and agricultural products. Due to the diversity of goods and global reach, it is crucial to have a clear understanding of sales performance, product profitability, and delivery effectiveness.

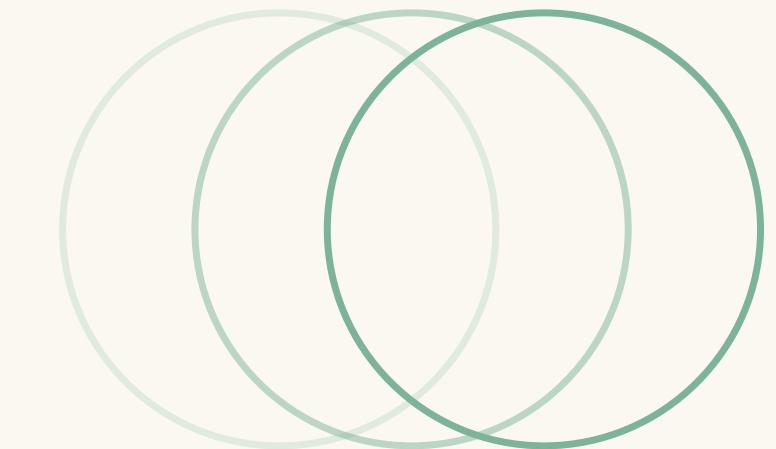
This project was designed to analyze export performance from 2010 to 2017, by consolidating key metrics such as total sales, net profit, sales channels, delivery status, and product segmentation into one interactive dashboard. The goal was to uncover insights that could guide strategic decision-making and expansion planning.

PROJECT BACKGROUND



The company lacked a comprehensive, data-driven view of export performance across time, product categories, and global markets. This made it difficult to evaluate which products and regions were most profitable and where improvements were needed.

PRIMARY OBJECTIVE



The primary objective of this project was to develop a comprehensive dashboard to analyze global sales performance across various regions, countries, and product categories.

The dashboard was designed to help stakeholders quickly identify key trends, top-performing products, and the most profitable regions, as well as to track overall sales growth and profitability over the specified time period.

OBJECTIVE



01

**ANALYZE EXPORT SALES
AND PROFIT TRENDS FROM
2010 TO 2017**

02

**IDENTIFY TOP-PERFORMING
PRODUCTS, GROUPS, AND
REGIONS**

03

**EVALUATE DELIVERY
EFFICIENCY AND SALES
CHANNELS**

04

**PROVIDE DATA-DRIVEN
RECOMMENDATIONS FOR
BUSINESS EXPANSION**



TOOLS

Microsoft Excel: Data cleaning, pivot table generation, dashboard design

DATASET

EXPORT TRANSACTION RECORDS FROM 2010 TO 2017

ADDITIONAL FIELDS: DELIVERY STATUS,
SALES CHANNELS (ONLINE/OFFLINE)

