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Academy



**Bank  
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# **SALES DASHBOARD AND ANALYSIS**



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By : Ismi Ana Sulasiyah  
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BI Analyst Project-Based Internship

# Table of Content

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**01**

## Introduction

Study case background,  
goals, and method

**02**

## Data Preparation

SQL Steps: Primary Key,  
ERD Diagram, Queries

**03**

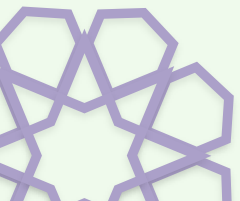
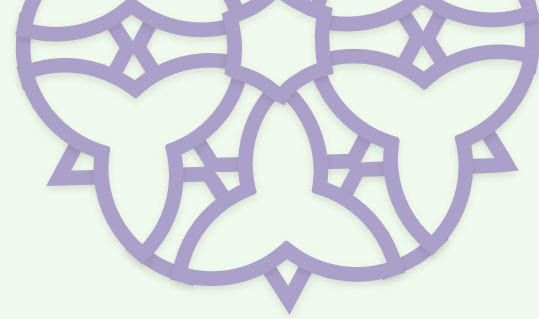
## Data Visualization

Dashboard creation  
using Looker Studio

**04**

## Conclusion

Insight Analysis and  
Recommendation



# 01 Introduction



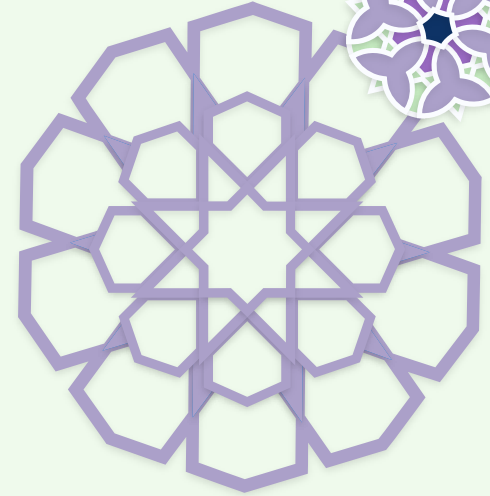
## Background

This is the final project of a 4-week project-based internship at Bank Muamalat. In this project, I served as a BI Analyst at PT Sejahtera Bersama (Study Case Company).



## Goals

Produce visualized data in the form of **Interactive Dashboards** and provide **Recommendations** based on insight analysis.



# 01 Method & Tools

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## Data Preparation

Unzip dataset using winrar and convert each excel file into csv, so it can be used in SQL platform



## Queries

Determine Primary Key, create ERD and Master Table using Microsoft SQL Server and Google BigQuery

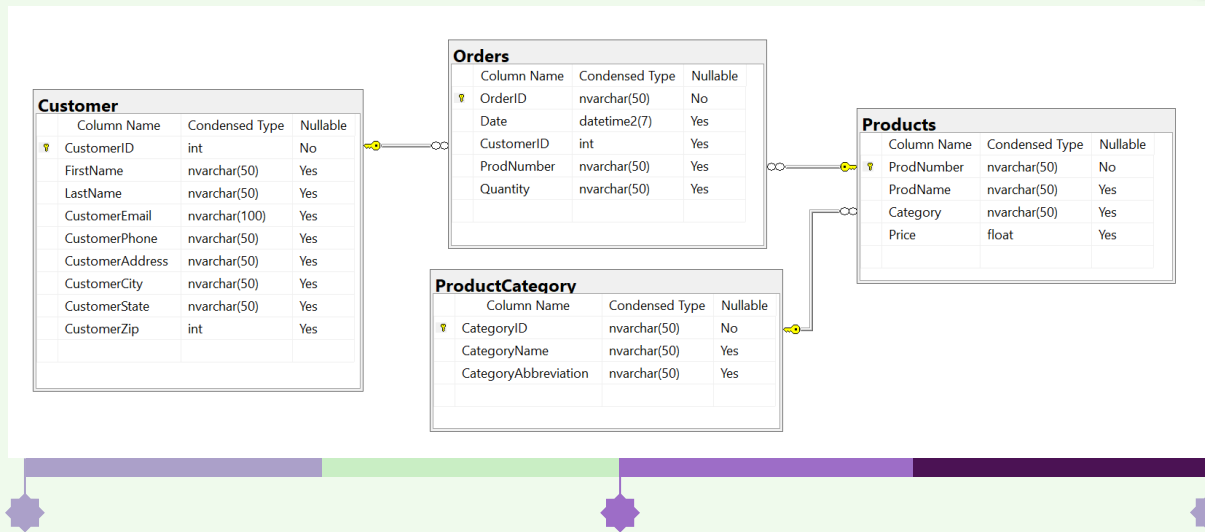


## Dashboard

Create interactive dashboard using Looker Studio

## 02

# Primary Key and ERD



## Relationship 1

PK CustomerID (Table Customer)  
FK CustomerID (Table Orders)

