ERD

Graphical user interface, application, table, Excel

Description automatically generated

Text

Description automatically generated

with tot\_prod as(

select

cust.name

, count(tr\_m\_prod.customer) total\_transaksi

, sum(coalesce(to\_number(substring(tr\_m\_prod.harga\_asli, 3, position('.' in tr\_m\_prod.harga\_asli)-3),'L9G999g999g999.99'), 0))

::float8::numeric::money jumlah\_product

from schoters.customer cust

join schoters.transaksi\_main\_produk tr\_m\_prod

on cust.name = tr\_m\_prod.customer

group by cust.name

order by jumlah\_product desc

)

, tot\_serv as(

select

cust.name

, count(tr\_serv.customer) total\_transaksi

, sum(coalesce(to\_number(substring(tr\_serv.harga\_service, 3, position('.' in tr\_serv.harga\_service)-3),'L9G999g999g999.99'), 0))

::float8::numeric::money jumlah\_service

from schoters.customer cust

join schoters.transaksi\_service tr\_serv

on cust.name = tr\_serv.customer

group by cust.name

order by jumlah\_service desc

)

select

coalesce (tp.name, ts.name) as name

, (tp.total\_transaksi + ts.total\_transaksi) as total\_transaksi\_produk\_dan\_service

, (tp.jumlah\_product + ts.jumlah\_service) as jumlah\_transaksi\_produk\_dan\_service

from tot\_prod tp

join tot\_serv ts

on tp.name = ts.name

order by jumlah\_transaksi\_produk\_dan\_service desc

fetch first 5 rows only

;

Table

Description automatically generated



with tot\_prod as(

select

cust.domisili

, count(tr\_m\_prod.customer) total\_transaksi

, sum(coalesce(to\_number(substring(tr\_m\_prod.harga\_asli, 3, position('.' in tr\_m\_prod.harga\_asli)-3),'L9G999g999g999.99'), 0))

::float8::numeric::money jumlah\_product

from schoters.customer cust

join schoters.transaksi\_main\_produk tr\_m\_prod

on cust.name = tr\_m\_prod.customer

group by cust.domisili

order by jumlah\_product desc

)

, tot\_serv as(

select

cust.domisili

, count(tr\_serv.customer) total\_transaksi

, sum(coalesce(to\_number(substring(tr\_serv.harga\_service, 3, position('.' in tr\_serv.harga\_service)-3),'L9G999g999g999.99'), 0))

::float8::numeric::money jumlah\_service

from schoters.customer cust

join schoters.transaksi\_service tr\_serv

on cust.name = tr\_serv.customer

group by cust.domisili

order by jumlah\_service desc

)

select

coalesce (tp.domisili, ts.domisili) as domisili

, (tp.total\_transaksi + ts.total\_transaksi) as total\_transaksi\_produk\_dan\_service

, (tp.jumlah\_product + ts.jumlah\_service) as jumlah\_transaksi\_produk\_dan\_service

from tot\_prod tp

join tot\_serv ts

on tp.domisili = ts.domisili

order by jumlah\_transaksi\_produk\_dan\_service desc

fetch first 5 rows only

;

Graphical user interface, application

Description automatically generated



with tot\_prod as(

select

to\_char(tr\_m\_prod.tanggal\_transaksi, 'Month') as bulan

, to\_char(tr\_m\_prod.tanggal\_transaksi, 'mm-yyyy') as tgl\_bulan

, count(tr\_m\_prod.customer) total\_transaksi

, sum(coalesce(to\_number(substring(tr\_m\_prod.harga\_asli, 3, position('.' in tr\_m\_prod.harga\_asli)-3),'L9G999g999g999.99'), 0))

::float8::numeric::money jumlah\_product

from schoters.customer cust

join schoters.transaksi\_main\_produk tr\_m\_prod

on cust.name = tr\_m\_prod.customer

group by bulan, tgl\_bulan

order by tgl\_bulan

)

