

Dashboard Performance Analytics Kimia Farma

Kimia Farma - Big Data Analytics

Presented by
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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.

Courses and Certification

Data Science : Machine Learning | <https://drive.google.com/file/d/1VHJBGCeYIcB6rhZqVqwxc6htIUM1N01J/view?usp=sharing>

March, 2024

Menggunakan Pemrograman Python untuk Ahli Statistika Terapan (Data Scoentist) |

<https://drive.google.com/file/d/1f0XOZm2eydyufExujzdFbqqVArcadREN/view?usp=sharing>

Mei, 2022

About Company

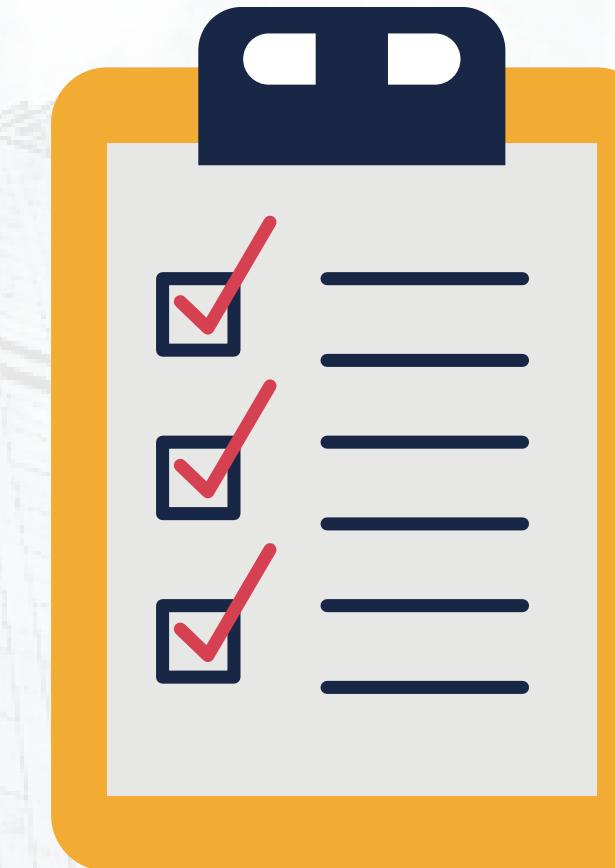
Project Portfolio

Importing Dataset to BigQuery

Analysis Table

BigQuery Syntax

Dashboard



**Table of
Content**

About Company - Kimia Farma

Kimia Farma is the first pharmaceutical industry company in Indonesia which was founded by the Dutch East Indies Government 1817. The name of this company was originally NV Chemicalien Handle Rathkamp & Co. Based on nationalization policy for former Dutch companies in early period of independence, in 1958, the Government The Republic of Indonesia carried out a number of amalgamations pharmaceutical companies become PNF (State Company Pharmacy) Bhinneka Kimia Farma. Then on the 16th August 1971, the legal entity form of PNF was changed to Limited Liability Company, so the company name changes became PT Kimia Farma (Persero).

Project Portfolio

As a Big Data Analytics Intern at Kimia Farma, you will be faced with a series of challenges that require a deep understanding of the data and analytical skills. One of the main projects is evaluating Kimia Farma's business performance from 2020 until 2023.

[Project explanation video here!](#)



Importing Dataset to BigQuery

Create dataset

Project ID *
rakamin-kimia-farma-422915 [CHANGE](#)

Dataset ID *
 [Letters, numbers, and underscores allowed](#)

Open Google Cloud Console, create title project, and create dataset "kimia_farma"

Create table

Source
Create table from [Upload](#)
Select file [BROWSE](#)
File format [CSV](#)

Destination
Project [rakamin-kimia-farma-422915](#) [BROWSE](#)
Dataset [kimia_farma](#)
Table [Maximum name size is 1,024 UTF-8 bytes. Unicode letters, marks, numbers, connectors, dashes, and spaces are allowed.](#)

