

By. I v a n Y u d h a

2023

Portfolio.



Intr oduc tion.

2023

Hi! I'm **Ivan Yudha**

A Data Analyst and Business Analyst enthusiast. Love to learn new things and challenge myself.

Skill.

Data Analytics Tableau SQL
Python Programming Microsoft Excel
Looker Business Intelligence

Interest.

Along with Analyst, I enjoy working out, traveling, and reading. I also enjoy watching movies.

Education.

2017 - 2020 **Dian Nuswantoro University**

Diploma
Informatics Engineering

Experience.

Software Engineer

BPBD Provinsi Jawa Tengah

Data Engineer

Kalbe Nutritionals

Business Intelligence Analyst

Bank Muamalat

2023



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My Project.

Dashboard HR, Data Engineer,
Business Intelligence Analyst

DATA VISUALIZATION

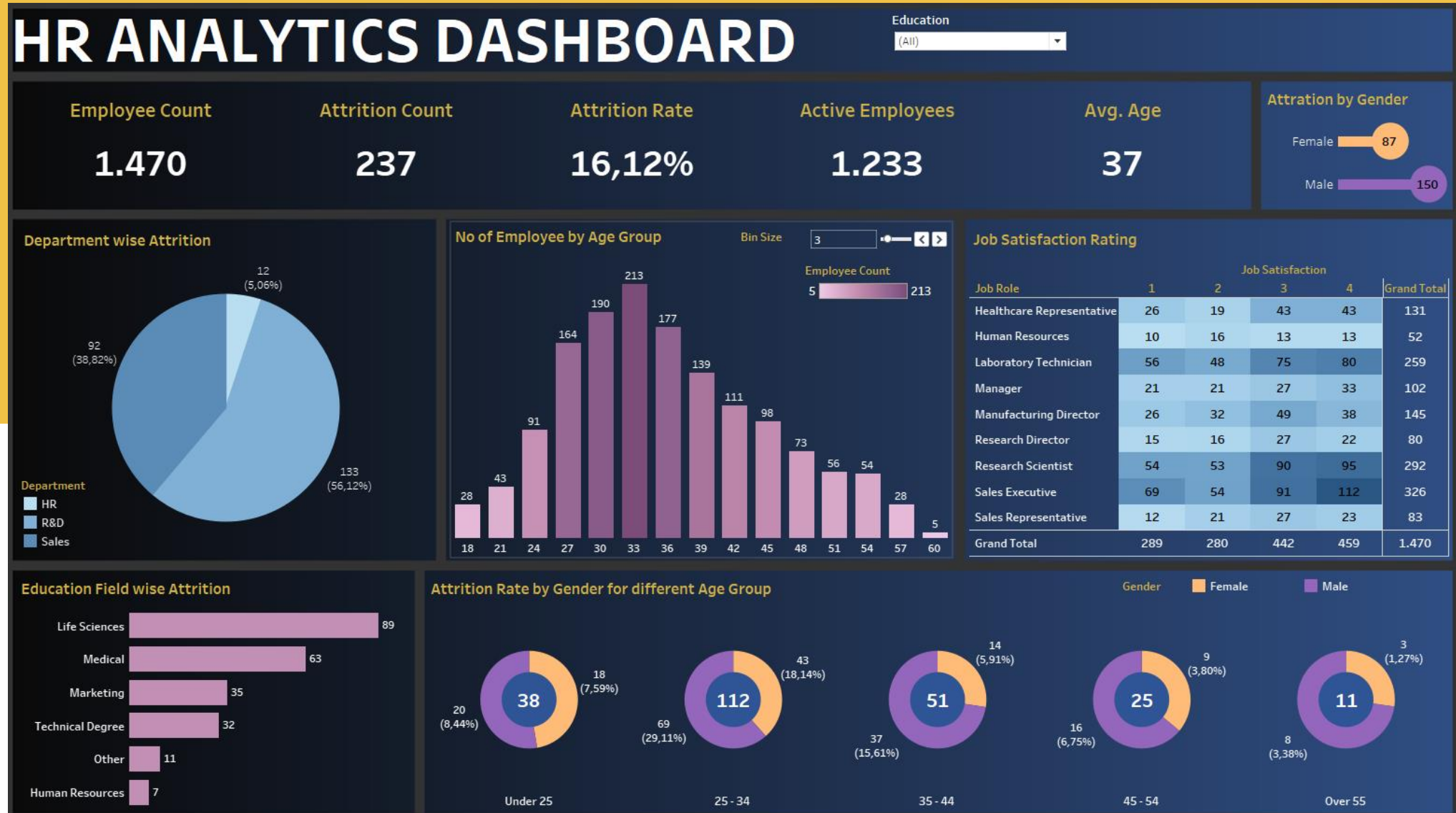
Graphs are one effective way to create data visualizations that are easy to understand. That's why if your work has a lot to do with data and Microsoft Excel, then the ability to make graphs is one of the things you have to master.