, tot\_serv as(

select

to\_char(tr\_serv.tanggal\_service, 'Month') as bulan

, to\_char(tr\_serv.tanggal\_service, 'mm-yyyy') as tgl\_bulan

, count(tr\_serv.customer) total\_transaksi

, sum(coalesce(to\_number(substring(tr\_serv.harga\_service, 3, position('.' in tr\_serv.harga\_service)-3),'L9G999g999g999.99'), 0))

::float8::numeric::money jumlah\_service

from schoters.customer cust

join schoters.transaksi\_service tr\_serv

on cust.name = tr\_serv.customer

group by bulan, tgl\_bulan

order by tgl\_bulan

)

select

coalesce (tp.bulan, ts.bulan) as bulan

, coalesce (tp.tgl\_bulan, ts.tgl\_bulan) as tgl\_bulan

, coalesce((tp.total\_transaksi + ts.total\_transaksi),tp.total\_transaksi,ts.total\_transaksi) as total\_transaksi\_produk\_dan\_service

, coalesce((tp.jumlah\_product + ts.jumlah\_service),tp.jumlah\_product,ts.jumlah\_service) as jumlah\_transaksi\_produk\_dan\_service

from tot\_prod tp

full join tot\_serv ts

on tp.bulan = ts.bulan and tp.tgl\_bulan = ts.tgl\_bulan

order by tgl\_bulan

;

Table

Description automatically generated with medium confidence



select

count(tr\_m\_prod.customer) total\_wanita

, tr\_m\_prod.tipe\_produk

from schoters.customer cust

join schoters.transaksi\_main\_produk tr\_m\_prod

on cust.name = tr\_m\_prod.customer

where lower(cust.gender) = 'wanita'

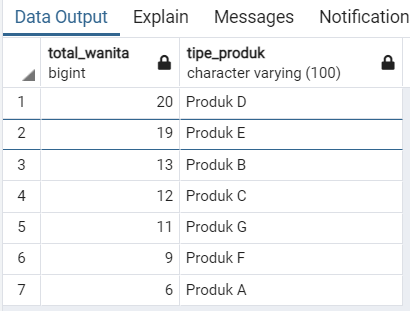
and cust.usia between 20 and 29

group by tr\_m\_prod.tipe\_produk

order by total\_wanita desc

-- fetch first 3 rows only

;





with tot\_prod as(

select

cust.name

, rev\_p.rating

, count(tr\_m\_prod.customer) total\_transaksi

, sum(coalesce(to\_number(substring(tr\_m\_prod.harga\_asli, 3, position('.' in tr\_m\_prod.harga\_asli)-3),'L9G999g999g999.99'), 0))

::float8::numeric::money jumlah\_product

from schoters.customer cust

join schoters.transaksi\_main\_produk tr\_m\_prod

on cust.name = tr\_m\_prod.customer

join schoters.review\_perusahaan rev\_p

on cust.name = rev\_p.name

where rev\_p.rating < 5

group by cust.name, rev\_p.rating

order by rev\_p.rating

)

, tot\_serv as(

select

cust.name

, rev\_p.rating

, count(tr\_serv.customer) total\_transaksi

, sum(coalesce(to\_number(substring(tr\_serv.harga\_service, 3, position('.' in tr\_serv.harga\_service)-3),'L9G999g999g999.99'), 0))

::float8::numeric::money jumlah\_service

from schoters.customer cust

join schoters.transaksi\_service tr\_serv

on cust.name = tr\_serv.customer

join schoters.review\_perusahaan rev\_p

on cust.name = rev\_p.name

where rev\_p.rating < 5

group by cust.name, rev\_p.rating

order by rev\_p.rating

)

select

coalesce (tp.name, ts.name) as name

,coalesce (tp.rating, ts.rating) as rating

, coalesce((tp.total\_transaksi + ts.total\_transaksi),tp.total\_transaksi,ts.total\_transaksi) as total\_transaksi\_produk\_dan\_service

