

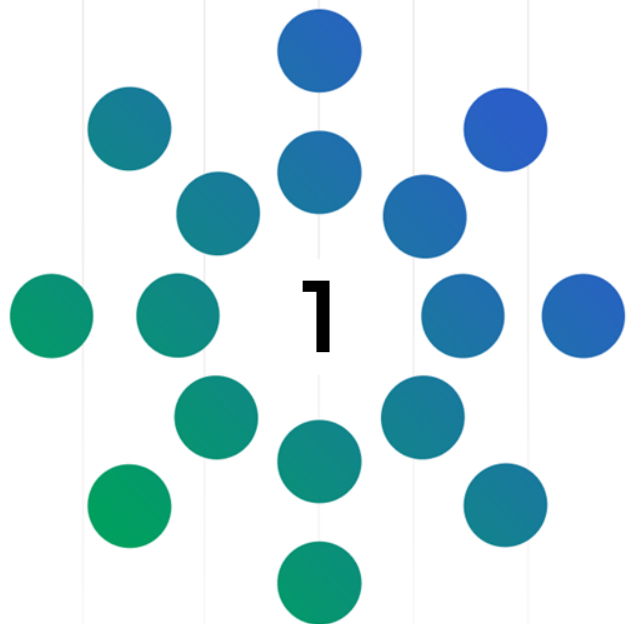
Mini Project Data Analyst

by Nurkhanifah

Agenda

1. Latar Belakang
2. Rules Dashboard





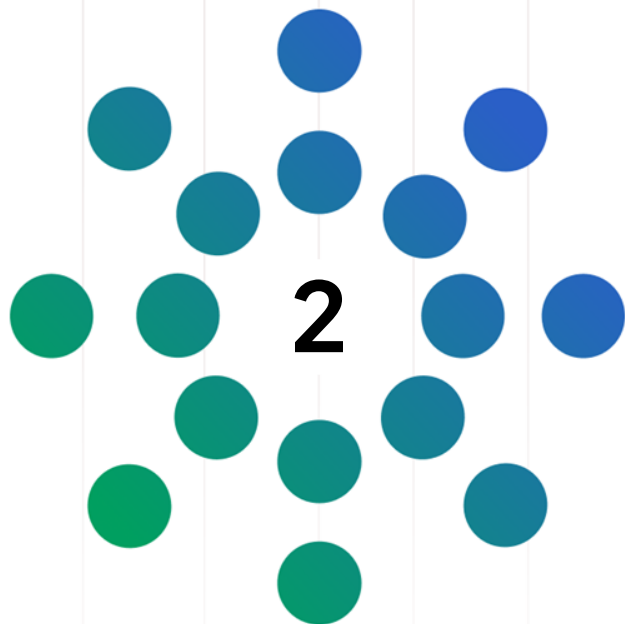
Latar Belakang

Latar Belakang

Dalam bisnis modern yang semakin kompetitif, manajemen perusahaan harus dapat mengambil keputusan yang tepat dan cepat berdasarkan data yang akurat, terkini, dan terperinci. Dashboard monitoring penjualan dapat membantu manajemen dalam memperoleh informasi tentang performa bisnis dengan lebih efektif dan efisien. Dalam dashboard tersebut, data penjualan dapat ditampilkan dalam bentuk visualisasi yang mudah dipahami, seperti grafik, tabel, dan diagram, sehingga manajemen dapat memantau kinerja bisnis secara real-time dan melakukan analisis data dengan lebih mudah.

