Duwi Kurnia Sari

About Me

Detail-oriented professional with a strong background in administrative work and extensive experience in data analysis projects.

Insert Your Experience

HRGA Admin - Freelance
October 2023 - February 2024

Data Analyst - Freelance
April 2023 - September 2023

Project Consultant Intern - SRW & CO
August 2021 - September 2021

Rakamin
Academy

Content

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Rumusan Masalah

Bagaimana kondisi penjualan perusahaan saat ini?

Bagaimana cara mempertahankan atau meningkatkan penjualan untuk kedepannya?

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Primary key

Product Category

CategoryID	CategoryName	CategoryAbbreviation
1	Blueprints	BP
2	Drone Kits	DK
3	Drones	DS
4	eBooks	EB
5	Robot Kits	RK
6	Robots	RS
7	Training Videos	TV

Product

ProdNumber	ProdName	Category	Price
BP101	All Eyes Drone Blueprint	1	9.99
BP102	Bsquare Robot Blueprint	1	8.99
BP104	Cat Robot Blueprint	1	4.99
BP105	Creature Robot Arms Blueprint	1	12
BP106	Hexacopter Drone Blueprint	1	8.99
BP107	Ladybug Robot Blueprint	1	12
BP108	Panda Robot Blueprint	1	7.99
BP109	QuadroCopter Blueprint	1	10.99
BP110	Sleepy Eye Blueprint	1	11.99
BP111	Upside Down Robot Blueprint	1	12

Orders

OrderID	Date	CustomerID	ProdNumber	Quantity
1	1/1/2020	1866	EB514	2
2	1/1/2020	1567	RS706	3
3	1/1/2020	2064	TV804	6
4	1/1/2020	287	DK203	1
5	1/1/2020	422	EB517	5
6	1/1/2020	954	EB519	5
7	1/2/2020	726	RK604	2

Customers

CustomerID	FirstName	LastName	CustomerEmail	CustomerI	Customer.	Customer	Customer:	CustomerZip
1	Grazia	Rasmus	grasmusas@i2i.jp#mailto:gra	(202) 577-	628 Buhle	Washingtc	District of	20029
2	Bunny	Trevan	btrevanmj@wordpress.org#r	917-903-2	52 Cascad	Jamaica	New York	11436
3	Tracie	Grayston	tgrayston7k@pagesperso-ora	404-868-2	672 Coma	Atlanta	Georgia	30343
4	Amerigo	Garrelts	agarrelts6e@oaic.gov.au#ma	415-190-3	8252 Villag	San Franci	California	94177
5	Shea	Stronghill	sstronghillc1@google.nl#mail	432-775-7	542 3rd Pc	Midland	Texas	79705
6	Geoffry	Bonde	gbonde90@vimeo.com#mail	415-176-9	781 Larry	San Franci	California	94159