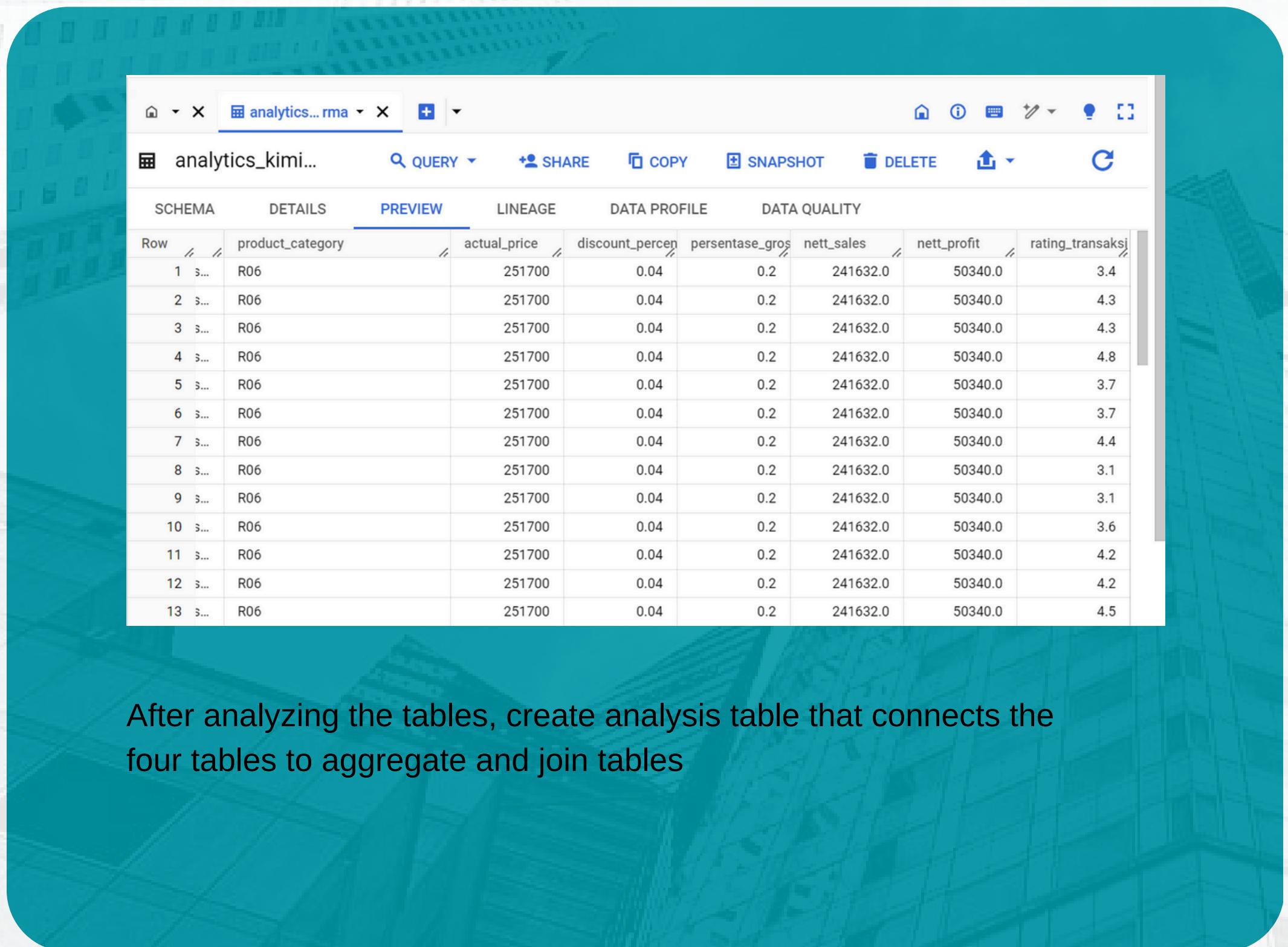
[CREATE TABLE](#) [CANCEL](#)

Select point three icon, and create table. Select upload table, and do to upload the file.

▼	 kimia_farma	☆	⋮
	 analytics_kimia_farma	☆	⋮
	 kf_final_transaction	☆	⋮
	 kf_inventory	☆	⋮
	 kf_kantor_cabang	☆	⋮
	 kf_product	☆	⋮

The display when finished upload the table.

