Rakamin Academy X Bank Muamalat

Final Project

Bank Muamalat Business Intellegence Analyst Project Based Internship Program

Presented by
Cici Maulida Putri

Cici Maulida Putri

About You

Hello! I'm a data enthusiast who thrives on analytical thinking and problem-solving. My passion lies in extracting meaningful insights from data.

Rakamin Academy

Work Experiences

Badan Pusat Statistik Jakarta Timur Jan 2022 - Feb 2022
East Jakarta
Administrative Internship

Skills that I have used:
- Data Entry
- Analytical
- Communication

Departement of Matematics Jan 2021 - Jun 2021
Malang
Laboratory Assistant of Matematics Sofware

Skills that I have used:
- Matlab and Maple Proficiency
- Problem-solving
- Communication

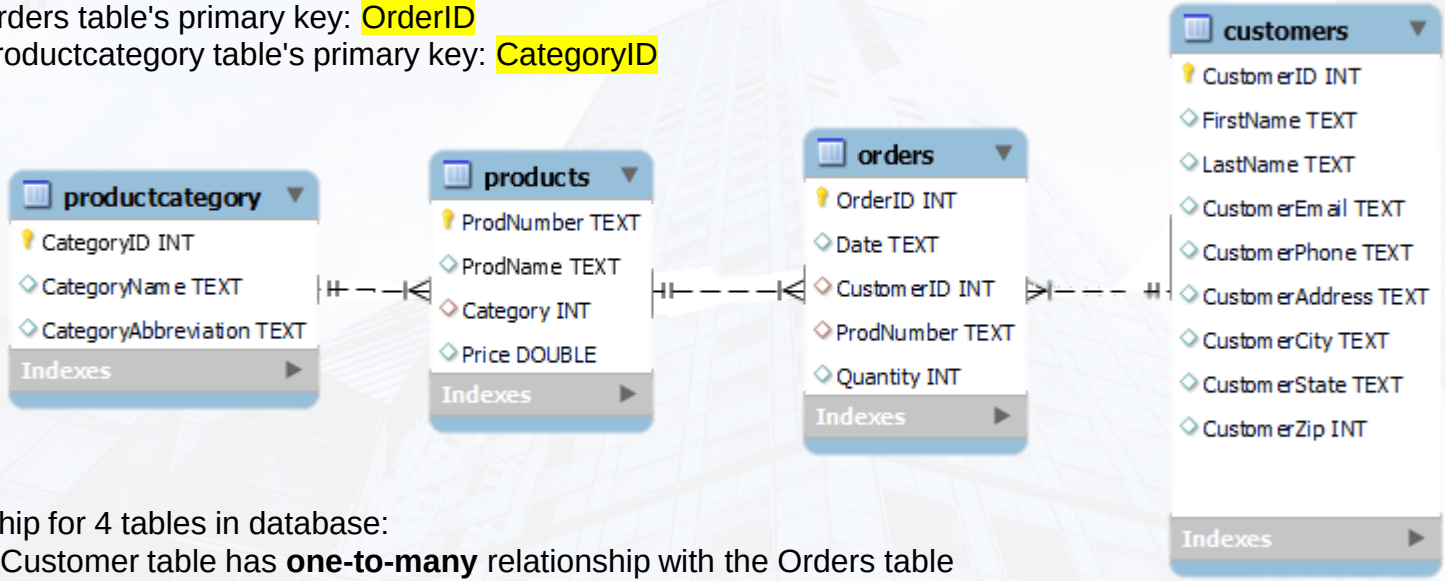
Rakamin Academy

Case Study

Sales Report at PT. Sejahtera Bersama

Primary Key and Relationship

- Customer table's primary key: CustomerID
- Producst table's primary key: ProdNumber
- Orders table's primary key: OrderID
- Productcategory table's primary key: CategoryID



Relationship for 4 tables in database:

- The Customer table has **one-to-many** relationship with the Orders table
- The Products table has **one-to-many** relationship with the Orders table
- The Productcategory table has **one-to-many** relationship with the Products table

Master Table Query

Rakamin Academy

Cici MP - PBI BIA... lat

Cici MP - PBI ... RUN SAVE QUERY SHARE SCHEDULE MORE This quer...