Relationship

Query SQL
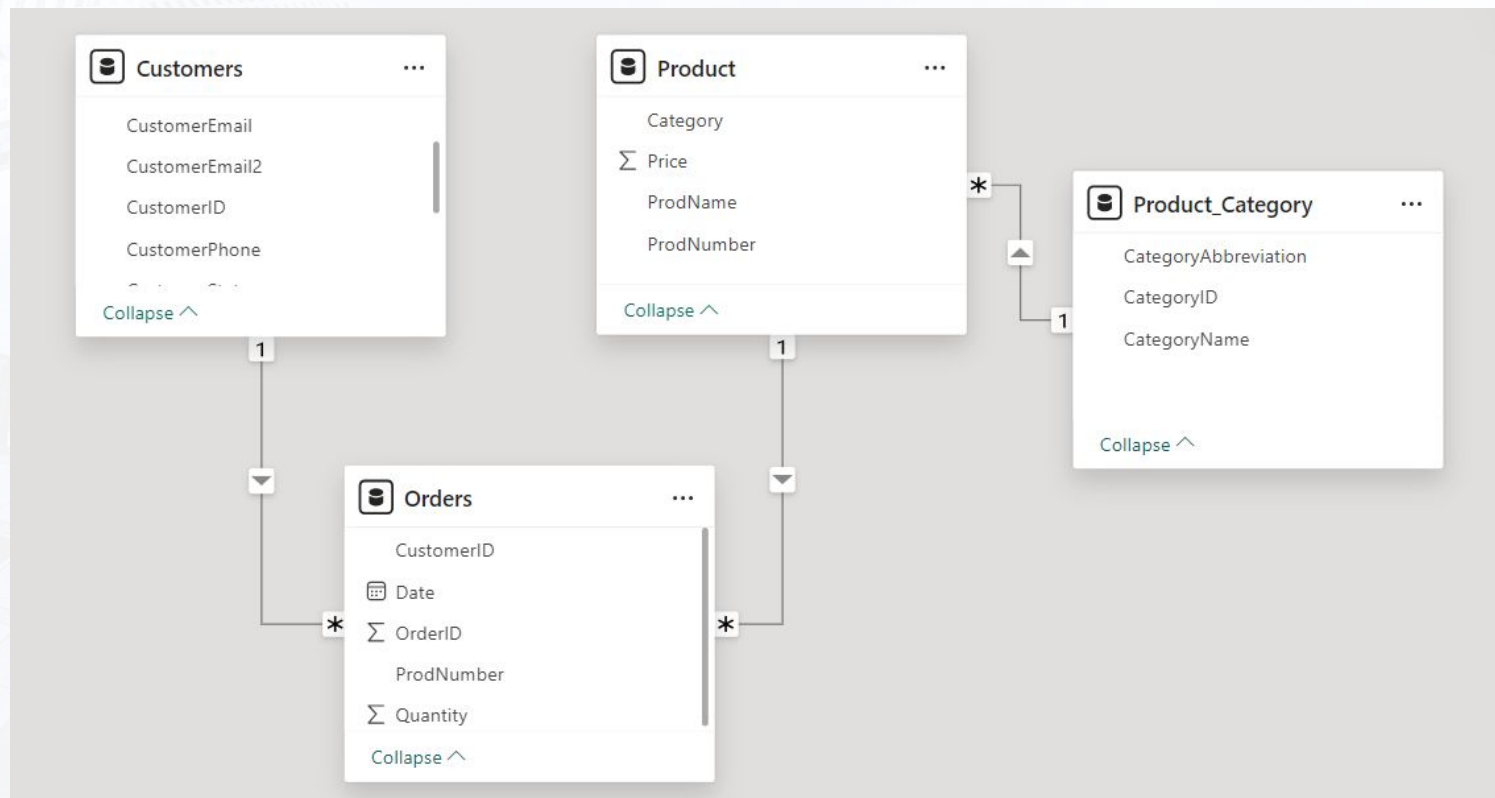
```
# Memeriksa keunikan masing-masing primary key #

SELECT CustomerID, COUNT(*) as count
FROM `bank_muamalat.Customers`
GROUP BY CustomerID
HAVING COUNT(*) > 1;

SELECT OrderID, COUNT(*) as count
FROM `bank_muamalat.Orders`
GROUP BY OrderID
HAVING COUNT(*) > 1;

SELECT ProdNumber, COUNT(*) as count
FROM `bank_muamalat.Product`
GROUP BY ProdNumber
HAVING COUNT(*) > 1;

SELECT CategoryID, COUNT(*) as count
FROM `bank_muamalat.Product_Category`
GROUP BY CategoryID
HAVING COUNT(*) > 1;
```

```
# Membuat relationship dan master data #

CREATE VIEW `bank_muamalat.master_data2` AS
SELECT
    a.Date, d.CategoryName, c.ProdName, c.Price,  a.Quantity,
   (a.Quantity * c.Price) as total_sales, b.CustomerEmail2,
b.CustomerCity
FROM
    `bank_muamalat.Orders` AS a
JOIN
    `bank_muamalat.Customers` AS b
ON
    a.CustomerID = b.CustomerID
JOIN
    `bank_muamalat.Product` as c
ON
    a.ProdNumber = c.ProdNumber
JOIN
    `bank_muamalat.Product_Category` as d
ON
    c.Category = d.CategoryID;
select * from `bank_muamalat.master_data`;


SELECT * FROM `bank_muamalat.master_data2` ORDER BY Date;
```