Analysis Table



Row	product_category	actual_price	discount_peren	persentase_gros	nett_sales	nett_profit	rating_transaksi
1	R06	251700	0.04	0.2	241632.0	50340.0	3.4
2	R06	251700	0.04	0.2	241632.0	50340.0	4.3
3	R06	251700	0.04	0.2	241632.0	50340.0	4.3
4	R06	251700	0.04	0.2	241632.0	50340.0	4.8
5	R06	251700	0.04	0.2	241632.0	50340.0	3.7
6	R06	251700	0.04	0.2	241632.0	50340.0	3.7
7	R06	251700	0.04	0.2	241632.0	50340.0	4.4
8	R06	251700	0.04	0.2	241632.0	50340.0	3.1
9	R06	251700	0.04	0.2	241632.0	50340.0	3.1
10	R06	251700	0.04	0.2	241632.0	50340.0	3.6
11	R06	251700	0.04	0.2	241632.0	50340.0	4.2
12	R06	251700	0.04	0.2	241632.0	50340.0	4.2
13	R06	251700	0.04	0.2	241632.0	50340.0	4.5

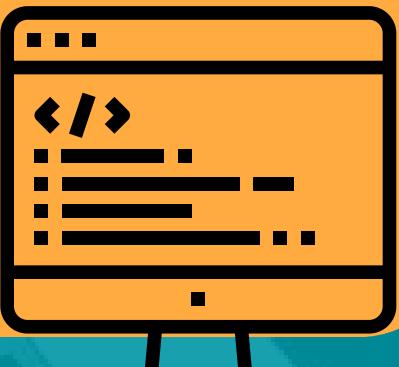
After analyzing the tables, create analysis table that connects the four tables to aggregate and join tables



BigQuery Syntax

```
CREATE TABLE rakamin-kimia-farma-  
422915.kimia_farma.analytics_kimia_farma AS  
SELECT  
    t.transaction_id,  
    t.date,  
    t.branch_id,  
    kc.branch_name,  
    kc.kota,  
    kc.provinsi,  
    kc.rating AS rating_cabang,  
    t.customer_name,  
    t.product_id,  
    p.product_name,  
    p.product_category,  
    p.price AS actual_price,  
    t.discount_percentage,  
    CASE  
        WHEN t.price <= 50000 THEN 0.10  
        WHEN t.price > 50000 AND t.price <= 100000 THEN 0.15  
        WHEN t.price > 100000 AND t.price <= 300000 THEN 0.20  
        WHEN t.price > 300000 AND t.price <= 500000 THEN 0.25  
        WHEN t.price > 500000 THEN 0.30  
    END AS persentase_gross_laba,
```

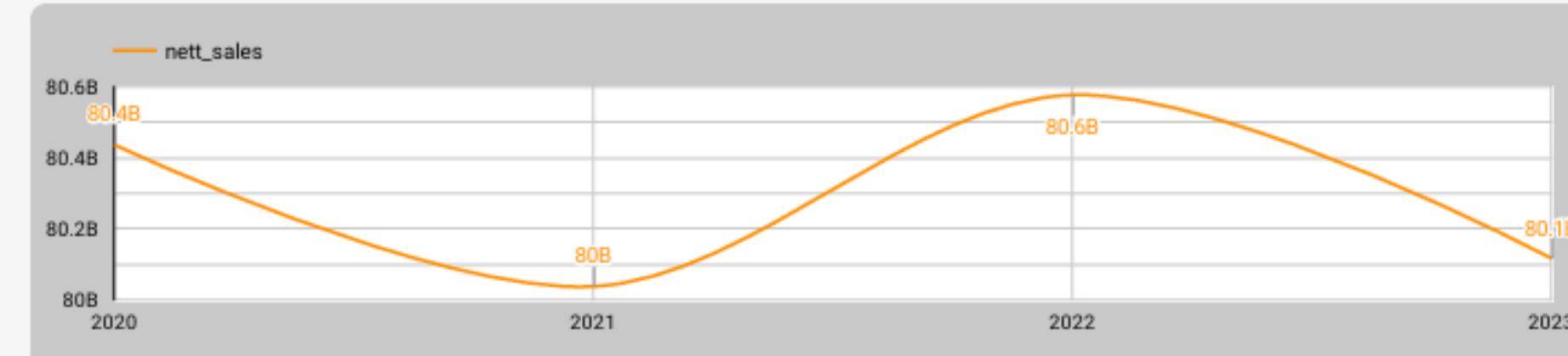
```
t.price * ( 1 - t.discount_percentage) AS nett_sales,  
    t.price * (  
        CASE  
            WHEN t.price <= 50000 THEN 0.10  
            WHEN t.price > 50000 AND t.price <= 100000 THEN 0.15  
            WHEN t.price > 100000 AND t.price <= 300000 THEN 0.20  
            WHEN t.price > 300000 AND t.price <= 500000 THEN 0.25  
            WHEN t.price > 500000 THEN 0.30  
        END  
    ) AS nett_profit,  
    t.rating AS rating_transaksi  
FROM  
    rakamin-kimia-farma-422915.kimia_farma.kf_final_transaction t  
LEFT JOIN  
    rakamin-kimia-farma-422915.kimia_farma.kf_kantor_cabang kc ON  
t.branch_id = kc.branch_id  
LEFT JOIN  
    rakamin-kimia-farma-422915.kimia_farma.kf_product p ON  
t.product_id = p.product_id  
;
```