, coalesce((tp.jumlah\_product + ts.jumlah\_service),tp.jumlah\_product,ts.jumlah\_service) as jumlah\_transaksi\_produk\_dan\_service

from tot\_prod tp

full join tot\_serv ts

on tp.name = ts.name

order by rating

;

Table

Description automatically generatedTable

Description automatically generated

Table

Description automatically generated



with tot\_prod as(

select

tr\_m\_prod.tanggal\_transaksi

, count(tr\_m\_prod.customer) total\_transaksi

, sum(coalesce(to\_number(substring(tr\_m\_prod.harga\_asli, 3, position('.' in tr\_m\_prod.harga\_asli)-3),'L9G999g999g999.99'), 0))

::float8::numeric::money jumlah\_product

from schoters.customer cust

join schoters.transaksi\_main\_produk tr\_m\_prod

on cust.name = tr\_m\_prod.customer

group by tr\_m\_prod.tanggal\_transaksi

order by tr\_m\_prod.tanggal\_transaksi

)

, tot\_serv as(

select

tr\_serv.tanggal\_service

, count(tr\_serv.customer) total\_transaksi

, sum(coalesce(to\_number(substring(tr\_serv.harga\_service, 3, position('.' in tr\_serv.harga\_service)-3),'L9G999g999g999.99'), 0))

::float8::numeric::money jumlah\_service

from schoters.customer cust

join schoters.transaksi\_service tr\_serv

on cust.name = tr\_serv.customer

group by tr\_serv.tanggal\_service

order by tr\_serv.tanggal\_service

)

select

mc.name

, sum(semua.total\_transaksi\_produk\_dan\_service)

, sum(semua.jumlah\_transaksi\_produk\_dan\_service)

from (

select

coalesce (tp.tanggal\_transaksi, ts.tanggal\_service) as tanggal

, coalesce((tp.total\_transaksi + ts.total\_transaksi),tp.total\_transaksi,ts.total\_transaksi) total\_transaksi\_produk\_dan\_service

, coalesce((tp.jumlah\_product + ts.jumlah\_service),tp.jumlah\_product,ts.jumlah\_service) as jumlah\_transaksi\_produk\_dan\_service

from tot\_prod tp

full join tot\_serv ts

on tp.tanggal\_transaksi = ts.tanggal\_service

order by tanggal

) semua

join schoters.marketing\_campaign mc

on semua.tanggal between mc.start\_date and mc.end\_date

group by mc.name

order by mc.name

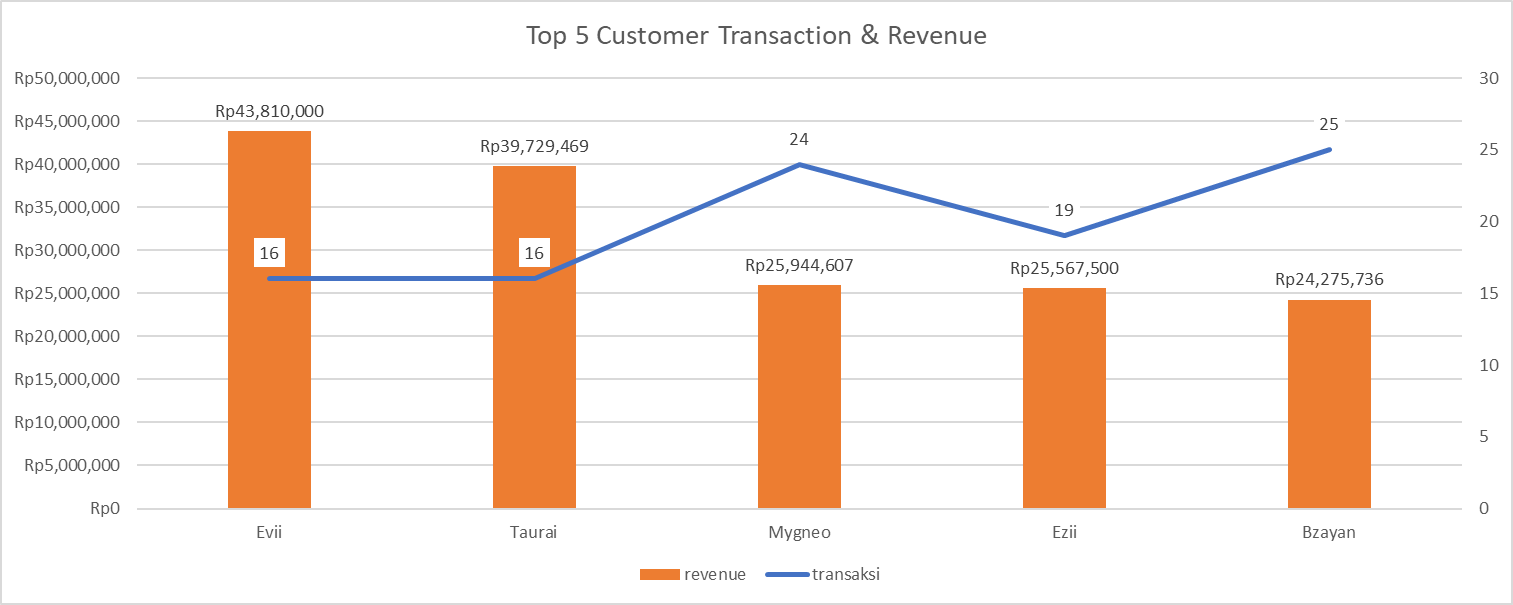
;

