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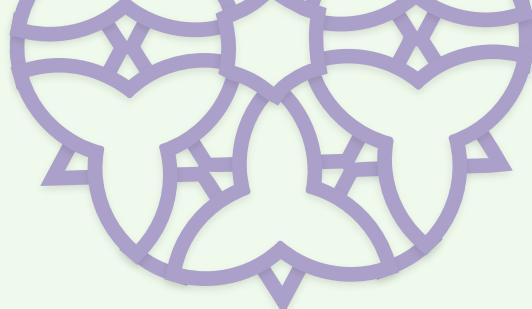


Bank
Muamalat

SALES DASHBOARD AND ANALYSIS

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BI Analyst Project-Based Internship

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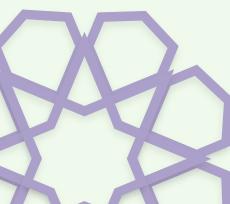
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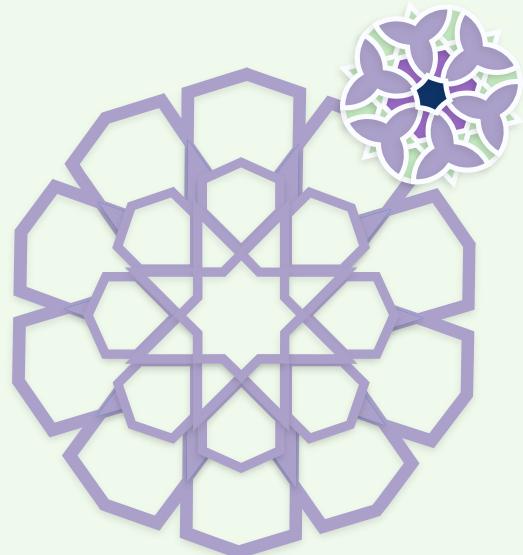
01 Introduction

