

# Digital User Churn Dashboard

Bank Muamalat - Business Intelligence Analyst

Presented by  
Faridatul Husna



Jepara, Central Java



frdtlna02@gmail.com



[www.linkedin.com/in/faridatulhusna](https://www.linkedin.com/in/faridatulhusna)

# Faridatul Husna

## Job Seeker

I am a mathematics graduate who has interested in the field of data. I have studied data programming since I was in college, then I deepened my skills of SQL, Python, data visualization by taking bootcamp and VIX by Rakamin. I'm adept at data analytics, programming, and creating compelling visual presentations.

# Case Study

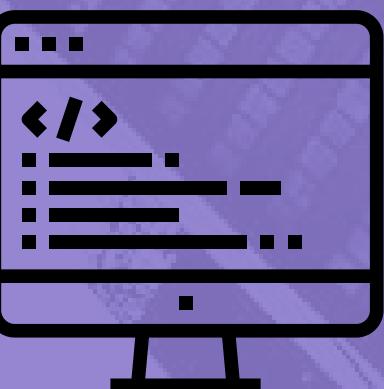
As a BI Analyst Intern at PT. Sejahtera Bersama, will faced with a series of challenges requires a deep understanding of the data and analytical skills. One of main projects is process several raw datasets into a Dashboard and look for several Business Insights that could be used as input for the company.

[Project explanation video here!](#)



# 1. Primary Key

| Table Name          | Column Name |
|---------------------|-------------|
| bm_customers        | CustomerID  |
| bm_orders           | OrderID     |
| bm_products         | ProdNumber  |
| bm_product_category | CategoryID  |



# 2. Relationship Table

Foreign Key

| Table Name  | Column Name |
|-------------|-------------|
| bm_orders   | CustomerID  |
| bm_orders   | ProdNumber  |
| bm_products | Category    |

Primary Key

| Table Name          | Column Name |
|---------------------|-------------|
| bm_customers        | CustomerID  |
| bm_products         | ProdNumber  |
| bm_product_category | CategoryID  |



# 3. Analytical Table

| analytics  |         |          |
|--|---------|----------|
| SCHEMA   | DETAILS | PREVIEW  |
| <input type="text"/> Filter Enter property name or value |         |          |
| <input type="checkbox"/> <a href="#">Field name</a>      | Type    | Mode     |
| <input type="checkbox"/> <a href="#">order_date</a>      | DATE    | NULLABLE |
| <input type="checkbox"/> <a href="#">category_name</a>   | STRING  | NULLABLE |
| <input type="checkbox"/> <a href="#">product_name</a>    | STRING  | NULLABLE |
| <input type="checkbox"/> <a href="#">product_price</a>   | FLOAT   | NULLABLE |
| <input type="checkbox"/> <a href="#">order_qty</a>       | INTEGER | NULLABLE |
| <input type="checkbox"/> <a href="#">total_sales</a>     | FLOAT   | NULLABLE |
| <input type="checkbox"/> <a href="#">cust_email</a>      | STRING  | NULLABLE |
| <input type="checkbox"/> <a href="#">cust_city</a>       | STRING  | NULLABLE |

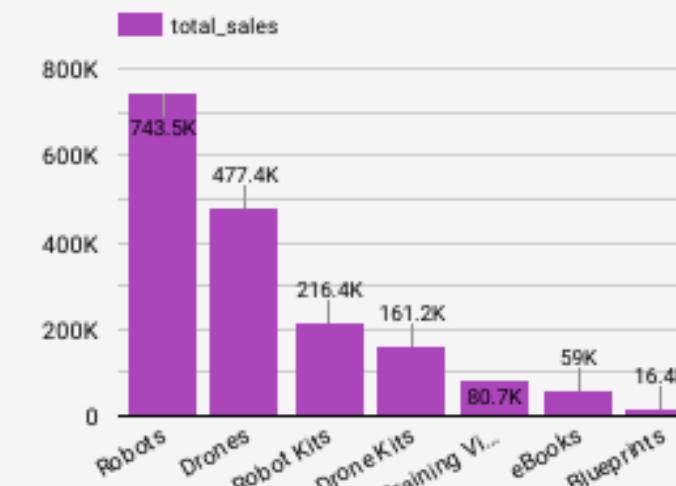
| analytics             |            |                       |                         |                          |                        |                        |              |
|-----------------------|------------|-----------------------|-------------------------|--------------------------|------------------------|------------------------|--------------|
| <a href="#">QUERY</a> |            | <a href="#">SHARE</a> | <a href="#">COPY</a>    | <a href="#">SNAPSHOT</a> | <a href="#">DELETE</a> | <a href="#">EXPORT</a> | C            |
|                       |            | SCHEMA                | DETAILS                 | PREVIEW                  | LINEAGE                | DATA PROFILE           | DATA QUALITY |
| Row                   | order_date | category_name         | product_name            | product_price            | order_qty              | total_sales            | cu           |
| 1                     | 2020-01-01 | Drone Kits            | BYOD-220                | 69.0                     | 1                      | 69.0                   | ed           |
| 2                     | 2020-01-01 | eBooks                | Polar Robots            | 23.99                    | 2                      | 47.98                  | fva          |
| 3                     | 2020-01-01 | eBooks                | SCARA Robots            | 19.5                     | 5                      | 97.5                   | lle          |
| 4                     | 2020-01-01 | eBooks                | Spherical Robots        | 16.75                    | 5                      | 83.75                  | lfr          |
| 5                     | 2020-01-01 | Robots                | RWW-75 Robot            | 883.0                    | 3                      | 2649.0                 | tm           |
| 6                     | 2020-01-01 | Training Videos       | Drone Video Techniques  | 37.99                    | 6                      | 227.94                 | gs           |
| 7                     | 2020-01-02 | Blueprints            | Ladybug Robot Blueprint | 12.0                     | 2                      | 24.0                   | ak           |
| 8                     | 2020-01-02 | Drone Kits            | BYOD-100                | 54.0                     | 5                      | 270.0                  | jze          |
| 9                     | 2020-01-02 | Drones                | DTE-QFN20 Drone         | 250.0                    | 2                      | 500.0                  | jcc          |
| 10                    | 2020-01-02 | eBooks                | Fixed Wing Drones       | 15.5                     | 3                      | 46.5                   | oh           |
| 11                    | 2020-01-02 | Robot Kits            | BYOR-2640S              | 189.0                    | 2                      | 378.0                  | ag           |