CONTAINS PRODUCT NAMES, GROUPINGS,
COUNTRIES, REGIONS, SALES QUANTITY, AND
NET PROFIT

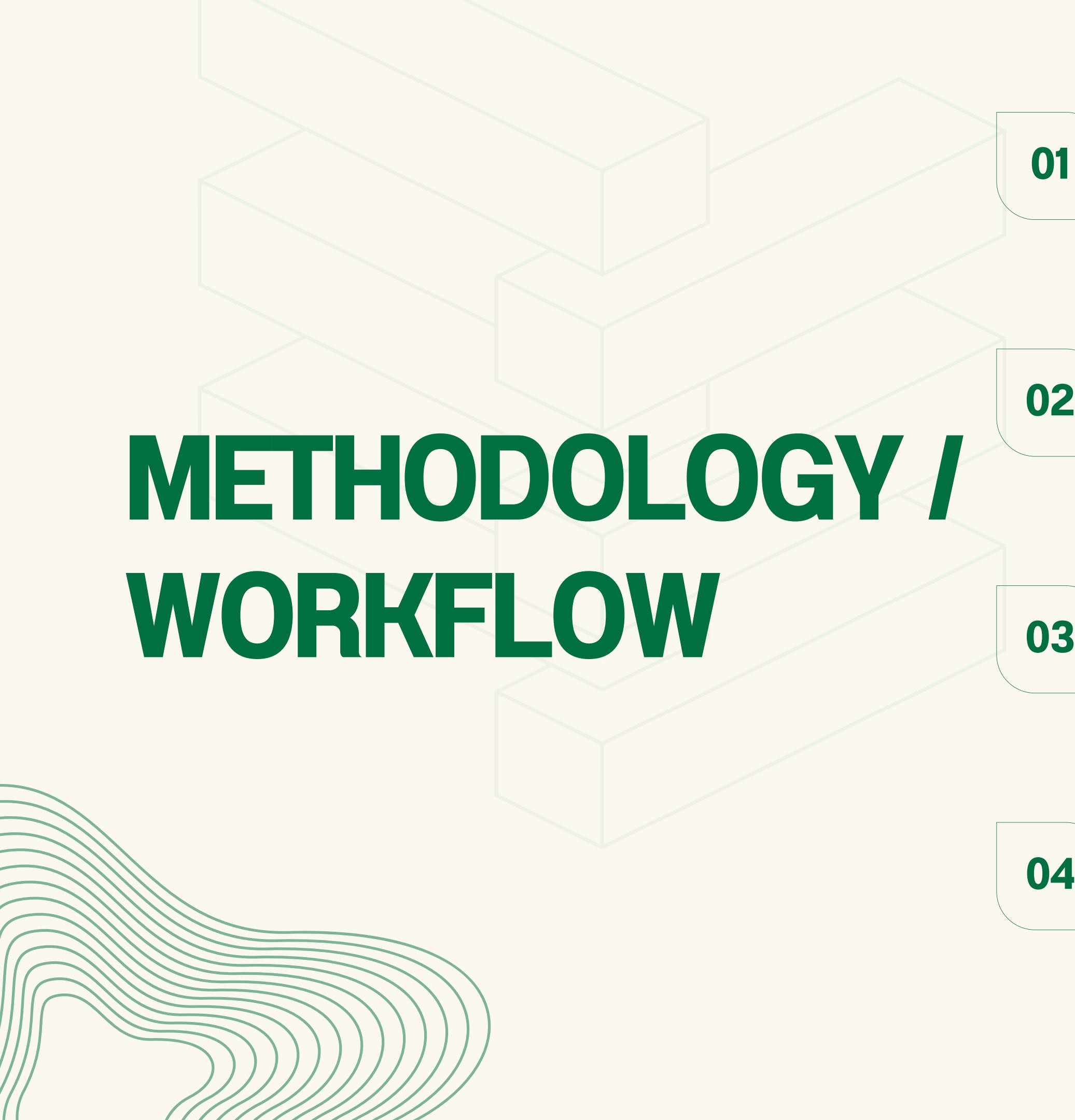
DATA SOURCE



The dashboard utilizes sales data from 2010 to 2017, covering information on product sales, net profit, units sold, delivery status, and regional performance.

The data was processed and aggregated at various levels—such as by region, country, product group, and sub-group—to provide a detailed view of sales performance.

METHODOLOGY / WORKFLOW



01

DATA CLEANING

Removed duplicates and blanks, standardized column formats, ensured consistency in product, region, and date labels

02

PIVOT TABLE DEVELOPMENT

Aggregated total units sold and net profit by year, region, product group, and sub-group. Segmented by delivery status and sales channel

03

DASHBOARD DESIGN

Created visualizations for Yearly sales trend, Top products and categories, Regional and country-level sales & profit, Delivery and channel breakdown

