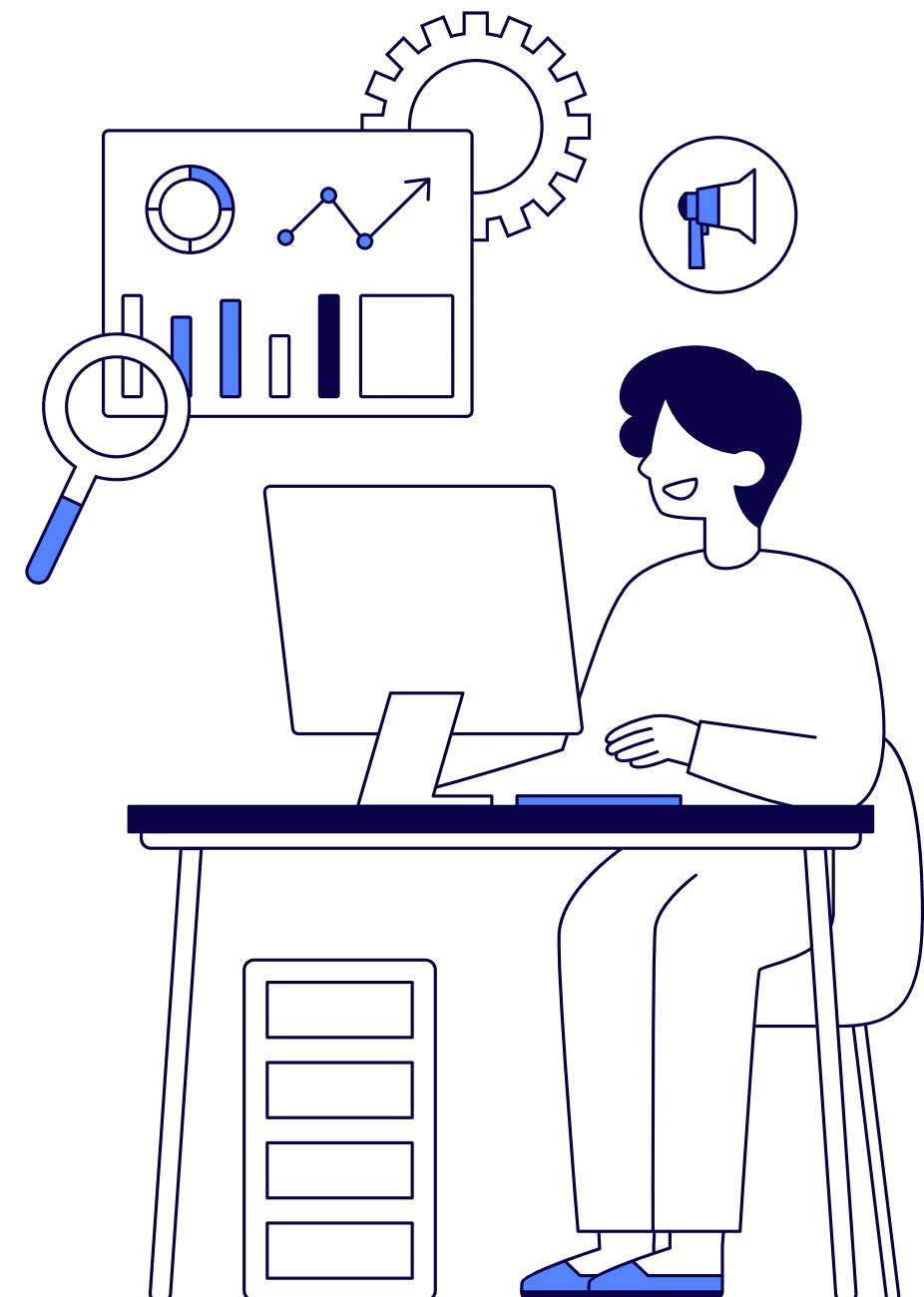


Analisis kinerja bisnis Kimia Farma Tahun 2020-2023

Kimia Farma – Big Data Analytics

**Presented by
Aisyah Aira Putri Maharani**





Gresik

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<https://www.linkedin.com/in/aisyah-aira-putri-maharani/>

Aisyah Aira Putri Maharani

I am an active student from the Department of Mechatronics and Artificial Intelligence at Universitas Pendidikan Indonesia, with good analytical and problem-solving skills. I have experience in designing and developing effective electrical, mechanical, and automation technical solutions. Currently, I am focus to learn and improve my capabilities on Engineering fields within the professional industrial sector.

