



*store dash*

# PROJECT SUMMARY AND INSIGHTS

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# STORE DASH - PROJECT SUMMARY

This End-to-End project showcase the the process of data analysis started from designing a relational database of a 'hypothetical' quick-commerce company, until gathering meaningful insights from an interactive dashboards.

Store Dash is a 'dummy' online quick-commerce company that sells groceries product with 1 hour delivery time , currently available within 5 city in Indonesia.

## DATABASE AND DASHBOARDS

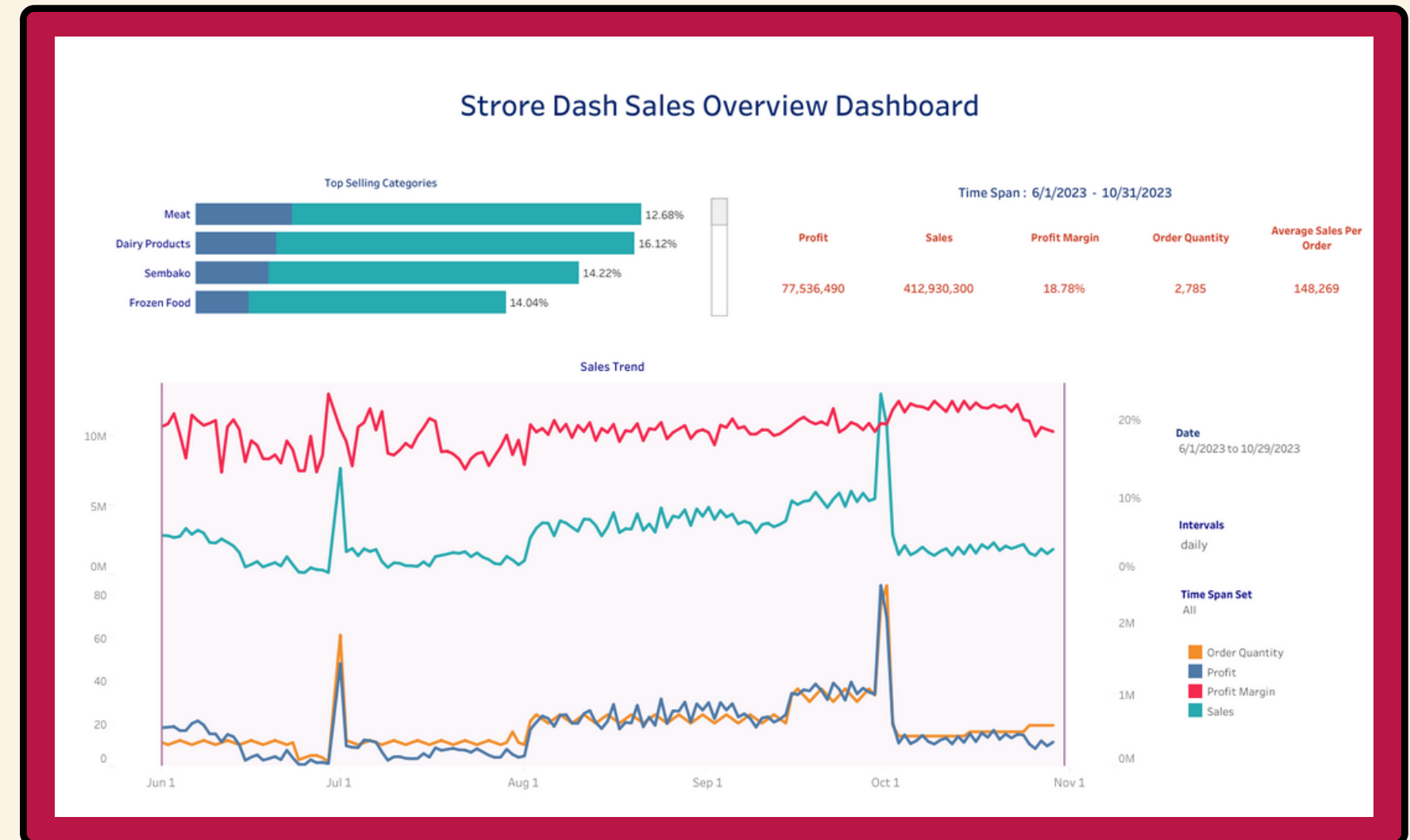
Database that are used, is focused on sales, customers and product data consists of 8 table that stores varying number of data. It consists of 270 unique products with detailed data, 121 customers information and 2785 unique orders with 5 months time span, from June - October 2023. Dashboard is made by using Tableau Public, with each dashboards have filtered feature and interactivity to help better understand the data that are visualized.

