

Data Visualization Using Google Data Studio & Tableau



Created by:

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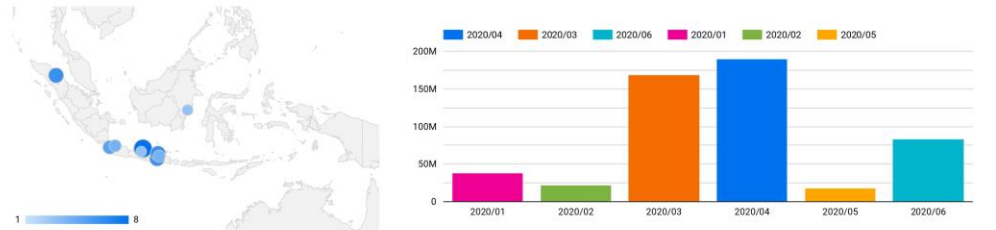
“I am Fatchul, interested in data science, data analytics, and Business Intelligence. I am a person who has passion in learning new things about data. I graduated from Geodetic Engineering, UGM and Data Science Bootcamp, Rakamin. I am experienced in working on several projects related to data, be it using queries, supervised learning, to unsupervised learning which can be seen from my github account.”

“Sangat penting bagi suatu perusahaan untuk selalu menampilkan hasil olahan data menjadi sebuah visual dashboard yang mudah dibaca oleh user. Pada kesempatan kali ini, saya akan menampilkan hasil visualisasi data menggunakan Google Data Studio, dataset yang digunakan merupakan dataset bersih yang sudah dilakukan proses data cleaning dan preprocessing.”

Dashboard Penjualan Menggunakan GDS

<https://datastudio.google.com/u/0/reporting/923bd531-5d55-4e07-bc11-ead3f8e2a777/page/VH8BD>

