

Final Assignment

Bank Muamalat - Business Intelligent

Presented by
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<https://github.com/dipotr89-yo/PBI-Bank-Muamalat->

CHALLENGE

Tugas 1

Tentukan masing-masing primary key pada 4 dataset

penjualan

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

CHALLENGE

Tugas 2

Tentukan relationship dari ke-4 table tersebut

| product_category | |
|----------------------|--------|
| name | locked |
| categoryid | |
| categoryname | |
| categoryabbreviation | |

| products | |
|------------|--------|
| name | locked |
| categoryid | |
| price | |
| prodnumber | |
| prodname | |

| orders | |
|------------|--------|
| name | locked |
| orderid | |
| orderdate | |
| customerid | |
| quantity | |
| prodnumber | |

| customers | |
|-----------------|--------|
| name | locked |
| customerid | |
| firstname | |
| lastname | |
| customeremail | |
| customerphone | |
| customeraddress | |
| customercity | |
| customerstate | |
| customerzip | |

CHALLENGE

Tugas 3

Sebagai BI Analyst PT Sejahtera Bersama, kita akan membuat sebuah table master yang berisikan informasi

| | cust_email character varying (255) |  | cust_city text |  | order_date date |  | order_qty integer |  | product_name character varying | product_price numeric (10,2) |  | category_name text |  | total_sales numeric |  |
|---|--|---|--------------------------|---|---------------------------|---|-----------------------------|---|--|--|---|------------------------------|---|-------------------------------|---|
| 1 | tmckernot@tinyurl.com#mailto:tmc... | | Katy | | 2020-01-01 | | 3 | | RWW-75 Ro... | 883.00 | | Robots | | 2649.00 | |
| 2 | gstiggersdd@eventbrite.com#mailt... | | Saint Peters... | | 2020-01-01 | | 6 | | Drone Video ... | 37.99 | | Training Videos | | 227.94 | |
| 3 | edew@nba.com#mailto:edew@nba.... | | Honolulu | | 2020-01-01 | | 1 | | BYOD-220 | 69.00 | | Drone Kits | | 69.00 | |
| 4 | llespercx@com.com#mailto:llesper... | | Des Moines | | 2020-01-01 | | 5 | | SCARA Rob... | 19.50 | | eBooks | | 97.50 | |
| 5 | fvaslerqt@comsenz.com#mailto:fv... | | Jackson | | 2020-01-01 | | 2 | | Polar Robots | 23.99 | | eBooks | | 47.98 | |
| 6 | lfromonte9@de.vu#mailto:lfromont... | | Birmingham | | 2020-01-01 | | 5 | | Spherical Ro... | 16.75 | | eBooks | | 83.75 | |
| 7 | aguiongo@behance.net#mailto:agu... | | Houston | | 2020-01-02 | | 2 | | BYOR-2640S | 189.00 | | Robot Kits | | 378.00 | |
| 8 | ksteersh@ameblo.jp#mailto:kstee... | | San Diego | | 2020-01-02 | | 1 | | Understandi... | 44.95 | | Training Videos | | 44.95 | |
| 9 | lgatenbyel@quantcast.com#mailto:l... | | Des Moines | | 2020-01-02 | | 2 | | Drone Video ... | 37.99 | | Training Videos | | 75.98 | |

CHALLENGE

Tugas 4

Dari hasil tabel yang dibuat pada soal nomor 3, simpanlah hasilnya dalam bentuk CSV. Dengan menggunakan Looker Studio, buatlah visualisasi yang menampilkan data penjualan tersebut.

