

# Promo Effectiveness Review

**Project-Based Internship: Reporting Engineer  
Virtual Internship Experience Jubelio**

Presented by  
Ichsan Arsyi Putra



# Ichsan Arsyi Putra

**Data Enthusiast**

seorang trainee di bidang data dan  
menyukai bagaimana data berperan dalam  
suatu keputusan

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# Case Study

1. Mengaplikasikan Promo Code dari Tim Budgeting.
2. Membuat Tabel Laporan Khusus Quartal ke 3 dan 4.
3. Melakukan Summary dan Visualisasi dari Hasil Data Table Quartal ke 3 dan 4.
4. Membuat Shipping Label Khusus Bulan Desember 2022.

## Tools

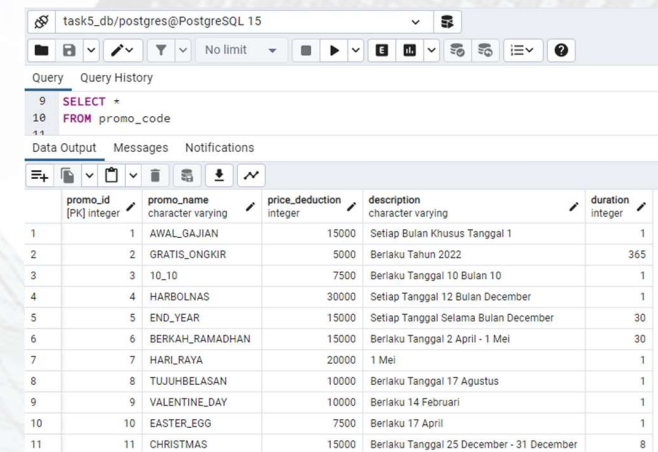
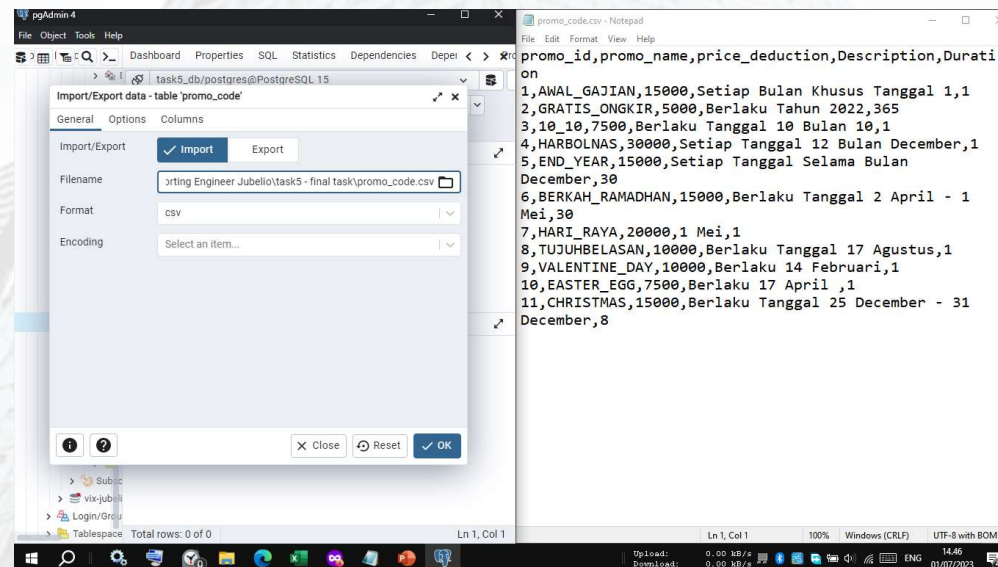


# Hasil

## 1. Mengaplikasikan Promo Code dari Tim Budgeting.

Membuat table promo\_code pada database dan Import file CSV (delimiter: ",") ke dalam tabel.

```
CREATE TABLE promo_code(  
  promo_id INT PRIMARY KEY  
  NOT NULL,  
  promo_name VARCHAR (100),  
  price_deduction INT,  
  Description VARCHAR (255),  
  Duration INT  
)
```



promo_id	promo_name	price_deduction	description	duration
1	AWAL_GAJIAN	15000	Setiap Bulan Khusus Tanggal 1	1
2	GRATIS_ONGKIR	5000	Berlaku Tahun 2022	365
3	10_10	7500	Berlaku Tanggal 10 Bulan 10	1
4	HARBOLNAS	30000	Setiap Tanggal 12 Bulan Desember	1
5	END_YEAR	15000	Setiap Tanggal Selama Bulan Desember	30
6	BERKAH_RAMADHAN	15000	Berlaku Tanggal 2 April - 1 Mei	30
7	HARI_RAYA	20000	1 Mei	1
8	TUJUHBELASAN	10000	Berlaku Tanggal 17 Agustus	1
9	VALENTINE_DAY	10000	Berlaku 14 Februari	1
10	EASTER_EGG	7500	Berlaku 17 April	1
11	CHRISTMAS	15000	Berlaku Tanggal 25 Desember - 31 Desember	8