DATA VALIDATION

Data validation in Excel is a technique that restricts user input in a worksheet. It is often used to limit user entry.

1. HR ANALYTICS DASHBOARD

2023



Insight.

Highest Attrition in the R&D Department: The fact that the highest attrition rate occurs in the R&D Department remains a major concern. Some insights that can be derived from this are:

An in-depth analysis is needed to understand why attrition is high in the R&D Department. There may be issues in management, a high workload, or a lack of career development that could be contributing factors.

Specific improvement measures are required to reduce attrition in the R&D Department, such as enhancing management, providing training, or improving compensation and incentives.

2. DATA ENGINEER

at Kalbe Nutritionals

Create a shell/bash script

- To check whether directory exists inside a given path.
- Create a crontab syntax to run the script at **07:00** AM Daily

```
#!/bin/bash

path="/hdfs/data/data1"
name_of_directory="data1"

filename_excel="daily_market_price.xlsx"
source_dir="/local/data/market"
target_dir="$path/$name_of_directory"

if [ -d "$target_dir" ]; then
    echo "There is $name_of_directory Directory Exist!"

    if [ -f "$source_dir/$filename_excel" ]; then
        cp "$source_dir/$filename_excel" "$target_dir/"
        echo "File $filename_excel copied to $target_dir"

        log_file="$target_dir/log.txt"
        echo "File Moved Successfully" > "$log_file"
        echo "Log Created at: $log_file"
    else
        echo "File $filename_excel not found in source directory"
    fi
else
    echo "Directory $target_dir does not exist"
fi
```

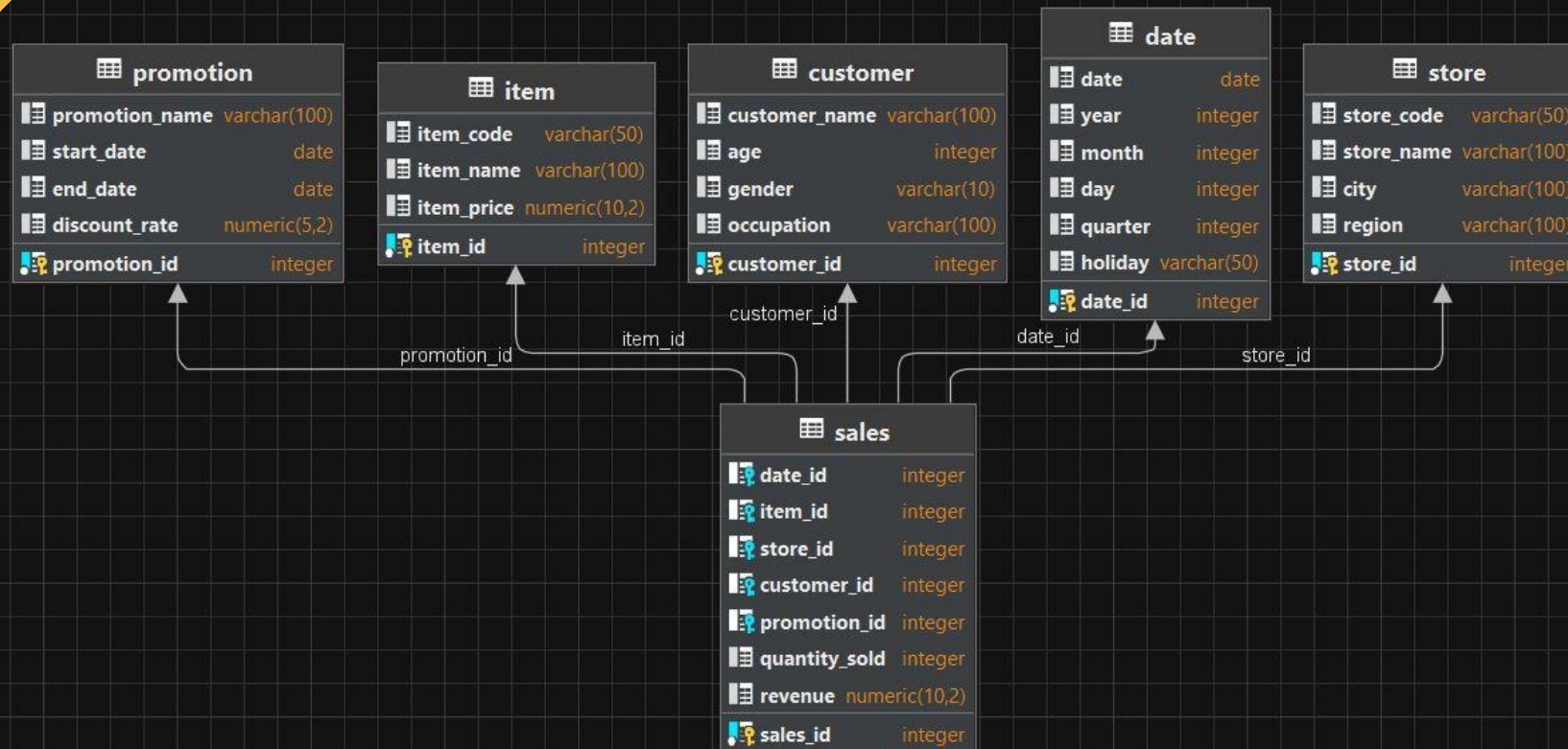
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Complete below Syntax {Highlighted Sentence} to insert data from Python to MySQL.

```
1 #Melakukan import mysql connector
2 import mysql.connector
3 #Melakukan percobaan koneksi
4 conn = mysql.connector.connect(user='username', password='password',
5                                host='localhost', database='database_name')
6 #Membuat object cursor sebagai penanda
7 cursor = conn.cursor()
8 #Deklarasi SQL Query untuk memasukkan record ke DB (KARYAWAN)
9 insert_sql = ("INSERT INTO KARYAWAN (FIRST_NAME, LAST_NAME, AGE, SEX, INCOME)"
10 "VALUES (%s, %s, %s, %s, %s)" )
11 values = ('John', 'Doe', 25, 'M', 5000)
12 try:
13     #Eksekusi SQL Command
14     cursor.execute(insert_sql, values)
15     #Melakukan perubahan (commit) pada DB
16     conn.commit()
17 except:
18     #Roll Back apabila ada issue
19     conn.rollback()
20
21 #Menutup Koneksi
```