Table

Description automatically generated

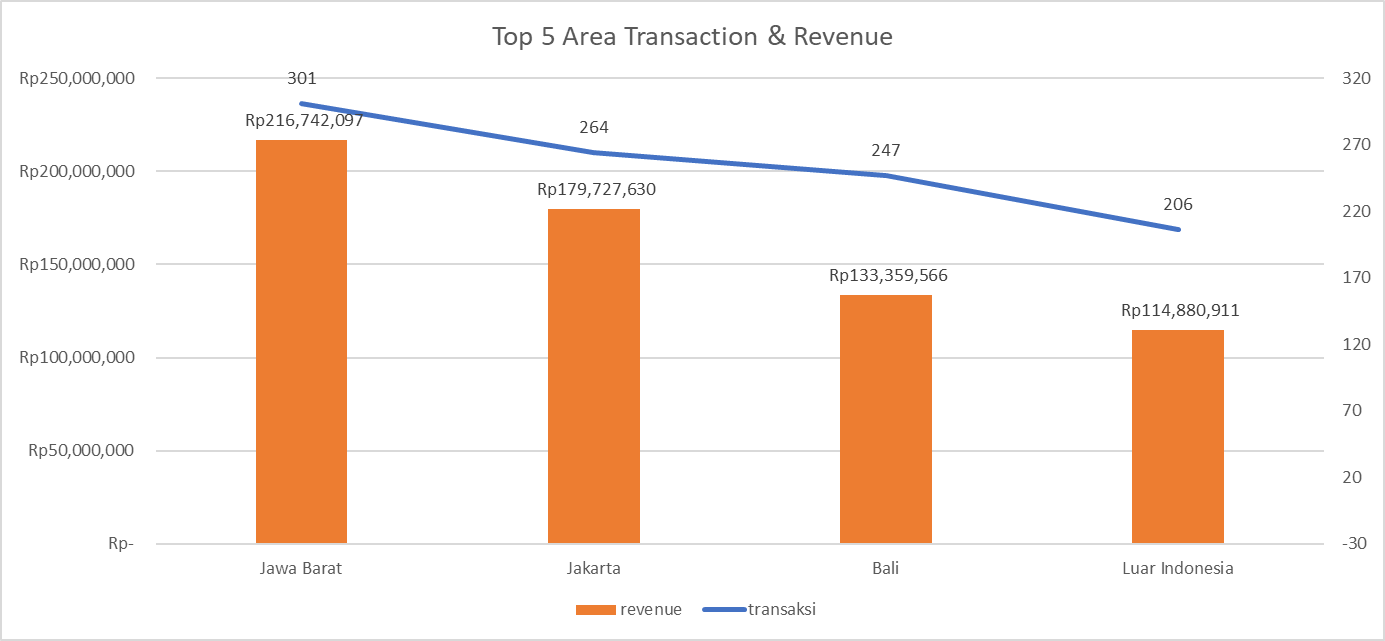
Eksplorasi Data Analysis (EDA)

