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Overview



This Data Visualization Final Project is one of practice to visualize "real data" in Industry. With using Looker Studio we can transform the data to be dashboard that can be insightful and interactive

In this case, we already provided sales dataset from MySkill team,
The objectives is the We can create a dashboard that we make easier to create
business decision and action

Dataset

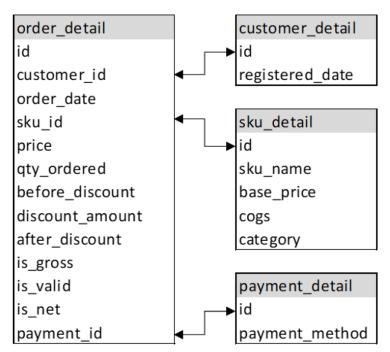


Data source that we used is sales data from one of e-commerce platform which already modified for exercise using looker studio

The Dataset is consist of 4 datas (.csv):

- 1. Order Detail
- 2. Customer Detail
- 3. SKU Detail
- 4. Payment Detail

Table sceme





What is Looker?

- Looker Studio is a powerful tool for visualizing data, offering a range of features to create insightful
 and interactive dashboards.
- Looker Studio streamlines the process of data visualization and dashboard creation, empowering
 users to uncover insights, communicate findings, and make data-driven decisions effectively.



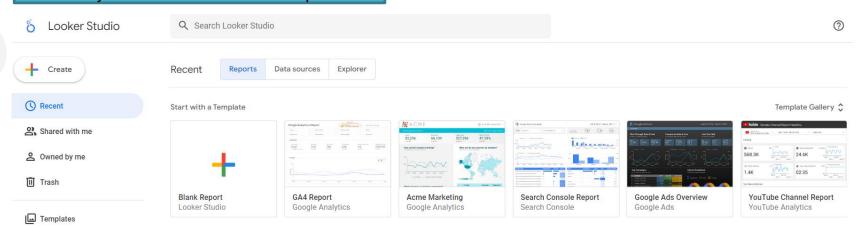


S Looker Studio

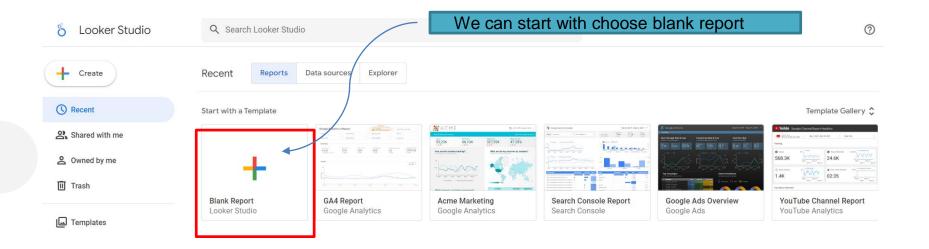
Open looker studio websites : lookerstudio.google.com



After we sign in and looks like below, we are ready to create dashboard or report

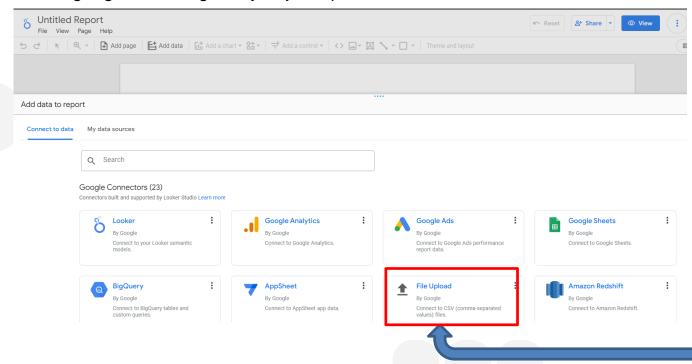








After that, we must connect looker with our data, there so many ways to connect or link to looker such as : googlesheet, google colab, google drive, bigQuery or just upload the file



In this case we just upload our .csv file that provided from MySkill Team

Dear Data Analyst,

Menindaklanjuti meeting gabungan kemarin, kami <u>akan membuat suatu</u> dashboard <u>untuk</u> memantau dan mengevaluasi pencapaian penjualan tiap bulannya. Dalam dashboard tersebut akan terdiri dari 2 halaman dan dibuat dengan menggunakan lookerstudio.google.com.