# Hasil

## 2. Membuat Tabel Laporan Khusus Quartal ke 3 dan 4.

Membuat tabel Q3\_Q4\_Review pada database dan mengisi datanya dari tabel lain.

```
CREATE TABLE Q3_Q4_Review(  
  purchase_date DATE,  
  item_id INT,  
  item_name VARCHAR(255),  
  quantity INT,  
  total_price INT,  
  promo_id INT,  
  promo_name VARCHAR(255),  
  price_deduction INT,  
  price_after_promo INT  
)
```

```
INSERT INTO q3_q4_review(  
  purchase_date, item_id, item_name, quantity, total_price,  
  promo_id, promo_name, price_deduction, price_after_promo)  
SELECT slst.purchase_date, mt.item_id, mt.item_name, slst.quantity,  
  (slst.quantity * mt.price) AS total_price,  
  pc.promo_id, pc.promo_name, pc.price_deduction,  
  (CASE  
    WHEN ((slst.quantity * mt.price) - pc.price_deduction) < 0  
    THEN 0  
    ELSE ((slst.quantity * mt.price) - pc.price_deduction)  
  END) AS price_after_promo  
FROM sales_table AS slst  
LEFT JOIN marketplace_table AS mt ON slst.item_id = mt.item_id  
LEFT JOIN promo_code AS pc ON slst.promo_id = pc.promo_id  
WHERE slst.purchase_date BETWEEN '20220701' AND '20221231'  
ORDER BY slst.purchase_date ASC
```

# Hasil

2. Membuat Tabel Laporan Khusus Quartal ke 3 dan 4.

Tabel Q3\_Q4\_Review yang sudah berisi data.

task5\_db/postgres@PostgreSQL 15

Query Query History Scratch Pad

```

12
13 SELECT *
14 FROM q3_q4_review

```

Data Output Messages Notifications

	purchase_date date	item_id integer	item_name character varying	total_price integer	promo_id integer	promo_name character varying
1	2022-07-01	188	BAPE NAVY CAMO SHARK FULLZIP HOODIE (100% AUTHENTIC) - S	9998000	2	GRATIS_ONGKIR
2	2022-07-01	144	Deli Laser Pointer Pen Pointer Presentasi 650 NM 3933	144000	2	GRATIS_ONGKIR
3	2022-07-01	307	STUDIO TROPIK DreamSetter Glowly Make-up Setting Spray - 130 ml	315000	1	AWAL_GAJIAN
4	2022-07-01	356	Emina Pore Ranger 20 mL - Primer Translucent Matte Samarkan Pori-Pori	154440	2	GRATIS_ONGKIR
5	2022-07-01	262	VS Victoria's Secret Robe SATIN Kimono BEST SELLER ORIGINAL SALE - GREY STRIPE	1500000	2	GRATIS_ONGKIR
6	2022-07-01	73	T&W Pompa Air Galon Elektrik Dispenser Dengan Tatakan Water Pump - Putih	79900	[null]	[null]
7	2022-07-01	129	Kartu RFID 13,56 MHz S50 1K / M1fare compatible	1670	[null]	[null]
8	2022-07-01	242	Jaket Parka Wanita Lazee Muslimah Hijabers A104 - Mustard, L	387810	1	AWAL_GAJIAN
9	2022-07-01	211	Jaket winter pria untuk musim dingin / outdoor - Abu Tua, XXL	185000	[null]	[null]
10	2022-07-01	438	CANDESARTAN OGB DEXA MEDICA 16 MG BOX 30 TABLET	100029	1	AWAL_GAJIAN
11	2022-07-01	75	sedimen filter 10 inch / cartridge filter / spoon filter KOLON - 10 Micron	17400	[null]	[null]
12	2022-07-01	362	Gule - BARE Cushion - Shade 04-Kav	189000	[null]	[null]
13	2022-07-01	417	mGanik Multigrain Obat Penurun Gula Darah Kencing Manis ORIGINAL - Multigrain	550000	[null]	[null]
14	2022-07-01	262	VS Victoria's Secret Robe SATIN Kimono BEST SELLER ORIGINAL SALE - GREY STRIPE	1500000	1	AWAL_GAJIAN

Total rows: 1000 of 5777 Query complete 00:00:00.483 Ln 10, Col 22



Export Tabel Q3\_Q4\_Review dan menyimpannya sebagai file CSV.

File Home Insert Page Layout Formulas Data Review View Developer Help Tell me what you want to do

Get External Data New Query Show Queries From Table From Recent Sources Refresh All Connections Properties Edit Links Connections Sort & Filter Filter Clear Reapply Advanced Text to Columns Data Validation Data Tools Flash Fill Consolidate Remove Duplicates Relationships Manage Data Model What-If Analysis Forecast Sheet Group Ungroup Subtotal Outline