**Chart1**



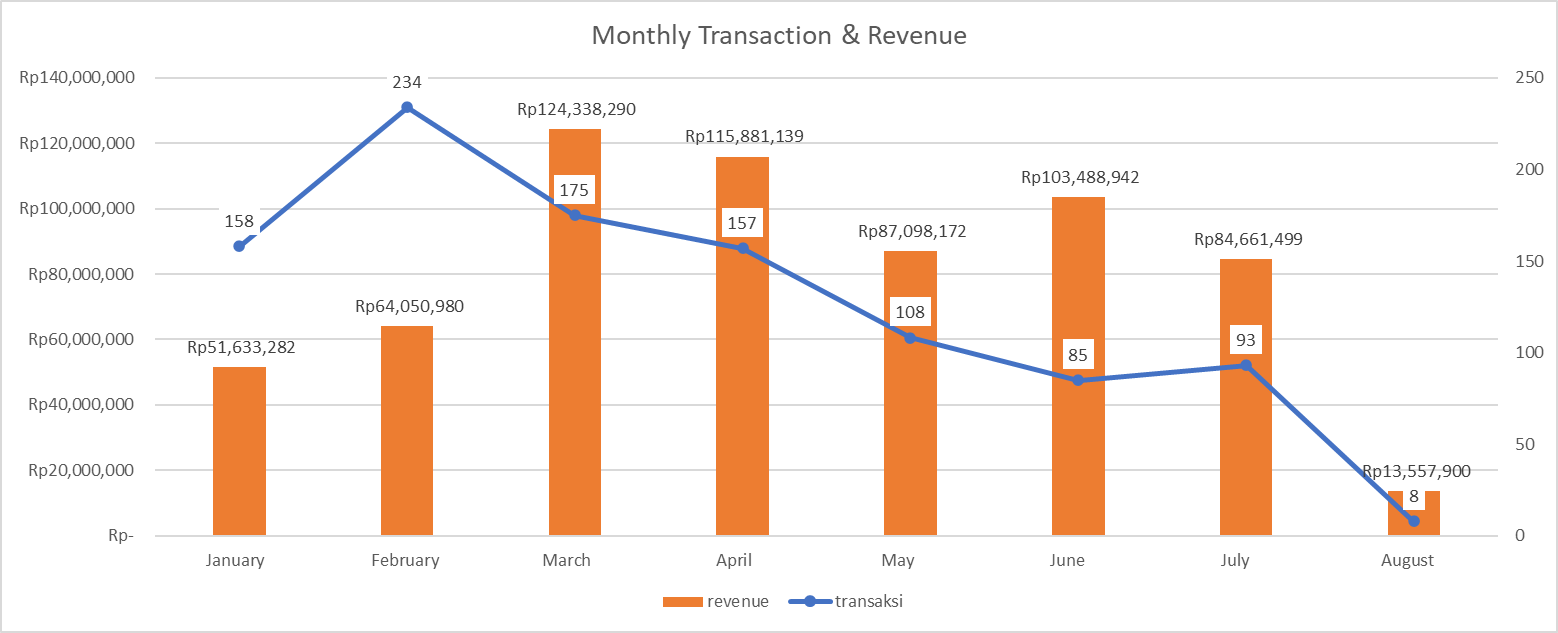
Pada top 5 Customer, Evii mendatangkan revenue paling tinggi walaupun jumlah transaksinya tidak sebanyak Bzayan. Selisih revenue Top 1 dan Top 2 sangat tinggi sedangkan untuk top 3-5 selisih revenuenya tidak besar (sekitar 25 juta-an)