# SALES OVERVIEW *dashboard*

Sales Overview Dashboard present the overall sales performance, company's profitability and sales trends and of Store Dash over the span of 5 months

Information that are visualized consists of

- Key Performance Indicator : Sales, Gross Profit, Profit Margin and Orders quantity
- Sales Trend
- Top Selling Categories



dashboard link

# INSIGHTS

## SALES OVERVIEW *dashboard*

413M

**Total  
Sales**

77M

**Gross  
Profit**

*\*in Indonesian Rupiahs*

18.78%

**Profit  
margin**

2785

**Total Order  
Quantity**

- Meat (11.85%) , Dairy Products (11.66%) and Sembako (10.22%) are the top selling categories, that cumulatively contribute to 33% of total sales
- Electronics (1.19%), Pet Care (1.03%) and Adult Products (0.97%) are the bottom of selling categories with cumulatively contributes around around 3% of total sales
- Sep 30 is the most profitable day, with total sales peak in 13M, 75 orders total and gross margin at 19.35%
- Lowest sales date is on June 29, with sales of 156K with 4 orders total.
- Highest sales increase happened in June 29 – Jul 1 with around 4400% sales increase (from 158K to 7.6M in total sales)
- Total Orders peaked in Oct 1 with 84 orders, and total sales of 10.7M