From Access From Web From Text From Other Sources Existing Connections

		C	D	E	F	G	H	I	J
			quantiti	total_pri	promo	promo_name	price_deduct	price_after	promo
2	01/07/2022	181	BAPE NAVY CAMO SHARK FULLZIP HOODIE (100% AUTHENTIC) - S	2	999800	2	GRATIS_ONGKIR	5000	999300
3	01/07/2022	144	Deli Laser Pointer Pen Pointer Presentasi 650 NM 3933	3	144000	2	GRATIS_ONGKIR	5000	139000
4	01/07/2022	307	EMUDIO TROPIC DreamSetter Glowly Make-up Setting Spray - 130 ml	2	315000	1	AWAL GAJIAN	15000	300000
5	01/07/2022	356	Stmna Rope Ranger 20 mL - Primer Translucent Matte Samarkan Pori-Pori	3	154400	2	GRATIS_ONGKIR	5000	149400
6	01/07/2022	262	Vs Victoria's Secret Robe SATIN Kimono BEST SELLER ORIGINAL SALE - GREY STRIPE	2	1500000	2	GRATIS_ONGKIR	5000	1495000
7	01/07/2022	73	T&W Pompa Air Galon Electric Dispenser Dengan Tatakan Water Pump - Putih	1	79900	NULL	NULL	NULL	NULL
8	01/07/2022	129	Kartu RFID 13.56 MHz S50 1K / Mifare compatible	1	1670	NULL	NULL	NULL	NULL
9	01/07/2022	242	Jaket PAKDA Wanisa Lazema Muslimah Hijabers A104 - Mustard, L	3	387810	1	AWAL GAJIAN	15000	372810
10	01/07/2022	211	jaket winter pria untuk musim dingin / outdoor - Abu Tua, XXL	1	185000	NULL	NULL	15000	170000
11	01/07/2022	438	CANDESARTAN OGB DEKA MEDICA 16 MG BOX 30 TABLET	3	100029	1	AWAL GAJIAN	15000	85029
12	01/07/2022	75	sedimen filter 10 inch / cartridge filter / spoon filter KOLON - 10 Micron	3	17400	NULL	NULL	NULL	NULL
13	01/07/2022	362	Gule - BARE Cushion - Shade 04-Kav	1	189000	NULL	NULL	NULL	NULL
14	01/07/2022	417	mganik Multigrain Obat Penurun gula Darah Kencing Manis ORIGINAL - Multigrain	2	550000	NULL	NULL	NULL	NULL
15	01/07/2022	262	Vs Victoria's Secret Robe SATIN Kimono BEST SELLER ORIGINAL SALE - GREY STRIPE	2	1500000	1	AWAL GAJIAN	15000	1485000
16	01/07/2022	120	Kartu Proximity RFID EM Card 125KHz	2	3380	NULL	NULL	NULL	NULL
17	01/07/2022	400	VENTOLIN 2.5MG NEBULES 4 S/SALBUTAMOL/ASMA/SEKAS NAFAS	2	104000	2	GRATIS_ONGKIR	5000	99000
18	01/07/2022	188	BAPE NAVY CAMO SHARK FULLZIP HOODIE (100% AUTHENTIC) - S	3	14997000	1	AWAL GAJIAN	15000	14982000
19	01/07/2022	76	Deli Paper Shredder Penghancur Kertas Manual A4 Uk 4 Liter 9935	1	231000	1	AWAL GAJIAN	15000	216000
20	01/07/2022	173	Jaket Shacket Pria Shacket Jacket Premium Jacket Truckser Semiparka Pria - Hitam, M	3	267000	NULL	NULL	NULL	NULL
21	01/07/2022	317	SOMEETHING Cppy Paste Breathable Mesh Cushion SPF 33 PA++ - Serene Refill	1	98750	NULL	NULL	NULL	NULL
22	01/07/2022	79	EROC Android Smart Home Proyektor - Dolby - FHD - 415 ANSI - Model MAX	3	8760000	NULL	NULL	NULL	NULL
23	01/07/2022	85	BASEUS WIRELESS PRESENTER POINTER PEN REMOTE CONTROL LASER POINTER PEN - Abu-abu	1	159000	2	GRATIS_ONGKIR	5000	154000

data asli sales quantity revenue rasio

Ready Accessibility: Investigate

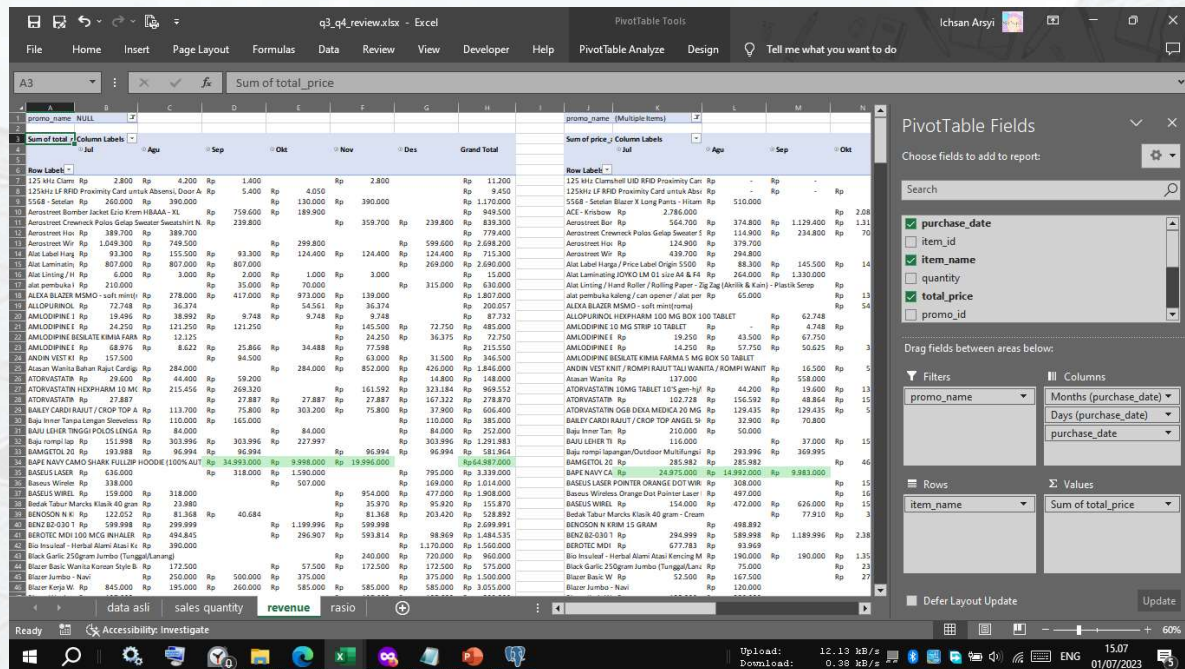
Upload: 0.00 MB/s 0.00 MB/s 01/02/2023 15:03



