

Optimasi Pengembangan Produk dengan Pendekatan Analisis Data untuk PT Sejahtera Bersama

Business Intelligence Analyst

Presented by
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About Me

I am a student from Telkom University Surabaya, majoring in Data Science. My skills include collecting, processing, analyzing and representing information in the form of easy-to-understand visualizations. Apart from that, I also have expertise in analyzing models using machine learning approaches.

Project Experience

Evaluation of the Quality of Health Services in the City of Surabaya: Case Study of Community Health Centers and Hospitals

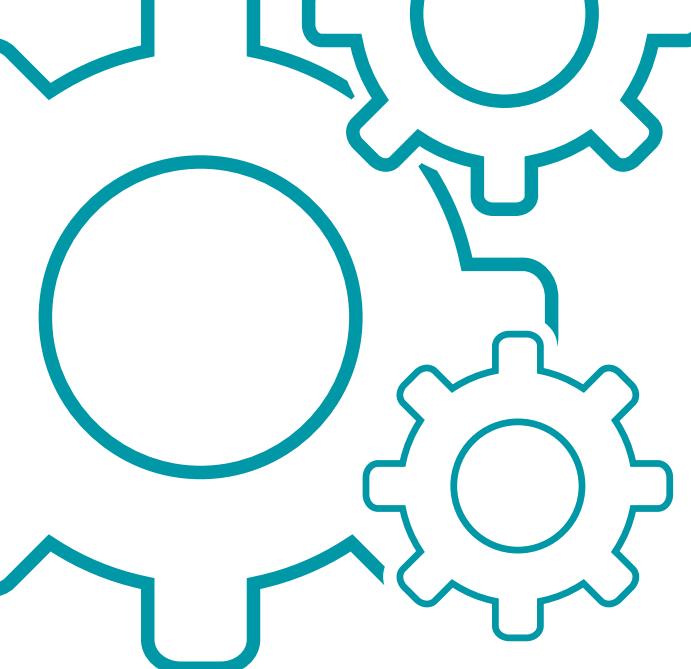
National Data Science Seminar project.

- **Collect** and **combine** data
- **Analyze trends** using linear regression **statistical models**
- **Dashboard presentation** created using **Ms.excel**

Analysis of Cyberbullying Texts on Twitter Using Exploratory Data Analysis Methods.

Big Data Competition project.

- By **preprocessing text** with **NLP** and visualizing data with **Matplotlib** and the **Python** programming language.



Tools



Case Study 1 | Primary Key on 4 Datasets



1. Tabel customers : **CustomerID**

CustomerID	FirstName	LastName	CustomerEmail
1	Grazia	Rasmus	grasmusas@i2i.jp#mailto:grasmusas@i2i.jp#
2	Bunny	Trevan	btrevanmj@wordpress.org#mailto:btrevanmj@wordpress...

2. Tabel orders : **OrderID**

OrderID	Date	CustomerID	ProdNumber	Quantity
1	2020-01-01	1866	EB514	2
2	2020-01-01	1567	RS706	3

3. Tabel product_category : **CategoryID**

CategoryID	CategoryName	CategoryAbbreviation
1	Blueprints	BP
2	Drone Kits	DK

4. Tabel product : **ProdNumber**

ProdNumber	ProdName	Category	Price
BP101	All Eyes Drone Blueprint	1	10
BP102	Bsquare Robot Blueprint	1	9

Case Study 2 | Relationships from Tables

One to Many

- customers dan orders

Satu customer bisa mempunyai banyak order, sedangkan satu order hanya dimiliki oleh satu customer.

- product dan product_category

Satu produk hanya dapat dikategorikan dalam satu kategori, sedangkan satu kategori memiliki banyak produk.

Many to Many

- orders dan product

Satu order bisa mempunyai banyak produk dan satu produk juga bisa memiliki banyak order.

Case Study 3 | Create a Table Containing Information



Query

```
1 SELECT
2     o.datee AS order_date,
3     pc.CategoryName AS category_name,
4     p.ProdName AS product_name,
5     p.Price AS product_price,
6     o.Quantity AS order_qty,
7     p.Price * o.Quantity AS total_sales,
8     c.CustomerEmail AS cust_email,
9     c.CustomerCity AS cust_city
10 FROM
11     `my_project`.`customer` c
12     INNER JOIN `my_project`.`orders` o ON c.CustomerID = o.CustomerID
13     INNER JOIN `my_project`.`product` p ON o.ProdNumber = p.ProdNumber
14     INNER JOIN `my_project`.`product_category` pc ON p.CategoryID = pc.CategoryID
15 ORDER BY
16     order_date ASC;
```

Output

order_date	category_name	product_name	product_price	order_qty	total_sales	cust_email	cust_city
2020-01-01 00:00:00	eBooks	Polar Robots	24	2	48	fvaslerqt@comsenz.com#mailto:fvaslerqt@comsenz.com...	Jackson
2020-01-01 00:00:00	eBooks	Spherical Robots	17	5	85	lfromonte9@de.vu#mailto:lfromonte9@de.vu#	Birmingham
2020-01-01 00:00:00	eBooks	SCARA Robots	20	5	100	llespercx@com.com#mailto:llespercx@com.com#	Des Moines

