

# Analyzing Kimia Farma Product Sales Using PostgreSQL and Looker Studio for Business Insights



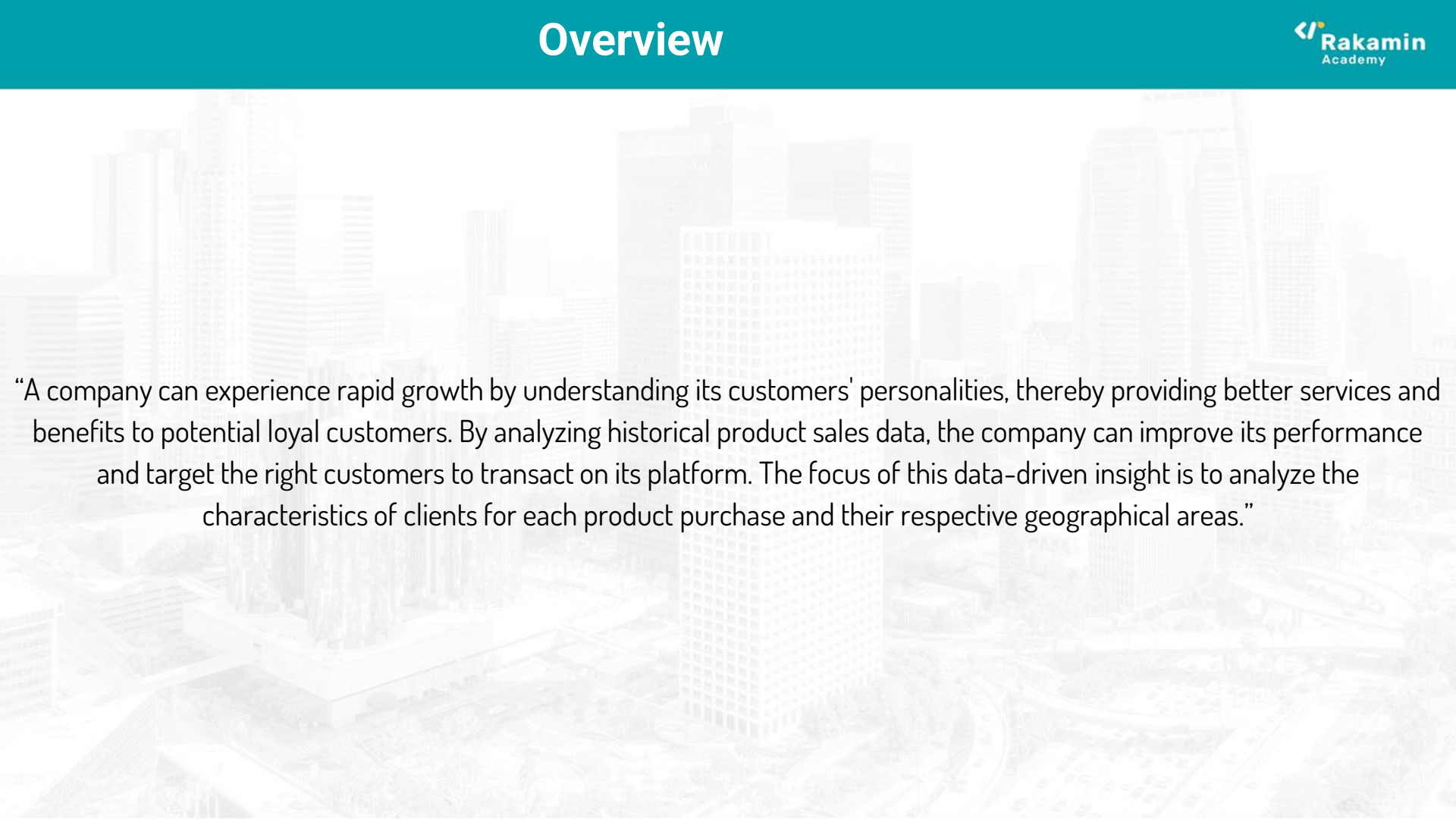
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A faded, light grey background image of a city skyline with various skyscrapers and buildings.

“A company can experience rapid growth by understanding its customers' personalities, thereby providing better services and benefits to potential loyal customers. By analyzing historical product sales data, the company can improve its performance and target the right customers to transact on its platform. The focus of this data-driven insight is to analyze the characteristics of clients for each product purchase and their respective geographical areas.”

No	Nama File	Link
1	data_penjualan.csv ( <i>table base</i> )	<a href="#">[click here to view]</a>
2	table_agg.csv ( <i>table aggregate</i> )	<a href="#">[click here to view]</a>

A faded, light grey background image of a city skyline with various skyscrapers and buildings.

Please click the following link to access the dashboard reporting page:  
[\[Click here to access the dashboard reporting page.\]](#)



# DATA PENJUALAN PRODUK - KIMIA FARMA

BY MUHAMMAD IQBAL MUDZAKKY

Kota

Bulan

TAHUN 2022

TOTAL TRANSAKSI

350

TOTAL PRODUK TERJUAL

9,176

TOTAL REVENUE (IDR)

446,842,400

Nama Cabang	Produk Terjual	Revenue (IDR) ▾
1. APOTEK MAJA	1.6K	96,442,300
2. KLINIK SAHABAT	1.1K	77,079,000
3. APOTEK MERDEKA	1.3K	65,137,000
4. APOTEK SINAR JAYA	1.1K	58,535,000
5. APOTEK TAPAK	1.2K	54,448,400

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Nama Produk	Produk Terjual ▾
1. AMPICILLIN	1.3K
2. ACYCLOVIR DUS	1.3K
3. ALERGINE TABLET SALUT	1K
4. TRAMADOL KAPSUL 50 MG	1K
5. KETOCONAZOLE TABLET 200 MG	854

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Brand	Produk Terjual	Revenue (IDR) ▾
1. ETIKAL	1.7K	158,601,900
2. OGB & PH	2.1K	156,666,000
3. SLCYL	1.7K	56,742,000
4. VNS	1.7K	45,733,500
5. MARCKS	2K	29,099,000

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## TOP 5 CITY

Kota	sold_product	Total Revenue (IDR) ▾
1. Kuningan	1.6K	96,442,300
2. Tangerang	1.1K	77,079,000
3. Bandung	1.3K	65,137,000
4. Bekasi	1.1K	58,535,000
5. Aceh	1.2K	54,448,400

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