# Hasil

## 2. Membuat Tabel Laporan Khusus Quartal ke 3 dan 4.

### Pivot Table untuk worksheet “revenue” dan “rasio”.



q3\_q4\_review.xlsx - Excel

PivotTable Tools

File Home Insert Page Layout Formulas Data Review View Developer Help PivotTable Analyze Design Tell me what you want to do

Sum of total\_price

promo\_name (Multiple Items)

Sum of price / Column Labels

Row Labels

PivotTable Fields

Choose fields to add to report:

purchase\_date

item\_id

item\_name

quantity

total\_price

promo\_id

Drag fields between areas below:

Filters: promo\_name

Columns: Months (purchase\_date)

Days (purchase\_date)

purchase\_date

Rows: item\_name

Values: Sum of total\_price

Defer Layout Update

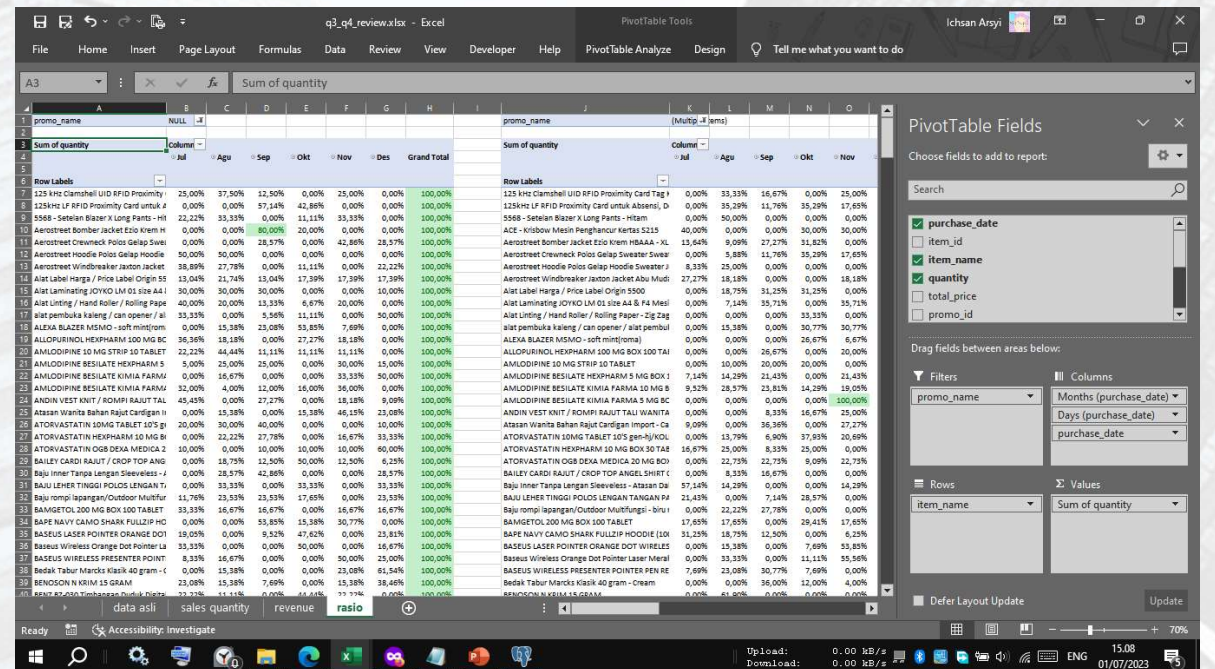
Ready Accessibility: Investigate

Upload: 12.13 KB/s

Download: 0.39 KB/s

15:07

01/07/2023



q3\_q4\_review.xlsx - Excel

PivotTable Tools

File Home Insert Page Layout Formulas Data Review View Developer Help PivotTable Analyze Design Tell me what you want to do

Sum of quantity

promo\_name (Multiple Items)

Sum of quantity

Row Labels

PivotTable Fields

Choose fields to add to report:

purchase\_date

item\_id

item\_name

quantity

total\_price

promo\_id

Drag fields between areas below:

Filters: promo\_name

Columns: Months (purchase\_date)

Days (purchase\_date)

