

# Final Task

Business Intelligence Analyst at  
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Presented by  
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## About Me

As a graduate of Diploma in Informatics Engineering from Dian Nuswantoro University. I am currently interested in experience in the field of Data and Business Intelligence

## My Experience




**Ivan Yudha**



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## Final Task

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1. Menentukan **primary key** di masing-masing table
  2. **Relationship** antar table
  3. Membuat **table master** menggunakan Microsoft Access
  4. Membuat **dashboard sales** menggunakan Looker
  5. **Insight** dari dashboard

# 1. Menentukan **primary key** di masing-masing table

## Table Customers

All Access Obj... <

Search...

Tables

- Customers
- Orders
- ProductCategory
- Products

CustomerID	FirstName	LastName
1	Grazia	Rasmus
2	Bunny	Trevan
3	Tracie	Grayston
4	Amerigo	Garrelts
5	Shea	Stronghill
6	Geoffry	Bonde
7	Noelle	Carlile

## Table Orders

All Access Obj... <

Search...

Tables

- Customers
- Orders
- ProductCategory
- Products

OrderID	Date	CustomerID	ProdNumbe	Quantity
1	01/01/2020	1866	EB514	2
2	01/01/2020	1567	RS706	3
3	01/01/2020	2064	TV804	6
4	01/01/2020	287	DK203	1
5	01/01/2020	422	EB517	5
6	01/01/2020	954	EB519	5
7	02/01/2020	726	RK604	2

## Table ProductCategory

All Access Obj... <

Search...

Tables

- Customers
- Orders
- ProductCategory
- Products

CategoryID	CategoryNa	CategoryAb	Click to Add
1	Blueprints	BP	
2	Drone Kits	DK	
3	Drones	DS	
4	eBooks	EB	
5	Robot Kits	RK	
6	Robots	RS	
7	Training Video	TV	

## Table Products

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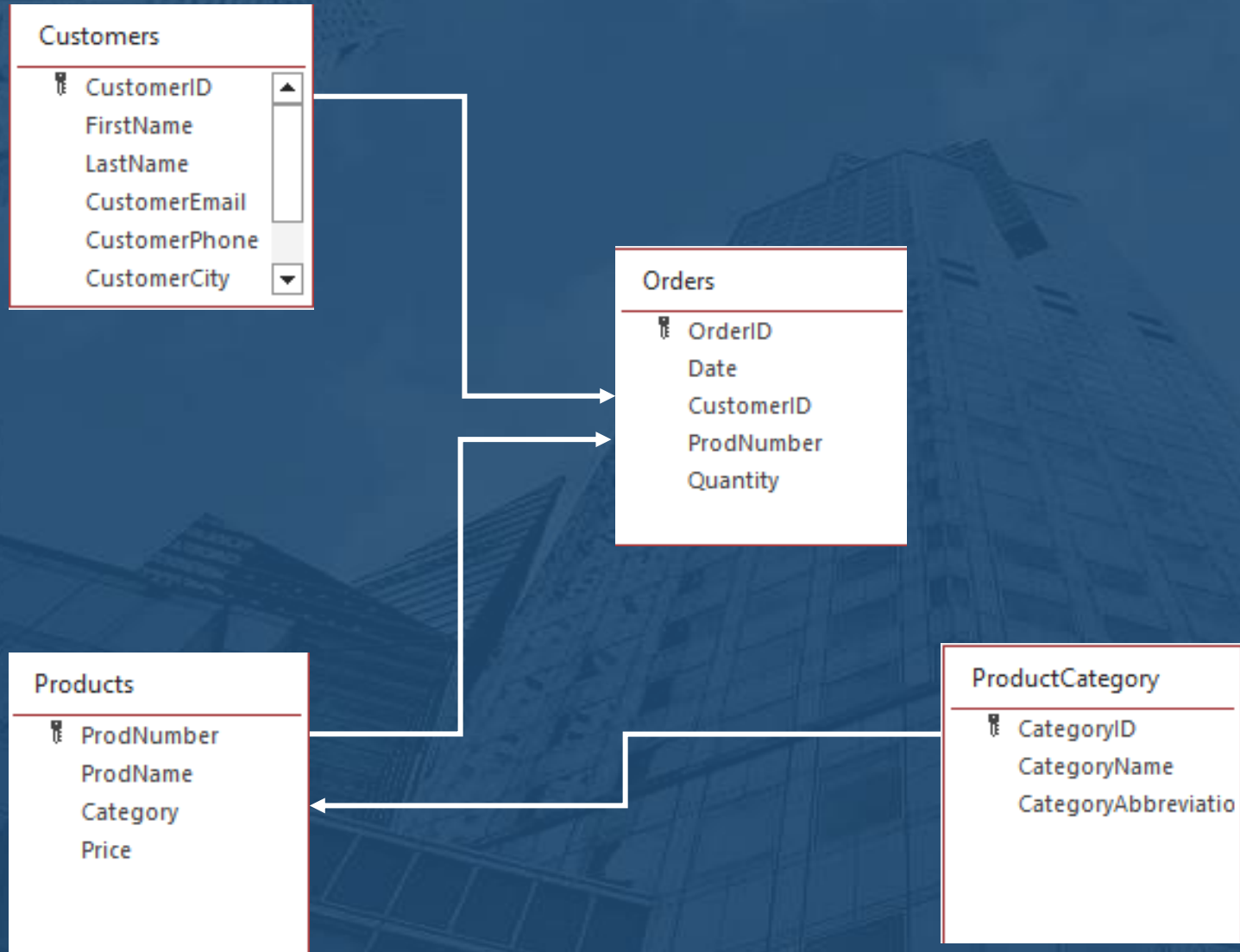
Tables