DASHBOARD SALES REPORT

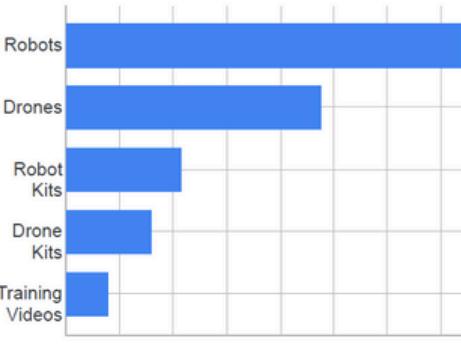
Total Sales
1.754.751

| Total Sales by Category | | |
|-------------------------|-----------------|-----------|
| 1. | Robots | 743.505 |
| 2. | Drones | 477.447 |
| 3. | Robot Kits | 216.437 |
| 4. | Drone Kits | 161.242,5 |
| 5. | Training Videos | 80.716,15 |
| 6. | eBooks | 58.968,41 |
| 7. | Blueprints | 16.434,51 |

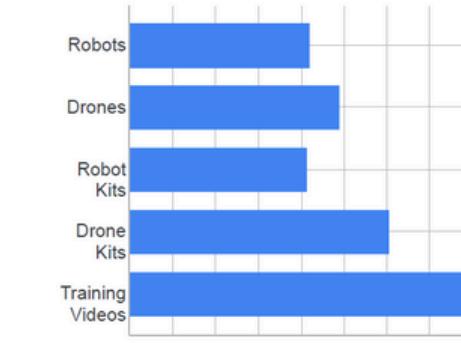
| Total Order by Category | | |
|-------------------------|-----------------|-------|
| 1. | eBooks | 3.123 |
| 2. | Training Videos | 2.081 |
| 3. | Blueprints | 1.618 |
| 4. | Drone Kits | 1.515 |
| 5. | Drones | 1.227 |
| 6. | Robots | 1.053 |
| 7. | Robot Kits | 1.037 |

| Total Sales & Quantity by City | | |
|--------------------------------|----------|-------------|
| City | Quantity | Total Sales |
| 1. Washington | 308 | 55.381,94 |
| 2. Houston | 249 | 33.761,49 |
| 3. San Diego | 203 | 29.228,59 |
| 4. Atlanta | 153 | 18.984,66 |
| 5. Sacramento | 153 | 33.380,2 |
| 6. Chicago | 152 | 15.531,54 |
| 7. Springfield | 149 | 25.060,65 |
| 8. Denver | 141 | 20.249,18 |
| 9. San Antonio | 140 | 18.877,75 |
| 10. Philadelphia | 139 | 23.845,26 |
| 11. Miami | 138 | 24.833,45 |
| 12. El Paso | 137 | 24.457,14 |
| 13. Birmingham | 127 | 23.174,33 |
| 14. Phoenix | 124 | 24.085,28 |
| 15. Seattle | 123 | 10.814,43 |

TOP 5 Sales by Category 1 - 7 / 7 < >



TOP 5 Order by Category 1 - 7 / 7 < >



1 - 100 / 361 < >

CHALLENGE

Tugas 5

Sebagai BI analyst PT Sejahtera Bersama, apa yang bisa anda usulkan untuk mempertahankan penjualan ataupun menaikkan penjualan dengan tabel transaksi detail yang sudah ada?

- **Penekanan Strategi cross-selling.** Robots dan Drones memiliki sales yang tinggi, Namun ada gap tinggi dengan eBooks dan Training Videos. Perlu diarahkan untuk beli produk eBooks dan Training Videos untuk menaikkan nilai rata-rata sales.
- **Optimalisasi Nilai Transaksi di Kota High Volume.** Washington dan Houston memiliki permintaan tinggi . fokus utama kita bukan lagi mencari pelanggan baru, melainkan menaikkan nilai transaksinya. Dengan up-selling produk premium seperti Robots atau Drones kepada pelanggan yang biasanya hanya membeli produk murah berulang kali Serta perlu menjangkau kota dengan Low Volume karena adanya potensi untuk menjangkau pasar baru.

Thank You

Link Video :

[https://drive.google.com/file/d/1pZtCqSbMBXYcMJTHvbWUiUKdlzI1Lk1i/view?
usp=drive_link](https://drive.google.com/file/d/1pZtCqSbMBXYcMJTHvbWUiUKdlzI1Lk1i/view?usp=drive_link)

Link Looker Studio :

[https://lookerstudio.google.com/reporting/4d637531-052a-46a5-beb1-
ba8ddc5eb976](https://lookerstudio.google.com/reporting/4d637531-052a-46a5-beb1-ba8ddc5eb976)