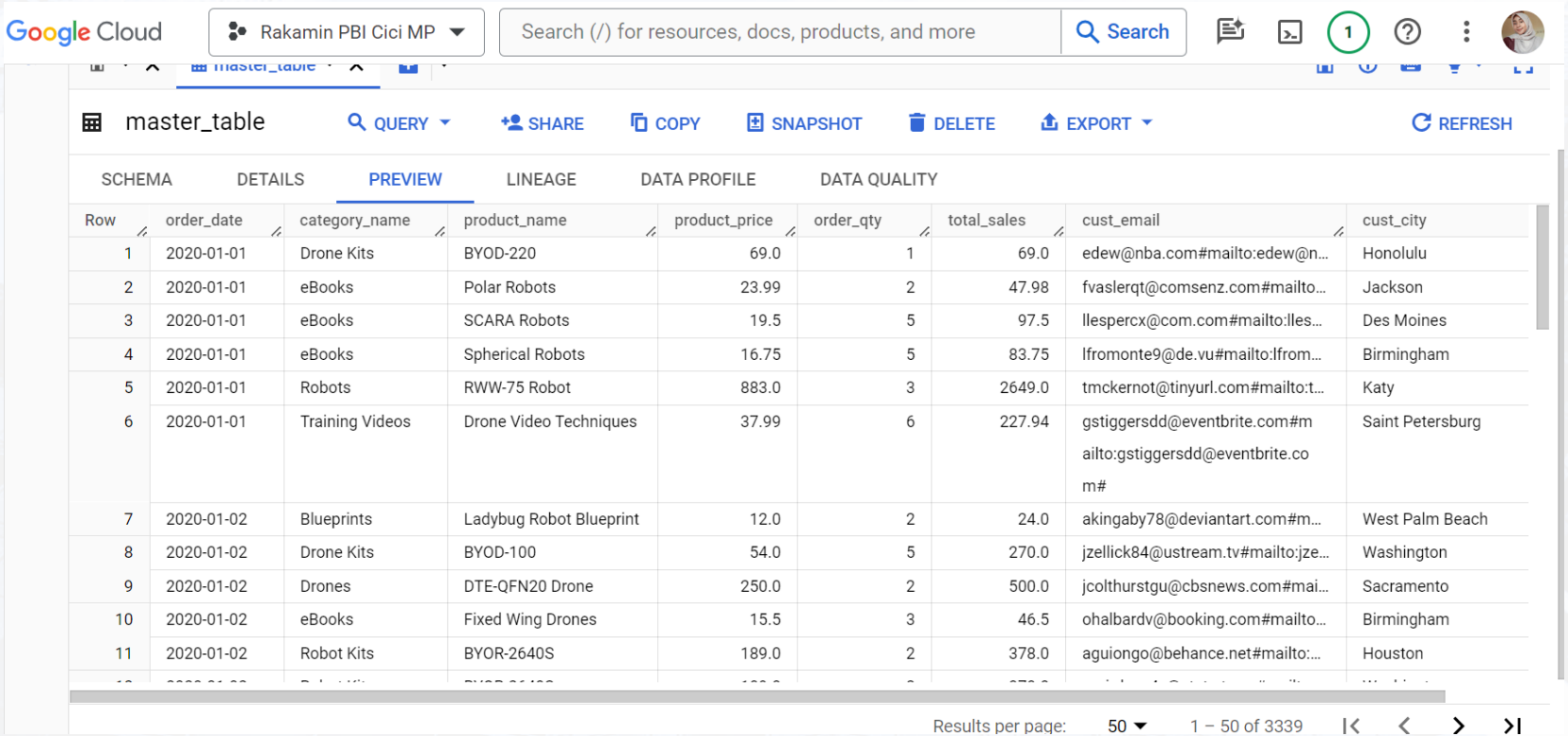
```sql
CREATE TABLE IF NOT EXISTS rakamin-cici.PBI.master_table AS (
  SELECT
    o.Date AS order_date,
    pc.CategoryName AS category_name,
    p.ProdName AS product_name,
    p.Price AS product_price,
    o.Quantity AS order_qty,
    SUM(o.Quantity * p.Price) AS total_sales,
    c.CustomerEmail AS cust_email,
    c.CustomerCity AS cust_city
  FROM
    rakamin-cici.PBI.Orders o
  INNER JOIN
    rakamin-cici.PBI.Customers c ON o.CustomerID = c.CustomerID
  INNER JOIN
    rakamin-cici.PBI.Products p ON o.ProdNumber = p.ProdNumber
  INNER JOIN
    rakamin-cici.PBI.ProductCategory pc ON p.Category = pc.CategoryID
  GROUP BY
    cust_email, cust_city, order_date, order_qty, product_name, product_price, category_name
  ORDER BY
    order_date ASC
);

