

Analisis Data Penjualan Marketplace Handphone

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KELOMPOK 2 - 11E1

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1

LATAR BELAKANG

Banyaknya peminat pembelian handphone di Indonesia

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TUJUAN PEMBAHASAN

Untuk menganalisis data penjualan handphone di suatu marketplace

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METODE PENELITIAN

- Correlation
- Linear Regression
- dll

DATA MARKETPLACE HP

	date	sku_name	product_id	merchant_code	merchant_badge	product_type	merchant_city	cod	price	stock	daily_gmv	daily_sold	daily_view	rating	total_review	total_sold
1																
2	3/11/2020	5T RAM 8GB IN	E1	1	PM	awei nova	Kota Kediri	FALSE	Rp 4,500,000	1	0	0	0	95	37	74
3	3/26/2020	5T (8GB/128GB)	F1	2	OS	awei nova	nistrasi Jak	FALSE	Rp 4,999,000	5	0	0	0	0	0	2
4	3/23/2020	8 GARANSI RESM	F2	3	PM	awei nova	nistrasi Jak	FALSE	Rp 4,589,900	16	0	0	0	96	12	19
5	4/29/2020	RANSI RESMI HU	E2	4	OS	awei nova	ta Surabay	FALSE	Rp 4,698,500	5	0	0	0	99	42	63
6	4/15/2020	nokia 3310 reborn	C1	5	RM	Nokia 1	b. Bangkal	TRUE	Rp 1,000,000	999999	0	0	3	100	18	82
7	4/24/2020	019 NEW - 100%	F3	6	RM	Nokia 1	Kota Batam	FALSE	Rp 1,510,000	80	0	0	50	94	47	169
8	4/19/2020	nokia 105	C2	7	RM	Nokia 1	ab. Nganju	TRUE	Rp 720,000	999999	0	0	1	98	24	24
9	4/28/2020	Hp Nokia X1	C3	8	RM	Nokia 1	ta Semara	FALSE	Rp 4,015,000	999999	0	0	2	100	21	21
10	4/8/2020	019 NEW - 100%	F3	6	RM	Nokia 1	Kota Batam	FALSE	Rp 1,510,000	82	6040000	4	76	93	45	172
11	4/23/2020	4 GARANSI RESM	E3	9	RM	Oppo A7	nistrasi Jak	FALSE	Rp 2,100,000	999952	0	0	17	96	37	87
12	4/21/2020	4/64Gb Garansi	E4	10	RM	Oppo A7	angerang S	FALSE	Rp 2,050,000	999999	0	0	16	91	59	123
13	4/25/2020	4/64Gb Garansi	E4	10	RM	Oppo A7	angerang S	FALSE	Rp 2,050,000	999999	0	0	3	91	59	123
14	4/18/2020	4 GARANSI RESM	E3	9	RM	Oppo A7	nistrasi Jak	FALSE	Rp 2,100,000	999952	0	0	8	96	37	87
15	4/13/2020	4/64Gb Garansi	E4	10	RM	Oppo A7	angerang S	FALSE	Rp 2,050,000	999999	0	0	4	91	59	123
16	4/12/2020	4/64 Gb Garans	D1	11	RM	Oppo A7	angerang S	FALSE	Rp 2,050,000	9956	0	0	13	87	123	284
17	4/23/2020	4/64 Gb Garans	D1	11	RM	Oppo A7	angerang S	FALSE	Rp 2,050,000	9950	2050000	1	46	88	124	284
18	4/23/2020	GB GARANSI RESM	D2	12	RM	Oppo A7	nistrasi Jak	FALSE	Rp 2,499,000	999951	0	0	2	100	22	78
19	4/22/2020	4/64Gb Garansi	E4	10	RM	Oppo A7	angerang S	FALSE	Rp 2,050,000	999999	0	0	7	91	59	123
20	4/11/2020	4/64 Gb Garans	D1	11	RM	Oppo A7	angerang S	FALSE	Rp 2,050,000	9956	0	0	16	87	122	284
21	4/13/2020	4/64 Gb Garans	D1	11	RM	Oppo A7	angerang S	FALSE	Rp 2,050,000	9956	0	0	9	87	123	284
22	4/10/2020	RANSI RESMI OP	C4	13	RM	Oppo A7	nistrasi Jak	FALSE	Rp 2,049,900	84	20499000	10	37	98	391	625
23	4/21/2020	nokia 3310 reborn	C1	5	RM	Nokia 1	b. Bangkal	TRUE	Rp 1,000,000	999999	0	0	1	100	18	82

