Artwork/Project Title
ASEAN Sales

Year Accomplished

2022

Role/Position
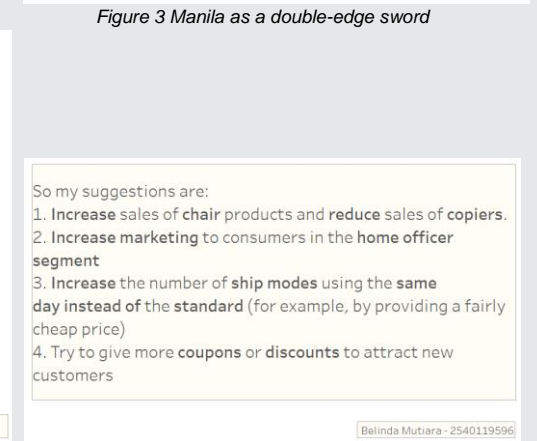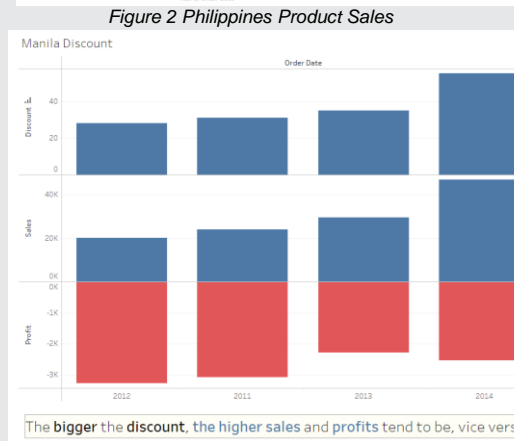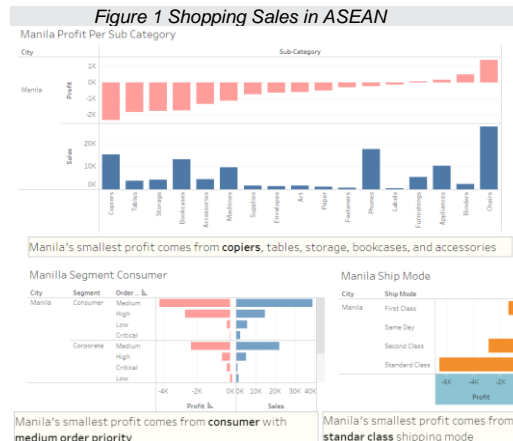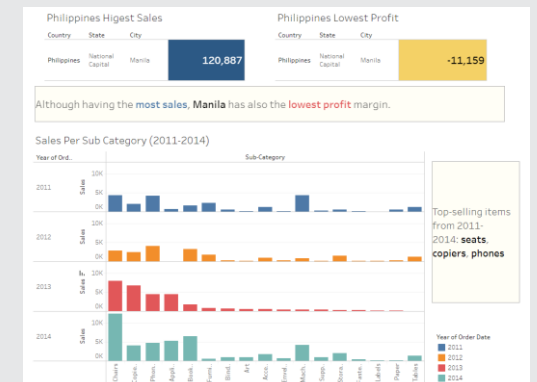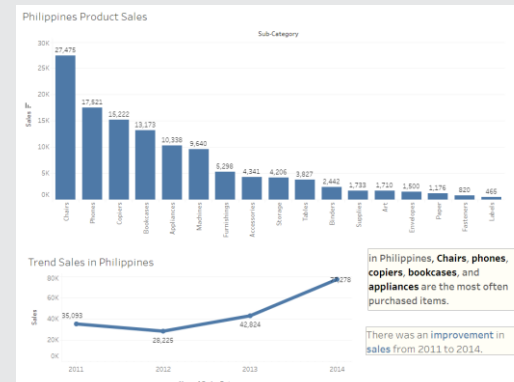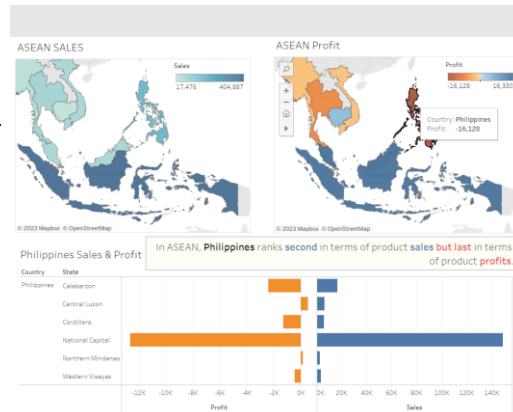Data Scientist

Publication Link
https://bit.ly/ASEANSales_BelindaMutiara

Artwork/Project Description

For my second semester lab assignment, I use Tableau to analyze sales conditions in the ASEAN region. Through my analysis, I found that the Philippines sells the most products but has the lowest profit. As I delved deeper into the data, I discovered an intriguing correlation between discounts and profit. I began by examining the relationship between each variable, and then focused on the most interesting relationship that emerged as a topic for further exploration. Then I did an analysis regarding the cause of the phenomenon until I got an "aha!" moment.

Figure 1 Shopping Sales in ASEAN

Figure 2 Philippines Product Sales

Figure 3 Manila as a double-edge sword

Figure 4 Where does Manila's profit come from

Figure 5 The Discount!

Figure 6 Suggestion

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Portfolio Submission for

BINUS Internship Track 2024