```

From the 4 existing table, we make one master table for analysis. Using Google BigQuery, rename the columns we want to use with "AS" for each dataset. Identify data relationships with the same key column. Next, perform an Inner Join to combine separate data based on the common key column. Save the merged data as a master_table in CSV format and upload it to Google Data Studio for visualization.

Master Table

The master table result contains 3,339 rows and 8 fields.

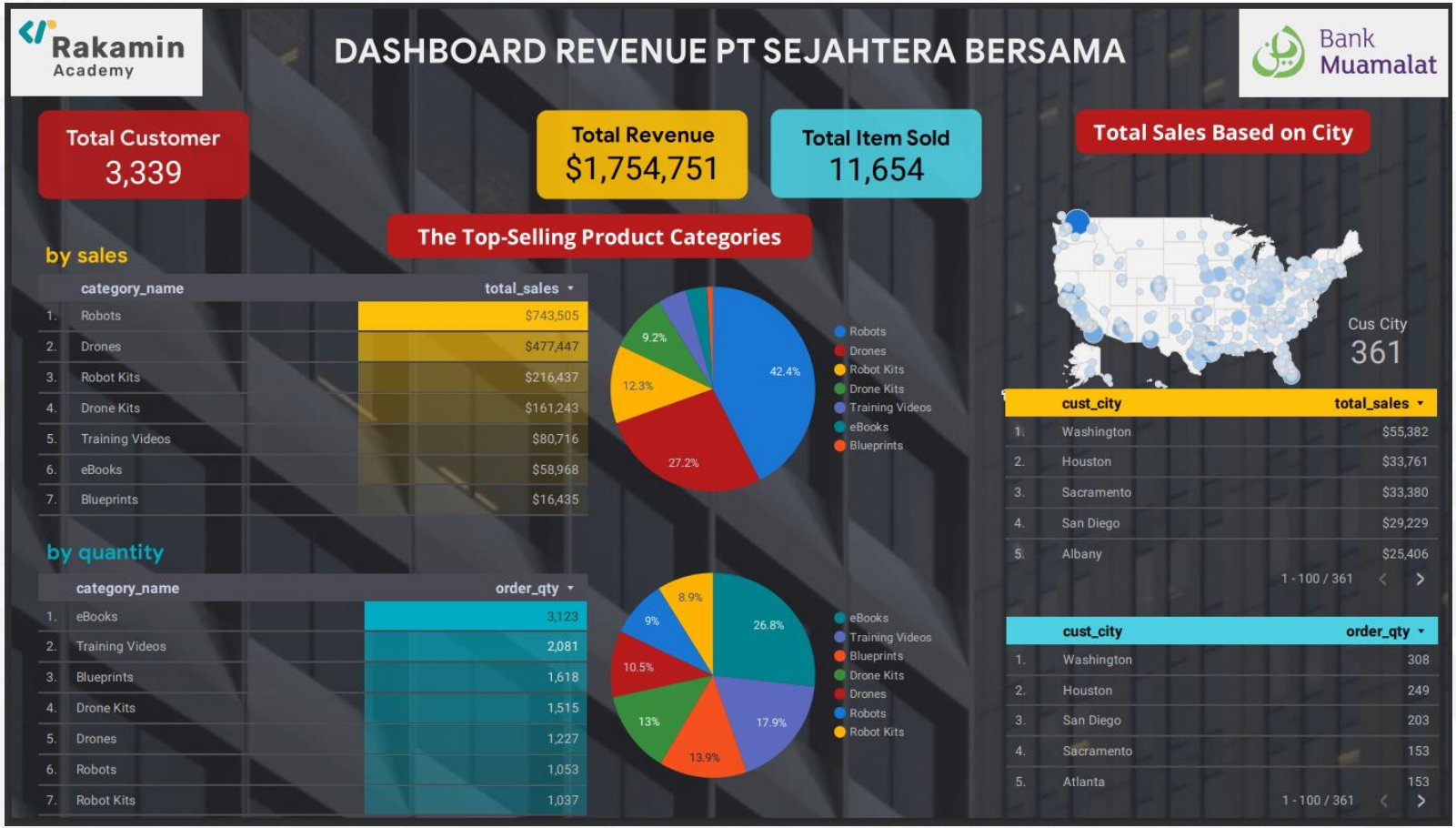


Row	order_date	category_name	product_name	product_price	order_qty	total_sales	cust_email	cust_city
1	2020-01-01	Drone Kits	BYOD-220	69.0	1	69.0	edew@nba.com#mailto:edew@n...	Honolulu
2	2020-01-01	eBooks	Polar Robots	23.99	2	47.98	fvaslerqt@comsenz.com#mailto...	Jackson
3	2020-01-01	eBooks	SCARA Robots	19.5	5	97.5	llespercx@com.com#mailto:lles...	Des Moines
4	2020-01-01	eBooks	Spherical Robots	16.75	5	83.75	lfromonte9@de.vu#mailto:lfrom...	Birmingham
5	2020-01-01	Robots	RWW-75 Robot	883.0	3	2649.0	tmckernot@tinyurl.com#mailto:t...	Katy
6	2020-01-01	Training Videos	Drone Video Techniques	37.99	6	227.94	gstiggersdd@eventbrite.com#mailto:gstiggersdd@eventbrite.com#	Saint Petersburg
7	2020-01-02	Blueprints	Ladybug Robot Blueprint	12.0	2	24.0	akingaby78@deviantart.com#m...	West Palm Beach
8	2020-01-02	Drone Kits	BYOD-100	54.0	5	270.0	jzellick84@ustream.tv#mailto:jze...	Washington
9	2020-01-02	Drones	DTE-QFN20 Drone	250.0	2	500.0	jcolthurstgu@cbsnews.com#mai...	Sacramento