## Relationship 2

PK ProdNumber (Products Table)  
FK ProdNumber (Orders Table)

## Relationship 3

PK CategoryID (ProductCategory Table)  
FK Category (Products Table)

## 02 SQL & Master Table

```
Create master table
12 SELECT Orders.Date as order_date, ProductCategory.CategoryName as category_name, Products.ProdName as product_name, Products.Price as product_price, Orders.
Quantity as order_qty, (Products.Price * Orders.Quantity) as total_sales, Customer.CustomerEmail as cust_email, Customer.CustomerCity as cust_city FROM
bm_pbi_finaltask.Customer
13 JOIN bm_pbi_finaltask.Orders ON Customer.CustomerID = Orders.CustomerID
14 JOIN bm_pbi_finaltask.Products ON Orders.ProdNumber = Products.ProdNumber
15 JOIN bm_pbi_finaltask.ProductCategory ON Products.Category = ProductCategory.CategoryID ORDER BY order_date ASC, order_qty ASC;
```

✓ This query will process 256.24 KB when run.

Using on-demand processing quota

Query results

Save results Open in

Job Information		Results	Visualization	JSON	Execution details	Execution graph		
row	order_date	category_name	product_name	product_price	order_qty	total_sales	cust_email	cust_city
1	2020-01-01	Drone Kits	BYOD-220	69.0	1	69.0	edew@nba.com#mailto:edew@...	Honolulu
2	2020-01-01	eBooks	Polar Robots	23.99	2	47.98	fvaslerqt@comsenz.com#mailt...	Jackson
3	2020-01-01	Robots	RWW-75 Robot	883.0	3	2649.0	tmckernot@tinyurl.com#mailto:...	Katy
4	2020-01-01	eBooks	SCARA Robots	19.5	5	97.5	llespercx@com.com#mailto:lle...	Des Moines
5	2020-01-01	eBooks	Spherical Robots	16.75	5	83.75	lfromonte9@de.vu#mailto:lfrom...	Birmingham
6	2020-01-01	Traininn Virdane	Drone Virdan Techniques	37.99	6	227.94	notinnerst4@evanwrite.com#	Saint Peter

Results per page: 50 1 - 50 of 3339

Master Table is a combination of all tables, which contains:

- Customer Table: CustomerEmail (cust\_email), CustomerCity (cust\_city)
- Orders Table: OrderDate (order\_date), OrderQty (order\_qty)
- Products Table: ProductName (product\_name), ProductPrice (product\_price)
- ProductCategory Table: ProductCategoryName (category\_name)
- TotalSales (total\_sales) is Multiplication between product\_price and order\_qty