**Chart2**



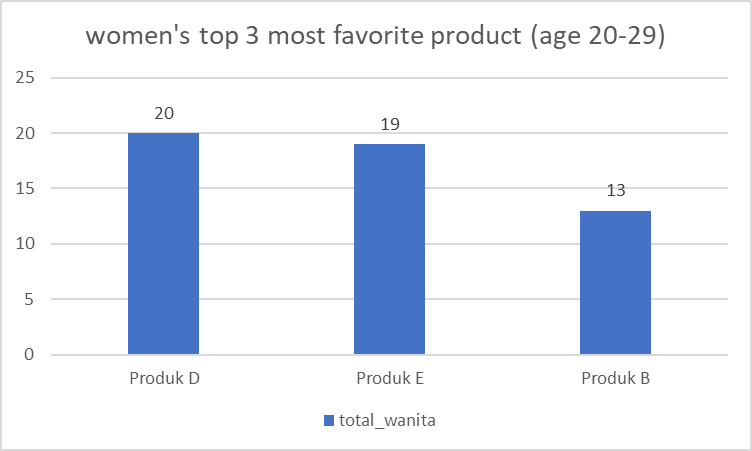
Area Jawa barat mendatangkan banyak revenue dan transaksi. Revenue dan transaksi berbanding lurus untuk kategori area. Memiliki korelasi yang tinggi R2 = 0.9182

**Chart3**



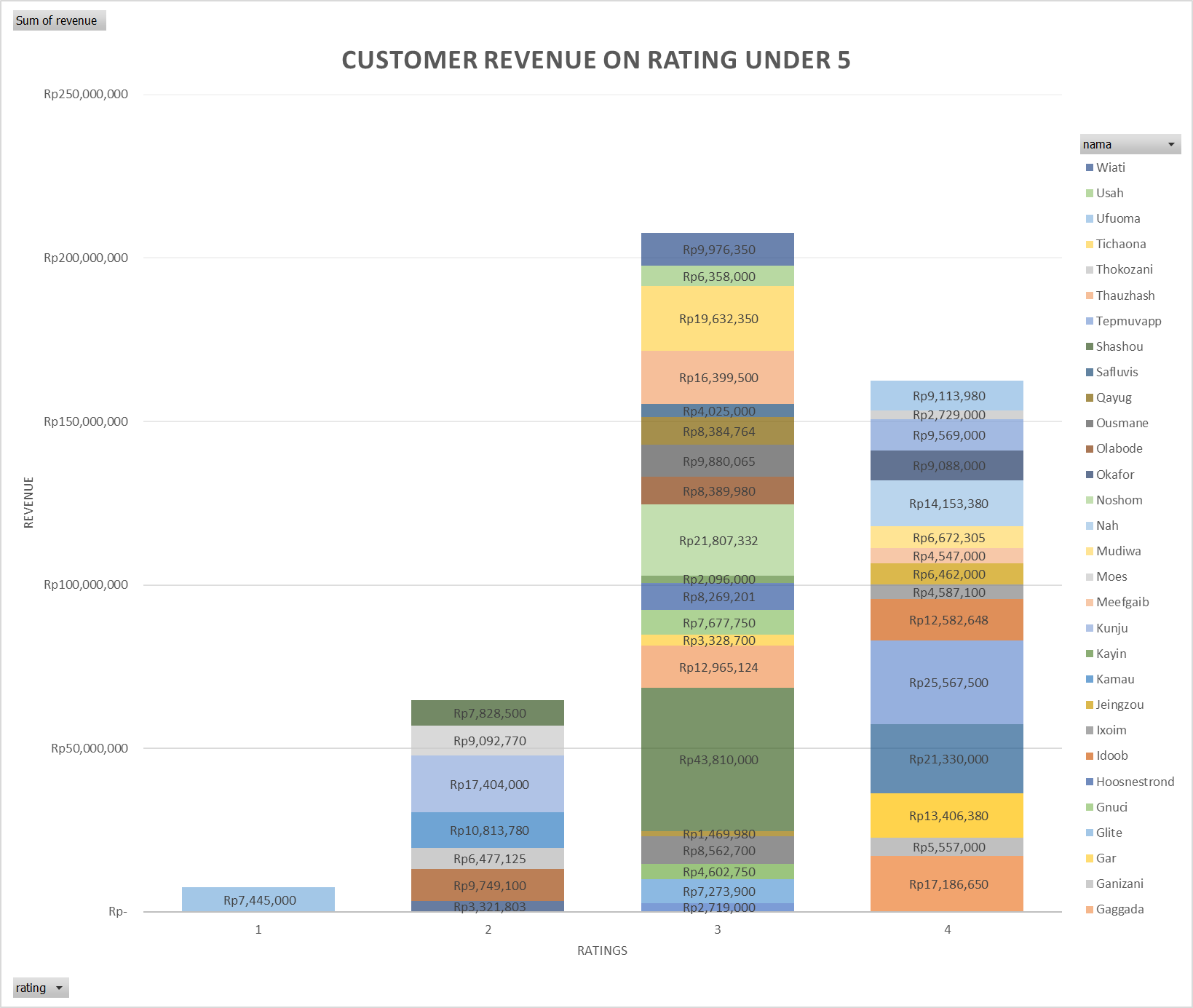
Revenue 80 juta – 130 juta dapat terlihat pada bulan Maret – Juli. Sementara total transaksi melambung tinggi pada bulan Februari walau revenuenya tidak besar-besar amat. Bulan Agustus terjadi revenue dan transaksi paling rendah.