Halaman 1:

 Tim marketing <u>ingin melihat perkembangan</u> campaign <u>pada tahun</u> 2022, trend nya <u>seperti apa?</u> <u>Diberikan penjelasan dan bagaimana</u> call to action-<u>nya</u> agar <u>tim</u> dapat mengambil <u>sebuah keputusan ke depannya</u>.

Dashboard yang berupa:

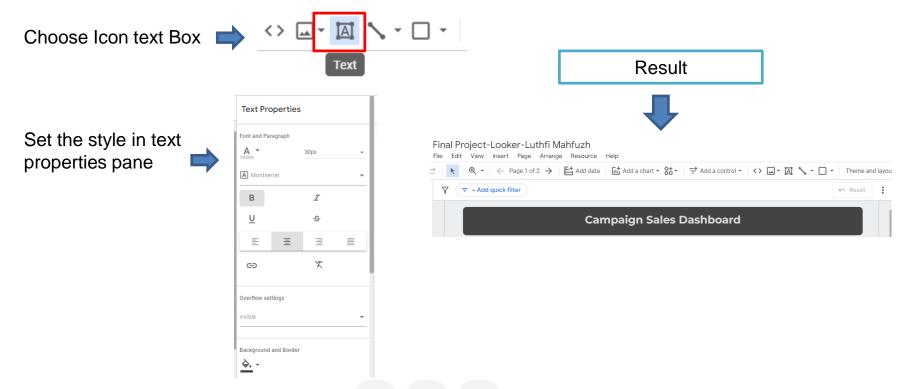
a. <u>Hubungan antara</u> Value Sales (*before discount*), Net Profit, <u>dan</u> AOV (*average order value*).

Note:

- Net profit = Value Sales (before discount) (cogs * gty)
- AOV = Value Sales (before discount) / Total Unique Order.
- b. <u>Terdapat</u> *slicer* Order Date, Category, Sales Value, Value Transaction, Pay <u>ment</u>. *Note:*
 - Value Transaction:
 - Valid → is_valid = 1
 - Not Valid → is_valid = 0
 - Payment → payment_method



