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# Digital User Churn Dashboard

Bank Muamalat Business Intelligence Analyst

**Presented By:**

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“I am a graduate of the Faculty of Petroleum Engineering UPN "Veteran" Yogyakarta, seeking an opportunity to apply skills in data analysis and data science. I am skilled in operating Python for data processing, visualization, and machine learning. Tableau for data reporting, and SQL. highly enthusiastic individual, eager to learn new things, and can work in a team or individually, “



# THE CHALLENGE

As a BI Analyst PT. Sejahtera Bersama, I was assigned to process several raw datasets into a Dashboard and look for several Business Insights that could be used as input for the company.

# 1

## PRIMARY KEY



TABLE NAME	COLUMN
Customer	CustomerID
Orders	OrderID
Products	ProdNumber
ProductCategory	CategoryID

The Query :

```
ALTER TABLE TABLE_NAME  
ADD PRIMARY KEY(COLUMN) NOT ENFORCED;
```

# 2

## RELATIONSHIP

FOREIGN KEY		PRIMARY KEY REFERENCE	
TABLE NAME	COLUMN	TABLE NAME	COLUMN
Orders	CustomerID	Customers	CustomerID
Orders	ProdNumber	Products	ProdNumber
Products	Category	ProductCategory	CategoryID

The Query :

```
ALTER TABLE FK_TABLE_NAME
ADD FOREIGN KEY (FK_COLUMN)
REFERENCES PK_TABLE_NAME(PK_COLUMN) NOT ENFORCED;
```



# 3

## MASTER TABLE

COLUMN	ORIGIN
Order_date	Orders(Date)
Category_name	ProductCategory(CategoryName)
Product_name	Product(ProductName)
Product_price	Product(Price)
Order_qty	Orders(Quantity)
Total_sales	Product_price * Order_qty
Cust_email	Customers(CustomerEmail)
Cust_city	Customers(CustomerCity)

The Query :

USING THE COMBINATION OF QUERY SUCH AS :  
CREATE TABLE, WITH, LEFT JOIN, AND ORDER BY

4

# DASHBOARD

The complete Dashboard can be seen on  
[Google Looker Studio](#)

## PT. SEJAHTERA BERSAMA 2020 - 2021 Sales Recap



DASHBOARD | BUSINESS RECOMMENDATION

TOTAL SALES  
1,754,750.57

TOTAL QTY  
11,654

Filter  
Data :

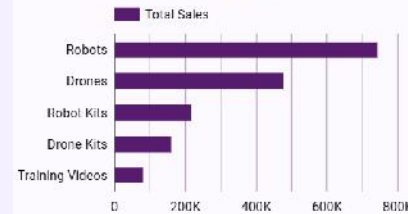
Select date range

Category

City

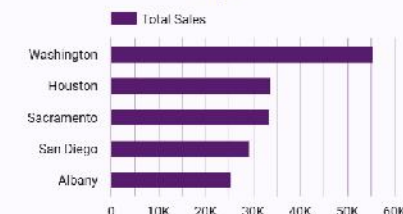
### CATEGORY

#### Top 5

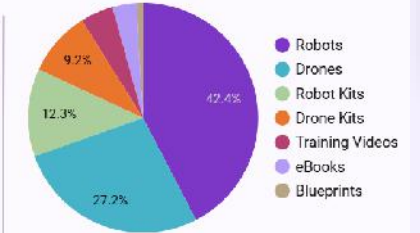


### CITY

#### Top 5



### Total Sales



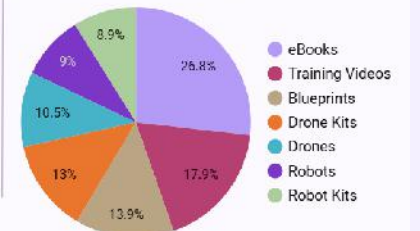
### Summary

Category	Quantity	Total Sales, \$
Blueprints	1,618	16,434.51
Drone Kits	1,515	161,242.5
Drones	1,227	477,447
Robot Kits	1,037	216,437
Robots	1,053	743,505
Training Videos	2,081	80,716.15
eBooks	3,123	58,968.41

### Summary

City	Quantity	Total Sales, \$
Abilene	14	2,478.89
Aiken	13	2,260.9
Akron	30	1,927.82
Albany	109	25,405.88
Albuquerque	44	7,025.31
Alexandria	8	1,185.97
Alhambra	18	6,726.95

### Quantity



### Sales History



### Distribution of Transaction by City



# BUSINESS RECOMENDATION

1. **Create a bundling system** for several products that are still related, such as Drones + Drone Kits or Robots + Robot Kits + Training Videos, which are sold at a cheaper price compared to buying them separately.
2. **Provide discounts at certain times** that have the potential to bring in quite a large number of transactions, such as during Black Friday or Christmas.
3. **Strengthen company branding**, especially in states where transaction levels are still low or there are no transactions, by collaborating with tech influencers and placing advertisements in local print and digital media.
4. High shipping costs can be one of the causes of low transaction rates in some areas. Therefore, it is necessary to **adjust shipping costs** to make them more affordable.



# THANK YOU



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