Rakamin Academy X kimia farma

Analisis Performa Kimia Farma (2020-2023)

Kimia Farma - Big Data Analytics

Presented by
Gabriel Fernando

kimia farma

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Gabriel Fernando

Bachelor of Electrical Engineering

Hello there!

I'm Gabriel Fernando, i'm bachelor graduated in Electrical Engineering. Currently, i am working in Kilang Pertamina Internasional (KPI) as the subsidiaries of Pertamina Holdings.

I'm interested to everything about Big Data and Tech, such as Data Science, Machine Learning, Artificial Intelligence. Beside that, i'd like something about financial, i.e. market research, investing, and money management.

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Courses and Certification

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DeepLearning.AI Mathematics for Machine Learning and Data Science	Link Verifikasi
Stanford University & DeepLearning.AI Machine Learning	Link Verifikasi
DeepLearning.AI DeepLearning.AI TensorFlow Developer	Link Verifikasi
DeepLearning.AI TensorFlow: Data and Deployment	Link Verifikasi
BANGKIT Academy - Machine Learning	BA23/GRAD/XXIV-01/M318BSY1383
The British Institute - English for Business Communication	TBI-DAGO/CORP/2836

About Company

Kimia Farma merupakan suatu perusahaan dalam bidang farmasi yang pertama kali dibentuk oleh Pemerintah Hindia Belanda tahun 1817.

Kimia Farma telah berkembang menjadi perusahaan dengan pelayanan kesehatan terintegrasi di Indonesia.

Kimia Farma memiliki visi "***Menjadi perusahaan Healthcare pilihan utama yang terintegrasi dan menghasilkan nilai yang berkesinambungan***".

Kimia Farma juga memiliki beberapa misi seperti berikut:
1. Melakukan aktivitas usaha di bidang-bidang industri kimia dan farmasi, perdagangan dan jaringan distribusi, ritel farmasi dan layanan kesehatan serta optimalisasi aset.
2. Mengelola perusahaan secara *Good Corporate Governance* dan *operational excellence* didukung oleh Sumber Daya Manusia (SDM) profesional.
3. Memberikan nilai tambah dan manfaat bagi seluruh *stakeholder*.

Project Portfolio

Pada presentasi ini, saya akan membahas secara singkat dan sederhana hasil analisis berdasarkan tabel yang sudah saya bentuk dari 4 dataset, yakni "***kf_final_transaction***", "***kf_inventory***", "***kf_kantor_cabang***", dan "***kf_product***". Beberapa diantara yang akan dipresentasikan adalah sebagai berikut:

1. Trend line chart penjualan KF,
2. Top-10 total transaksi branch dan top-10 total profit branch,
3. Peta total penjualan,
4. Rating cabang branch sorted by rating transaksi,
5. Card style.
6. Scatter plot yang membandingkan relasi antara Rating cabang vs Net Profit

Project explanation video here!

Project GitHub is here!

1. Importing Dataset to BigQuery

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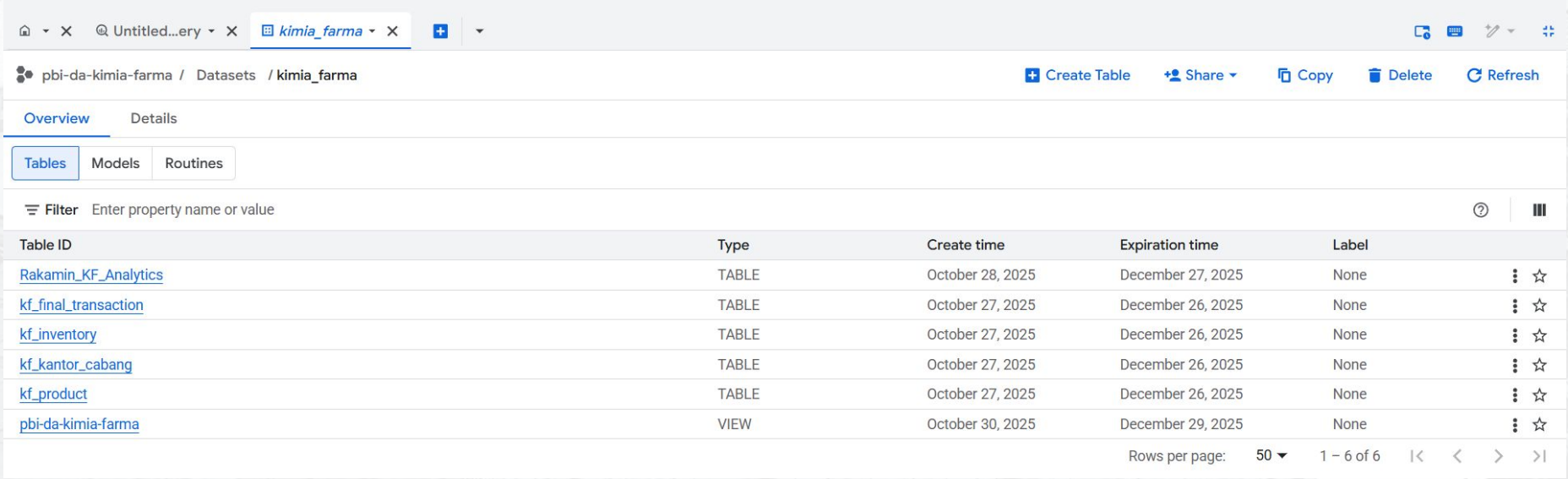