# Dashboard

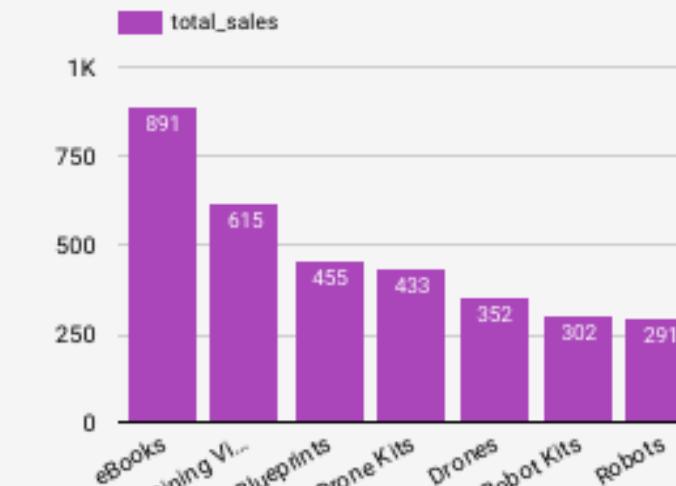
## SALES DASHBOARD : PT. SEJAHTERA BERSAMA 2020 - 2021

Total Sales      Total Qty  
1,754,750.57      11,654

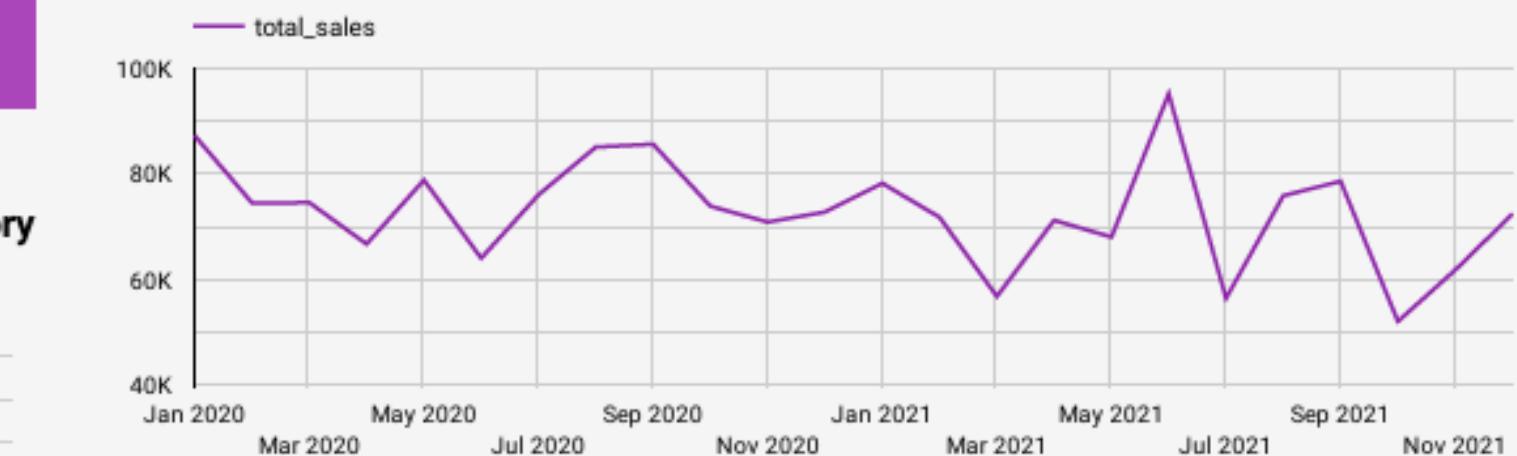
### Total Sales based on Product Category