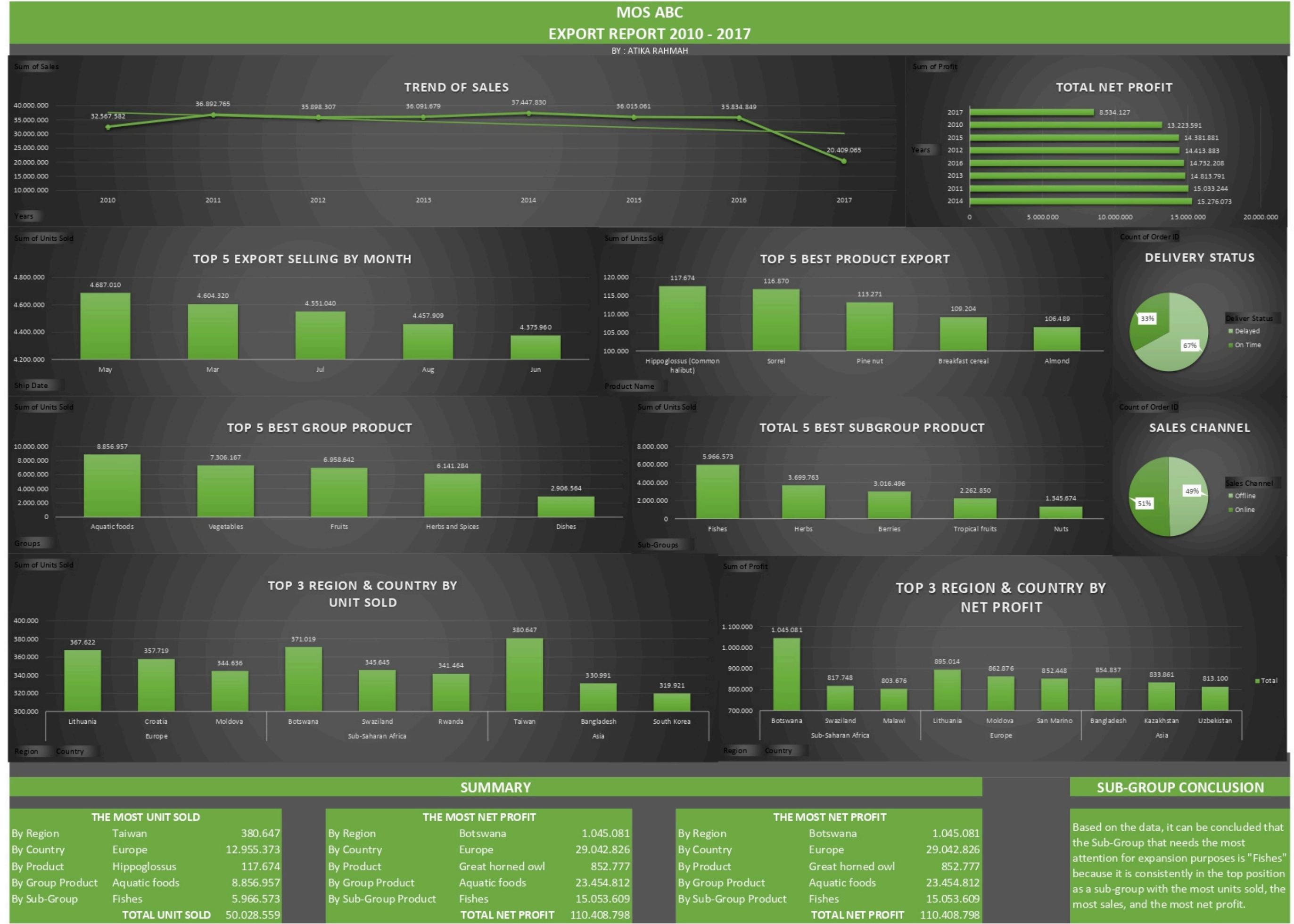
04

INSIGHT EXTRACTION

Analyzed key metrics to identify high-performing areas and opportunities

DASH BOARD

Dashboard Export
Report Here!



KEY FINDINGS

01

SALES PEAKED IN 2014 AT OVER 37M UNITS, THEN DROPPED TO 20.4M BY 2017.