2. Tabel Analisa

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Query results

Save results | Open in

Job information | Results | Visualization | JSON | Execution details | Execution graph

Row	transaction_id	date	branch_id	branch_name	kota	provinsi	rating_cabang	customer_name
1	TRX5103706	2021-08-25	93529	Kimia Farma - Klinik & Apotek	Yogyakarta	DI Yogyakarta	4.3	Derrick Wright III
2	TRX5388139	2020-12-29	24832	Kimia Farma - Klinik-Apotek-Lab...	Pekanbaru	Riau	4.2	Elizabeth Ramos
3	TRX7251897	2020-02-03	20505	Kimia Farma - Apotek	Cilacap	Jawa Tengah	4.5	Meghan Warner
4	TRX4943675	2022-09-09	17678	Kimia Farma - Klinik & Apotek	Subang	Jawa Barat	4.8	Steven Roberts
5	TRX3469820	2020-06-20	28315	Kimia Farma - Klinik-Apotek-Lab...	Sukabumi	Jawa Barat	3.9	Linda Bruce DDS
6	TRX1213133	2021-09-17	22280	Kimia Farma - Apotek	Batam	Kepulauan Riau	4.5	Cory Castro
7	TRX2020131	2020-12-16	40028	Kimia Farma - Klinik-Apotek-Lab...	Balikpapan	Kalimantan Timur	4.0	Stephanie Boone
8	TRX5015870	2022-08-17	41343	Kimia Farma - Apotek	Semarang	Jawa Tengah	4.0	Mary Hughes
9	TRX7064077	2021-06-21	86546	Kimia Farma - Klinik & Apotek	Pematangsiantar	Sumatera Utara	4.5	Tamara Bruce
10	TRX5979742	2020-12-31	18235	Kimia Farma - Klinik & Apotek	Pekanbaru	Riau	4.8	Aaron Reed
11	TRX2209141	2021-03-20	59571	Kimia Farma - Klinik-Apotek-Lab...	Tarakan	Kalimantan Utara	4.9	Nancy Kennedy
12	TRX5385534	2023-03-17	69280	Kimia Farma - Klinik-Apotek-Lab...	Purwakarta	Jawa Barat	4.0	Paul Morales
13	TRX9155202	2020-04-11	29626	Kimia Farma - Klinik & Apotek	Bitung	Sulawesi Utara	4.6	Stephen Jones
14	TRX1702542	2022-09-15	48590	Kimia Farma - Klinik & Apotek	Garut	Jawa Barat	4.9	Zachary White

Results per page: 50 | 1 – 50 of 672458

3. BigQuery Syntax

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Rakamin_KF_Analytics | Run | Save query | Download | Share | Schedule | Open in | More

```sql
WITH BaseData AS (
  SELECT
    ft.transaction_id, ft.date, ft.branch_id, kc.branch_name, kc.kota, kc.provinsi, kc.rating AS rating_cabang, ft.customer_name, ft.product_id, prod.product_name, ft.price AS actual_price, ft.discount_percentage, ft.rating AS rating_transaksi
  FROM `kimia_farma.kf_final_transaction` AS ft
  LEFT JOIN `kimia_farma.kf_kantor_cabang` AS kc ON ft.branch_id = kc.branch_id
  LEFT JOIN `kimia_farma.kf_product` AS prod ON ft.product_id = prod.product_id),

Calculations AS (
  SELECT
    *, CASE WHEN actual_price <= 50000 THEN 0.10 WHEN actual_price > 50000 AND actual_price <= 100000 THEN 0.15 WHEN actual_price > 100000 AND actual_price <= 300000 THEN 0.20 WHEN actual_price > 300000 AND actual_price <= 500000 THEN 0.25 WHEN actual_price > 500000 THEN 0.30 ELSE 0 END AS persentase_gross_laba, (actual_price - (actual_price * discount_percentage)) AS nett_sales
  FROM BaseData
)

SELECT
  transaction_id, date, branch_id, branch_name, kota, provinsi, rating_cabang, customer_name, product_id, product_name, actual_price, discount_percentage, persentase_gross_laba, nett_sales, (nett_sales * persentase_gross_laba) AS nett_profit, rating_transaksi
FROM Calculations;
```