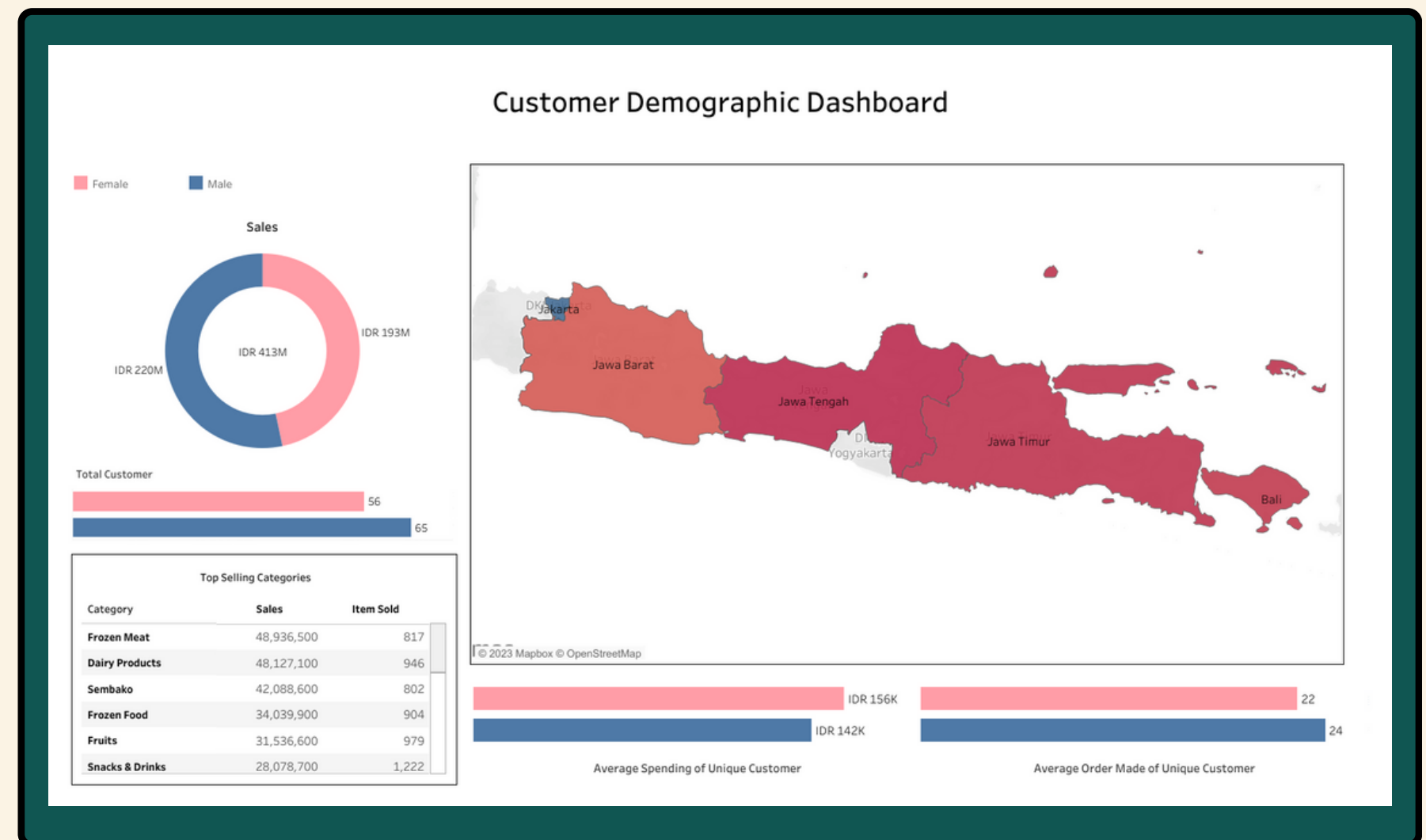
# CUSTOMER DEMOGRAPHIC *dashboard*

Customer Demographic Dashboard showcase number of customers, spending behavior and total sales based off gender and locations over the span of 5 months.

Information that are visualized consists of

- Number of customer
- Customer average spending and orders
- Total sales

Each information is grouped by gender and location.



[dashboard link](#)