# Sales Dashboard (PT Sejahtera Bersama Study Case)

Total Sales

1.754.750,57

1 Jan 2020 - 31 Des 2021 ▾

Total Order QTY

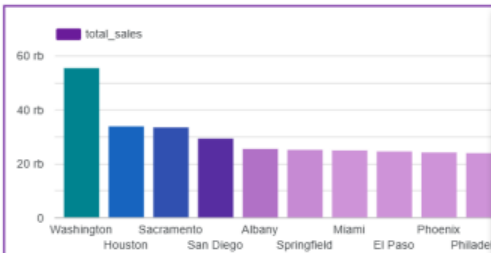
11.654

## Sales %Growth per Month



Sales per Customer City

Order Qty



Top 5 Sales per Product Category



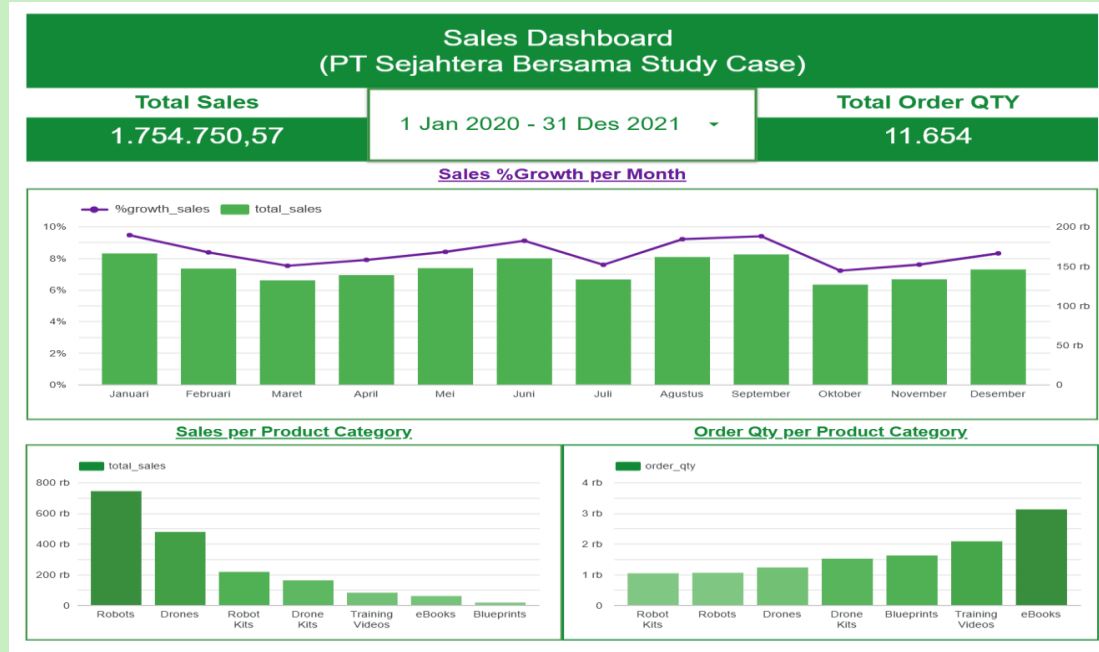
03

# Dashboard

Table Transaction  
(PT Sejahtera Bersama Study Case)

Total Order QTY		Total Sales		City	
11.654		1.754.750,57		City	-
				Category	-
Product Name	product_price	order_qty	total_sales	cust_email	cust_city
Robot	89	1	89	edre@riba.com	Honolulu
Robot	23.99	2	47.98	tvaskerq@coms...	Jackson
Robot	983	3	2949	trickemot@anyu...	Katy
Robot	19.5	5	97.5	tesperco@com.c...	Des Moines
Robot	16.75	5	83.75	thorconr@de.v...	Birmingham
Robot	37.99	6	227.94	gtriggersdq@ev...	Saint Peter
Robot	44.95	1	44.95	ksteensp@ame...	San Diego
Robot	250	2	500	jcolhurstga@ch...	Sacramento
Robot	214	2	428	croykew@ast.go...	Virginia Be...
Robot	189	2	378	greemeesiv@sta...	Washington
Robot	75.98	3	227.94	hstestun@idmou...	Des Moines