10	2020-01-02	eBooks	Fixed Wing Drones	15.5	3	46.5	ohalbardv@booking.com#mailto...	Birmingham
11	2020-01-02	Robot Kits	BYOR-2640S	189.0	2	378.0	aguiongo@behance.net#mailto:...	Houston

Dashboard

https://bit.ly/PBI_CICI

Rakamin Academy



Business Insights

1. Even though **Robots, Drones, and RobotKits** generate the highest revenue, their sales quantity is relatively low due to their higher prices. Therefore, focus marketing strategies on increasing revenue for these product categories. Enhance pricing and promotional strategies for boosting sales in **eBooks, Training Videos, and Blueprints categories**. Consider implementing improved pricing strategies like tiered pricing or bundling with Robots, Drones, and RobotKits products.

2. **Washington DC, Houston, San Diego, and Sacramento** are the primary contributors to the highest revenue and orders. **Conversely, San Antonio, Philadelphia, and Phoenix** demonstrate low performance. Concentrate marketing efforts in high-performance cities to boost product exposure, and conduct a more in-depth analysis in low-performance cities to understand consumer needs.

3. Leverage digital marketing, ads, SEO, and event marketing to enhance awareness. Utilize these strategies to effectively increase brand visibility and recognition.

Thank You
Let's Connect

+62 818-0796-4353
cicimaulidap@gmail.com
www.linkedin.com/in/cici-maulida/
https://github.com/cicimaulidap

Rakamin Academy X Bank Muamalat