# INSIGHTS

## CUSTOMER DEMOGRAPHIC dashboard

### Number of Customer

65 56

### Total Sales

*\*in Indonesian Rupiahs*

220M 193M

### Average Spending

142K 156K

• MALE • FEMALE

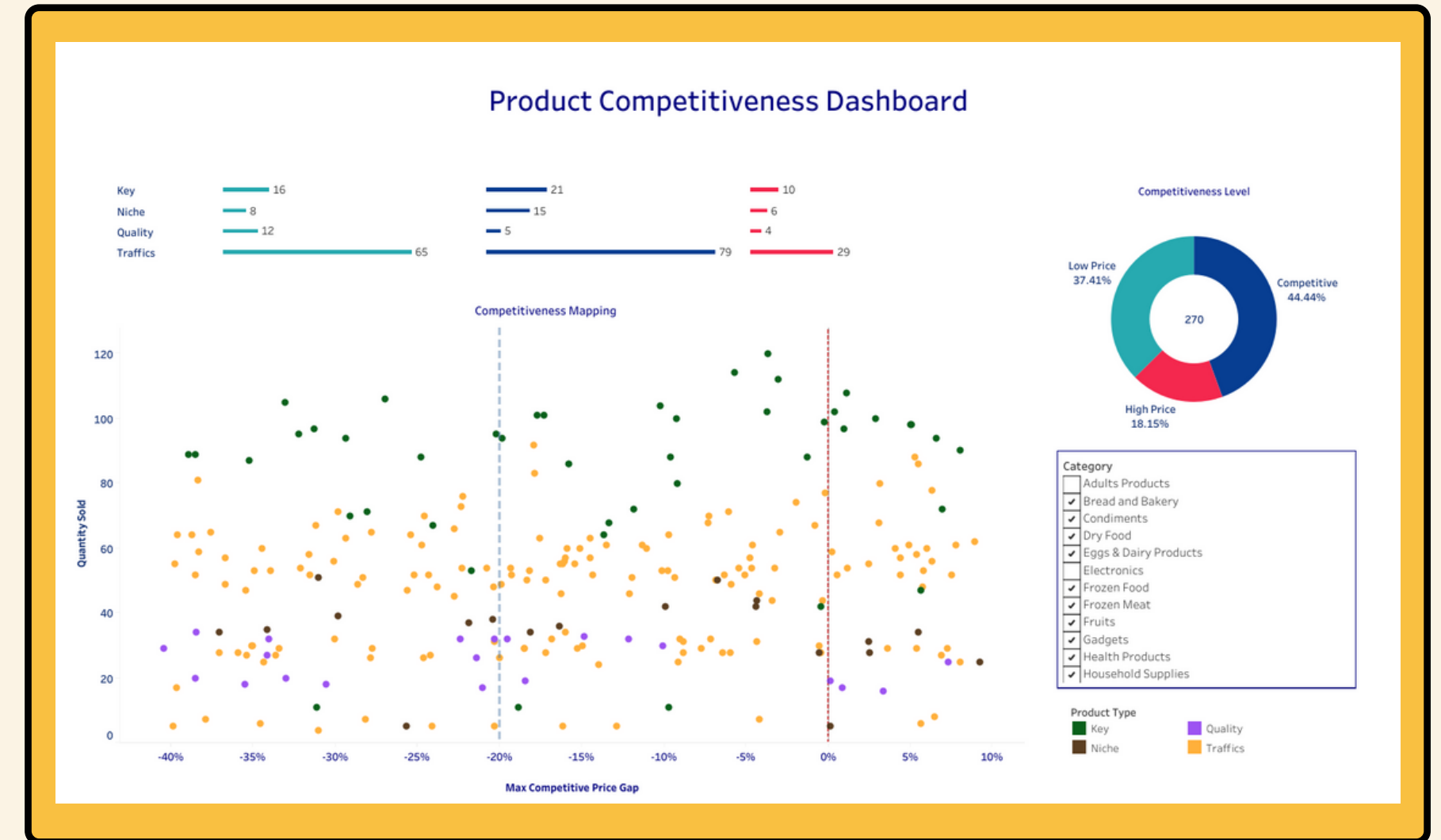
- On Average, male customers made around 5 orders and female customers made 4 orders monthly
- Jawa Tengah have the least number of customer 16, with total sales of 36M of around 300 orders
- Jakarta have the highest number of customer 41, with total sales of 225M of around 1200 orders, which around 4 times higher than Jawa Tengah
- Jakarta has the highest average spending with 182K per order, and Jawa Timur has the lowest average spending with 109.5K per order
- Fruits, Frozen Food and Frozen Meat are top 3 best selling categories for male customers
- Dairy Products, Frozen Meat and Sembako are top 3 best selling categories for female customers

# PRODUCT COMPETITIVENESS *dashboard*

Product Competitiveness Dashboard illustrate competitiveness mapping of each product based off quantity sold and **\*max competitive price** and competitiveness level.

Information that are visualized consists of :

- Competitiveness Mapping
- Competitiveness Level
- Number of product for each type and its competitive level



dashboard link

*\*max comp price : +20% of competitor\_1*

*\*competitiveness gap : (max comp price/ price) - 1*

*\*Competitive Price : product price below max comp price, higher than lower threshold*

*\*High Price Products : product price higher than max comp price*

*\*Low Price Products : product price < -0.2 than max comp price*



# INSIGHTS

## PRODUCT COMPETITIVENESS dashboard

### Total Products

270

### Competitive Products

44%

### Low Price Products

38%

### High Price Products

18%

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- Buah Naga Merah 1 kg (-39%) , Telur Ayam Negeri (-38%) , Indomie Kari Ayam (-35%) are 3 Key products with lowest competitiveness gap, meaning there's a potential selling price increase to raise margin
  - Chicken Nugget 250gr (8%), Pepsodent Gentle Soft (7%), Indonmie Soto (7%) are 3 key products with highest competitive gap, meaning it's recommended to lower the price to increase sales
- Sembako (70%), vegetables (61%) and frozen foods are category with most competitive products
  - Bread and Bakery category has no competitive products, have the highest high price product percentage, therefore it's recommended to decrease the price to increase sales
  - Pet Care and Frozen Meat has the highest low price product, therefore has the most potential to raise its selling price to increase margin

*competitor price for electronic products are same as price, therefore always competitive*



# Thank You!

## REFERENCE LINK



TABLEAU PUBLIC  
PROFILE



SPREADSHEET  
DATABASE



GITHUB  
REPOSITORY

PROJECT  
WALKTHROUGH

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## LET'S GET IN TOUCH!

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