Link Query SQL:
https://github.com/kurniasari13/FinalProject_BusinessIntelligence_Rakamin/blob/main/Rakamin_final_project.sql

Table Master

| Date	CategoryName	ProdName	Price	Quantity	total_sales	CustomerEmail2	CustomerCity
2020-01-01	Drone Kits	BYOD-220	69	1	69	edew@nba.com	Honolulu
2020-01-01	eBooks	Polar Robots	23.99	2	47.98	fvaslerqt@comsenz.com	Jackson
2020-01-01	eBooks	SCARA Robots	19.5	5	97.5	llespercx@com.com	Des Moines
2020-01-01	eBooks	Spherical Robots	16.75	5	83.75	lfromonte9@de.vu	Birmingham
2020-01-01	Robots	RWW-75 Robot	883	3	2.649	tmckernot@tinyurl.com	Katy
2020-01-01	Training Videos	Drone Video Techniques	37.99	6	227.94	gstiggersdd@eventbrite.com	Saint Petersburg
2020-01-02	Blueprints	Ladybug Robot Blueprint	12	2	24	akingaby78@deviantart.com	West Palm Beach
2020-01-02	Drone Kits	BYOD-100	54	5	270	jzellick84@ustream.tv	Washington
2020-01-02	Drones	DTE-QFN20 Drone	250	2	500	jcolthurstgu@cbsnews.com	Sacramento
2020-01-02	eBooks	Fixed Wing Drones	15.5	3	46.5	ohalbardv@booking.com	Birmingham
2020-01-02	Robot Kits	BYOR-2640S	189	2	378	aguiongo@behance.net	Houston
2020-01-02	Robot Kits	BYOR-2640S	189	2	378	gmirrlees4v@state.tx.us	Washington
2020-01-02	Robot Kits	BYOR-3000	214	2	428	croylede@dot.gov	Virginia Beach
2020-01-02	Training Videos	Drone Video Techniques	37.99	2	75.98	lgatenbyel@quantcast.com	Des Moines
2020-01-02	Training Videos	Understanding Automation	44.95	1	44.95	ksteershp@ameblo.jp	San Diego
2020-01-03	Drone Kits	BYOD-350	89.95	3	269.85	bbockhc0@jimdo.com	Torrance
2020-01-03	Drones	DA-SA702 Drone	399	4	1.596	cgabrielaq@spotify.com	Stamford
2020-01-03	Robots	MICR-23K Robot	899	2	1.798	cciobutaru6v@netlog.com	Charlotte
2020-01-03	Training Videos	Drone Video Techniques	37.99	3	113.97	rrehm6a@yandex.ru	Green Bay
2020-01-04	Drone Kits	BYOD-350	89.95	4	359.8	croylede@dot.gov	Virginia Beach