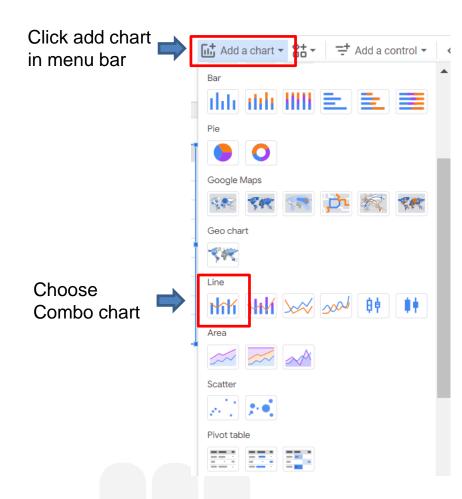
Create Dashboard Title



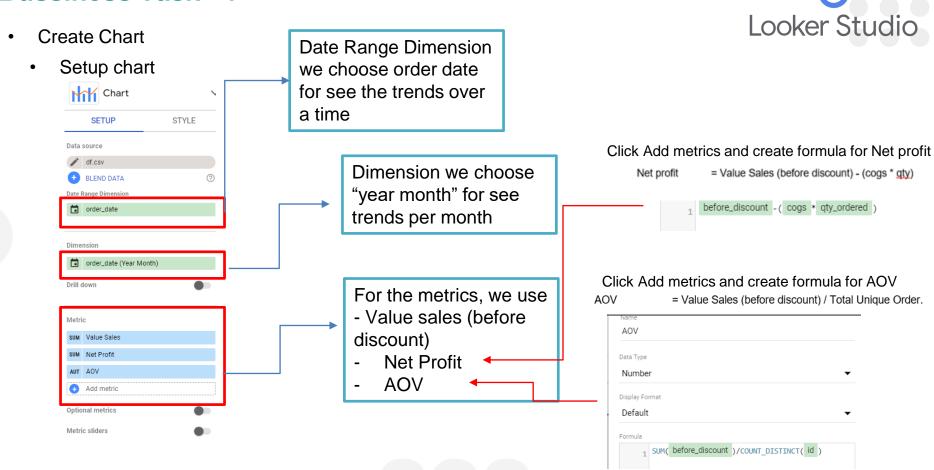
Create Chart

Choose chart type that match the need of your business,

In this case we choose **combo chart** that include bar & line chart for see the trend over a range of time

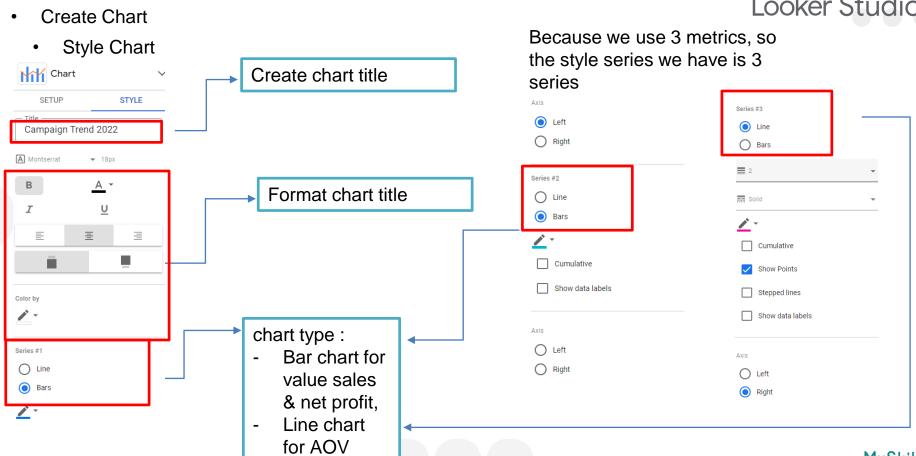




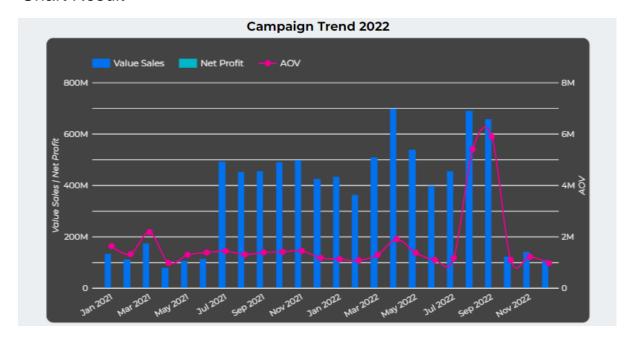


MySkill

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- Create Chart
 - Chart Result