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



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

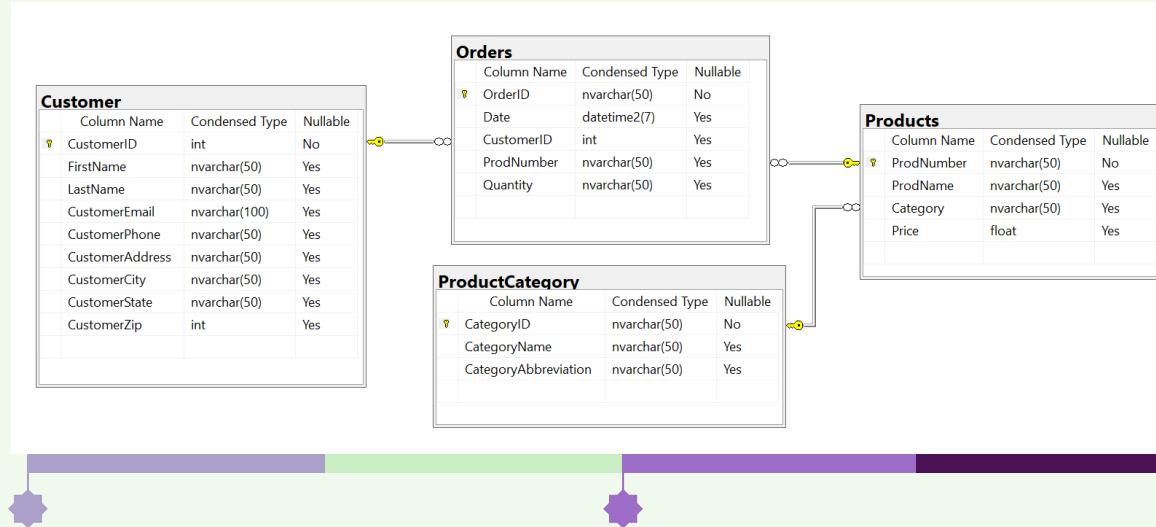


Dashboard

Create interactive dashboard using Looker Studio

02

Primary Key and ERD



Relationship 1

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

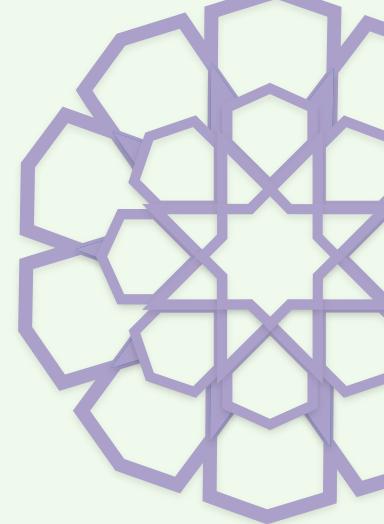
Relationship 2

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

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@inba.com#mailto:edew@...	Honolulu
2	2020-01-01	eBooks	Polar Robots	23.99	2	47.98	fvaslerqt@comsenz.com#mailto...	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 Moine
5	2020-01-01	eBooks	Spherical Robots	16.75	5	83.75	lfromente9@de.vu#mailto:lfrom...	Birmingham
6	2020-01-01	Training Videos	Drone Video Tutorials	37.99	6	227.94	netinnerord@eventhirteennm...	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.

Table Transaction
(PT Sejahtera Bersama Study Case)

	Total Order QTY	Total Sales	City
	Category		
1	11.654	1.754.750,57	Honolulu
2	250	500	Jackson
3	883	2649	Des Moines
4	19,5	97,5	Birmingham
5	16,75	83,75	Saint Peter
6	37,99	227,94	San Diego
7	44,95	44,95	Sacramento
8	214	428	Virginia Beach
9	189	378	Washington
10	37,99	75,48	Des Moines