	A	B	C	D	E	F	G	H	I	J	K	L
1	Dokumen	Ch	Saluran	Detail	Customer	Kategori	Nama Produk	Penjualan	Tingkat Kepuasan	Penyayuran	Kota	Quarter
2	30	15/01/2020	Agus Setiawan	PT. Adimas Makmur	Minuman	Selai	14,000,000.00	81%	Transfer	Jakarta	1	2020/01
3	30	15/01/2020	Agus Setiawan	PT. Agung Makmur	Minuman	Buah	1,050,000.00	65%	Transfer	Jakarta	1	2020/01
4	31	20/01/2020	Darmanto Adje	PT. Kakek Djaya Abadi	Buah	Apel kering	5,300,000.00	97%	Karta KRedit	Surabaya	1	2020/01
5	31	20/01/2020	Darmanto Adje	PT. Kakek Djaya Abadi	Buah	Pir kering	3,000,000.00	86%	Karta KRedit	Surabaya	1	2020/01
6	31	20/01/2020	Darmanto Adje	PT. Kakek Djaya Abadi	Buah	Plum kering	350,000.00	66%	Karta KRedit	Surabaya	1	2020/01
7	32	22/01/2020	Nayla Subandono	CV. Naga Mas Makmur	Minuman	Chai	2,700,000.00	67%	Karta KRedit	Jakarta	1	2020/01
8	32	22/01/2020	Nayla Subandono	CV. Naga Mas Makmur	Minuman	Kopi	9,200,000.00	100%	Karta KRedit	Jakarta	1	2020/01
9	33	30/01/2020	Dewi Ratna Sari	PT. Harian Niagara	Roti	Campur Biskuit Cokelat	2,760,000.00	100%	Karta KRedit	Medan	1	2020/01
10	34	06/02/2020	Agus Setiawan	PT. Kakek Djaya Abadi	Roti	Campur Biskuit Cokelat	1,840,000.00	74%	Transfer	Surabaya	1	2020/02
11	35	10/02/2020	Darmanto Adje	PT. Abadi Sentosa	Permen	Cokelat	1,275,000.00	65%	Transfer	Baliapapan	1	2020/02
12	36	23/02/2020	Nayla Subandono	CV Smar Baja Terang	Sup	Sus krim kering	19,350,000.00	80%	Tunai	Semarang	1	2020/02
13	37	06/03/2020	Eko Prasetyo	PT Kultur Indonesia Makmur	Saus	Saus kari	6,800,000.00	63%	Karta KRedit	Malang	1	2020/03
14	38	10/03/2020	Agus Setiawan	PT Adimas Jaya Perkasa	Minuman	Kopi	138,000,000.00	69%	Transfer	Pasuruan	1	2020/03
15	39	22/03/2020	Darmanto Adje	PT. Harian Niagara	Permen	Cokelat	12,750,000.00	76%	Transfer	Medan	1	2020/03
16	42	24/03/2020	Lukas Darmadi	PT Niara Butik	Roti	Campur Biskuit Cokelat	920,000.00	66%		Jepara	1	2020/03
17	40	24/03/2020	Lukas Darmadi	PT Niara Butik	Minuman	Teh hijau	5,980,000.00	92%	Karta KRedit	Jepara	1	2020/03
18	42	24/03/2020	Lukas Darmadi	PT Niara Butik	Minuman	Bismik Coklat	2,200,000.00	79%		Jepara	1	2020/03
19	42	24/03/2020	Lukas Darmadi	PT Niara Butik	Selai	Boysenberry Spread	2,500,000.00	96%		Jepara	1	2020/03
20	56	03/04/2020	Andreas Nichol	PT Kultur Indonesia Makmur	Permen	Cokelat	1,275,000.00	82%	Transfer	Malang	2	2020/04
21	55	05/04/2020	Lukas Darmadi	CV Abadi Sentosa	Minuman	Soda	12,110,000.00	67%	Transfer	Baliapapan	2	2020/04
22	48	05/04/2020	Nayla Subandono	PT. Harian Niagara	Roti	Campur Biskuit Cokelat	2,300,000.00	68%	Transfer	Medan	2	2020/04
23	48	05/04/2020	Nayla Subandono	PT. Harian Niagara	Saus	Saus kari	10,000,000.00	64%	Transfer	Medan	2	2020/04
24	46	05/04/2020	Inne Anneke	CV Semotasa Jaya	Susu	Kaju mozzarella	17,400,000.00	92%	Transfer	Solo	2	2020/04
25	46	05/04/2020	Inne Anneke	CV Semotasa Jaya	Mie	Pastid	19,500,000.00	64%	Transfer	Solo	2	2020/04
26	50	05/04/2020	Agus Setiawan	PT Naga Mas Makmur	Roti	Scorces	2,200,000.00	80%	Tunai	Jepara	2	2020/04
27	51	05/04/2020	Agus Setiawan	PT Per lindungan Garda Depan	Daging Kering	Daging kepiting	5,520,000.00	100%	Karta KRedit	Banten	2	2020/04
28	51	05/04/2020	Agus Setiawan	PT Per lindungan Garda Depan	Minyak	Minyak zaitun	5,337,000.00	95%	Karta KRedit	Banten	2	2020/04
29	51	05/04/2020	Agus Setiawan	PT Per lindungan Garda Depan	Susu	Susu krim kental	2,895,000.00	66%	Karta KRedit	Banten	2	2020/04
30	Sheet1	Sheet1	Sheet1	Sheet1	Sheet1	Sheet1	Sheet1	Sheet1	Sheet1	Sheet1	Sheet1	Sheet1

