

Pembangunan Dashboard Dasar dengan Menggunakan Looker Studio



Bigger context: DA Standard Stacks

- Big data retrieval tool, i.e. SQL

- Pada praktiknya, data perusahaan disimpan di database (masif)
- Perlu alat untuk menarik spesifik data yang kita butuhkan

- Programming tool

- Python
- R

- Setelah data tersedia di komputer kita
- Kita siap untuk melakukan analisis EDA/pemodelan machine learning

- Dashboarding Tool

- Looker Studio
- Tableau
- Power BI

- Data-driven companies memonitor BANYAK metrik/ukuran performa produk
- E.g. volume penjualan, conversion rate, etc
- Metrik-metrik tsb ditampilkan dalam dashboard

Sales Report

Region ▾

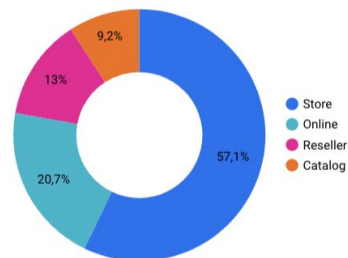
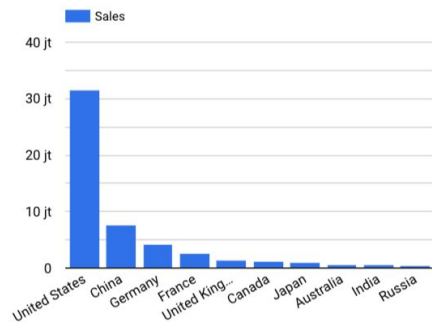
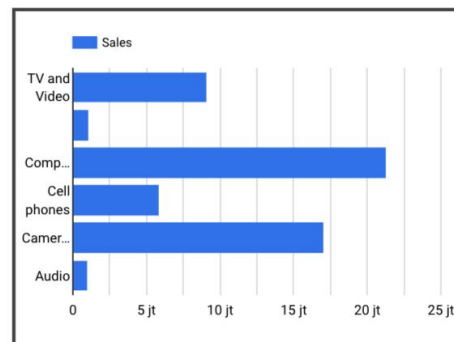
Sales
55,39 jt

Profit
31,59 jt

Avg Sales
3.693

AVG Profit
2.106

No of Products
1.638



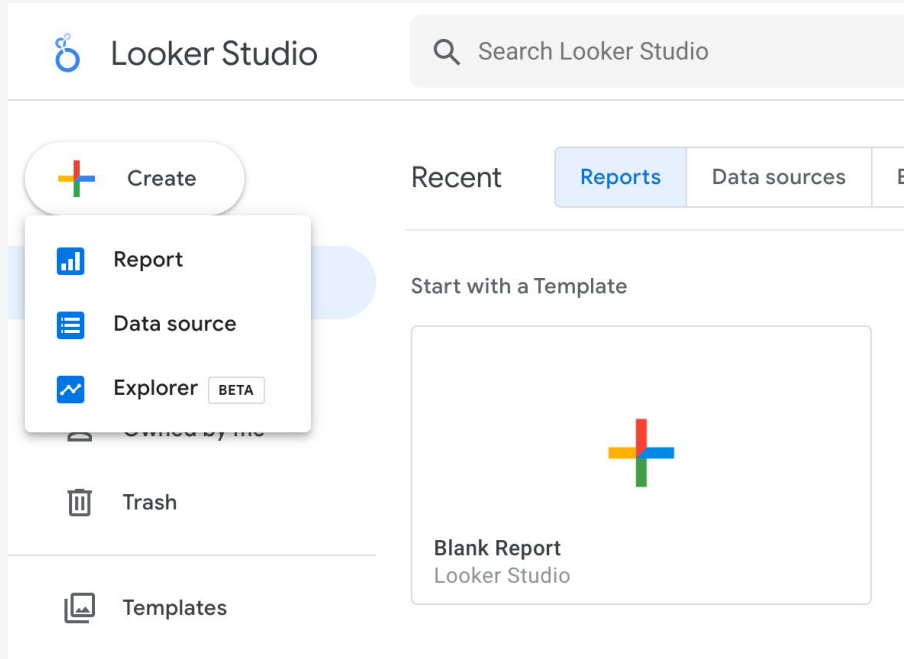
Looker Studio

Looker studio, atau yang sebelumnya lebih dikenal sebagai “Google Data Studio” merupakan tools bawaan dari Google yang dapat digunakan untuk menampilkan data dengan berbagai macam pilihan visualisasi.