02

FISHES WAS THE MOST SUCCESSFUL SUB-GROUP IN BOTH UNITS SOLD AND NET PROFIT.

04

BOTSWANA HAD THE HIGHEST NET PROFIT AMONG ALL COUNTRIES (1.04M), WHILE EUROPE DOMINATED AS A REGION.

05

87% OF DELIVERIES WERE ON TIME; 13% EXPERIENCED DELAYS.

03

HIPPOGLOSSUS (COMMON HALIBUT) WAS THE BEST-SELLING PRODUCT.

06

SALES CHANNELS WERE NEARLY BALANCED BETWEEN ONLINE (49%) AND OFFLINE (51%).

INSIGHT

01

The "Fish" sub-group consistently emerged as the top performer in terms of units sold, total sales, and net profit, indicating strong market demand.

02

Europe was identified as the leading region in both units sold and net profit, reflecting a well-established market presence.

03

The majority of shipments were delivered on time, demonstrating efficient logistics operations, although there is still room for improvement in reducing delays.

04

Sales trends showed steady growth in net profit year over year, with some fluctuations that may be attributed to market conditions or external factors.

01

Expand product focus on the Fishes sub-group, which consistently ranks highest in volume and profit.

02

Investigate the sales decline post-2014 and reassess pricing or market strategy.

03

Study successful regions (e.g., Botswana, Europe) for replication in underperforming areas.

04

Address delivery delays to improve customer experience and reliability.