purchase\_date

Rows: item\_name

Values: Sum of quantity

Defer Layout Update

Ready Accessibility: Investigate

Upload: 0.00 KB/s

Download: 0.00 KB/s

15:08

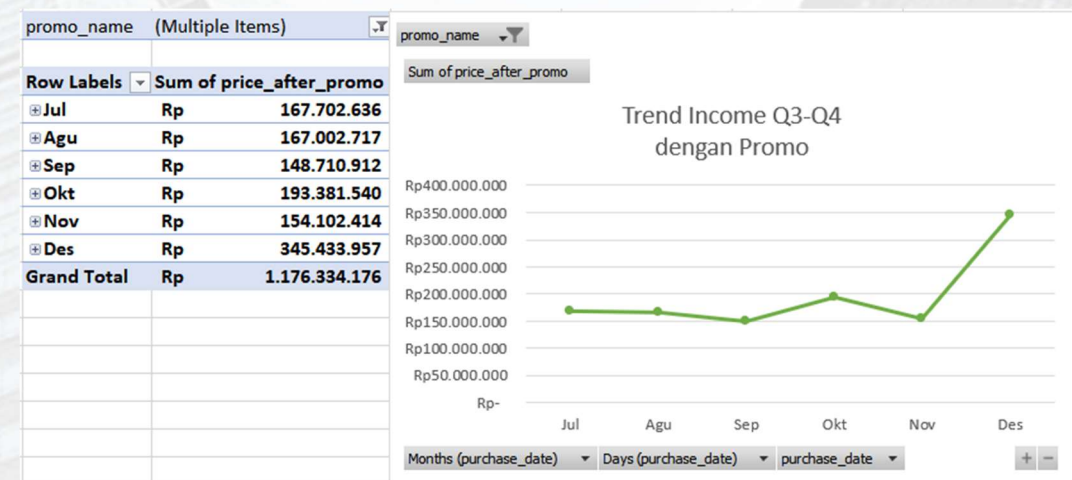
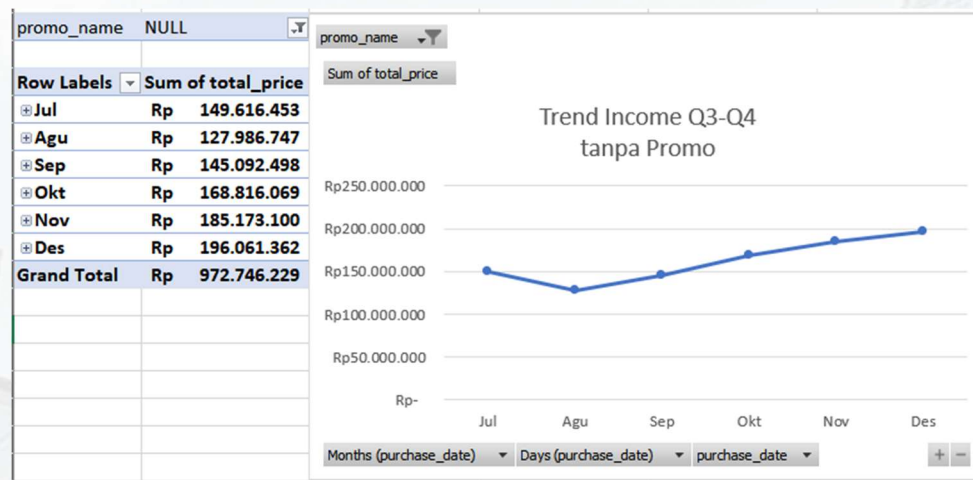
01/07/2023



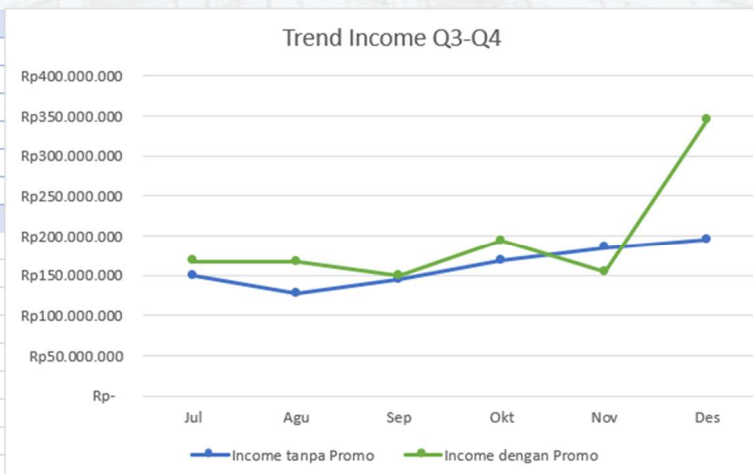
# Hasil

3. Melakukan Summary dan Visualisasi dari Hasil Data Tabel Quartal ke 3 dan 4.

Visualisasi Trend Penjualan dengan Penggunaan Promo



Row Labels	Income tanpa Promo	Income dengan Promo
Jul	Rp 149.616.453	Rp 167.702.636
Agu	Rp 127.986.747	Rp 167.002.717
Sep	Rp 145.092.498	Rp 148.710.912
Okt	Rp 168.816.069	Rp 193.381.540
Nov	Rp 185.173.100	Rp 154.102.414
Des	Rp 196.061.362	Rp 345.433.957
Grand Total	Rp 972.746.229	Rp 1.176.334.176