Kita dapat menggunakan Looker Studio untuk membuat dashboard dan multi-page report

Akses ke Looker Studio : <https://lookerstudio.google.com>

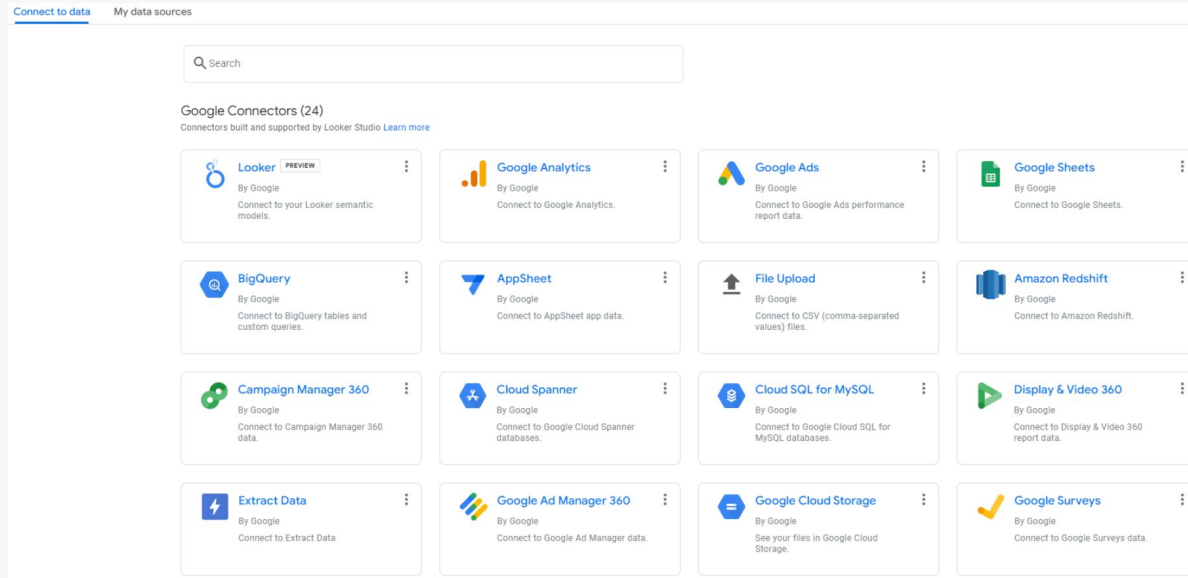
Membuat Report / Dashboard Baru



Terdapat 2 cara yang dapat dilakukan untuk membuat report / dashboard baru di Looker Studio

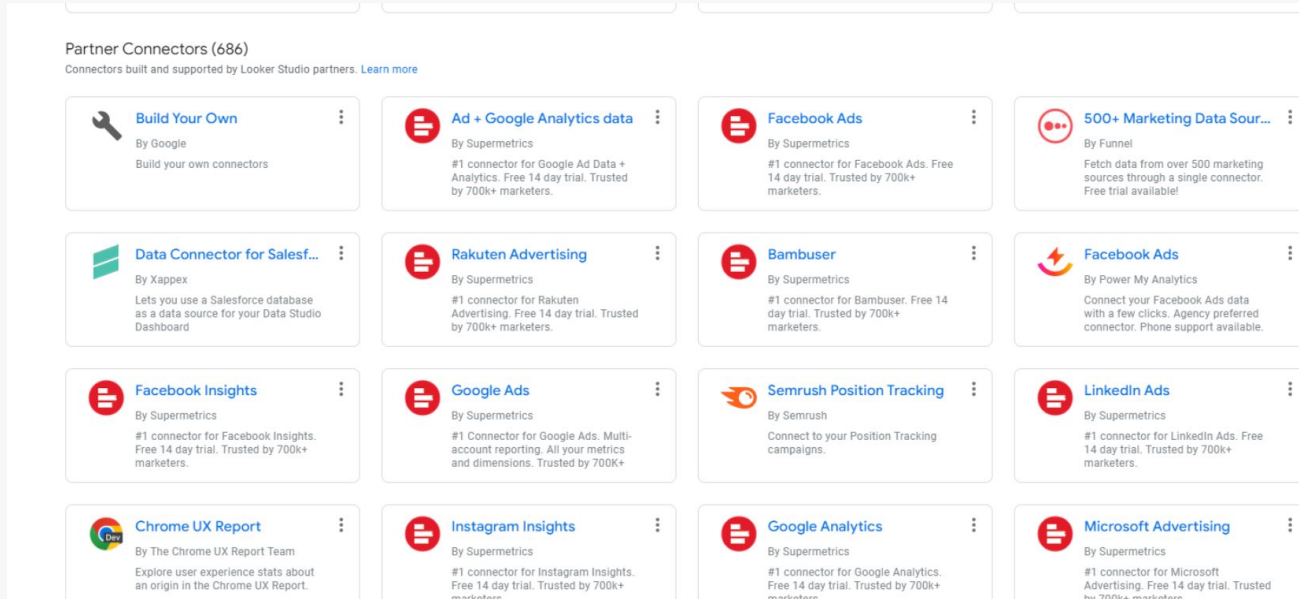
- Klik Create > Pilih Report
- Klik "+ Blank Report"