Business Goals

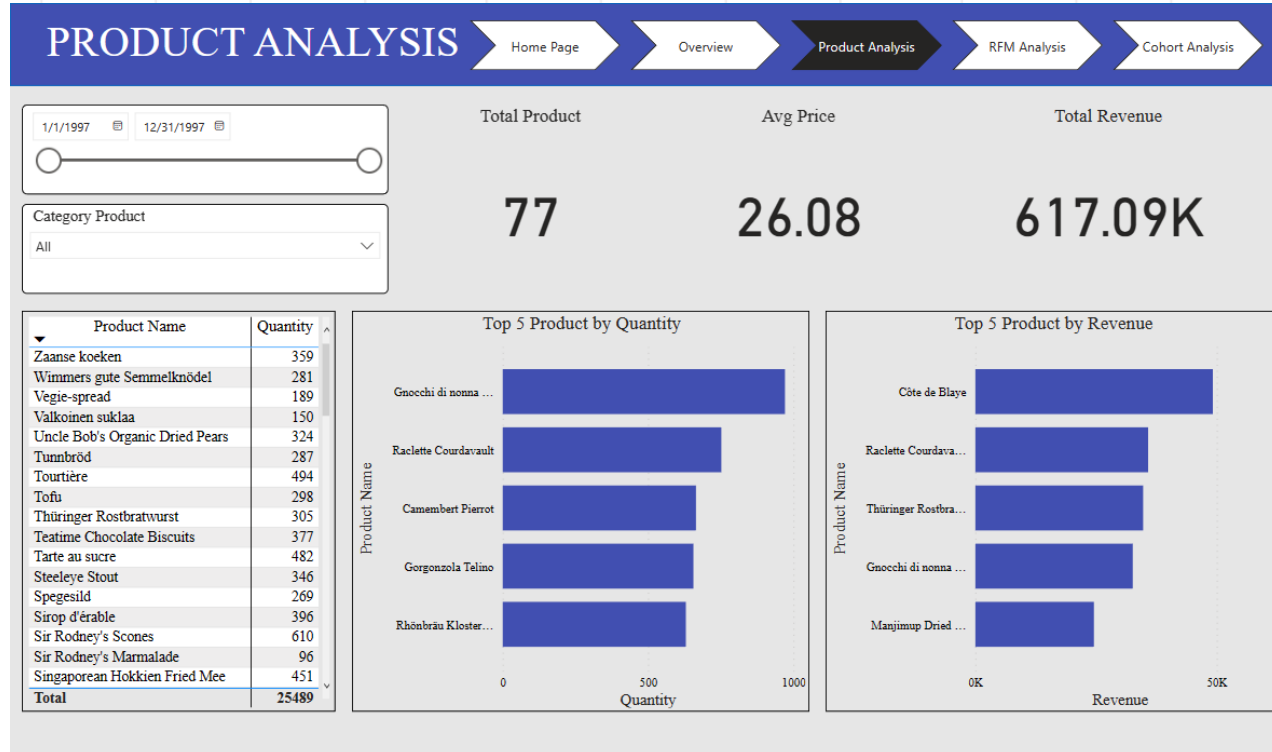
- Analisis tren penjualan produk dan analisis produk potensial
- Analisis pola pembelian pelanggan
- Analisis retensi pelanggan