Courses and Certification

IC3 Digital Certification |

<https://drive.google.com/file/d/1HqIMPJujZn0aFcNcfZpSaSrS0jc1qQp0/view>

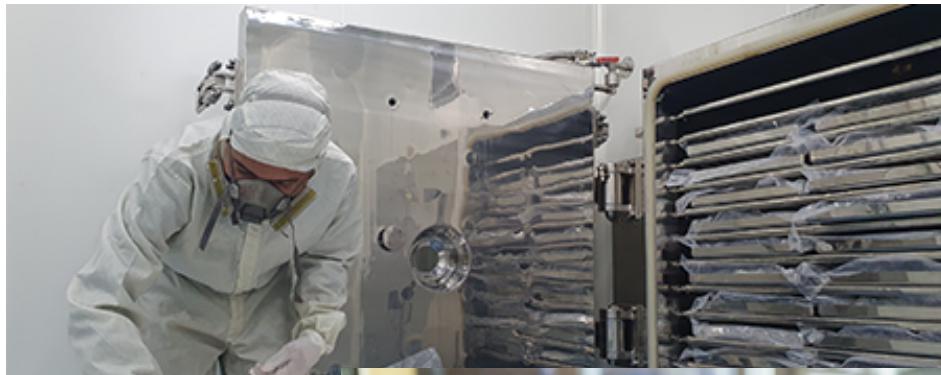
Oct, 2023

Teamwork and Expectation Management |

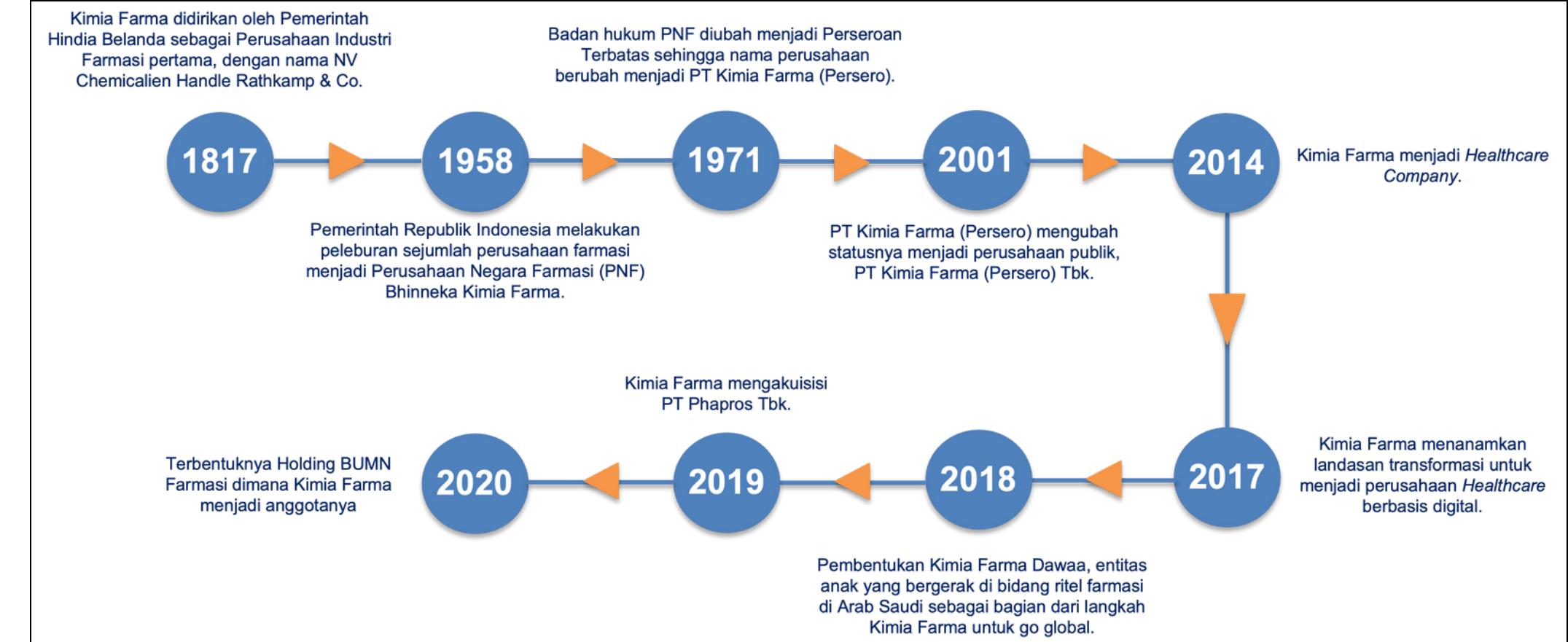
<https://drive.google.com/file/d/1HqIMPJujZn0aFcNcfZpSaSrS0jc1qQp0/view>