Menghubungkan Data Source ke Looker Studio



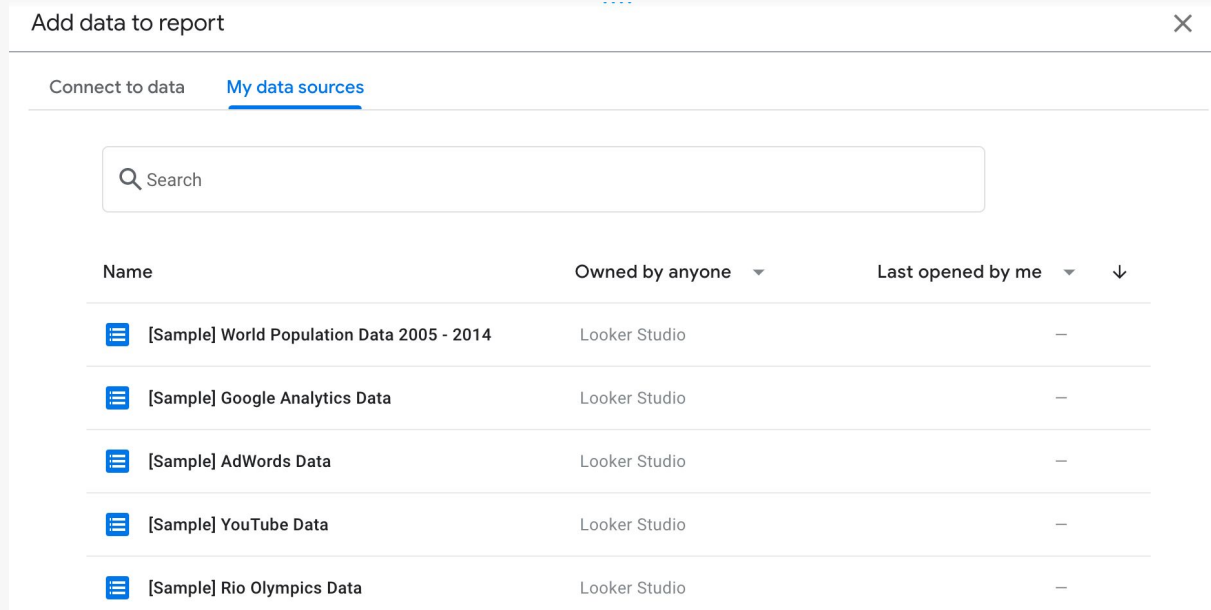
Hal pertama yang harus dilakukan untuk membuat report baru adalah memilih **connectors / data source yang akan dihubungkan** ke report di Looker Studio. Terdapat beberapa pilihan data source yang dapat dihubungkan ke Looker Studio

Menghubungkan Data Source ke Looker Studio



Pada slides sebelumnya, ditampilkan daftar connectors dari Google. Akan tetapi, Looker Studio juga menyediakan connector dari pihak ketiga seperti Supermetrics yang dapat kita gunakan.

Menghubungkan Data Source ke Looker Studio



Kita juga dapat menggunakan data yang sudah pernah digunakan pada report sebelumnya dengan melakukan navigasi ke tab **"My Data Source"**

Setelah menambahkan connectors / data source ke report, terdapat sebuah tabel yang secara otomatis ditambahkan ke dalam report kita.

Meeting 13

File Edit View Insert Page Arrange Resource Help

↶ ↷ ↻ 🔍 + Add page 📄 Add data 📊 Add a chart 🧩 Add a control < > 🖨️ 🗑️ 🔄 ⋮

⏸ Pause updates

	Page Title	New Users
1.	Home	26,972
2.	Drinkware Lifestyle Google Merch...	7,139
3.	Apparel Google Merchandise Store	5,596
4.	Google Online Store	3,155
5.	YouTube Shop by Brand Google ...	2,616
6.	Men's / Unisex Apparel Google M...	1,401
7.	Men's T-Shirts Apparel Google Me...	1,063
8.	The Google Merchandise Store - Lo...	895
9.	Google Campus Bike	840
10.	New Google Merchandise Store	712
11.	Bags Lifestyle Google Merchandi...	672
12.	Shopping Cart	622