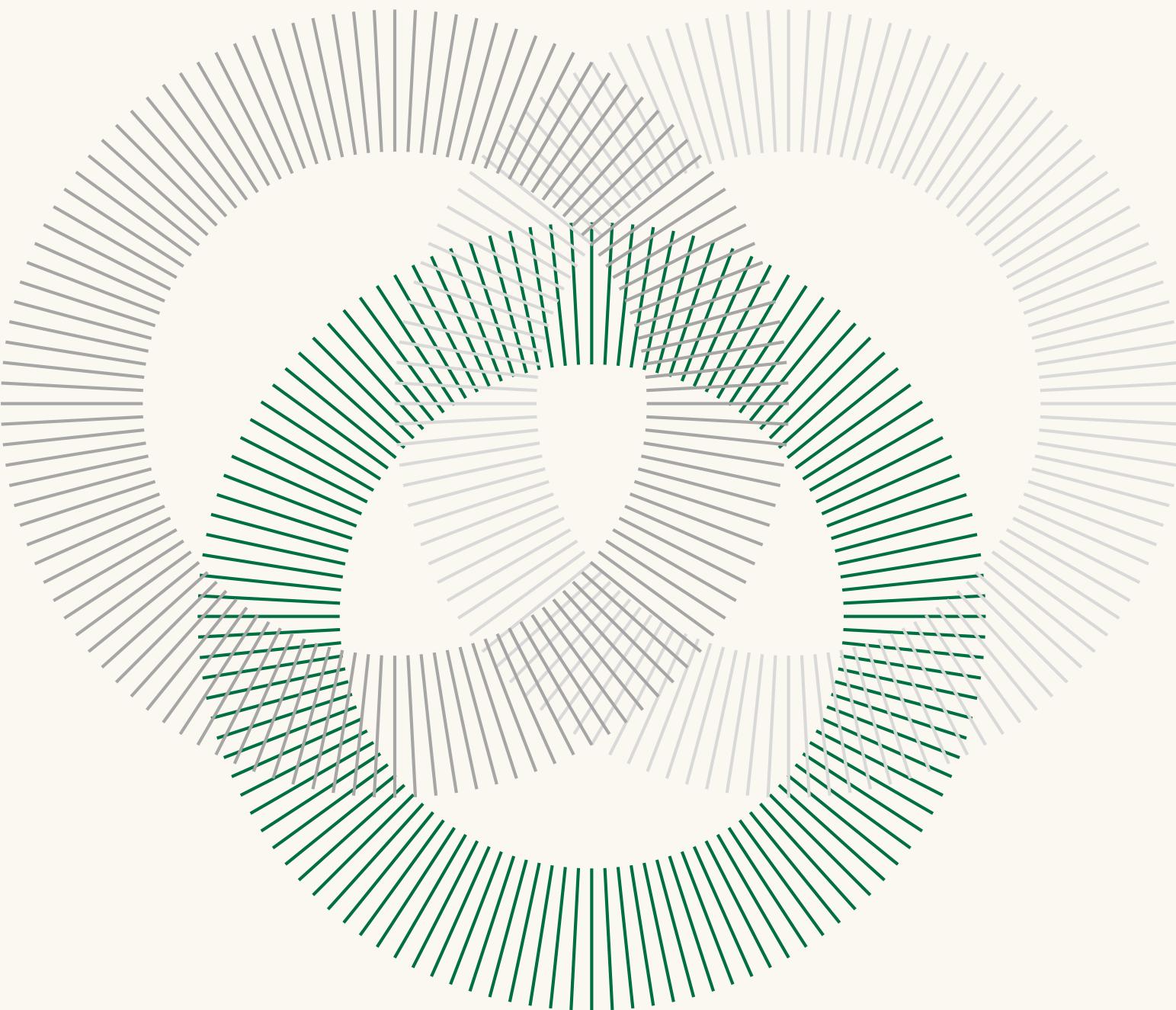
05

Strengthen digital presence to leverage growing online sales potential.

RECOMMENDATION



BUSINESS IMPACT / OUTCOME



- 01** Delivered a comprehensive Excel dashboard that consolidated 8 years of data into actionable insights.
- 02** Helped uncover top regions and products for future expansion.
- 03** Identified sales channel balance and delivery efficiency opportunities.
- 04** Empowered stakeholders with visual summaries to support data-driven decisions without needing advanced BI tools.

LESSONS LEARNED

01

Excel is a powerful BI tool when used creatively with PivotTables and clean structure.

02

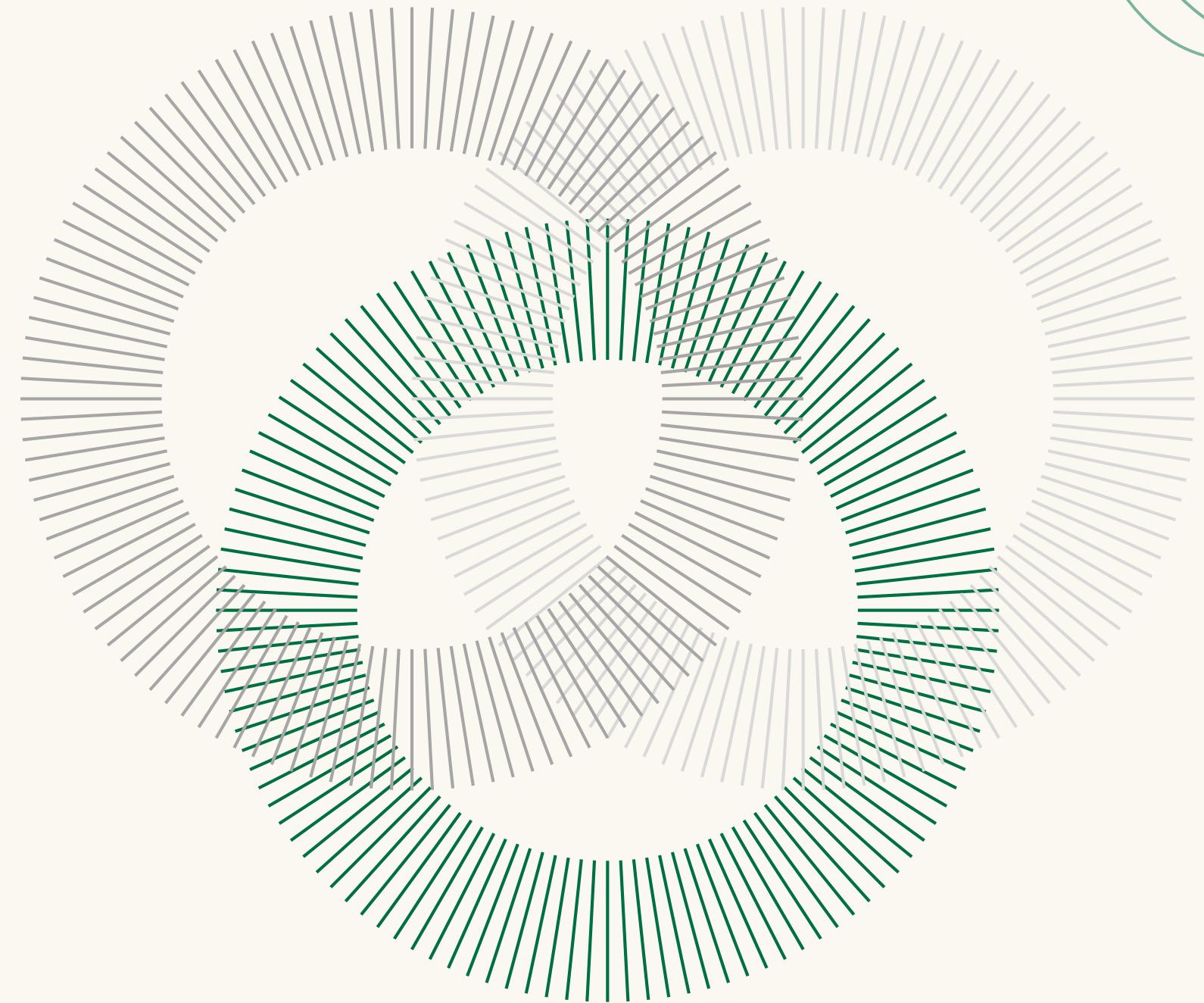
Clear segmentation (by product, region, year) is crucial for extracting targeted insights.