**Chart4**



Dapat disimpulkan bahwa produk D,E,B merupakan produk terbanyak yang dibeli.

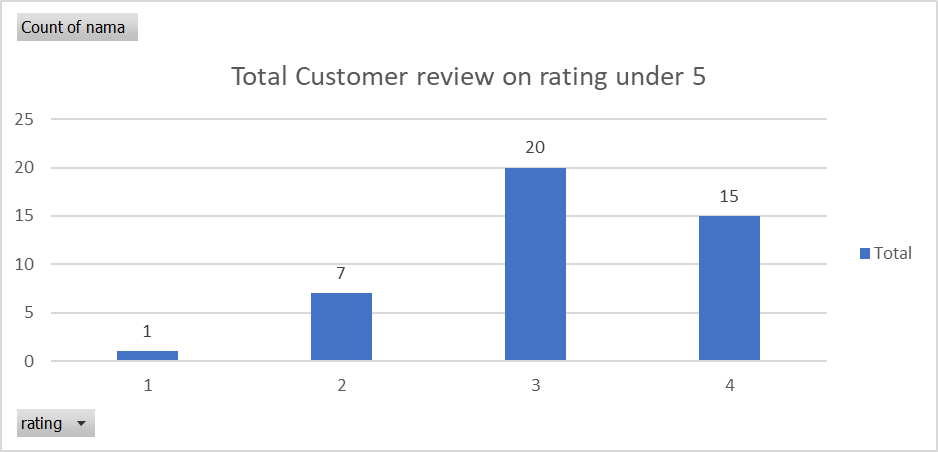
**Chart5**



Banyak costumer memberi rating 3 & 4 dapat dilihat keseluruhan akumulasi revenue costumer tertinggi pada customer yang memberikan rating 3. Walau rating 3 dan 4 hanya berbeda 30-40 juta-an saja.