1 - 100 / 435 < >

Chart

SETUP STYLE

Data source

[Sample] Google Analytics Data

+ BLEND DATA

Dimension

RBC Page Title

+ Add dimension

Drill down

Metric

AUT New Users

+ Add metric

Optional metrics

Metric sliders

Rows per Page

100

Summary row

☐ Show summary row

Data

🔍 Search

[Sample] Google Analytics Data

RBC Acquisition Campaign

RBC Acquisition Channel

RBC Acquisition Medium

RBC Acquisition Source

RBC Acquisition Source / Medium

RBC Ad Content

RBC Ad Distribution Network

RBC Ad Format

RBC Affiliation

RBC Affinity Category (reach)

RBC Age

RBC App ID

RBC App Installer ID

RBC App Name

RBC App Version

RBC Brands (Content Group)

RBC Brands (Landing Content Group)

RBC Brands (Previous Content Group)

RBC Browser

RBC Browser Size

RBC Browser Version

RBC Campaign

RBC Campaign Code

RBC Cart

+ Add Data

Data

Properties

Canvas

Tempat untuk menampilkan report kita

Data Last Updated: 7/1/2023 9:10:14 PM

Meeting 13

File Edit View Insert Page Arrange Resource Help

↶ ↷ ↻ 🔍

Add page

Add data

Add a chart

Add a control

< > 📊 📄 📐 📏

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1 - 100 / 435 < >

Data Last Updated: 7/1/2023 9:10:14 PM

Chart

SETUP STYLE

Data source

[Sample] Google Analytics Data

+ BLEND DATA

Dimension

RBC Page Title

+ Add dimension

Drill down

Metric

AUT New Users

+ Add metric

Optional metrics

Metric sliders

Rows per Page

100

Summary row

☐ Show summary row

Data

Search

[Sample] Google Analytics Data

RBC Acquisition Campaign

RBC Acquisition Channel

RBC Acquisition Medium

RBC Acquisition Source

RBC Acquisition Source / Medium

RBC Ad Content

RBC Ad Distribution Network

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RBC Brands (Previous Content Group)

RBC Browser

RBC Browser Size

RBC Browser Version

RBC Campaign

RBC Campaign Code

RBC Cart

+ Add Data

Data

Properties

Meeting 13

File Edit View Insert Page Arrange Resource Help

Reset Share View ? ?

↶ ↷ ⚙️ 🔍 + Add page 📄 Add data 📊 Add a chart 🧩 Add a control < > 🖼️ 📐 🧭 🗑️ ⋮

⏸ Pause updates

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Chart

SETUP STYLE

Data source

[Sample] Google Analytics Data

+ BLEND DATA ?

Dimension

RBC Page Title

+ Add dimension

Drill down

Metric

AUT New Users

+ Add metric

Summary row

☐ Show summary row

Data

Search

[Sample] Google Analytics Data



- RBC Acquisition Campaign
- RBC Acquisition Channel
- RBC Acquisition Medium
- RBC Acquisition Source
- RBC Acquisition Source / Medium
- RBC Ad Content
- RBC Ad Distribution Network
- RBC Ad Format
- RBC Affiliation
- RBC Affinity Category (reach)
- RBC Age
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- RBC Brands (Content Group)
- RBC Brands (Landing Content Group)
- RBC Brands (Previous Content Group)
- RBC Browser
- RBC Browser Size
- RBC Browser Version
- RBC Campaign
- RBC Campaign Code
- RBC Cart
- RBC Check-out Options


+ Add Data

Properties Pane

Menampilkan konfigurasi dari chart yang ditampilkan di canvas.



DOOLab Navigasi Looker Studio

 Chart 

SETUP  STYLE


Data source


[Sample] Google Analytics Data

 BLEND DATA 

Dimension


RBC Page Title


 Add dimension


Drill down 

Metric

AUT New Users



 Add metric


Optional metrics 

Metric sliders 

Tab Setup

Digunakan untuk melakukan perubahan pada dimensions dan metrics dari chart

 Chart 

SETUP  STYLE

Conditional formatting




 Add

Table Header

☒ Show header

☐ Wrap Text

A 

14px 










A Roboto 

Table Colors

Tab Style

Digunakan untuk melakukan perubahan tampilan pada chart (seperti warna dan ukuran)

Meeting 13

File Edit View Insert Page Arrange Resource Help

Reset Share View

Pause updates

Add pageAdd dataAdd a chartAdd a control

Analytics Data

	Page Title	New Users
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Table

Scorecard

Time series

Bar

Pie

Google Maps

Geo chart

Line

Area

Scatter

Pivot table

Bullet

Menu "Add a Chart"

Menampilkan pilihan chart yang dapat digunakan untuk melakukan visualisasi

STYLE

Analytics Data

BLEND DATA

Dimension

Drill down

Metric

Optional metrics

Metric sliders

Rows per Page

Summary row

Data

Search

[Sample] Google Analytics Data

Acquisition Campaign

Acquisition Channel

Acquisition Medium

Acquisition Source

Acquisition Source / Medium

Ad Content

Ad Distribution Network

Ad Format

Affiliation

Affinity Category (reach)

Age

App ID

App Installer ID

App Name

App Version

Brands (Content Group)

Brands (Landing Content Group)

Brands (Previous Content Group)

Browser

Browser Size

Browser Version

Campaign

Campaign Code

Cart

Add Data

Meeting 13

File Edit View Insert Page Arrange Resource Help

Reset Share View ?

