Rakamin Academy X Bank Muamalat

Digital User Churn Dashboard

Bank Muamalat - Business Intelligence Analyst

Presented by
Benedict Caesario

Benedict Caesario

About

Benedict Caesario is a fresh graduate from Binus University majoring in Information System. He has high interest in data related role such as data analytics and data science, he pursue experience and knowledge in technology through courses, bootcamp, and projects.

Experience

- Intern at Bank BNI
- Junior Researcher at Binus Bioinformatics & Data Science Research Center

Education

- Binus University

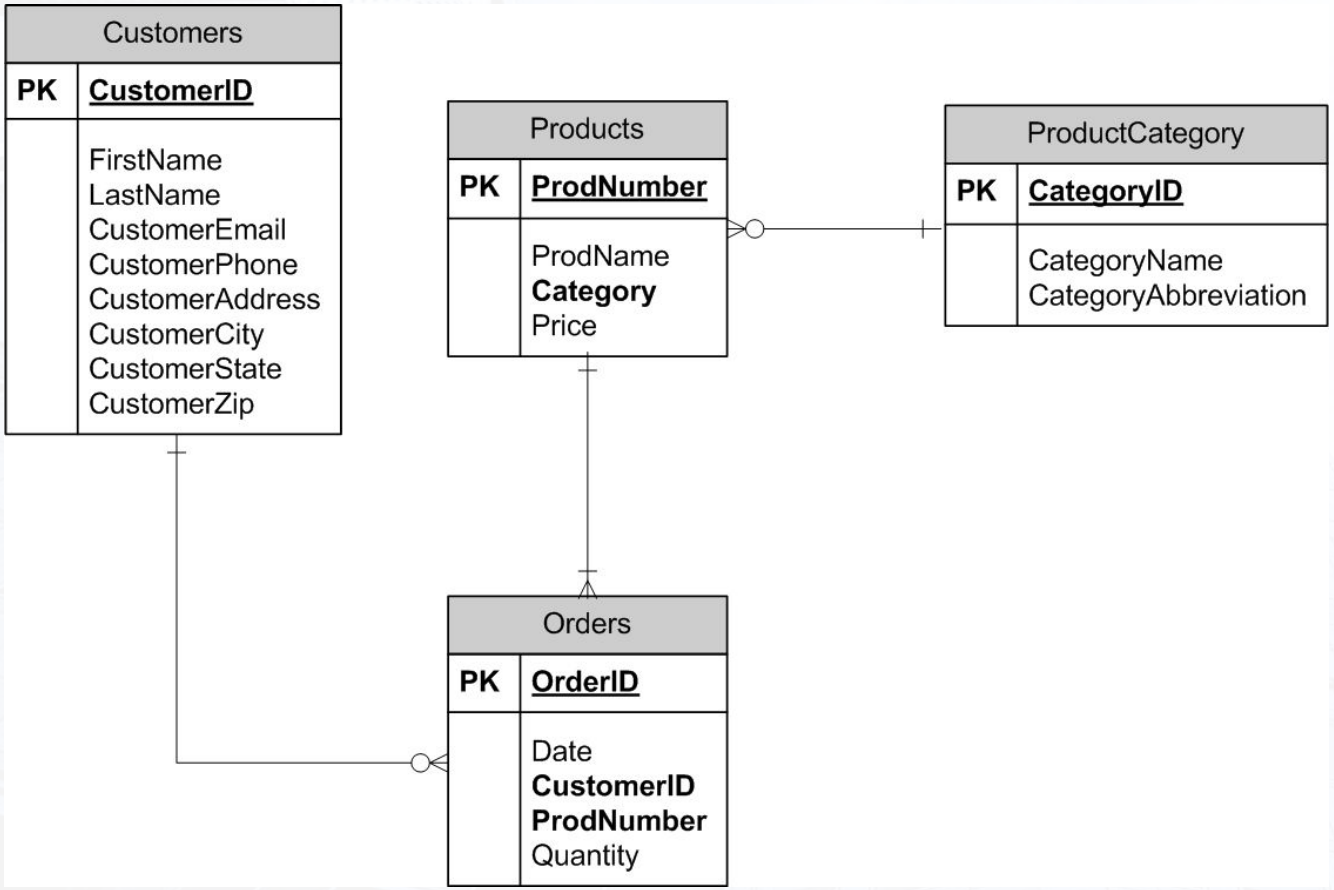
Soal 1

Rakamin Academy

Tentukan masing-masing primary key pada 4 dataset penjualan:

1. Primary key tabel Customer : CustomerID
2. Primary key tabel Products : ProdNumber
3. Primary key tabel Orders : OrderID
4. Primary key tabel ProductCategory : CategoryID

Soal 2



Berikut ERD dari dataset yang diberikan:

- Tabel Customer mempunyai hubungan one to many dengan tabel Orders
- Tabel Products mempunyai hubungan one to many dengan tabel Orders
- Tabel ProductCategory mempunyai hubungan one to many dengan tabel Products

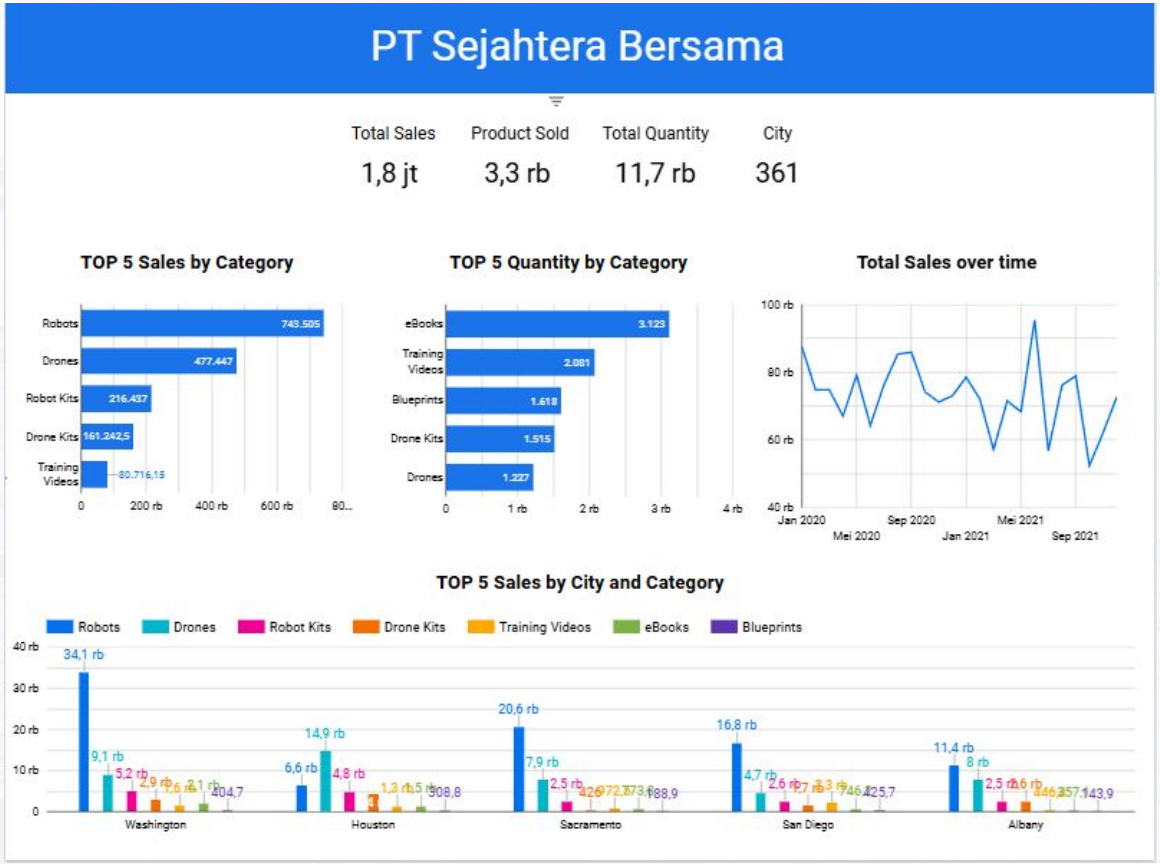
Soal 3

```
SELECT
        o."Date" AS order_date,
        pc."CategoryName" AS category_name,
        prod."ProdName" AS product_name,
        prod."Price" AS product_price,
        o."Quantity" AS order_qty,
        (prod."Price" * o."Quantity") AS total_sales,
        cus."CustomerEmail" AS cust_email,
        cus."CustomerCity" AS cust_city
FROM "Customers" AS cus
JOIN "Orders" AS o
        ON cus."CustomerID" = o."CustomerID"
JOIN "Products" AS prod
        ON o."ProdNumber" = prod."ProdNumber"
JOIN "ProductCategory" AS pc
        ON prod."Category" = pc."CategoryID"
ORDER BY
        order_date,
        order_qty
```

Link Data Hasil Join Menggunakan PostgreSQL:
https://drive.google.com/file/d/1LUF-QlXf-UpjCqf8E-sQYNjcA9mWMmjm/view?usp=sharing