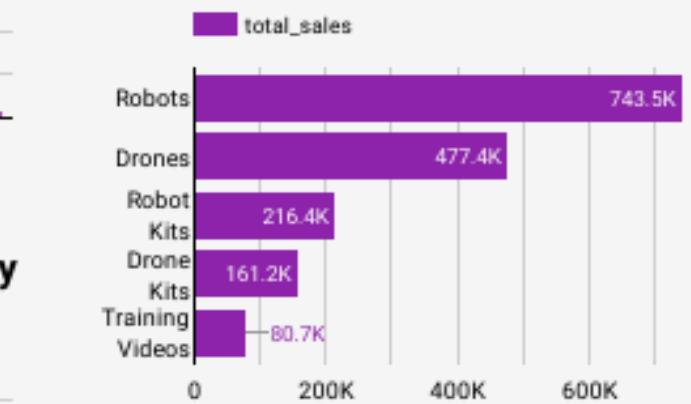
### Total Qty based on Product Category



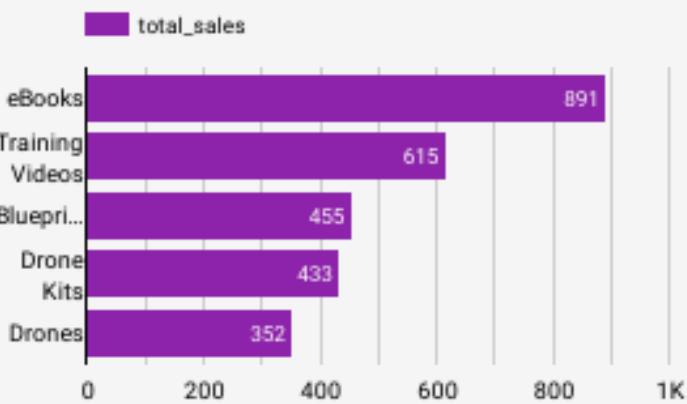
### Sales Growth



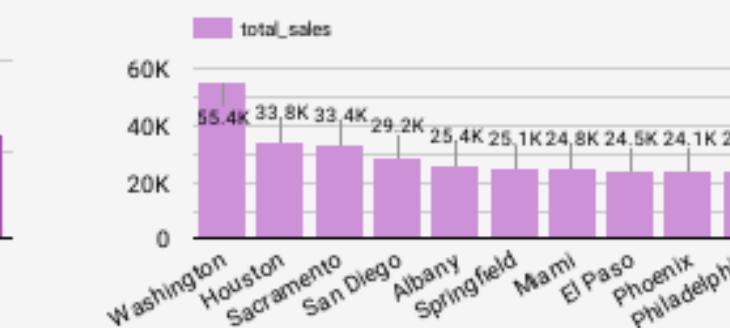
### Top 5 Selling Product Categories



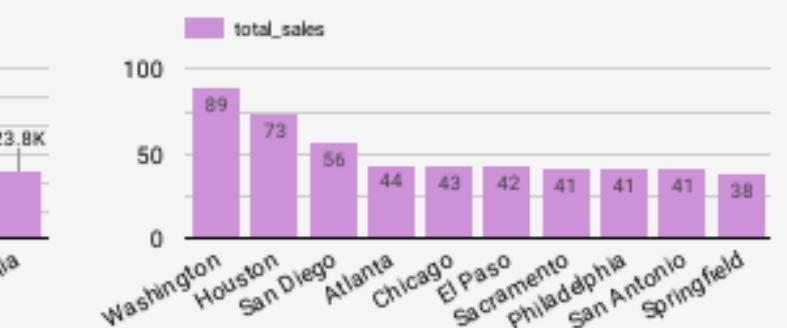
### Top 5 Quantity Product Categories



### Total Sales Based On City



### Total Quantity Based On City


[Dashboard Link](#)

# 5. Business Recommendations

Improving marketing strategies for robots and ebooks with a focus on market segments.

Product sales are mostly carried out in the cities of Washington and Houston

Carrying out market research and developing more innovative robot products for maintain buyer interest.

Analyze sales data and customer behavior, identifying trends, preferences and purchasing patterns.

Attractive Bundle Offers combine related products in a bundle package

# Thank You

GitHub      MyDrive