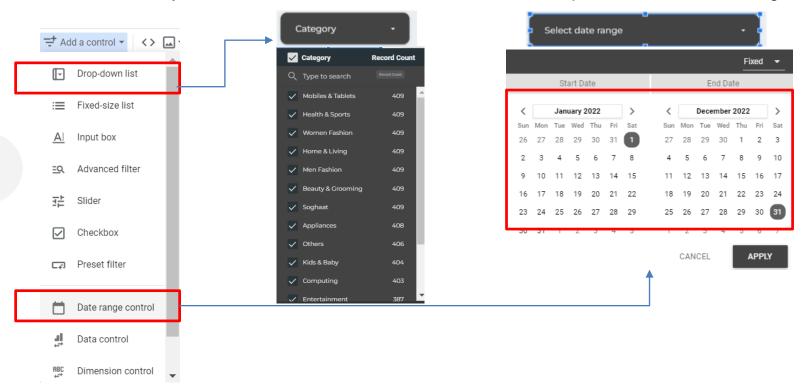




Looker Studio

Create Filter

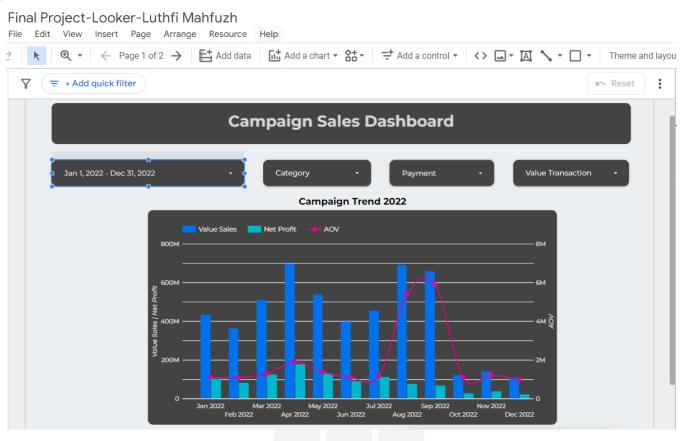
There are many forms to create filter, in this case we create drop down list and date range control



In this case, we filter data range only for year 2022

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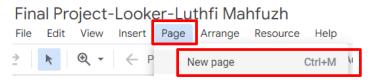
Campaign Sales Dashboard Done



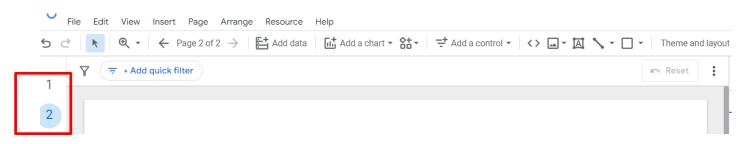
S Looker Studio

Create New Dashboard Page

Click "Page" in menu bar → choose "New Page"



And the new page has created





Halaman 2

Dapat memperlihatkan:

- a. Tabel berisi:
 - Product Name
 - Category
 - Before Discount
 - After Discount
 - Net Profit
 - Qty
 - Customer (unique value)
- b. Terdapat slicer: Order Date, Category, Value Transaction, Payment
- c. Scorecard:
 - Before Discount
 - After Discount
 - Net Profit
 - Quantity
 - Customer (unique value)
 - AOV
- 2. <u>Selama</u> 2022, <u>tampilkan</u> category mobile & tablet yang <u>sudah</u> <u>terjadi pembayaran secara</u> <u>jazzwallet</u>. <u>Berapa</u> quantity <u>dan</u> customer <u>nya</u>?
- 3. Buatlah chart berdasarkan dashboard nomor 2.

Terima kasih.

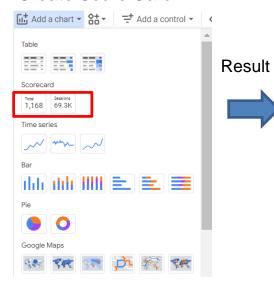
Regard, Tim Marketing

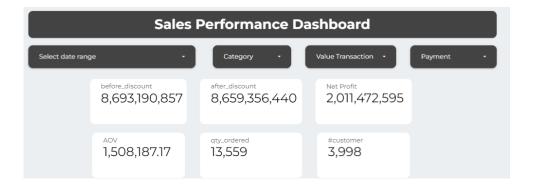


To duplicate the title filter that we need we just select, copy and paste the all filter