Undo Redo Select Zoom Add page Add data Add a chart Add a control Pause updates

Drop-down list
Fixed-size list
Input box
Advanced filter
Slider
Checkbox
Preset filter
Date range control
Data control
Button

Menu "Add a Control"
Menampilkan pilihan filter yang dapat digunakan pada report atau dashboard kita.

Page Title	New Users
1. Home	26,972
2. Drinkware Lifestyle Google Merch...	7,139
3. Apparel Google Merchandise Store	5,596
4. Google Online Store	3,155
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6. Men's / Unisex Apparel Google M...	1,401
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1 - 100 / 435

Data Last Updated: 7/1/2023 9:10:14 PM

Add

Table Header

☒ Show header

☐ Wrap Text

14px

Roboto

Table Colors

Table Labels

12px

Roboto

Table Body

Example Google Analytics Data

- Acquisition Campaign
- Acquisition Channel
- Acquisition Medium
- Acquisition Source
- Acquisition Source / Medium
- Ad Content
- Ad Distribution Network
- Ad Format
- Affiliation
- Affinity Category (reach)
- Age
- App ID
- App installer ID
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- App Version
- Brands (Content Group)
- Brands (Landing Content Group)
- Brands (Previous Content Group)
- Browser
- Browser Size
- Browser Version
- Campaign
- Campaign Code
- Cart
- Checkout Options

Add Data

Dimension & Metrics

Di Looker Studio, "Dimensions" dan "Metrics" adalah konsep utama yang digunakan untuk membangun visualisasi.

Dimension:

- Atribut atau variabel kategori yang memberikan konteks atau kategori untuk data.
- biasanya bertipe non-numerik dan dapat digunakan untuk memfilter, mengelompokkan, dan mengelompokkan data
- Contoh: tanggal transaksi, metode bayar, segmen user

Metrics:

- Metrik adalah nilai numerik dan kuantitatif yang ingin kita analisis atau hitung.
- Metrik mewakili titik data yang ingin kita agregatkan
- Contoh: total sales, average sales, minimum sales etc

Step by Step Tutorial

Slides selanjutnya akan menampilkan step-by-step untuk membuat sebuah report sederhana menggunakan data SuperStore.

Kita akan membuat sebuah table report yang berisi total sales berdasarkan jenis kategori & sub-kategori.

Table tersebut juga dapat difilter berdasarkan region & tanggal transaksi.

Step by Step Tutorial

	Category	Sub-Category	Sales ▾
1.	Technology	Phones	330.007,05
2.	Furniture	Chairs	328.449,1
3.	Office Supplies	Storage	223.843,61
4.	Furniture	Tables	206.965,53
5.	Office Supplies	Binders	203.412,73
6.	Technology	Machines	189.238,63
7.	Technology	Accessories	167.380,32
8.	Technology	Copiers	149.528,03
9.	Furniture	Bookcases	114.880
10.	Office Supplies	Appliances	107.532,16
11.	Furniture	Furnishings	91.705,16
12.	Office Supplies	Paper	78.479,21
13.	Office Supplies	Supplies	46.673,54
14.	Office Supplies	Art	27.118,79
15.	Office Supplies	Envelopes	16.476,4
16.	Office Supplies	Labels	12.486,31
17.	Office Supplies	Fasteners	3.024,28

Region ▾

Pilih rentang tanggal ▾

DOLab Membuat New Report

1. Gunakan link ini untuk membuka Looker Studio
<https://lookerstudio.google.com>
2. Pada halaman awal, klik pada "+ New Report" untuk membuat Report baru
3. Saat muncul prompt untuk memilih connector, pilih Google Sheet → URL
4. Paste URL berikut (SuperStore data)

https://docs.google.com/spreadsheets/d/1DBpK4Pg3xjLNB_IaQEsGLV0groj0XXfLzxJrCz2Imic/edit#gid=410161316

The screenshot displays the Looker Studio 'New Report' setup screen. The interface is divided into several sections:

- Top Bar:** Includes the 'DQ Lab 13' logo, a menu (File, Edit, Tampilan, Sisipkan, Halaman, Atur, Aset, Bantuan), and buttons for 'Reset', 'Bagikan', 'Lihat', and a user profile icon.
- Left Panel:** Contains a table of data from a Google Sheet. The table has three columns: 'Category', 'Sub-Category', and 'Sales'. It lists various product categories like Technology, Furniture, Office Supplies, and Food & Beverage, along with their sub-categories and sales figures.
- Diagram Panel:** Shows the data source configuration. Under 'PENYIAPAN', 'Sumber data' is set to 'SuperStore - data'. A button 'GABUNGAN DATA' is visible. Under 'Dimensi Rentang Tanggal', 'Order_Date' is selected. Under 'Dimensi', 'Category' and 'Sub-Category' are added. A button 'Tambahkan dimensi' is present. Under 'Lihat perincian', a toggle switch is turned on. Under 'Metrik', 'SUM Sales' is selected. A button 'Tambahkan metrik' is present. Under 'Metrik opsional' and 'Penggeser metrik', toggle switches are turned off.
- Data Panel:** Shows a list of available dimensions and metrics for the 'SuperStore - data' source. Dimensions include Category, City, Country/Region, Customer_ID, Customer_Name, Discount, Order_Date, Order_ID, Postal_Code, Product_ID, Product_Name, Profit, Quantity, Region, Sales, Segment, Ship_Date, Ship_Mode, State, Sub-Category, and Total Count. Metrics include SUM, AVERAGE, COUNT, COUNT DISTINCT, MAX, MIN, PRODUCT, RATIO, STDDEV, and VARIANCE.

Kita akan membuat report berisi total sales per kategori dan sub-kategorinya.

Jadi kita perlu dimensi: **Category** & **Sub-Category**, metrik: **Sales**

Diagram

PENYIAPAN GAYA

Sumber data

SuperStore - data

+ GABUNGAN DATA ?

Dimensi Rentang Tanggal

Order_Date

Dimensi

ABC C

ABC S

+ Group default

ABC Category

ABC Sub-Category

Lihat p

Metrik

PENYIAPAN GAYA

Sumber data

SuperStore - data

+ GABUNGAN DATA ?

Dimensi Rentang Tanggal

Order_Date

Dimensi

ABC Category

ABC Sub-Category

+ T

Lihat p

Metrik

SUM S

+ T

Diagram

PENYIAPAN GAYA

Urutkan

SUM Sales

Menurun

Menaik

Tampilan dari tabel akan berubah menjadi demikian

The screenshot shows the DQ Lab 13 interface. At the top, there's a navigation bar with 'File', 'Edit', 'Tampilan', 'Sisipkan', 'Halaman', 'Atur', 'Aset', and 'Bantuan'. Below this is a toolbar with icons for undo, redo, zoom, and adding pages/data. The main area displays a table with 17 rows of sales data. To the right of the table is a sidebar with a 'Data' section containing a search bar and a list of dimensions and metrics. The table data is as follows:

	Category	Sub-Category	Sales
1.	Technology	Phones	330.007,05
2.	Furniture	Chairs	328.449,1
3.	Office Supplies	Storage	223.843,61
4.	Furniture	Tables	206.965,53
5.	Office Supplies	Binders	203.412,73
6.	Technology	Machines	189.238,63
7.	Technology	Accessories	167.380,32
8.	Technology	Copiers	149.528,03
9.	Furniture	Bookcases	114.880
10.	Office Supplies	Appliances	107.532,16
11.	Furniture	Furnishings	91.705,16
12.	Office Supplies	Paper	78.479,21
13.	Office Supplies	Supplies	46.673,54
14.	Office Supplies	Art	27.118,79
15.	Office Supplies	Envelopes	16.476,4
16.	Office Supplies	Labels	12.486,31
17.	Office Supplies	Fasteners	3.024,28

The sidebar on the right shows a list of dimensions and metrics under the 'Data' section. The dimensions listed are: Category, City, Country/Region, Customer_ID, Customer_Name, Discount, Order_Date, Order_ID, Postal_Code, Product_ID, Product_Name, Profit, Quantity, Region, Sales, Segment, Ship_Date, Ship_Mode, State, and Sub-Category. The metrics listed are: Board_Count and Board_Count_1.

Data Terakhir Diperbarui: 11/11/2023 11.26.49

DOLab Menambahkan Filter

Selanjutnya kita akan menambahkan filter **region** dan **tanggal** sehingga kita dapat memilih range tanggal dan channel tertentu saja untuk ditampilkan.

The screenshot shows the DQ Lab 13 interface. On the left, the 'Add a control' menu is open, displaying various control types: Drop-down list, Fixed-size list, Input box, Advanced filter, Slider, Checkbox, Preset filter, Date range control, Data control, and Button. The main dashboard area shows a table of data with columns for Category, Sub-Category, and Sales. A green box highlights the 'Region' and 'Pilih rentang tanggal' filters. The right sidebar contains a 'Data' panel with a 'Mari kita mulai' section and a 'Panel filter' section.