Dashboard Performance Analytics

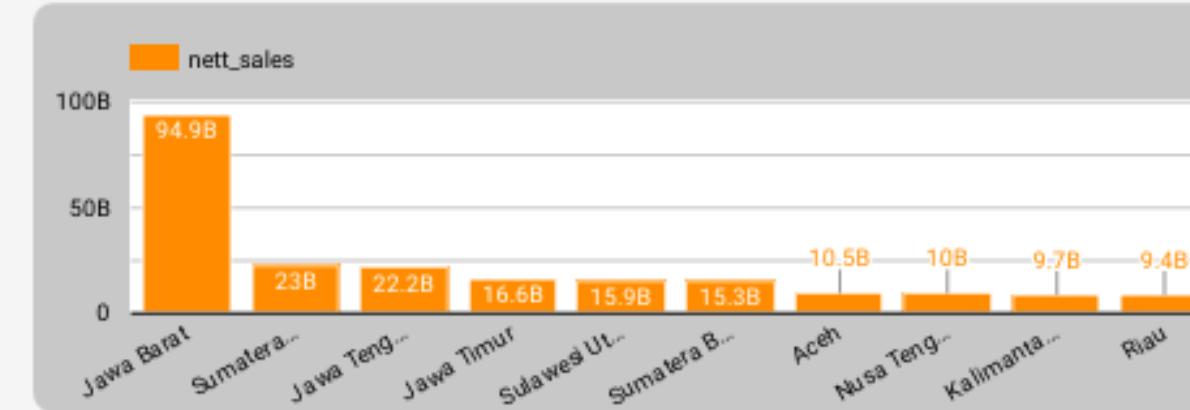
Dashboard - Kimia Farma Performance Analytics Business Year 2020 - 2023

Revenue Kimia Farma Year by Year



nett_sales	321.2B
nett_profit	98.6B
rating_transaksi	4.0

Top 10 Provincial Branch Nett Sales

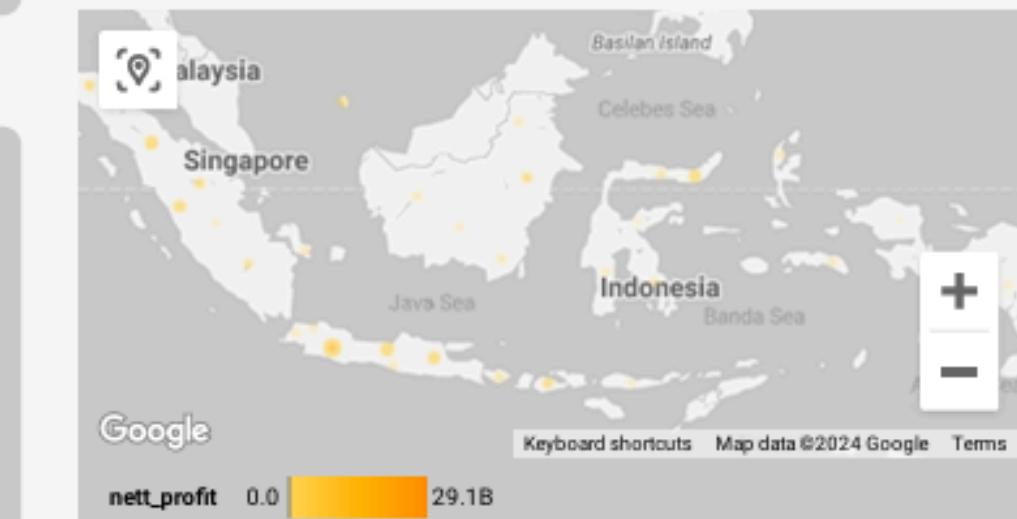


Top 3 Highest Rate & Lowest Transactional Rate

branch_name	rating_cabang...	rating_transaksi...
1. Kimia Farma - Klinik & Apot...	4.47	4
2. Kimia Farma - Klinik-Apot...	4.45	4
3. Kimia Farma - Apotek	4.43	4

1 - 3 / 3 < >

Total Profit for Each Province



Thank You
GitHub MyDrive