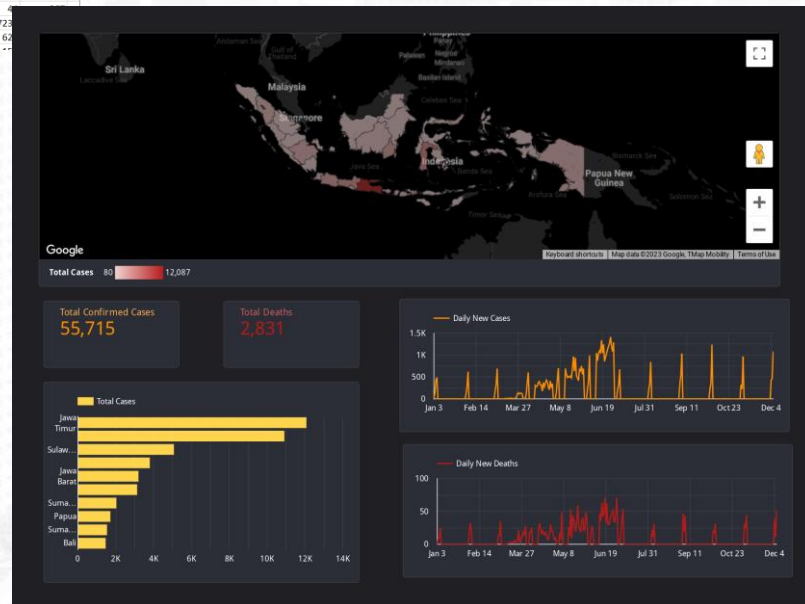


Kategori	Penjualan	% Penjualan	Sales	Penjual...	% Penjualan	Nama Pro...	Penjual...	% Penjualan	Customer	Penjualan	% Penj...
1. Minuman	226,360,000	43.48%	1. Agus Seti...	199,742,000	38.37%	1. kopi	149,500,000	28.72%	1. PT Adimas Jaya Perka...	154,325,000	29.64%
2. Selai	57,400,000	11.03%	2. Lukas Dar...	65,610,000	12.6%	2. Soda	68,180,000	13.1%	2. PT Kultur Indonesia Ma...	80,075,000	15.38%
3. Buah	37,125,000	7.13%	3. Dewi Ratna ...	63,780,000	12.25%	3. Selai jeruk	32,400,000	6.22%	3. PT. Harian Niagara	46,830,000	8.99%
4. Susu	31,320,000	6.02%	4. Nayla Suba...	62,780,000	12.06%	4. Kaju mozzar...	31,320,000	6.02%	4. PT. Kakek Djaya Abadi	45,690,000	8.78%
5. Sup	27,985,000	5.38%	5. Darmanto ...	57,875,000	11.12%	5. Sup krim ker...	27,985,000	5.38%	5. CV Semotasa Jaya	37,865,000	7.27%
6. Saus	26,000,000	4.99%	6. Inne Anneke	37,865,000	7.27%	6. Saus kari	26,000,000	4.99%	6. PT Per lindungan Garda ...	36,252,500	6.96%
7. Permen	25,500,000	4.9%	7. Andreas Ni...	26,175,000	5.03%	7. Cokelat	25,500,000	4.9%	7. CV Abadi Sentosa	29,055,000	5.58%
8. Daging Kal...	22,080,000	4.24%	8. Eko Prasetyo	6,800,000	1.31%	8. Boysenberry ...	25,000,000	4.8%	8. CV Smar Baja Terang	25,500,000	4.9%

Dashboard Covid-19 Menggunakan GDS

<https://datastudio.google.com/u/0/reporting/cf052310-affa-4666-8ee3-2628f71e4ac7/page/wV7BD>

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W
1	Date	Location	Location	New Case	New Death	New Reco	New Active	Total Case	Total Death	Total Reco	Total Active	Location	City or Reg	Province	Country	Continent	Island	Time Zone	Special Sta	Total Regs	Total Citie	Total Distr	Total Urbs
2	#####	ID-JK	DKI Jakarta	3	0	0	3	3	0	0	3	Province	DKI Jakarta	Indonesia	Asia	Jawa	UTC+07:00	Daerah Kh	1	5	44	267	
3	#####	ID-JB	Jawa Barat	3	0	0	3	3	0	0	3	Province	Jawa Barat	Indonesia	Asia	Jawa	UTC+07:00		18	9	627	645	
4	#####	ID-JK	DKI Jakarta	2	0	0	2	5	0	0	5	Province	DKI Jakarta	Indonesia	Asia	Jawa	UTC+07:00	Daerah Kh	1	5	44	267	
5	#####	IDN	Indonesia	2	0	0	2	2	0	0	2	Country		Indonesia	Asia				416	98	7230	8488	
6	#####	ID-JB	Jawa Barat	0	0	0	0	3	0	0	3	Province	Jawa Barat	Indonesia	Asia	Jawa	UTC+07:00		18	9	627	645	
7	#####	ID-JK	DKI Jakarta	2	0	0	2	7	0	0	7	Province	DKI Jakarta	Indonesia	Asia	Jawa	UTC+07:00	Daerah Kh	1	5	44	267	
8	#####	IDN	Indonesia	0	0	0	0	2	0	0	2	Country		Indonesia	Asia				416	98	7230	8488	
9	#####	ID-JB	Jawa Barat	1	1	0	0	4	1	0	3	Province	Jawa Barat	Indonesia	Asia	Jawa	UTC+07:00		18	9	627	645	
10	#####	ID-JK	DKI Jakarta	2	0	0	2	9	0	0	9	Province	DKI Jakarta	Indonesia	Asia	Jawa	UTC+07:00	Daerah Kh	1	5	44	267	
11	#####	IDN	Indonesia	0	0	0	0	2	0	0	2	Country		Indonesia	Asia				416	98	7230	8488	
12	#####	ID-JB	Jawa Barat	1	0	0	1	5	1	0	4	Province	Jawa Barat	Indonesia	Asia	Jawa	UTC+07:00		18	9	627	645	
13	#####	ID-JK	DKI Jakarta	0	1	0	-1	9	1	0	8	Province	DKI Jakarta	Indonesia	Asia	Jawa	UTC+07:00	Daerah Kh	1	5	44	267	
14	#####	IDN	Indonesia	0	0	0	0	2	0	0	2	Country		Indonesia	Asia				416	98	7230	8488	
15	#####	ID-JB	Jawa Barat	0	0	0	0	5	1	0	4	Province	Jawa Barat	Indonesia	Asia	Jawa	UTC+07:00		18	9	627	645	
16	#####	ID-BT	Banten	1	0	0	1	1	0	0	1	Province	Banten	Indonesia	Asia	Jawa	UTC+07:00		4	4	155	313	
17	#####	ID-JK	DKI Jakarta	0	0	0	0	9	1	0	8	Province	DKI Jakarta	Indonesia	Asia	Jawa	UTC+07:00	Daerah Kh	1	5	44	267	
18	#####	IDN	Indonesia	2	0	0	2	4	0	0	4	Country		Indonesia	Asia				416	98	7230	8488	
19	#####	ID-JB	Jawa Barat	1	0	0	1	6	1	0	5	Province	Jawa Barat	Indonesia	Asia	Jawa	UTC+07:00		18	9	627	645	