Category	Sub-Category	Sales
1. Technology	Phones	330.007,05
2. Furniture	Chairs	328.440,1
3. Office Supplies	Storage	223.843,61
4. Furniture	Tables	206.943,03
5. Office Supplies	Binders	205.913,73
6. Technology	Machines	189.238,63
7. Technology	Accessories	167.380,32
8. Technology	Copiers	149.528,03
9. Furniture	Bookcases	114.880
10. Office Supplies	Appliances	107.332,16
11. Furniture	Furniture	91.350,16
12. Office Supplies	Paper	78.473,21
13. Office Supplies	Supplies	46.673,54
14. Office Supplies	Art	27.116,79
15. Office Supplies	Envelopes	16.476,4
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1. Klik Add a Control > Date Range Control untuk menambahkan filter tanggal
2. Klik Add a Control > Drop-down list untuk menambahkan filter region

Kita dapat aktifkan mode **View (Lihat)**, lalu mainkan filter sesuai kebutuhan

	Category	Sub-Category	Sales ▾
1.	Technology	Phones	29.527,44
2.	Furniture	Chairs	21.406,98
3.	Furniture	Tables	17.758,24
4.	Office Supplies	Storage	16.313,39
5.	Office Supplies	Binders	12.963,25
6.	Office Supplies	Supplies	9.238,43
7.	Technology	Accessories	8.926,24
8.	Furniture	Bookcases	6.544,91
9.	Office Supplies	Paper	5.386,46
10.	Furniture	Furnishings	4.372,32
11.	Office Supplies	Appliances	3.755,5
12.	Technology	Machines	3.500,1
13.	Office Supplies	Art	3.379,69
14.	Technology	Copiers	2.999,95
15.	Office Supplies	Labels	875,74
16.	Office Supplies	Envelopes	657,59
17.	Office Supplies	Fasteners	276,81

Region: West

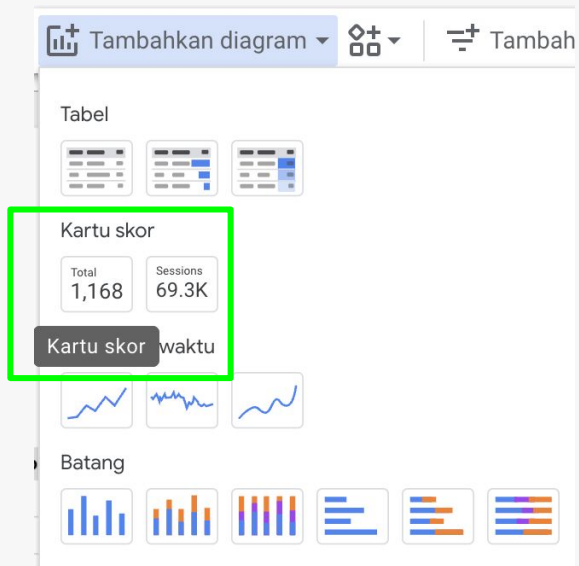
(1) ▾

1 Jan 2017 - 31 Des 2017 ▾

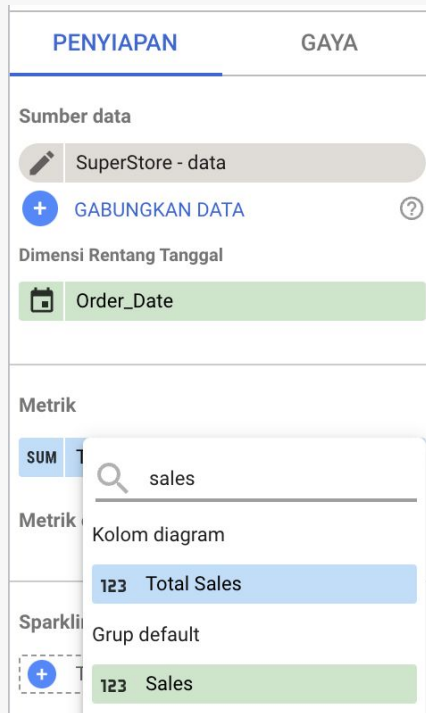
Card Visualization

- Card visualization sangat sederhana: hanya menampilkan 1 angka (metrik) tertentu
- Hal ini berguna untuk meng-highlight key metrics yang ingin dimonitor dari seluruh nilai dimensi (konsider seluruh data yang ada, tanpa breakdown)
- Contoh: Overall Total Sales, Overall Total Profit, etc