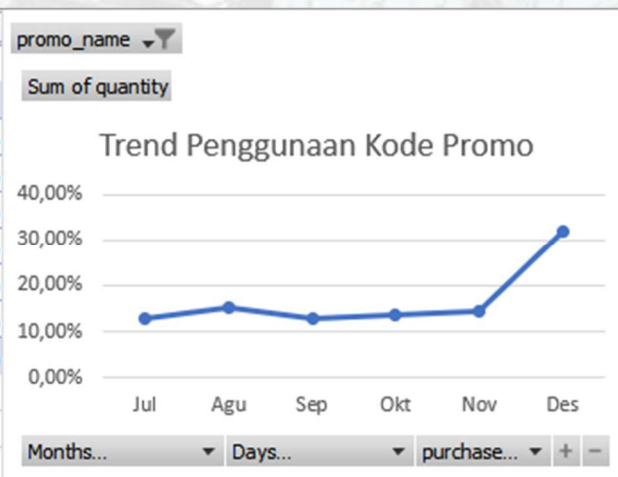
# Hasil

3. Melakukan Summary dan Visualisasi dari Hasil Data Table Quartal ke 3 dan 4.

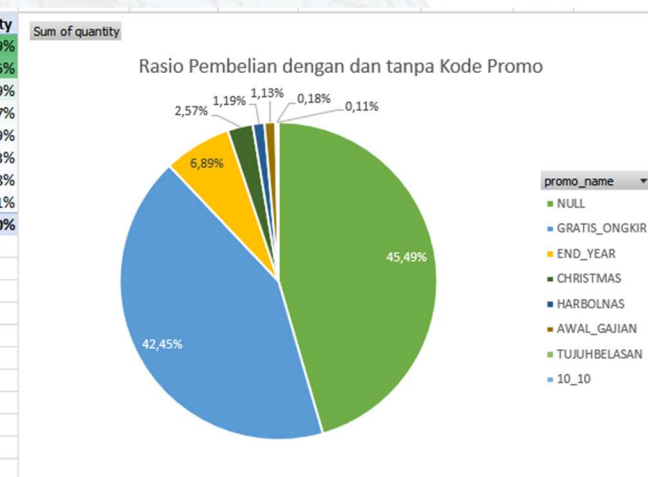
Visualisasi Rasio Trend Penggunaan Promo

Sum of quantity	Column							
	Jul	Agu	Sep	Okt	Nov	Des	Grand Total	
10_10	0,00%	0,00%	0,00%	0,11%	0,00%	0,00%	0,11%	
AWAL_GAJIAN	0,15%	0,14%	0,25%	0,20%	0,14%	0,25%	1,13%	
CHRISTMAS	0,00%	0,00%	0,00%	0,00%	0,00%	2,57%	2,57%	
END_YEAR	0,00%	0,00%	0,00%	0,00%	0,00%	6,89%	6,89%	
GRATIS_ONGKIR	6,74%	8,00%	6,67%	7,03%	7,61%	6,41%	42,45%	
HARBOLNAS	0,00%	0,00%	0,00%	0,00%	0,00%	1,19%	1,19%	
NULL	6,75%	7,48%	6,75%	7,14%	7,79%	9,57%	45,49%	
TUJUHBELASAN	0,00%	0,18%	0,00%	0,00%	0,00%	0,00%	0,18%	
Grand Total	13,64%	15,80%	13,67%	14,48%	15,54%	26,87%	100,00%	

promo_name (Multiple Items)	
Row Labels	Sum of quantity
Jul	12,64%
Agu	15,26%
Sep	12,68%
Okt	13,45%
Nov	14,22%
Des	31,75%
Grand Total	100,00%



Row Labels	Sum of quantity
NULL	45,49%
GRATIS_ONGKIR	42,45%
END_YEAR	6,89%
CHRISTMAS	2,57%
HARBOLNAS	1,19%
AWAL_GAJIAN	1,13%
TUJUHBELASAN	0,18%
10_10	0,11%
Grand Total	100,00%





# Hasil

## 4. Membuat Shipping Label Khusus Bulan Desember.

Membuat tabel shipping\_summary pada database dan mengisi datanya dari tabel lain.