- Customers
- Orders
- ProductCategory
- Products

ProdNumbe	ProdName	Category	Price	Click to Add
BP101	All Eyes Drone	1	9,99	
BP102	Bsquare Robot	1	8,99	
BP104	Cat Robot Blue	1	4,99	
BP105	Creature Robo	1	12,00	
BP106	Hexacopter Dr	1	8,99	
BP107	Ladybug Robot	1	12,00	
BP108	Panda Robot B	1	7,99	
BP109	QuadroCopter	1	10,99	



## 2. Relationship antar table



Masing-masing dari table tersebut memiliki type relationship **one-to-many** dan **many-to-many**

### 3. Membuat table **masters** menggunakan Microsoft Access

```
SELECT DISTINCTROW Customers.CustomerID AS cust_id,
Orders.Date AS order_date,
ProductCategory.CategoryName AS category_name,
Products.ProdName AS product_name,
Sum(Products.Price) AS product_price,
Sum(Orders.Quantity) AS order_qty,
Sum(Products.Price * Orders.Quantity) AS total_sales,
Customers.CustomerEmail AS cust_email,
Customers.CustomerCity AS cust_city,
Customers.CustomerState AS cust_state
FROM (ProductCategory INNER JOIN Products ON ProductCategory.[CategoryID] = Products.[CategoryID]) INNER JOIN (Customers INNER JOIN Orders ON Customers.[CustomerID] = Orders.[CustomerID]) ON Products.[ProdNumber] = Orders.[ProdNumber]
GROUP BY Orders.Date, ProductCategory.CategoryName, Products.ProdName, Customers.CustomerEmail, Customers.CustomerCity, Customers.CustomerID, Customers.CustomerState;
```

cust_id	order_date	category_na	product_name	product_pri	order_qty
287	01/01/2020	Drone Kits	BYOD-220	69	1
1866	01/01/2020	eBooks	Polar Robots	23,99	2
422	01/01/2020	eBooks	SCARA Robots	19,5	5
954	01/01/2020	eBooks	Spherical Robots	16,75	5
1567	01/01/2020	Robots	RWW-75 Robot	883	3

Melakukan **cleaning data** (size rows, columns, value duplicate) agar dapat digunakan di Looker

master.csv

File Origin: 1252: Western European (Windows) | Delimiter: Semicolon | Data Type Detection: Based on first 200 rows

order_date	category_name	product_name	product_price	order_qty	total_sales	cust_email
01/01/2020	Drone Kits	BYOD-220	69	1	69	edew@nba.com#mailto:edew@nba.com#
01/01/2020	eBooks	Polar Robots	23,99	2	47,98	fvaslerqt@comsenz.com#mailto:fvaslerqt@c
01/01/2020	eBooks	SCARA Robots	19,5	5	97,5	llespercx@com.com#mailto:llespercx@com.c
01/01/2020	eBooks	Spherical Robots	16,75	5	83,75	lfromonte9@de.vu#mailto:lfromonte9@de.v
01/01/2020	Robots	RWW-75 Robot	883	3	2649	tmckernot@tinyurl.com#mailto:tmckernot@
01/01/2020	Training Videos	Drone Video Techniques	37,99	6	227,94	gstiggersdd@eventbrite.com#mailto:gstigger