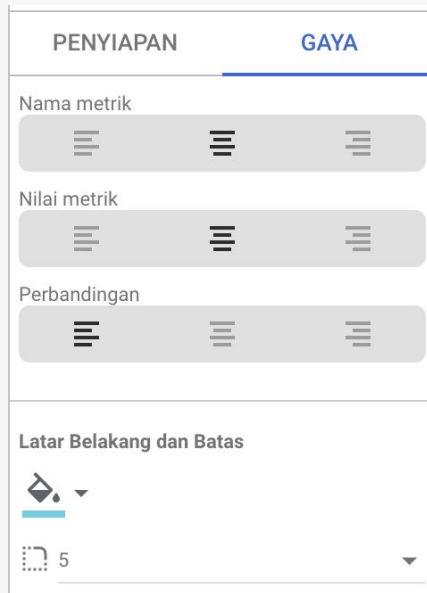
1. Tambahkan diagram → pilih Kartu Skor



2. Tab penyiapan → Pilih metrik



3. Tab gaya → atur estetika: alignment, warna latar, sudut landai



Praktik Card Visualization

Total Sales
147,9 rb

Count Orders
313

Total Profit
20 rb

	Category	Sub-Category	Sales ▼
1.	Technology	Phones	29.527,44
2.	Furniture	Chairs	21.406,98
3.	Furniture	Tables	17.758,24
4.	Office Supplies	Storage	16.313,39
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12.	Technology	Machines	3.500,1
13.	Office Supplies	Art	3.379,69
14.	Technology	Copiers	2.999,95
15.	Office Supplies	Labels	875,74
16.	Office Supplies	Envelopes	657,59
17.	Office Supplies	Fasteners	276,81

Region: West

(1) ▼

1 Jan 2017 - 31 Des 2017 ▼

Aggregation Methods

Kita dapat melakukan berbagai metode agregasi pada metrik yang ditampilkan di visualisasi

- Standard aggregation
 - Sum, average, min, max, count, count distinct
- Comparison calculation
 - E.g. tampilkan persentase nilai suatu baris jika dibandingkan dengan total
- Running calculation
 - E.g. tampilkan total cumulative dari baris

1. Klik table viz → tab persiapan
→ pilih metrik yang akan
diagregat

PENYIAPAN
GAYA

+ Tambahkan dimensi

Lihat perincian

Metrik

SUM Sales

+ sales

Metrik Kolom diagram

Pengg 123 Sales

Grup default

Baris p 123 Sales

2. Klik icon pensil pada metrik
yang diagregat

PENYIAPAN
GAYA

+ Tambahkan dimensi

Lihat perincian

Metrik

SUM Sales

Sales

+ Tambahkan metrik

Metrik opsional

Penggeser metrik

Baris per Halaman

3. Pilih Perhitungan perbandingan,
kita juga dapat mengganti nama

SUM Pct Sales

Nama
Pct Sales

Kolom sumber Sales

Jenis Data
Persen

Agregasi

☒ Total
☐ Rata-rata
☐ Jumlah
☐ Jumlah Berbeda
☐ Min.
☐ Maks.
☐ Median
☐ Simpangan Baku
☐ Variansi

Penghitungan perbandingan
Persen dari total

Praktik Agregasi

Total Sales
147,9 rb

Count Orders
313

Total Profit
20 rb

	Category	Sub-Category	Sales ▾	Pct Sales	Cum Sales
1.	Technology	Phones	29.527,44	19,97%	19,97%
2.	Furniture	Chairs	21.406,98	14,48%	34,44%
3.	Furniture	Tables	17.758,24	12,01%	46,45%
4.	Office Supplies	Storage	16.313,39	11,03%	57,48%
5.	Office Supplies	Binders	12.963,25	8,77%	66,25%
6.	Office Supplies	Supplies	9.238,43	6,25%	72,49%
7.	Technology	Accessories	8.926,24	6,04%	78,53%
8.	Furniture	Bookcases	6.544,91	4,43%	82,96%
9.	Office Supplies	Paper	5.386,46	3,64%	86,6%
10.	Furniture	Furnishings	4.372,32	2,96%	89,56%
11.	Office Supplies	Appliances	3.755,5	2,54%	92,1%
12.	Technology	Machines	3.500,1	2,37%	94,46%
13.	Office Supplies	Art	3.379,69	2,29%	96,75%
14.	Technology	Copiers	2.999,95	2,03%	98,78%
15.	Office Supplies	Labels	875,74	0,59%	99,37%
16.	Office Supplies	Envelopes	657,59	0,44%	99,81%
17.	Office Supplies	Fasteners	276,81	0,19%	100%

1 - 17 / 17 < >

Region: West

(1) ▾

1 Jan 2017 - 31 Des 2017 ▾

Thanks!