Dashboard

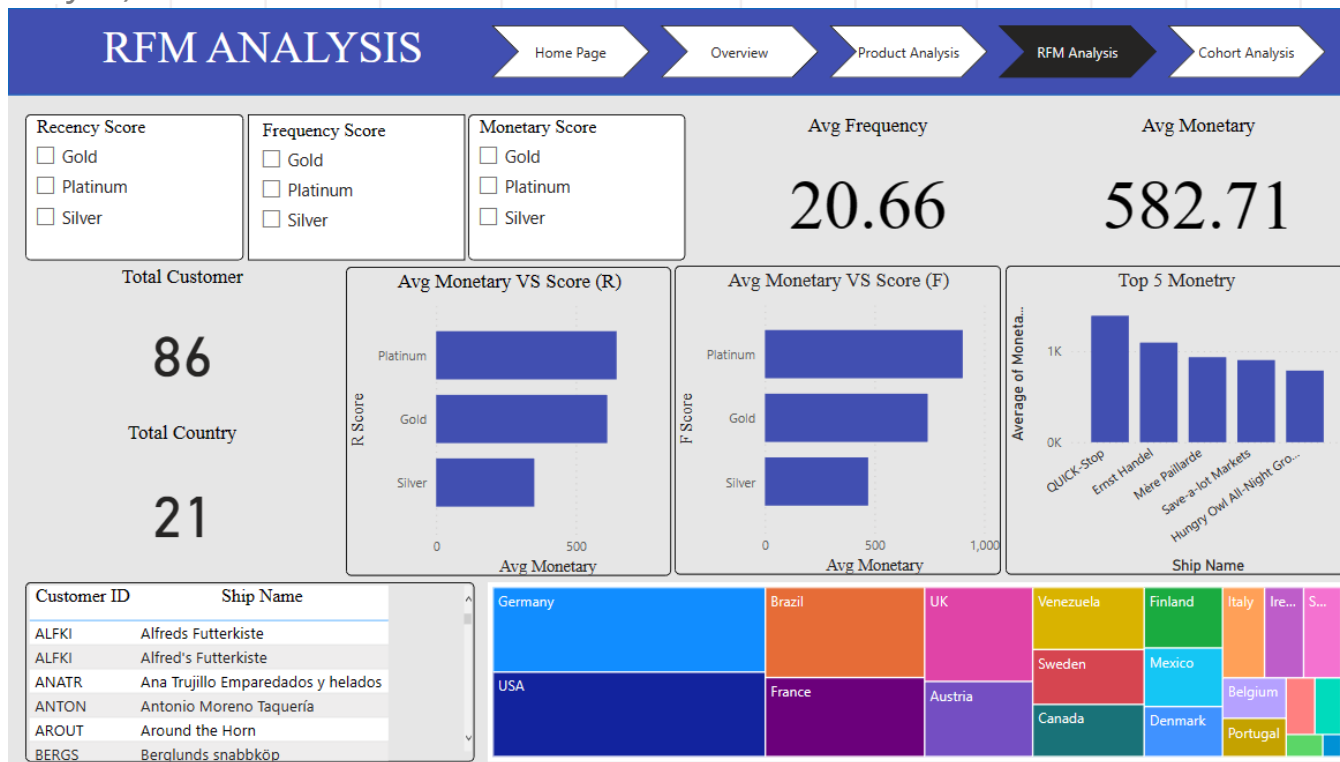
Dashboard

Page 3 (Product Analysis)



Dashboard

Page 4 (RFM Analysis)



Dashboard

Page 5 (Cohort Analysis)

COHORT ANALYSIS

Home Page

Overview

Product Analysis

RFM Analysis

Cohort Analysis

| Bulan | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | Total |
|-----------|---------|--------|---------|--------|--------|--------|--------|--------|--------|--------|--------|--------|---------|
| Januari | 100.00% | 22.22% | 22.22% | 29.63% | 25.93% | 37.04% | 37.04% | 48.15% | 40.74% | 37.04% | 51.85% | 51.85% | 100.00% |
| Februari | 100.00% | 40.00% | 20.00% | 40.00% | 40.00% | 20.00% | 33.33% | 26.67% | 46.67% | 20.00% | 46.67% | | 100.00% |
| Maret | 100.00% | 41.67% | 50.00% | 16.67% | 41.67% | 25.00% | 33.33% | 41.67% | 33.33% | 41.67% | | | 100.00% |
| April | 100.00% | 18.18% | 36.36% | 27.27% | 27.27% | 27.27% | | 18.18% | 18.18% | | | | 100.00% |
| Mei | 100.00% | | 20.00% | 60.00% | 40.00% | 20.00% | | 40.00% | | | | | 100.00% |
| Juni | 100.00% | | | | 66.67% | 33.33% | 33.33% | | | | | | 100.00% |
| Juli | 100.00% | | 66.67% | 33.33% | | 33.33% | | | | | | | 100.00% |
| Agustus | 100.00% | | 33.33% | 33.33% | 33.33% | | | | | | | | 100.00% |
| September | 100.00% | | | | | | | | | | | | 100.00% |
| Oktober | 100.00% | | 100.00% | | | | | | | | | | 100.00% |
| November | 100.00% | | | | | | | | | | | | 100.00% |
| Desember | 100.00% | | | | | | | | | | | | 100.00% |
| Total | 100.00% | 22.09% | 27.91% | 27.91% | 30.23% | 25.58% | 23.26% | 30.23% | 27.91% | 20.93% | 24.42% | 16.28% | 100.00% |



Terima Kasih