Jan, 2024

About Company



Kimia Farma was the **first pharmaceutical industrial company in Indonesia** which was founded by the Dutch East Indies Government in 1817. The name of this company was originally **NV Chemicalien Handle Rathkamp & Co.**



Project Portfolio

As a Big Data Analytics Intern at Kimia Farma, I need to understand about **data and analytical skills**. **This project aims to evaluate Kimia Farma's business performance from 2020 to 2023 by creating analysis tables from the aggregation process and dashboards as visual output.**

Goals for analysis table:

- transaction_id : kode id transaksi,
- date : tanggal transaksi dilakukan,
- branch_id : kode id cabang Kimia Farma,
- branch_name : nama cabang Kimia Farma,
- kota : kota cabang Kimia Farma,
- provinsi : provinsi cabang Kimia Farma,
- rating_cabang : penilaian konsumen terhadap cabang Kimia Farma
- customer_name : Nama customer yang melakukan transaksi,
- product_id : kode product obat,
- product_name : nama obat,
- actual_price : harga obat,
- discount_percentage : Persentase diskon yang diberikan pada obat,
- persentase_gross_laba : Persentase laba yang seharusnya diterima dari obat dengan ketentuan berikut:
 - Harga <= Rp 50.000 -> laba 10%
 - Harga > Rp 50.000 - 100.000 -> laba 15%
 - Harga > Rp 100.000 - 300.000 -> laba 20%
 - Harga > Rp 300.000 - 500.000 -> laba 25%
 - Harga > Rp 500.000 -> laba 30%,
- nett_sales : harga setelah diskon,
- nett_profit : keuntungan yang diperoleh Kimia Farma,
- rating_transaksi : penilaian konsumen terhadap transaksi yang dilakukan.

Goals for Dashboard:

- Judul Dashboard
- Summary Dashboard
- Filter Control
- Snapshot Data
- Perbandingan Pendapatan Kimia Farma dari tahun ke tahun
- Top 10 Total transaksi cabang provinsi
- Top 10 Nett sales cabang provinsi
- Top 5 Cabang Dengan Rating Tertinggi, namun Rating Transaksi Terendah
- Indonesia's Geo Map Untuk Total Profit Masing-masing Provinsi
- Dan analisis lainnya yang dapat anda eksplorasi.

Raw Data:

- kf_final_transaction.csv ([link](#))
- kf_inventory.csv ([link](#))
- kf_kantor_cabang.csv ([link](#))
- kf_product.csv ([link](#))

Tools:



BigQuery



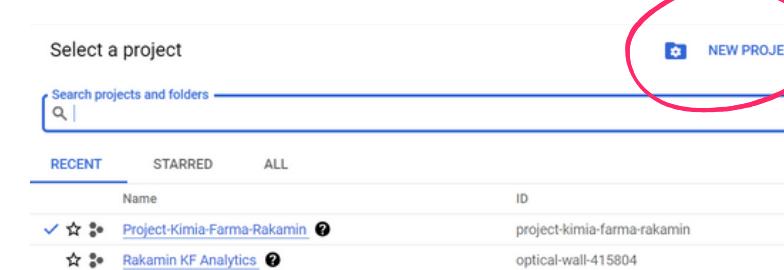
Project explanation video [here!](#)