Create Score Card

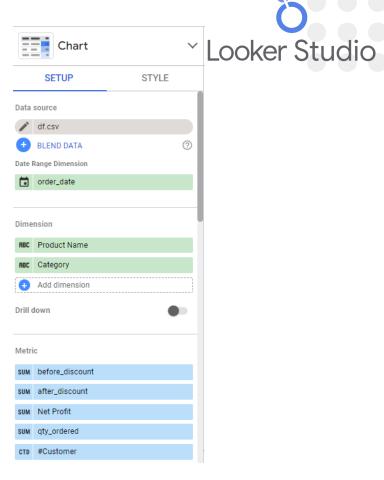




Create and setup table



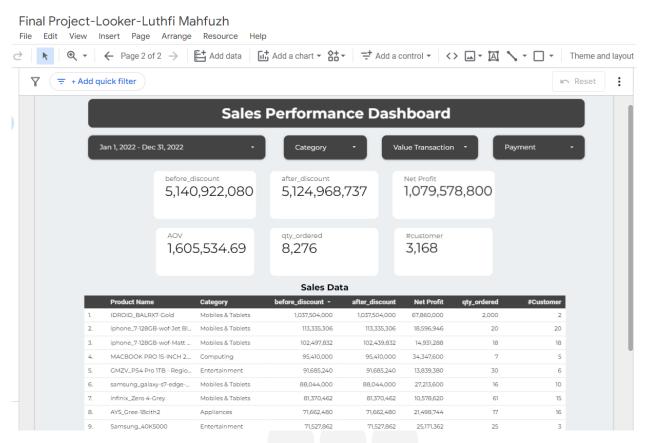
| | Sales Data | | | | | | | | | |
|-----|---------------------------|-------------------|-------------------|----------------|------------|-------------------|--------|------|--|--|
| | Product Name | Category | before_discount + | after_discount | Net Profit | qty_ordered | #Custo | omer | | |
| 1. | IDROID_BALRX7-Gold | Mobiles & Tablets | 1,037,504,000 | 1,037,504,000 | 67,860,000 | 2,000 | | 2 | | |
| 2. | samsungGALAXY S-7 EDG | Mobiles & Tablets | 188,106,238 | 187,665,438 | 29,065,598 | 41 | | 17 | | |
| 3. | MACBOOK PRO 15-INCH 2 | Computing | 177,190,000 | 177,190,000 | 63,788,400 | 13 | | 9 | | |
| 4. | iphone_7-128GB-wof-Matt | Mobiles & Tablets | 130,456,732 | 130,398,732 | 18,566,148 | 23 | | 23 | | |
| 5. | Apple iPhone 6S Plus 16GB | Mobiles & Tablets | 129,997,720 | 129,997,720 | 31,519,288 | 26 | | 22 | | |
| 6. | iphone_7-128GB-wof-Jet Bl | Mobiles & Tablets | 118,927,086 | 118,927,086 | 19,451,808 | 21 | | 21 | | |
| 7. | samsung_K6000 49 | Entertainment | 103,887,280 | 103,887,280 | 28,684,480 | 20 | | 13 | | |
| 8. | GMZV_PS4 Pro 1TB - Regio | Entertainment | 91,685,240 | 91,685,240 | 13,839,380 | 30 | | 6 | | |
| 9. | infinix_Zero 4-Grey | Mobiles & Tablets | 89,374,114 | 89,374,114 | 11,619,140 | 67 | | 14 | | |
| 10. | samsung_galaxy-s7-edge | Mobiles & Tablets | 88,044,000 | 88,044,000 | 27,213,600 | 16 | | 9 | | |
| 11. | Apple iPhone 6 Plus (128G | Mobiles & Tablets | 82,185,246 | 82,185,246 | 12,327,900 | 13 | | 10 | | |
| 12. | Huawei Mate 8 With 4GB | Mobiles & Tablets | 81,662,724 | 81,662,724 | 8,983,040 | 22 1 - 100 / 3 | 1206 < | 3 | | |





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Sales Performance Dashboard Done





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Telegram: @luthfimahfuzh

Linkedin: https://www.linkedin.com/in/luthfim/

Looker File: https://lookerstudio.google.com/reporting/2a92dc5c-766c-42fa-966b-056dfdac43da

Thank You!