913.21K 841.54K

Total_Sales_2020   Total_Sales_2021

Sales secara keseluruhan menurun

Total_Sales_2020 and Total_Sales_2021 by Month

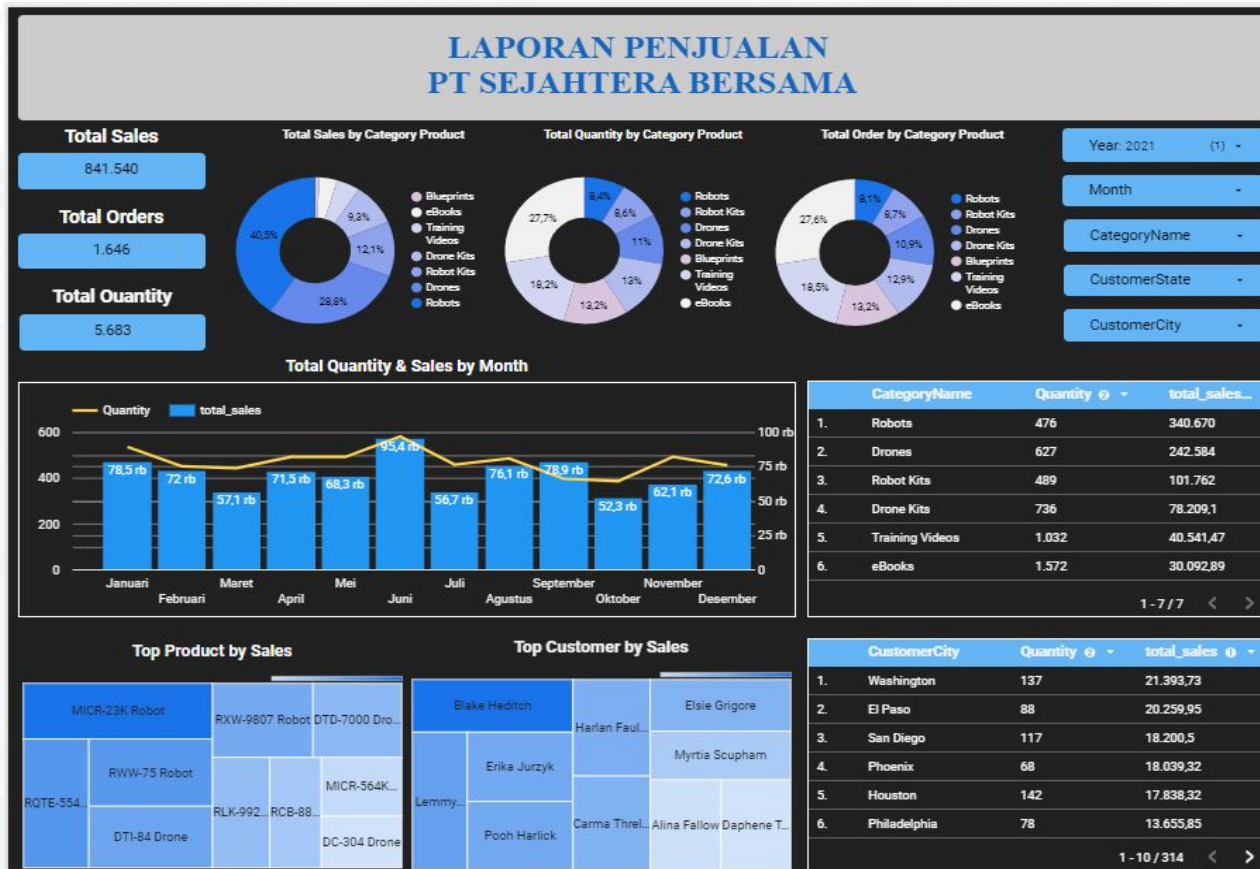● Total_Sales_2020 ● Total_Sales_2021

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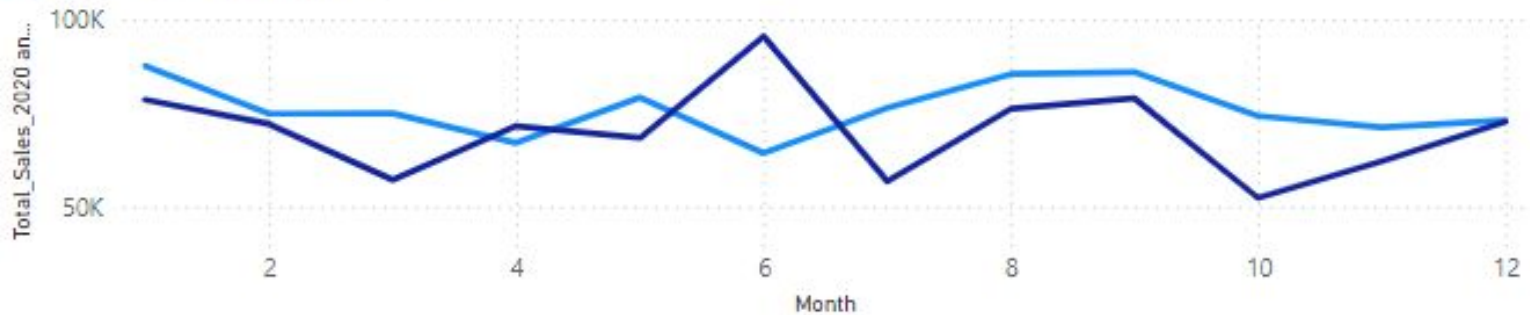
CategoryName	2020	2021	Total
Robots	402,835.00	340,670.00	743,505.00
Drones	234,863.00	242,584.00	477,447.00
Robot Kits	114,675.00	101,762.00	216,437.00
Drone Kits	83,033.40	78,209.10	161,242.50
Training Videos	40,174.68	40,541.47	80,716.15
eBooks	28,875.52	30,092.89	58,968.41
Blueprints	8,753.49	7,681.02	16,434.51
Total	913,210.09	841,540.48	1,754,750.57

CategoryName	2020	2021	Total
eBooks	1551	1572	3123
Training Videos	1049	1032	2081
Blueprints	867	751	1618
Drone Kits	779	736	1515
Drones	600	627	1227
Robots	577	476	1053
Robot Kits	548	489	1037
Total	5971	5683	11654

CustomerCity	2020	2021	Total
Washington	33,988.21	21,393.73	55,381.94
Houston	15,923.17	17,838.32	33,761.49
San Diego	11,028.09	18,200.50	29,228.59
Albany	13,934.97	11,470.91	25,405.88
Miami	12,628.17	12,205.28	24,833.45
El Paso	4,197.19	20,259.95	24,457.14
Phoenix	6,045.96	18,039.32	24,085.28
Philadelphia	10,189.41	13,655.85	23,845.26
Austin	681.63	13,472.95	14,154.58
Pasadena	2,185.78	10,883.81	13,069.59
Total	110,802.58	157,420.62	268,223.20

CustomerCity	2020	2021	Total
Washington	171	137	308
Houston	107	142	249
San Diego	86	117	203