Case Study 4 | Dashboard

Dashboard Analisis Data Penjualan PT Sejahtera Bersama

Total Keseluruhan Penjualan

Sum of total_sales

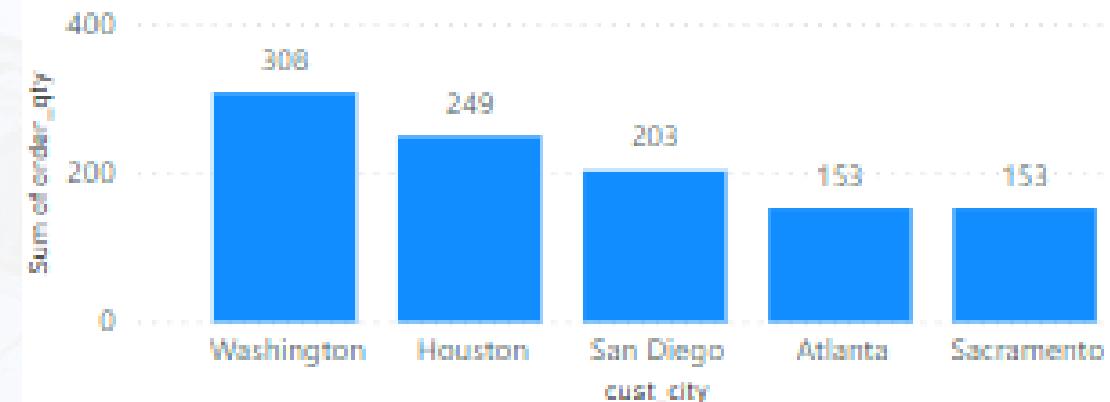
1755281

Total Keseluruhan Kuantitas

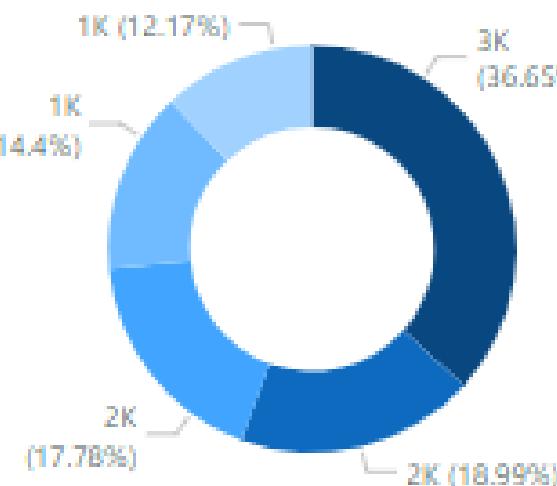
Sum of order_qty

11654

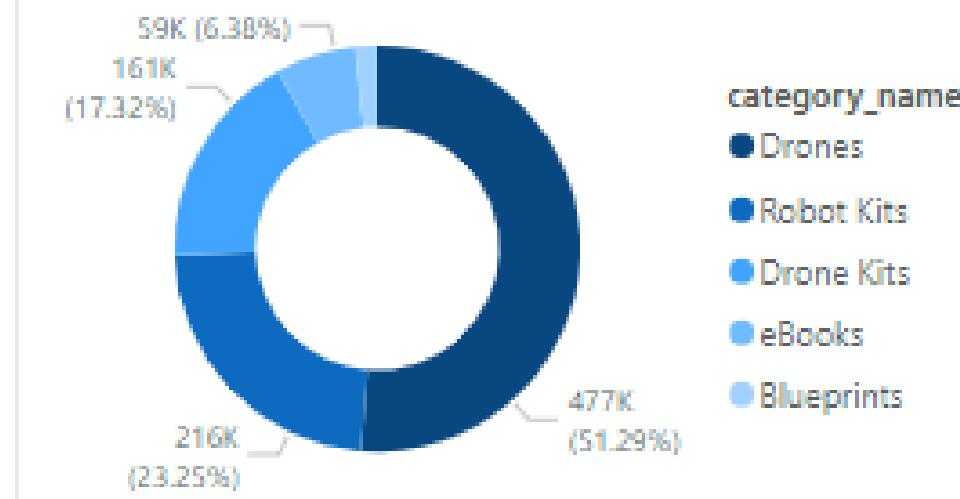
Total Kuantitas Keseluruhan Berdasarkan Kota