# Dashboard 1

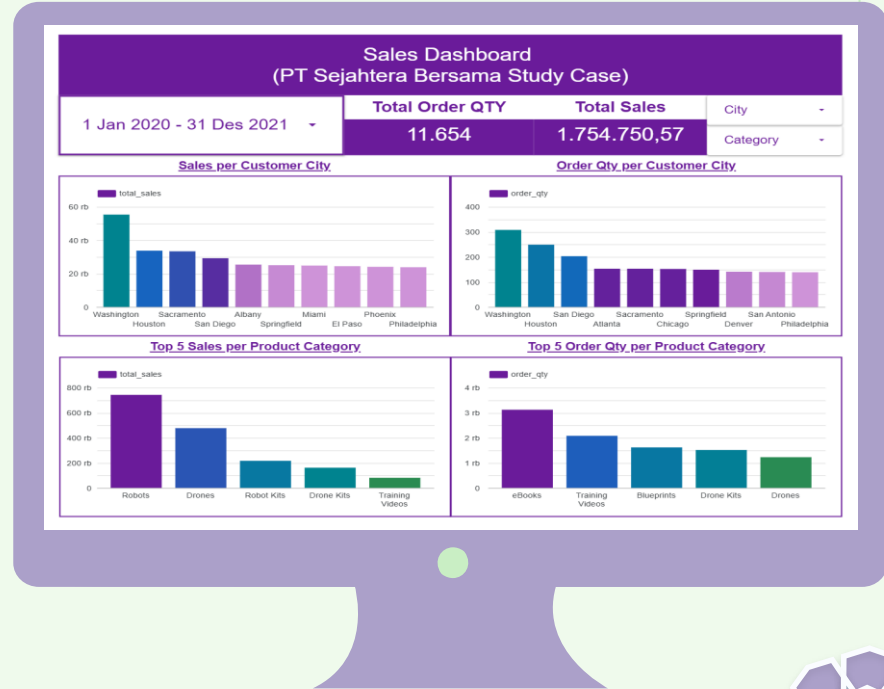


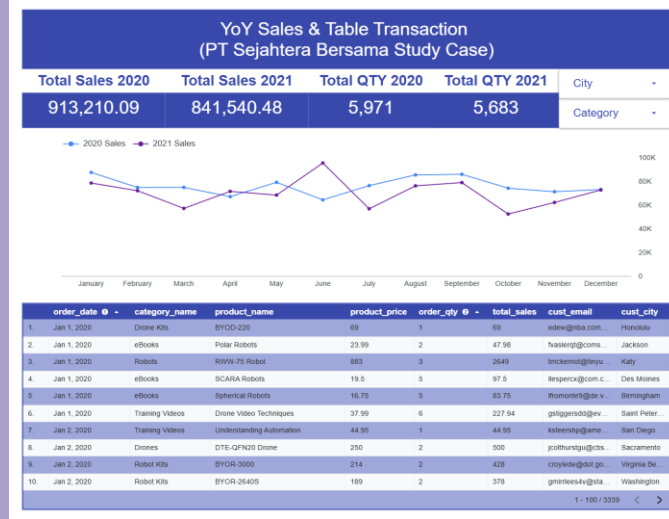
This dashboard contains the percentage of **sales growth** per month (2020 - 2021), **sales per product category**, and **number of orders per product category**. This dashboard also has a scorecard to display **total sales** and **total number of orders** which can be customized using date filters.



# Dashboard 2

This dashboard contains the **Sales** and **Order Qty per Customer City**, and **Top 5 Sales** and **Order Qty per Product Category**. This dashboard also has a scorecard with date filters, and Dropdown filter of City and Category fields.





## Dashboard 3

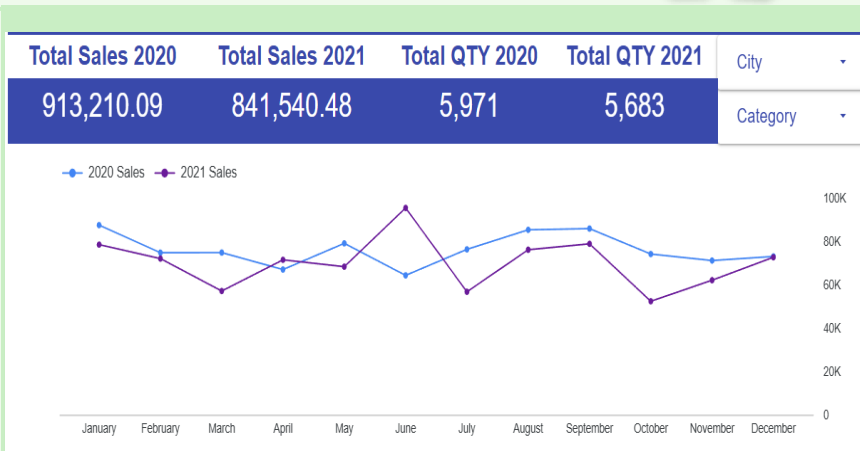
This dashboard shows the **YoY (year-over-year) Sales and Transaction Table** with the same initial features from previous dashboard.



# 04 Conclusion

## Questions

What can be suggested to maintain sales or increase sales with the existing detailed transaction table?



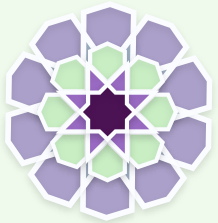
### Insight

#### Overall Performance Decline (YoY)

- Total **Sales decreased** from 913K (2020) to 842K (2021) → ~8% decline.
- Total **Quantity Sold** also **dropped** from 5,971 to 5,683 units

### Recommendation

Sales **declined** in 2021 due to **reduced product demand**. By focusing on the **success of June** (the highest growth) and applying the **same strategy** as in the weaker months, driving sales through **targeted promotions and segment-level optimization**, growth will recover.



# Thanks!



Do you have any questions?  
annaismi17@gmail.com  
<https://www.linkedin.com/in/ismiana/>



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