Philadelphia	61	78	139
Miami	80	58	138
El Paso	49	88	137
Phoenix	56	68	124
Albany	50	59	109
Pasadena	24	45	69
Austin	17	44	61
Total	701	836	1537

DashBoard

Link Dashboard:
https://lookerstudio.google.com/reporting/b4d90186-6537-4c5a-9a3c-50d4376e6e14

Kesimpulan & Saran

Robots merupakan kategori produk yang memiliki kontribusi terbanyak terhadap total penjualan tahun 2020 dan 2021, yaitu sekitar 40%. Akan tetapi, jika dilihat dari kuantitasnya, produk kategori robots mempunyai kuantitas penjualan kedua terbawah di tahun 2020 dan menurun menjadi paling rendah pada tahun 2021.

Sementara, jika dilihat berdasarkan kota, kota Washington memiliki kontribusi terbesar terhadap total penjualan dan total kuantitas penjualan pada tahun 2020 dan 2021, serta produk kategori robots menjadi produk yang berkontribusi terbesar terhadap total penjualan di Kota Washington.

Sehingga, untuk meningkatkan penjualan secara keseluruhan, perusahaan harus memaksimalkan penjualan kuantitas produk kategori robots di seluruh kota, terutama di kota Washington.

Access Link Here

Link Github:
https://github.com/kurniasari13/FinalProject_BusinessIntelligence_Rakamin

Link Dashboard:
https://lookerstudio.google.com/reporting/b4d90186-6537-4c5a-9a3c-50d4376e6e14

Link Video Presentation:
https://drive.google.com/file/d/1AvVomk6HmZiGCU_oa-U0yK386hWRBXkx/view?usp=drive_link

Thank You

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