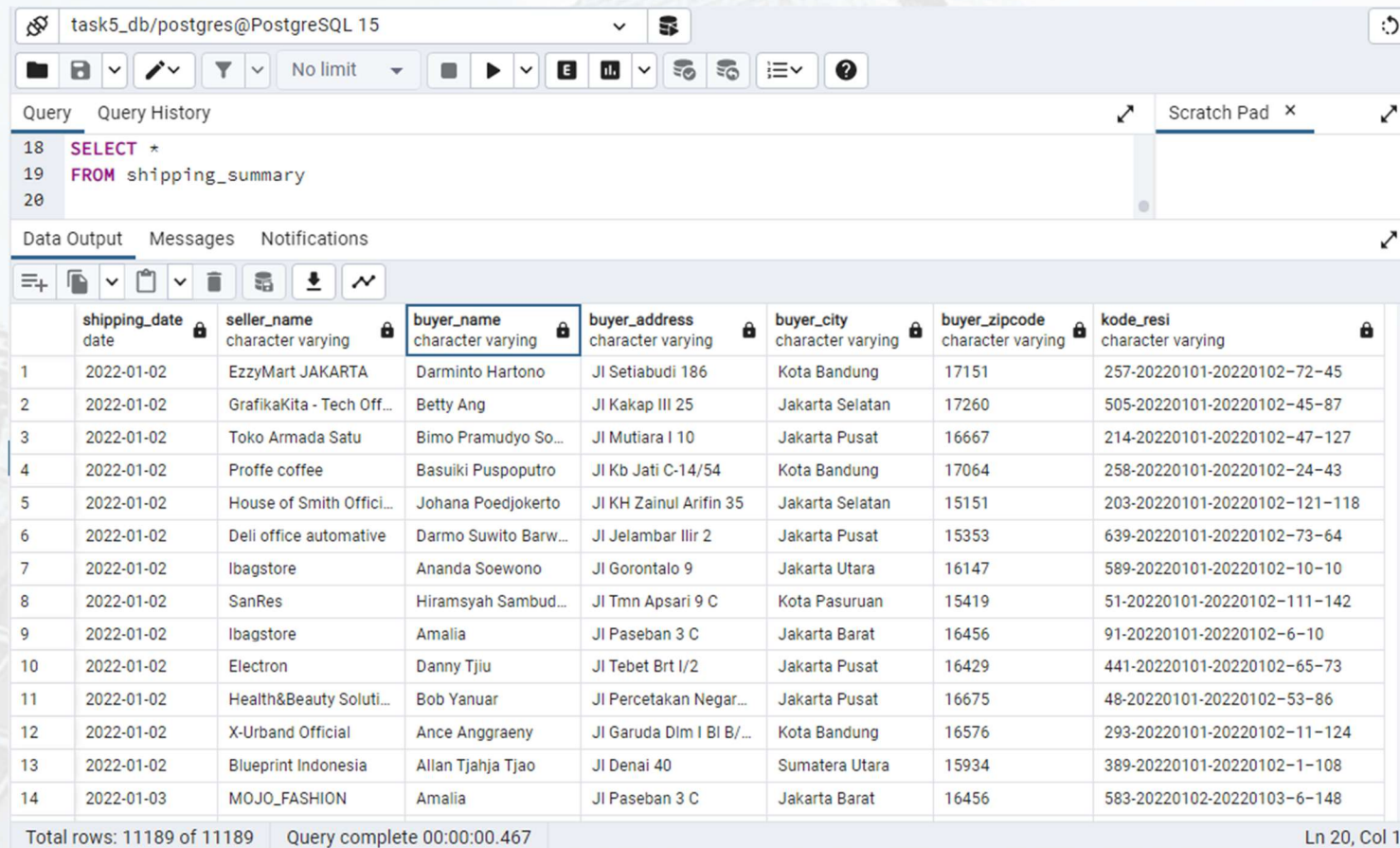
```
CREATE TABLE
shipping_summary(
shipping_date DATE,
seller_name VARCHAR(100),
buyer_name VARCHAR(100),
buyer_address VARCHAR(100),
buyer_city VARCHAR(50),
buyer_zipcode VARCHAR(10),
kode_resi VARCHAR(255)
)
```

```
INSERT INTO shipping_summary(
shipping_date, seller_name, buyer_name, buyer_address,
buyer_city, buyer_zipcode, kode_resi)
SELECT shpt.shipping_date, slrt.seller_name, byt.buyer_name,
byt.address AS buyer_address, byt.city AS buyer_city, byt.zipcode AS
buyer_zipcode,
(CONCAT (shpt.shipping_id, '-', TO_CHAR
(shpt.purchase_date,'YYYYMMDD'), '-', TO_CHAR
(shpt.shipping_date,'YYYYMMDD'), '-', byt.buyer_id, '-', slrt.seller_id))
AS kode_resi
FROM shipping_table AS shpt
LEFT JOIN seller_table AS slrt
ON shpt.seller_id = slrt.seller_id
LEFT JOIN buyer_table AS byt
ON shpt.buyer_id = byt.buyer_id
ORDER BY shpt.shipping_date ASC
```

# Hasil

## 4. Membuat Shipping Label Khusus Bulan Desember.

Tabel shipping\_summary yang sudah berisi data sudah siap untuk di-Export menjadi file CSV.



The screenshot shows a PostgreSQL query editor interface. The query editor at the top contains the following SQL query:

```
18 SELECT *
19 FROM shipping_summary
20
```

Below the query editor, the 'Data Output' tab is active, displaying a table with 14 rows of data. The table has 8 columns: shipping\_date, seller\_name, buyer\_name, buyer\_address, buyer\_city, buyer\_zipcode, and kode\_resi. The data is as follows:

	shipping_date	seller_name	buyer_name	buyer_address	buyer_city	buyer_zipcode	kode_resi
1	2022-01-02	EzzyMart JAKARTA	Darminto Hartono	JI Setiabudi 186	Kota Bandung	17151	257-20220101-20220102-72-45
2	2022-01-02	GrafikaKita - Tech Off...	Betty Ang	JI Kakap III 25	Jakarta Selatan	17260	505-20220101-20220102-45-87
3	2022-01-02	Toko Armada Satu	Bimo Pramudyo So...	JI Mutiara I 10	Jakarta Pusat	16667	214-20220101-20220102-47-127
4	2022-01-02	Proffe coffee	Basuiki Puspoputro	JI Kb Jati C-14/54	Kota Bandung	17064	258-20220101-20220102-24-43
5	2022-01-02	House of Smith Offici...	Johana Poedjokerto	JI KH Zainul Arifin 35	Jakarta Selatan	15151	203-20220101-20220102-121-118
6	2022-01-02	Deli office automative	Darmo Suwito Barw...	JI Jelambar Ilir 2	Jakarta Pusat	15353	639-20220101-20220102-73-64
7	2022-01-02	Ibagstore	Ananda Soewono	JI Gorontalo 9	Jakarta Utara	16147	589-20220101-20220102-10-10
8	2022-01-02	SanRes	Hiramsyah Sambud...	JI Tmn Apsari 9 C	Kota Pasuruan	15419	51-20220101-20220102-111-142
9	2022-01-02	Ibagstore	Amalia	JI Paseban 3 C	Jakarta Barat	16456	91-20220101-20220102-6-10
10	2022-01-02	Electron	Danny Tjiu	JI Tebet Brt I/2	Jakarta Pusat	16429	441-20220101-20220102-65-73
11	2022-01-02	Health&Beauty Soluti...	Bob Yanuar	JI Percetakan Negar...	Jakarta Pusat	16675	48-20220101-20220102-53-86
12	2022-01-02	X-Urband Official	Ance Anggraeny	JI Garuda Dlm I BI B/...	Kota Bandung	16576	293-20220101-20220102-11-124
13	2022-01-02	Blueprint Indonesia	Allan Tjahja Tjao	JI Denai 40	Sumatera Utara	15934	389-20220101-20220102-1-108
14	2022-01-03	MOJO_FASHION	Amalia	JI Paseban 3 C	Jakarta Barat	16456	583-20220102-20220103-6-148