03

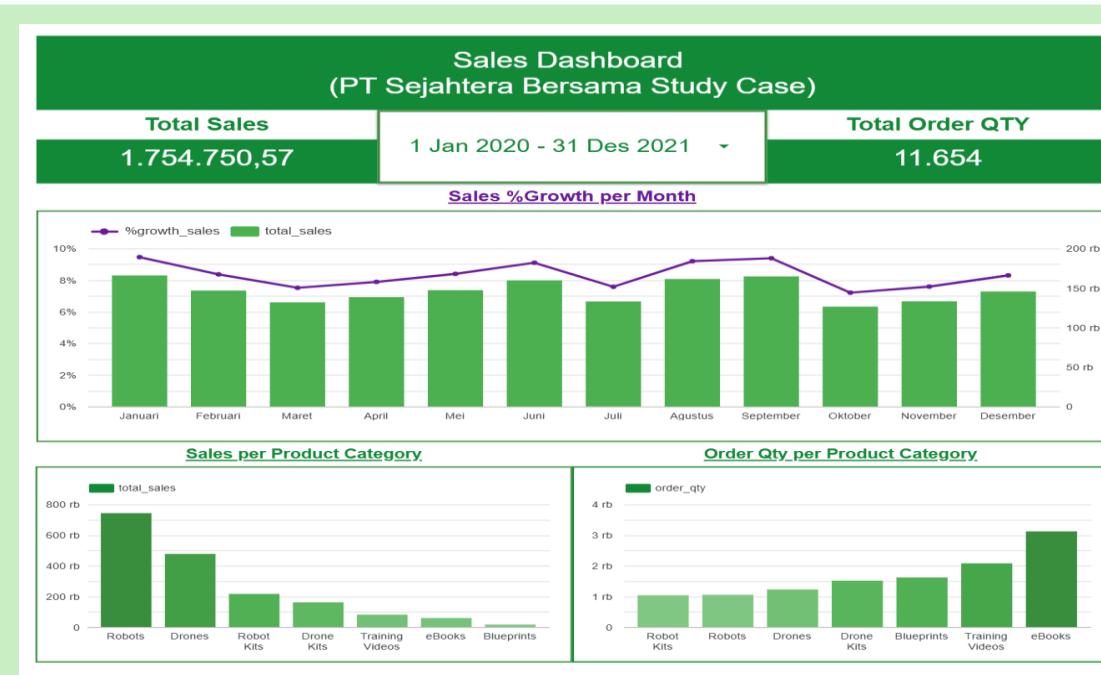
Dashboard

Top 5 Sales per Product Category

total_sales

800 rb

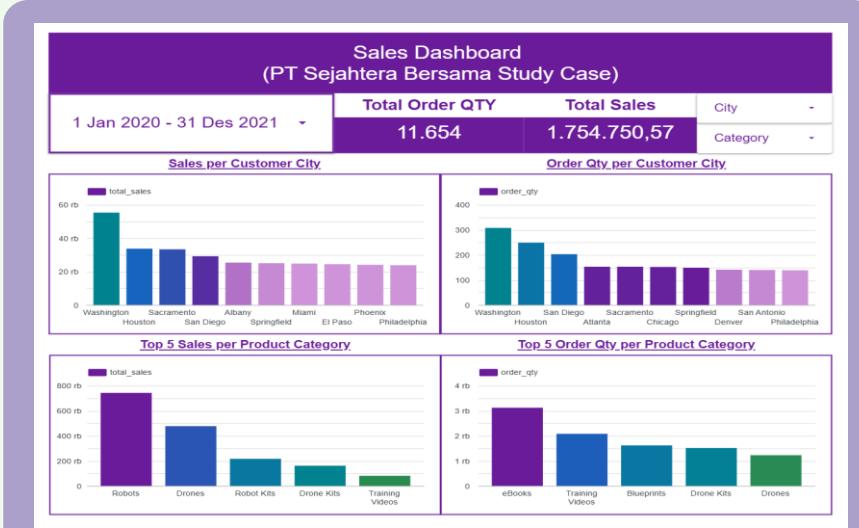
Dashboa rd 1



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

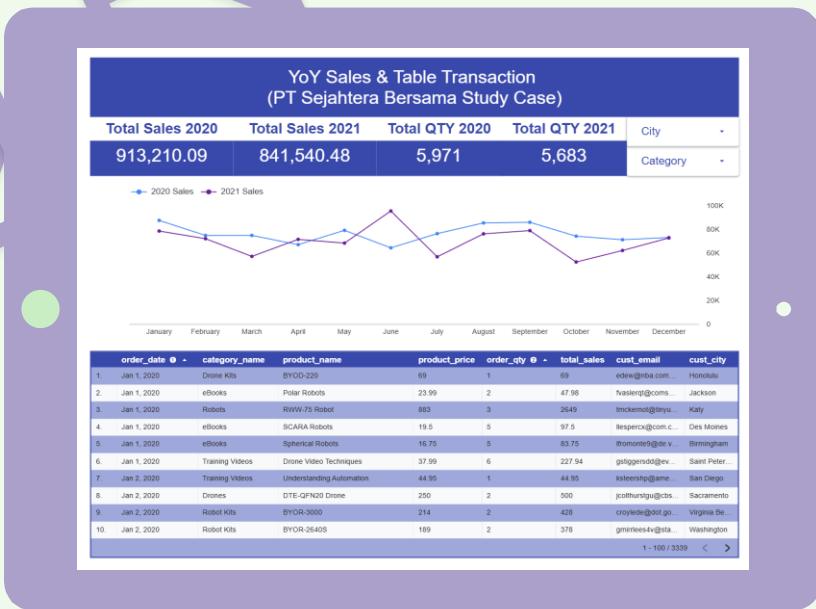
This dashboard contains the **Sales** and **Order Qty per Customer City**, and **Top 5 Sales and Order Qty per Product Category**. This dashboard also has a scorecard with date filters, and Dropdown filter of City and Category fields.

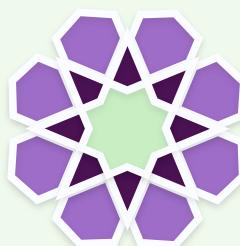




Dashboard 3

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



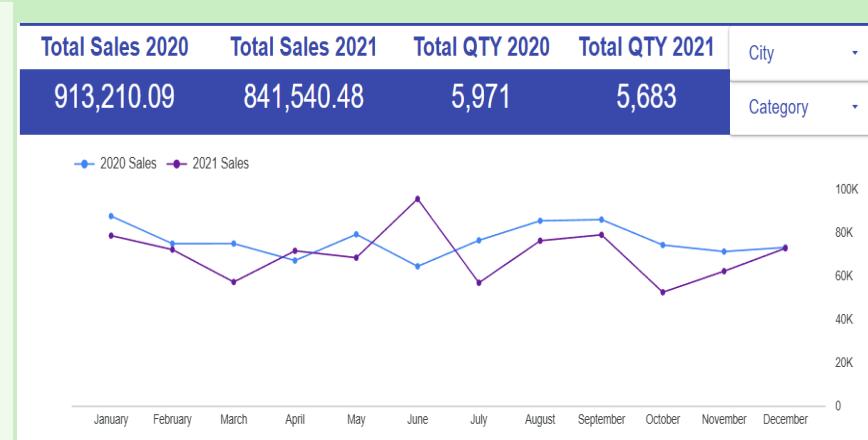


04 Conclusion



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?

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