Importing Dataset to BigQuery

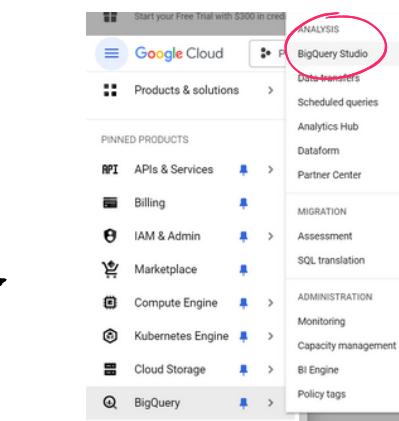
The Step:



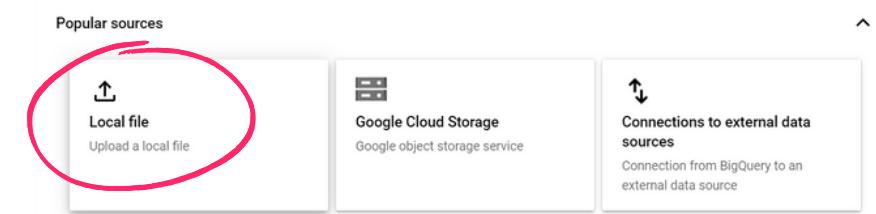
1. Go to bigQuery



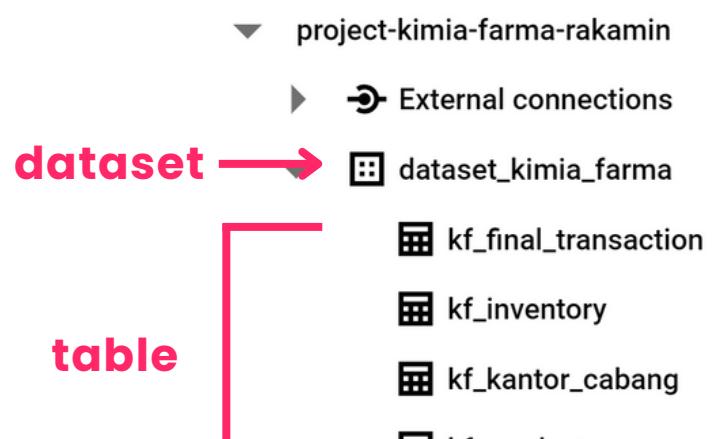
2. Create new project



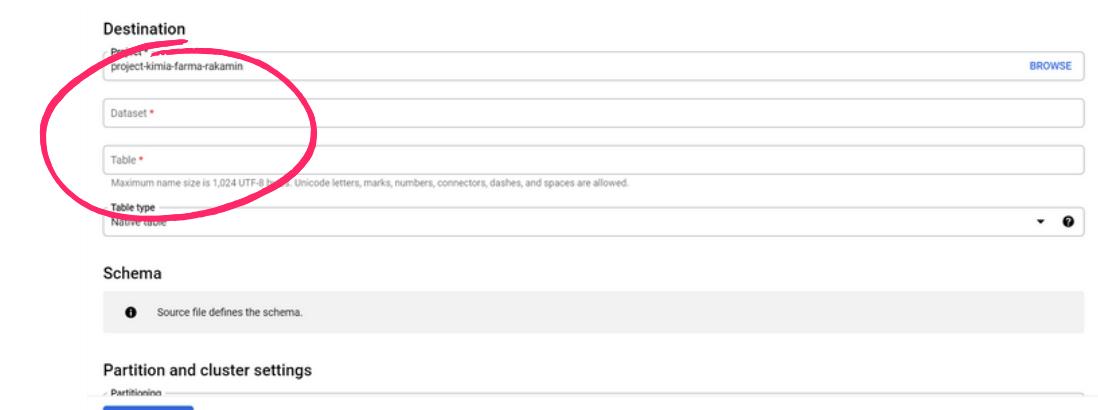
3. Go to BigQuery Studio



4. Add the file



7. Done



6. Create the dataset and
named the table



5. Browse the file



Analysys Table (Data Mart)