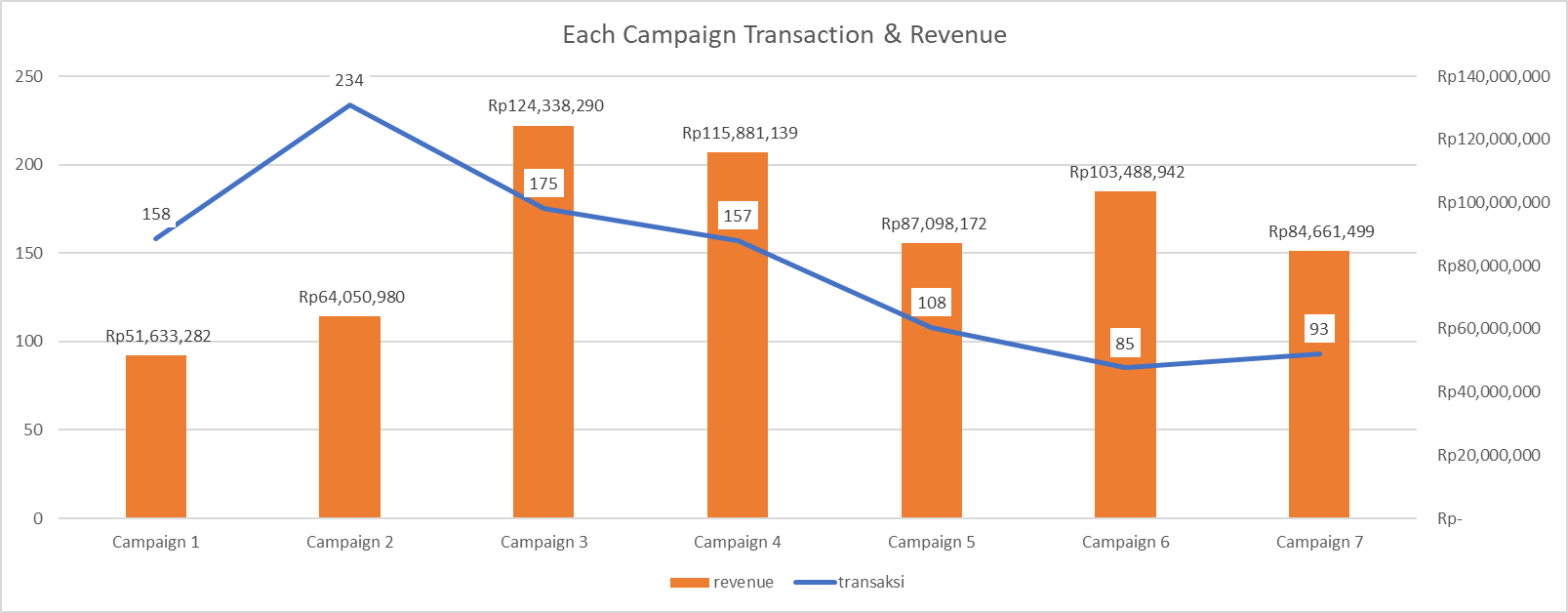
Hanya 1 customer yang memberikan rating 1. Revenue customer Rating 2 juga tidak boleh diremehkan karena melebihi 50 juta-an.

**Chart6**



Pada grafik Total Customer review on rating under 5 terlihat bahwa banyak customer yang memberi review 3 & 4.

**Chart7**



Pada campaign ini datanya hampir sama dengan chart **Monthly Transaction & Revenue (Chart3)** serta pembahasannya juga mirip2 dengan chart tersebut. Yang membedakan pada bulan Agustus tidak ada marketing campaign.

**SARAN Improvement :**

* **Marketing campaign sangatlah diperlukan inilah yang menyebabkan bulan Agustus mendapatkan revenue yang sedikit. Marketing campaign perlu diadakan setiap bulan.**
* **Rating juga sangat berpengaruh terhadap revenue. Banyak revenue customer pada rating 3 & 4, jika ditotal bisa mencapai 350 juta keatas. Perlu diperhatikan & jangan diremehkan perlakuan customer pada rating tersebut.**
* **Untuk daerah focus terlebih dahulu pada Jakarta & Jawa Barat karena mendatangkan banyak revenue. Akan tetapi, area Bali & luar Indonesia juga perlu dipertahankan agar target tidak turun dari tahun sebelumnya.**