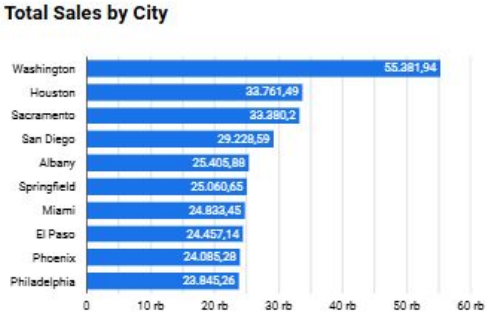
	A	B	C	D	E	F	G	H
1	order_date	category_name	product_name	product_price	order_qty	total_sales	cust_email	cust_city
2	1/1/2020	Drone Kits	BYOD-220	69	1	69	edew@nba.com#mailto:ec	Honolulu
3	1/1/2020	eBooks	Polar Robots	23.99	2	47.98	fvaslerqt@comsenz.com#m	Jackson
4	1/1/2020	Robots	RWW-75 Robot	883	3	2649	tmckernot@tinyurl.com#m	Katy
5	1/1/2020	eBooks	SCARA Robots	19.5	5	97.5	llespercx@com.com#mailt	Des Moines
6	1/1/2020	eBooks	Spherical Robots	16.75	5	83.75	lfromonte9@de.vu#mailto	Birmingham
7	1/1/2020	Training Videos	Drone Video Techniques	37.99	6	227.94	gstiggersdd@eventbrite.cc	Saint Petersburg
8	1/2/2020	Training Videos	Understanding Automation	44.95	1	44.95	ksteershp@ameblo.jp#mai	San Diego
9	1/2/2020	Blueprints	Ladybug Robot Blueprint	12	2	24	akingaby78@deviantart.co	West Palm Beach
10	1/2/2020	Robot Kits	BYOR-2640S	189	2	378	aguiongo@behance.net#m	Houston
11	1/2/2020	Training Videos	Drone Video Techniques	37.99	2	75.98	lgatenbyel@quantcast.com	Des Moines
12	1/2/2020	Drones	DTE-QFN20 Drone	250	2	500	jcolthurstgu@cbsnews.com	Sacramento
13	1/2/2020	Robot Kits	BYOR-2640S	189	2	378	gmirrlees4v@state.tx.us#m	Washington
14	1/2/2020	Robot Kits	BYOR-3000	214	2	428	croylede@dot.gov#mailto:	Virginia Beach
15	1/2/2020	eBooks	Fixed Wing Drones	15.5	3	46.5	ohalbardv@booking.com#r	Birmingham
16	1/2/2020	Drone Kits	BYOD-100	54	5	270	jzellick84@ustream.tv#mai	Washington
17	1/3/2020	Robots	MICR-23K Robot	899	2	1798	cciobutaru6v@netlog.com#	Charlotte
18	1/3/2020	Drone Kits	BYOD-350	89.95	3	269.85	bbockhc0@jimdo.com#mai	Torrance
19	1/3/2020	Training Videos	Drone Video Techniques	37.99	3	113.97	rrehm6a@yandex.ru#mailt	Green Bay
20	1/3/2020	Drones	DA-SA702 Drone	399	4	1596	cgabrielaq@spotify.com#m	Stamford
21	1/4/2020	Drone Kits	BYOD-550	179	2	358	nmaven3o@go.com#mailt	Sarasota
22	1/4/2020	Training Videos	Drone Video Techniques	37.99	3	113.97	mchesmanfc@mit.edu#ma	Palatine

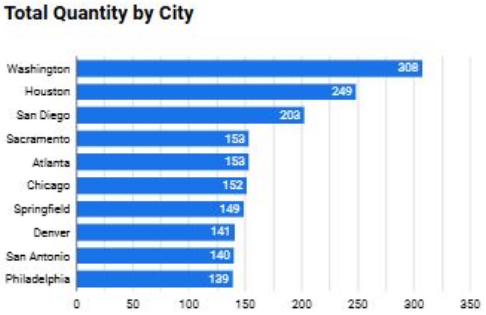
Soal 4



Link untuk Dashboard Looker Studio: https://lookerstudio.google.com/reporting/02ecf658-374a-462b-9b84-f5c0c806c995/page/XN2jE

Rakamin Academy





Soal 5

Rakamin Academy

Rekomendasi:

1. Memberikan promosi pada hari liburan atau hari besar agar mendorong penjualan.
2. Mengoptimalkan stok barang yang mempunyai harga yang tinggi dan mungkin mempunyai nilai margin yang besar seperti Robots, Drones, dan Robot Kits agar profit yang didapat bisa maksimal.
3. Fokus pada daerah yang mempunyai nilai penjualan yang tinggi.
4. Melakukan ekspansi ke Australia karena mempunyai potensi penjualan yang tinggi.
5. Memperbanyak stok pada bulan Desember/Januari

Rakamin Academy

Github

https://github.com/benedictcsr/PBI-muamalat

Rakamin Academy

Video Presentation

https://drive.google.com/drive/folders/10VwuRi5nVn6_HulizHJKTJWXimHRmsjA?usp=sharing

Thank You

Rakamin Academy X Bank Muamalat