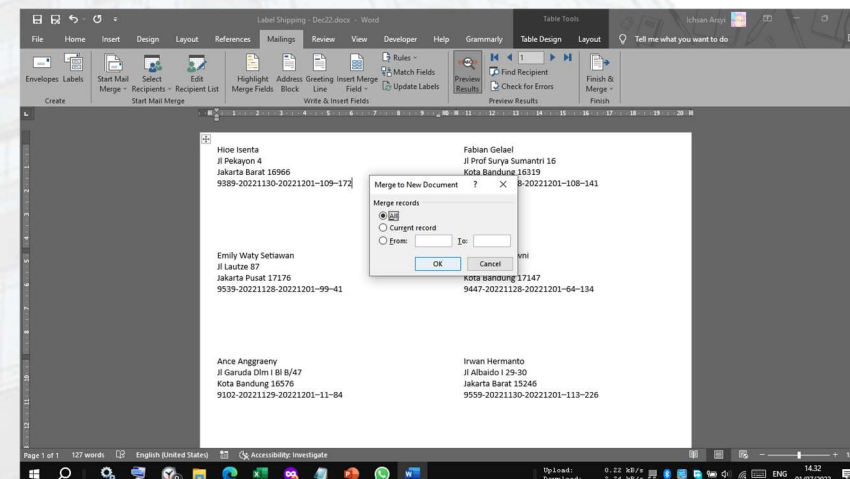
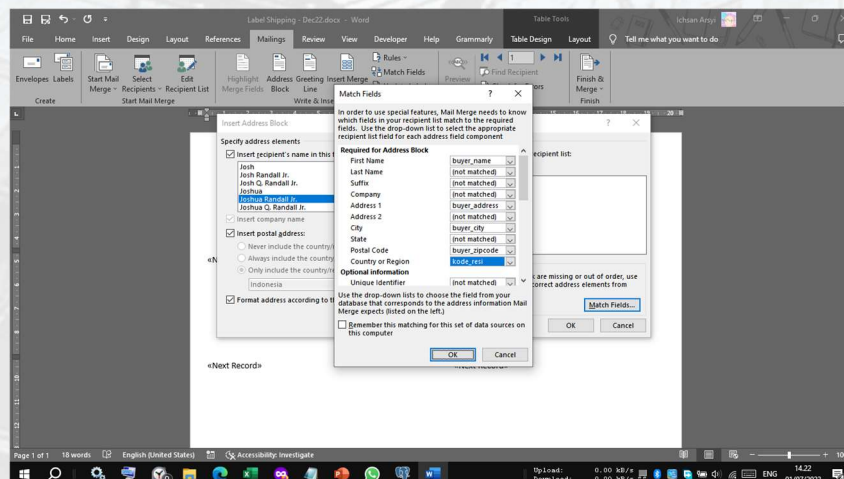
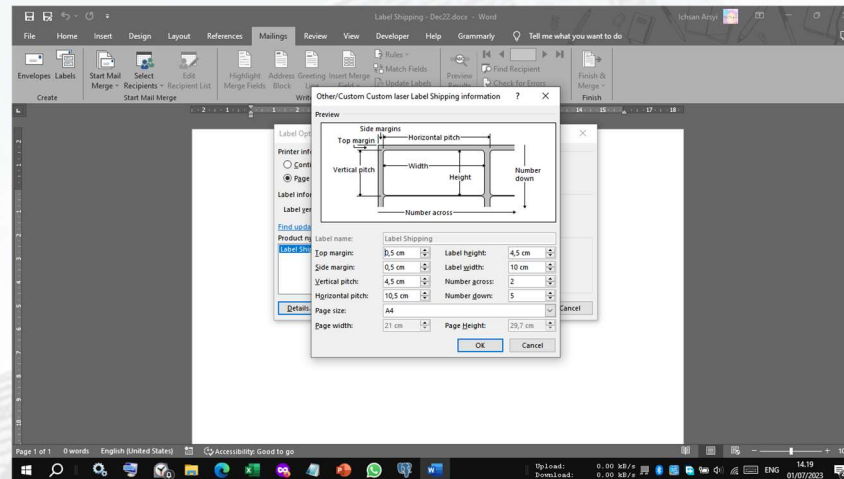
At the bottom of the table, it says 'Total rows: 11189 of 11189' and 'Query complete 00:00:00.467'. The status bar at the bottom right indicates 'Ln 20, Col 1'.



# Hasil

## 4. Membuat Shipping Label Khusus Bulan Desember 2022.

Membuat label shipping untuk bulan Desember 2022.





# Link Akses

**Github:**

<https://github.com/ichsanarsyi/vix-reportingengineer-jubelio-ichsanarsyi>

**Video Presentasi:**

<https://youtu.be/2QjustJWCqc>



# Thank You



**JUBELIO**