





# Kimia Farma Performance Analytics

Bussines Year 2020-2023

Kimia Farma - Big Data Analytics

Presented by:

Defi Fatikhatul H.



# About Kimia Farma

## Sejarah

Kimia Farma didirikan pada tahun 1817, menjadikannya sebagai perusahaan farmasi tertua di Indonesia. Awalnya, perusahaan ini berfungsi sebagai apotek milik pemerintah Hindia Belanda.

## Visi dan Misi Kimia Farma

Visi Kimia Farma adalah menjadi perusahaan farmasi terkemuka yang berfokus pada inovasi dan kualitas produk. Misinya adalah menyediakan produk kesehatan yang berkualitas tinggi dan terjangkau untuk masyarakat.



# Project Portofolio

## Latar Belakang

Pentingnya data besar di industri farmasi, kebutuhan Kimia Farma untuk pemahaman data.

## Problem Statement

Berdasarkan latar belakang tersebut permasalahan yang ingin diselesaikan adalah bagaimana cara memprediksi tren penjualan produk



# 1. Importing Dataset to BigQuery

Langkah - langkah import data

1. Persiapan Data
2. Pembuatan Dataset dan Tabel
3. Import data

**kimia farma**  
**APOTEK**



←

→

↺

console.cloud.google.com/bigquery?hl=en&inv=1&inv=Aby3GA&project=rakamin-kf-analytics-defii&ws=!1m10!1m4!1m3!1srakamin-kf-analytics-defii!2sbquxjo...

Create table

Source

Create table from

Upload

Select file \*

File format

Avro

Destination

Project \*

rakamin-kf-analytics-defii

Dataset \*

Table \*

Maximum name size is 1,024 UTF-8 bytes. Unicode letters, marks, numbers, connectors, dashes, and spaces are allowed.

Table type

Native table

Create table

Cancel

Create dataset

Project ID \*

rakamin-kf-analytics-defii

Change

Dataset ID \*

kimla\_farma1

Letters, numbers, and underscores allowed

Location type ?

☒ Region

Specify a region to colocate your datasets with other Google Cloud services.

☐ Multi-region

Allow BigQuery to select a region within a group to achieve higher quota limits.

Region \*

asia-southeast2 (Jakarta)

External Dataset

The selected region supports the following external dataset types: Cloud Spanner

☐ Link to an external dataset ?

Tags

Advanced options

Create dataset

Cancel



← → ↻ console.cloud.google.com/bigquery?hl=en&inv=1&inv=1&inv=Aby3GA&project=rakamin-kf-analytics-defii&ws=11m0

### Create table

#### Source

Create table from —  
Upload

Select file \* —  
kf\_final\_transaction.csv X Browse ?

File format —  
CSV

#### Destination

Project \* —  
rakamin-kf-analytics-defii Browse

Dataset \* —  
kimia\_farma

Table \* —  
kf\_final\_transaction

Maximum name size is 1,024 UTF-8 bytes. Unicode letters, marks, numbers, connectors, dashes, and spaces are allowed.

Table type —  
Native table

Create table Cancel

## 2. Tabel Analisa

kf\_analytics\_t... [Query](#) [Open in](#) [+](#) [📄](#) [🔍](#) [🗑️](#) [📤](#) [🔄](#)

< Schema Details **Preview** Table Explorer Preview Insights Lineage Data >

Row	transaction_id	date	branch_id	branch_name	kota
1	TRX4786828	2022-10-08	77512	Kimia Farma - Apotek	Cirebon
2	TRX6591288	2022-06-07	99182	Kimia Farma - Apotek	Makassar
3	TRX5777638	2021-02-20	11400	Kimia Farma - Apotek	Ambon
4	TRX6231326	2020-02-02	96487	Kimia Farma - Apotek	Cikampek
5	TRX8801605	2020-10-16	96558	Kimia Farma - Apotek	Denpasar
6	TRX2246416	2020-09-15	49520	Kimia Farma - Apotek	Subang
7	TRX3565472	2022-11-24	84922	Kimia Farma - Apotek	Tasikmalaya
8	TRX5886944	2023-09-07	64238	Kimia Farma - Apotek	Jakarta
9	TRX8383972	2020-07-22	64080	Kimia Farma - Apotek	Batam
10	TRX2927649	2023-04-17	97760	Kimia Farma - Apotek	Cikampek
11	TRX4080994	2020-07-09	37995	Kimia Farma - Apotek	Probolinggo
12	TRX7851532	2022-04-23	55171	Kimia Farma - Apotek	Ambon



### 3. BigQuery Syntax

```
Untitled query [Run] [Save] [Download] [Share] [Schedule] [Open in] [More]
1 CREATE OR REPLACE TABLE `rakamin-kf-analytics-defii.kimia_farma.kf_analytics_table` AS
2 SELECT
3     t.transaction_id,
4     t.date,
5     kb.branch_id,
6     kb.branch_name,
7     kb.kota,
8     kb.provinsi,
9     kb.rating AS rating_cabang,
10    t.customer_name,
11    p.product_id,
12    p.product_name,
13    t.price AS actual_price,
14    t.discount_percentage,
15    -- Menghitung persentase_gross_laba
16    CASE
17        WHEN t.price <= 50000 THEN 0.10 -- 10%
18        WHEN t.price > 50000 AND t.price <= 100000 THEN 0.15 -- 15%
19        WHEN t.price > 100000 AND t.price <= 300000 THEN 0.20 -- 20%
20        WHEN t.price > 300000 AND t.price <= 500000 THEN 0.25 -- 25%
21        WHEN t.price > 500000 THEN 0.30 -- 30%
22        ELSE 0 -- Default jika tidak ada yang cocok
23    END AS persentase_gross_laba,
24    -- Menghitung nett_sales (harga setelah diskon)
25    t.price * (1 - t.discount_percentage) AS nett_sales,
```

## 4. Dashboard Performance Analytics

TOP 10

	provinsi	nett_sales ▾	transaction_id
1.	Jawa Barat	94,869,594,875	198,723
2.	Sumatera Utara	22,952,159,897	48,178
3.	Jawa Tengah	22,248,101,144	46,494
4.	Jawa Timur	16,627,080,704	34,766
5.	Sulawesi Utara	15,902,759,535	33,339
6.	Sumatera Barat	15,314,406,695	32,014
7.	Aceh	10,467,971,437	21,825
8.	Nusa Tenggara Barat	10,036,738,806	21,069
9.	Kalimantan Timur	9,714,536,616	20,243
1 - 10 / 31 < >			

Total Pendapatan  
321.171B

TOP 5 Cabang Dengan Rating Tertinggi, namun Rating Transaksi Rendah

	branch_name	rating_cabang	rating	nett_sales ▾
1.	Kimia Farma - Apotek	4.2	4.9	714,520,306
2.	Kimia Farma - Apotek	4.2	4.2	709,611,540
3.	Kimia Farma - Apotek	4.2	3.7	704,818,107
4.	Kimia Farma - Apotek	4.2	3.4	703,302,972
5.	Kimia Farma - Apotek	4.2	4.8	699,361,533
1 - 5 / 693 < >				



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# APOTEK

THANK YOU

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# Link Tugas

- 1. link video:  
[https://drive.google.com/file/d/1nUv8\\_DpbbQemC8wacqjMYedZQgUcOJsB/view?usp=sharing](https://drive.google.com/file/d/1nUv8_DpbbQemC8wacqjMYedZQgUcOJsB/view?usp=sharing)
- 2. link github:  
[https://github.com/defifatikha12/Rakamin\\_KF\\_Analytics](https://github.com/defifatikha12/Rakamin_KF_Analytics)