Create a simple star schema for KALBE database consist of 1 Fact and 5 Dimensions using Physical Data Model Theory.

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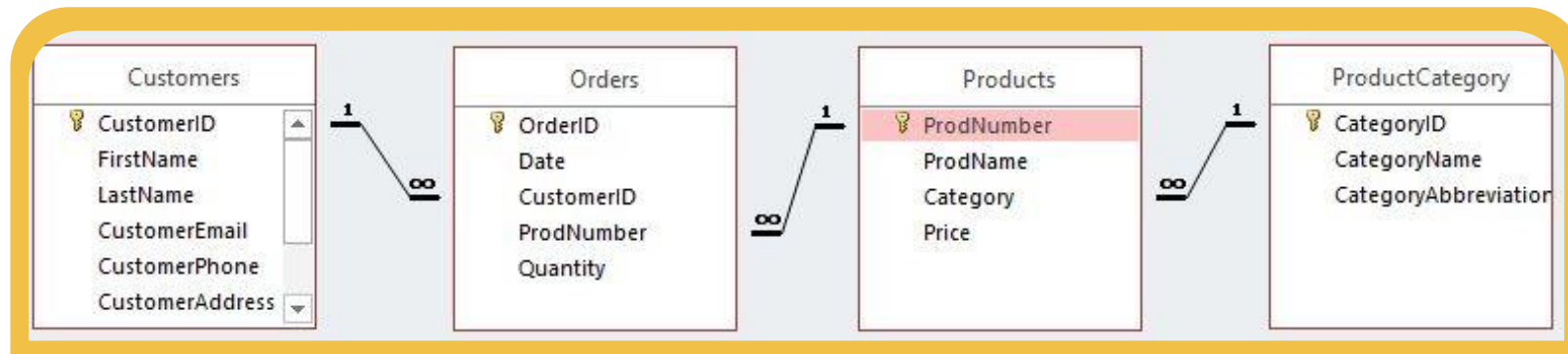


3. BUSINESS INTELLIGENCE ANALYST

at Bank Muamalat

Relationship Table

When you want to combine several tables into 1, need to determine the relationship in 1 table with other tables.