4. Dashboard Performance Analytics

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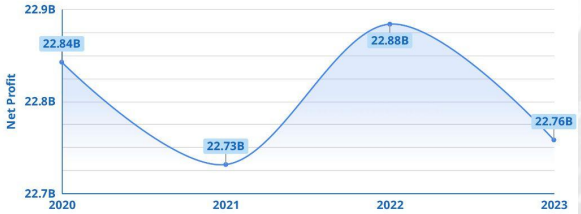
Analisis Dataset Kimia Farma (2020-2023)

Year | Provinsi

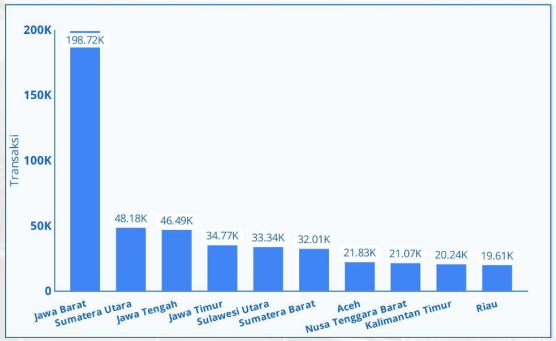
Berdasarkan dataset Kimia Farma tahun 2020-2023, didapati tren total profit Kimia Farma menurun dari 22.84 miliar rupiahmenjadi 22.76 miliar rupiah.

Jawa Barat, Sumatera Utara, dan Jawa Tengah menjadi top-3 cabang Kimia Farma, baik dari segi transaksi maupun laba.

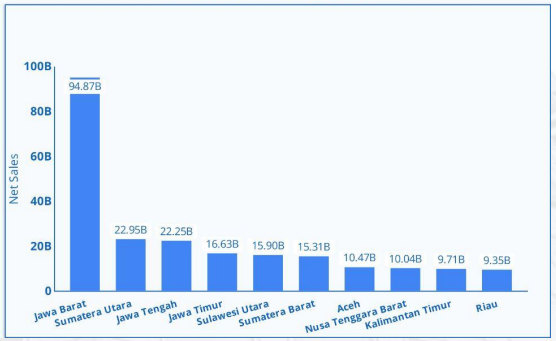
Tren Sales Kimia Farma (2020-2023)



Total Transaksi Cabang Provinsi



Total Profit Cabang Provinsi



4. Dashboard Performance Analytics

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Analisis Dataset Kimia Farma (2020-2023)

Year | Provinsi

Net Profit by Province

Rating Cabang and Rating Transaksi by Provinsi

Net Profit	Net Sales	Transaction	Rating Cabang
91.21B	321.17B	672.46K	4.45

4. Dashboard Performance Analytics

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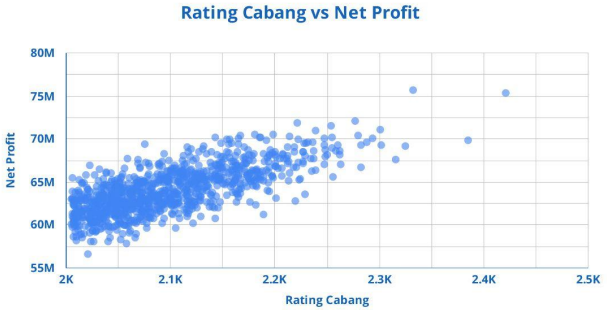
Analisis Dataset Kimia Farma (2020-2023)

Year | Provinsi

Dari Scatter Plot di samping didapati bahwa terdapat hubungan Linear Positif antara Net Profit dan Rating Cabang.

Hal ini menyatakan bahwa, semakin tinggi rating cabang Kimia Farma, maka akan menghasilkan laba bersih yang lebih tinggi juga



	provinsi	rating_cabang	rating_transaksi	nett_sales	nett_profit
1.	Papua Barat	4.64	4	476,284.87	135,097.5
2.	Nusa Tenggara ...	4.6	4	480,028.85	136,349.69
3.	Gorontalo	4.54	4	480,438.54	136,520.34
4.	Bangka Belitung	4.53	4	477,229.64	135,584.43
5.	Maluku	4.52	4.01	476,249.15	135,101.54
6.	Papua	4.51	4	475,991.95	135,140.54
7.	Jawa Timur	4.5	4	478,256.94	135,844.35
8.	Kepulauan Riau	4.49	4	478,264.45	135,865.12
9.	Nusa Tenggara ...	4.49	3.99	476,374.71	135,218.04
10.	Sulawesi Utara	4.48	4	477,001.7	135,466.73
11.	Kalimantan Timur	4.47	4	479,896.09	136,397.23

1 - 31 / 31

Thank You

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