kf_rakamin_analisis1		QUERY	SHARE	COPY	SNAPSHOT	DELETE	EXPORT
SCHEMA	DETAILS	PREVIEW	LINEAGE	DATA PROFILE	DATA QUALITY		
Row	transaction_id	date	branch_id	branch_name	kota	provinsi	rating_cabang
1	TRX6870218	2021-08-23	47927	Kimia Farma - Apotek	Jambi	Jambi	4.7
2	TRX9654415	2021-01-18	12406	Kimia Farma - Apotek	Bitung	Sulawesi Utara	4.2
3	TRX4062033	2021-04-18	49260	Kimia Farma - Apotek	Ambon	Maluku	4.2
4	TRX6316857	2022-08-06	21490	Kimia Farma - Apotek	Jayapura	Papua	4.1
5	TRX5668445	2021-05-11	69060	Kimia Farma - Apotek	Ciamis	Jawa Barat	4.4
6	TRX8448216	2020-06-26	81651	Kimia Farma - Apotek	Bitung	Sulawesi Utara	4.2
7	TRX3174666	2021-09-23	17863	Kimia Farma - Apotek	Gorontalo	Gorontalo	4.7
8	TRX5221869	2023-11-11	73710	Kimia Farma - Apotek	Probolinggo	Jawa Timur	4.0
9	TRX3182354	2022-09-30	41183	Kimia Farma - Apotek	Gorontalo	Gorontalo	4.8
10	TRX3033874	2023-09-03	70395	Kimia Farma - Apotek	Medan	Sumatera Utara	4.6
11	TRX8509843	2020-03-01	61185	Kimia Farma - Apotek	Sibolga	Sumatera Utara	4.4
12	TRX2341129	2022-03-14	20505	Kimia Farma - Apotek	Cilacap	Jawa Tengah	4.5
13	TRX1152024	2020-09-05	35930	Kimia Farma - Apotek	Tasikmalaya	Jawa Barat	4.1
14	TRX5233983	2022-01-26	45072	Kimia Farma - Apotek	Surabaya	Jawa Timur	4.7
15	TRX7582922	2023-12-24	99735	Kimia Farma - Apotek	Banda Aceh	Aceh	4.1
16	TRX5333197	2020-11-05	60964	Kimia Farma - Apotek	Pariaman	Sumatera Barat	4.3
17	TRX2063986	2023-10-23	73804	Kimia Farma - Apotek	Kendari	Sulawesi Tenggara	4.3
18	TRX4840961	2021-03-10	51463	Kimia Farma - Apotek	Ternate	Maluku Utara	4.4
19	TRX4087575	2022-05-13	23248	Kimia Farma - Apotek	Bima	Nusa Tenggara Barat	4.1
20	TRX5047169	2023-11-04	98581	Kimia Farma - Apotek	Subang	Jawa Barat	4.5
21	TRX9173715	2022-04-03	12558	Kimia Farma - Apotek	Kendari	Sulawesi Tenggara	4.4
22	TRX1911013	2022-12-04	50288	Kimia Farma - Apotek	Ternate	Maluku Utara	4.4
23	TRX3459292	2021-11-28	98041	Kimia Farma - Apotek	Tomohon	Sulawesi Utara	4.5
							product_name
							actrual_price
							discount_percep
							percentase_gros
							nett_sales
							nett_profit
							rating_transaksi

BigQuery Syntax

```
CREATE TABLE kimia_farma.kf_analisis1 AS
SELECT
    ft.transaction_id,
    ft.date,
    kc.branch_id,
    kc.branch_name,
    kc.kota,
    kc.provinsi,
    kc.rating as rating_cabang,
    ft.customer_name,
    ft.product_id,
    pd.product_name,
    ft.price as actrual_price,
    ft.discount_percentage,
    CASE
        WHEN ft.price <= 50000 THEN 0.1
        WHEN ft.price <= 100000 THEN 0.15
        WHEN ft.price <= 300000 THEN 0.2
        WHEN ft.price <= 500000 THEN 0.25
        ELSE 0.3
    END AS persentase_gross_laba,
    ft.price * (1 - ft.discount_percentage) AS nett_sales,
    ft.price * (1 - ft.discount_percentage) *
        CASE
            WHEN ft.price <= 50000 THEN 0.1
            WHEN ft.price <= 100000 THEN 0.15
            WHEN ft.price <= 300000 THEN 0.2
            WHEN ft.price <= 500000 THEN 0.25
            ELSE 0.3
        END AS nett_profit,
    ft.rating as rating_transaksi
FROM
    kimia_farma.kf_final_transaction as ft
JOIN
    kimia_farma.kf_kantor_cabang as kc ON ft.branch_id = kc.branch_id
JOIN
    kimia_farma.kf_product as pd ON ft.product_id = pd.product_id;
```

Dashboard Performance Analytics



Thank you!