As a **BI Analyst at PT Sejahtera Bersama**, we

will Create a master table containing information:

- CustomerEmail (cust_email)
- CustomerCity (custom_city)
- OrderDate (order_date)
- OrderQty (order_qty)
- ProductName (product_name)
- ProductPrice (product_price)
- ProductCategoryName (category_name)
- TotalSales (total_sales)

Sort the data based on the transaction date earliest to last.

```
1  SELECT
2  o.Date order_date,
3  pc.CategoryName category_name,
4  p.ProdName product_name,
5  p.Price product_price,
6  o.Quantity order_qty,
7  (o.Quantity * p.Price) total_sales,
8  c.CustomerEmail cust_email,
9  c.CustomerCity cust_city
10 FROM masterdata.orders o
11 LEFT JOIN masterdata.customers c ON o.CustomerID = c.CustomerID
12 LEFT JOIN masterdata.products p ON p.ProdNumber = o.ProdNumber
13 LEFT JOIN masterdata.productcategory pc ON pc.CategoryID = p.Category
14 ORDER BY 1 ASC
```

DIGITAL USER CHURN DASHBOARD

Category



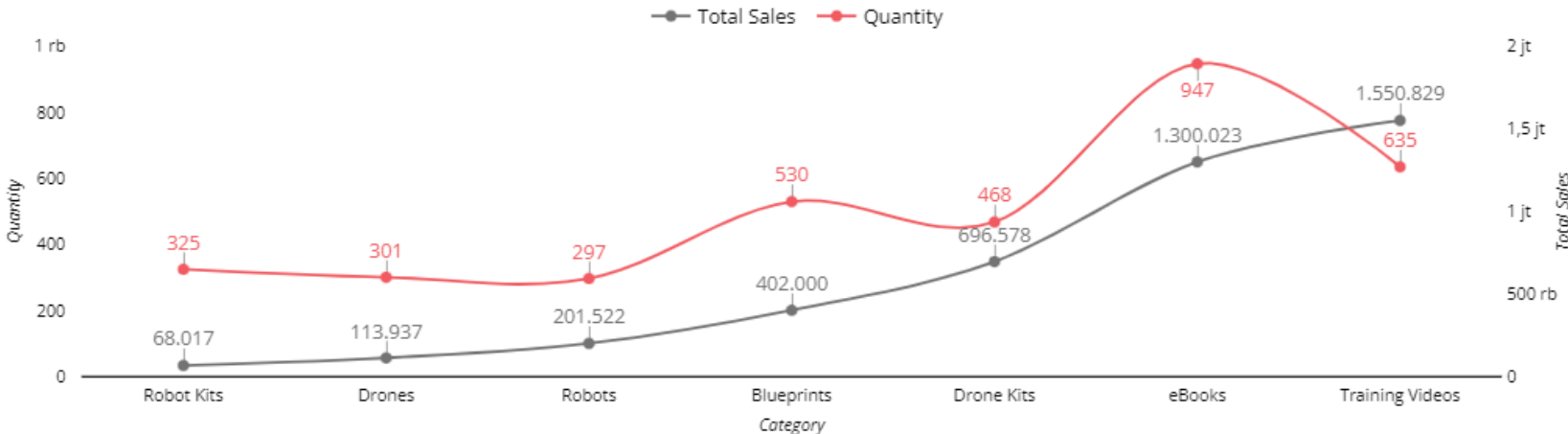
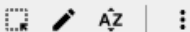
City



Total Sales

4.332.906

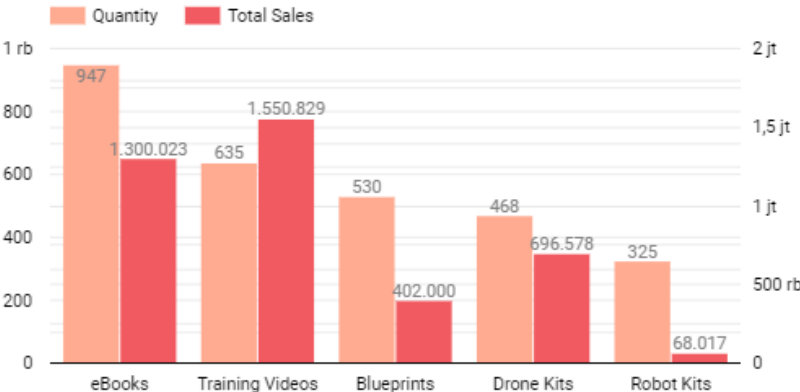
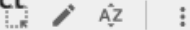
Sales & Quantity by Category Product



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



Here are some proposed ways:

- **Maximizing Customer Email Information:** Utilize customer email information as a method to maintain communication.
- **Segmenting Customers:** Segment customers based on their total purchases during a specific time frame and provide attractive offers to each customer segment.
- **Maximizing Cross-Selling and Upselling:** Implement cross-selling and upselling strategies. For cross-selling, you can use the Association Rule technique with the Apriori algorithm to recommend other products when a customer purchases a specific item.

As a **BI Analyst**, in addition to analyzing and presenting past events, it is also expected to maximize existing data sources to provide recommendations or proposals for business decisions.

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Contact Me



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Thank You.

A solid yellow horizontal bar that highlights the text "Thank You." below it.