03

Even simple dashboards can create real business value when they are focused and well-aligned with company goals.

04

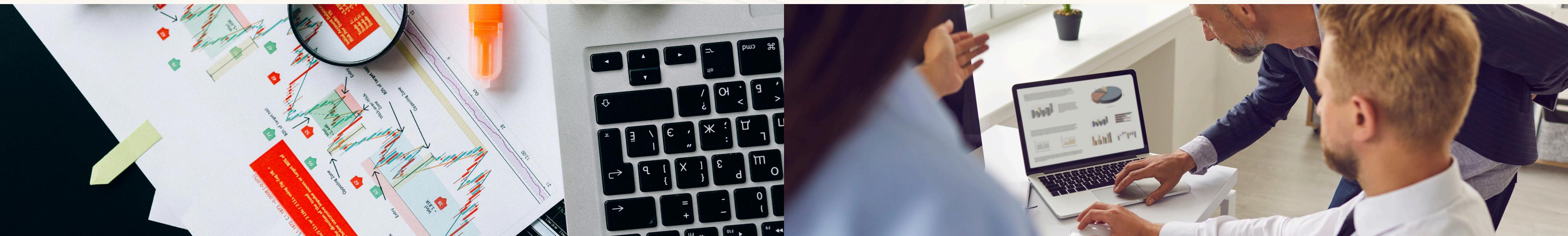
Data storytelling is key to driving understanding and action from business users.



CONCLUSION

The MOS ABC Export Report Dashboard successfully transformed 8 years of raw export data into a clear, interactive, and insightful visualization tool. Through data cleaning, pivot analysis, and dashboard development in Microsoft Excel, the project uncovered key trends in product performance, regional profitability, and logistics efficiency.

The dashboard enables stakeholders to make informed, data-driven decisions, identify opportunities for strategic expansion, and monitor performance trends over time. This project demonstrated how Excel, when used effectively, can serve as a powerful Business Intelligence tool—especially when advanced platforms are not available.



THANK YOU

LET'S COLLABORATE



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