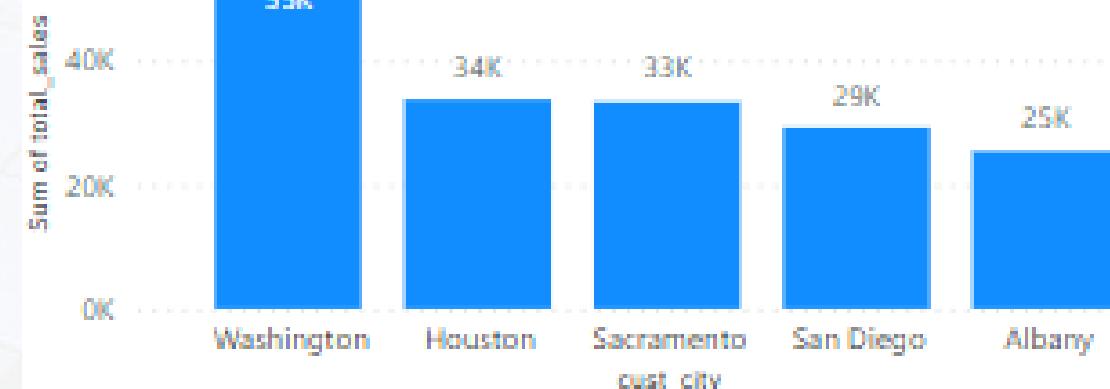
Persentase Total Kuantitas Berdasarkan Kategori



Persentase Total Penjualan Berdasarkan Kategori



Total Penjualan Keseluruhan Berdasarkan Kota



Total Penjualan dan Kuantitas Berdasarkan Per-bulan

● Sum of order_qty ● Sum of total_sales

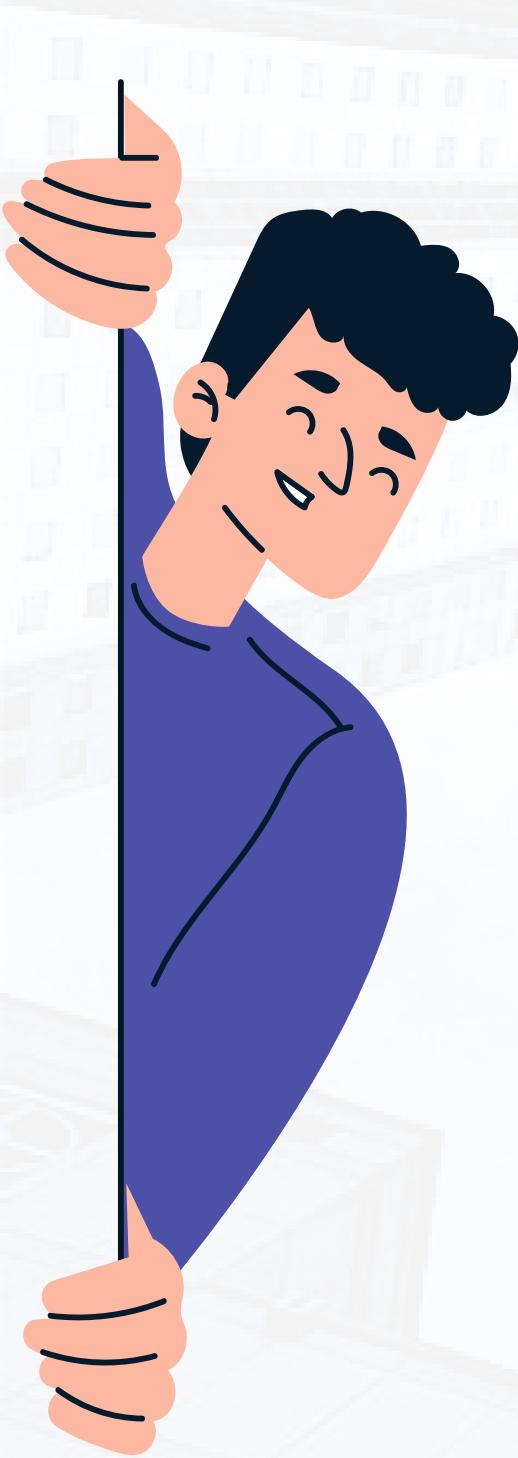


Case Study 5 | Recommendation



Untuk mempertahankan atau meningkatkan penjualan berdasarkan data transaksi **PT Sejahtera Bersama**, strategi dapat difokuskan pada produk terlaris dengan promosi khusus, penerapan program loyalitas pelanggan, optimalisasi persediaan, analisis kategori produk, ekspansi pasar di **Kota Washington** dan wilayah potensial, pemasaran digital aktif, analisis bulanan untuk menangani tren penurunan, mendapatkan umpan balik pelanggan, dan menjajaki kolaborasi atau kemitraan strategis. Dengan menggabungkan strategi ini, diharapkan dapat meningkatkan kinerja penjualan dan memperkuat posisi bisnis di pasar.

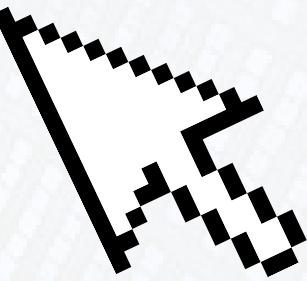




Click the link here

My Portofolio at:

<https://github.com/chaniagoKu/rakamin-project.git>



Video of my presentation at:

https://drive.google.com/drive/folders/1DIpns7IofPMcNI0xC2sGGm4AqDwF0o7C?usp=drive_link

Thank You



X