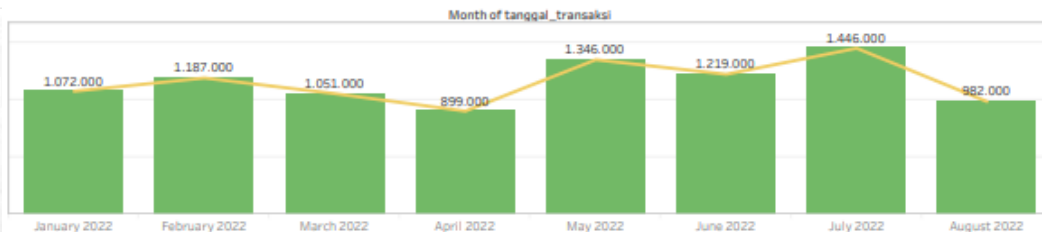


Dashboard Penjualan dengan Tableau

	A	B	C	D	E	F	G	H	I	J	K	L	M	N
1	id_invoice	id_tanggal_transaksi	customer_id	nama_produk	jenis_produk	kategori_produk	quantity	harga_jual	jenis_pembayaran	jenis_pesanan	nilai_penjualan			
2	1,1	4/11/22	44	Indomie Ayam Spesial	mie-kuah	makanan	2,9000	QRIS-OVO	Dine-In	18000				
3	2,8	1/22	10	Indomie Ayam Spesial	mie-kuah	makanan	2,9000	CASH	Delivery	18000				
4	3,3	4/3/22	62	Indomie Rasa Soto Betawi	mie-kuah	makanan	1,10000	QRIS-OTHERS	Delivery	10000				
5	4,3	19/22	48	Indomie Rasa Soto Padang	mie-kuah	makanan	3,10000	CASH	Dine-In	30000				
6	5,4	29/22	87	Indomie Rasa Sop Buntut	mie-kuah	makanan	2,10000	QRIS-OVO	Dine-In	20000				
7	6,6	7/23/22	80	Indomie Ayam Spesial	mie-kuah	makanan	1,9000	CASH	Delivery	9000				
8	7,7	2/4/22	15	Indomie Baso Sapi	mie-kuah	makanan	1,9000	CASH	Dine-In	9000				
9	8,8	1/8/22	94	Indomie Rasa Sop Buntut	mie-kuah	makanan	2,10000	QRIS-OVO	Dine-In	20000				
10	9,9	1/3/22	6	Indomie Soto Mie	mie-kuah	makanan	2,9000	QRIS-DANA	Dine-In	18000				
11	10,10	6/11/22	86	Indomie Goreng Cabe Ijo	mie-goreng	makanan	1,9000	QRIS-OVO	Delivery	9000				
12	11,11	1/8/22	41	Indomie Goreng Aceh	mie-goreng	makanan	2,9000	QRIS-GOPAY	Delivery	18000				

DASHBOARD PENJUALAN WARMINDO

Trend Penjualan



5 Top Product



Metode Pembelian