## 4. Membuat dashboard sales menggunakan Looker

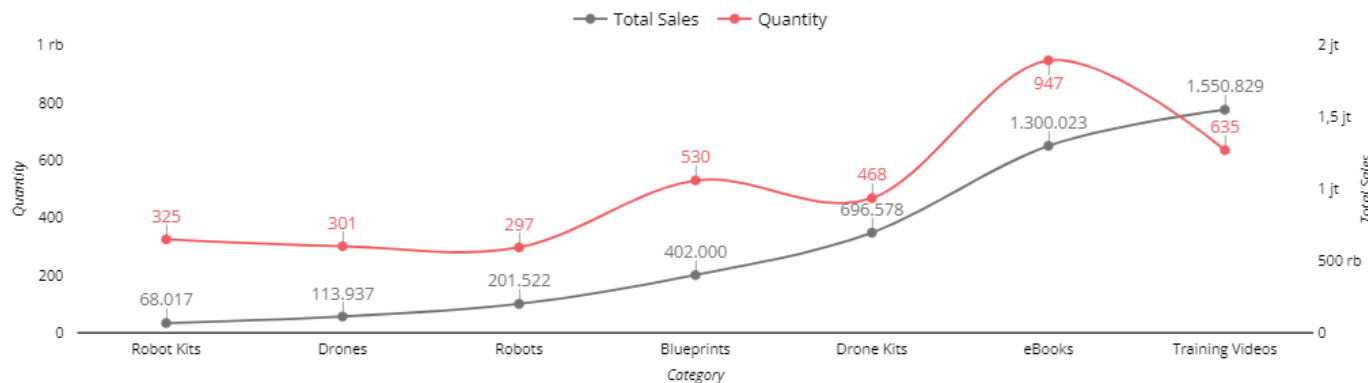
### DIGITAL USER CHURN DASHBOARD

Category

City

Total Sales  
4.332.906

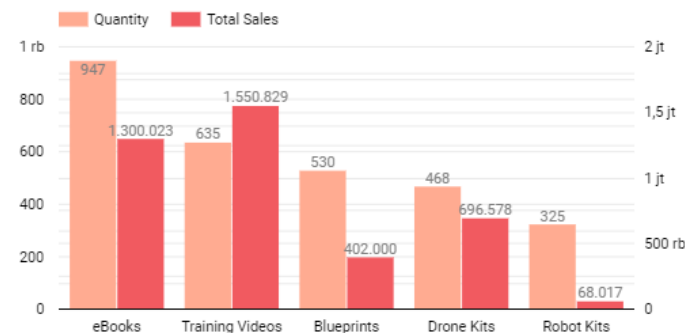
#### Sales & Quantity by Category Product



#### Sales & Quantity by City

City	Quantity	Total Sales
Washington	92	171.917
Houston	75	58.387
Atlanta	69	74.159
El Paso	59	94.162
San Diego	51	60.360
Chicago	48	65.775
San Antonio	48	61.309
Oklahoma City	47	33.064
Springfield	47	38.873

#### Top 5 Sales & Quantity by Category Product



Membuat fitur dropdown control dengan kolom **Category** dan **City** agar dapat memudahkan filter berdasarkan Category dan City

## 5. Insight dari dashboard

**1.Penjualan eBooks:** Penjualan eBooks memiliki nilai tertinggi baik dari segi nilai penjualan (sales) maupun jumlah produk yang terjual (quantity). Ini menunjukkan bahwa eBooks adalah produk yang sangat diminati oleh pelanggan dan memiliki kontribusi signifikan terhadap pendapatan perusahaan.

**2.Produk Robots:** Produk Robots memiliki penjualan dan jumlah produk yang terjual yang terendah di antara semua produk yang ditampilkan di dashboard. Ini mungkin mengindikasikan bahwa produk ini tidak begitu populer di pasar atau mungkin perlu strategi pemasaran tambahan untuk meningkatkan penjualannya.



# Thank You



X



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