DATA MARKETPLACE HP

TOP 10 SOLD PRODUCT

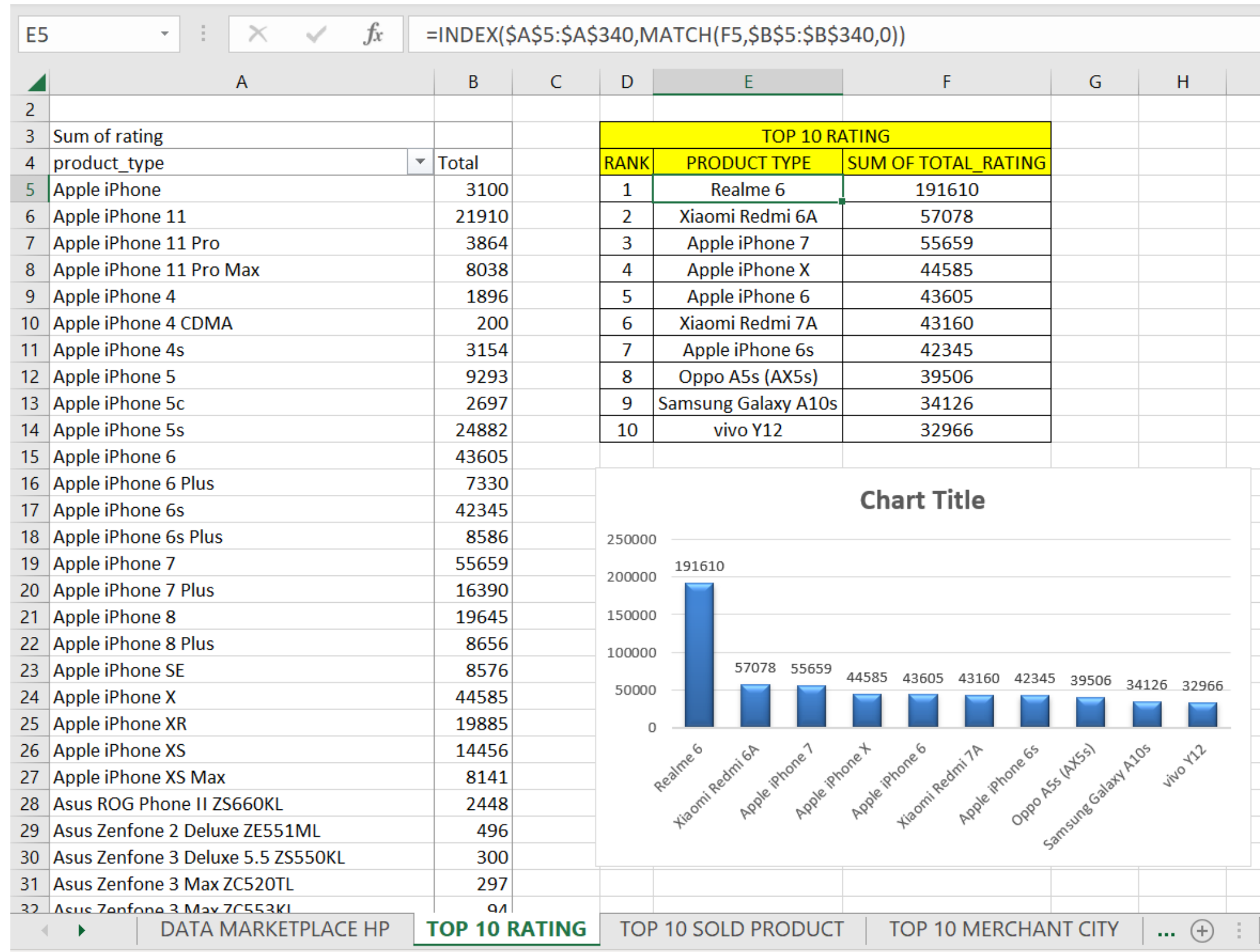
TOP 10 RATING

TOP 10 MERCHANT CITY

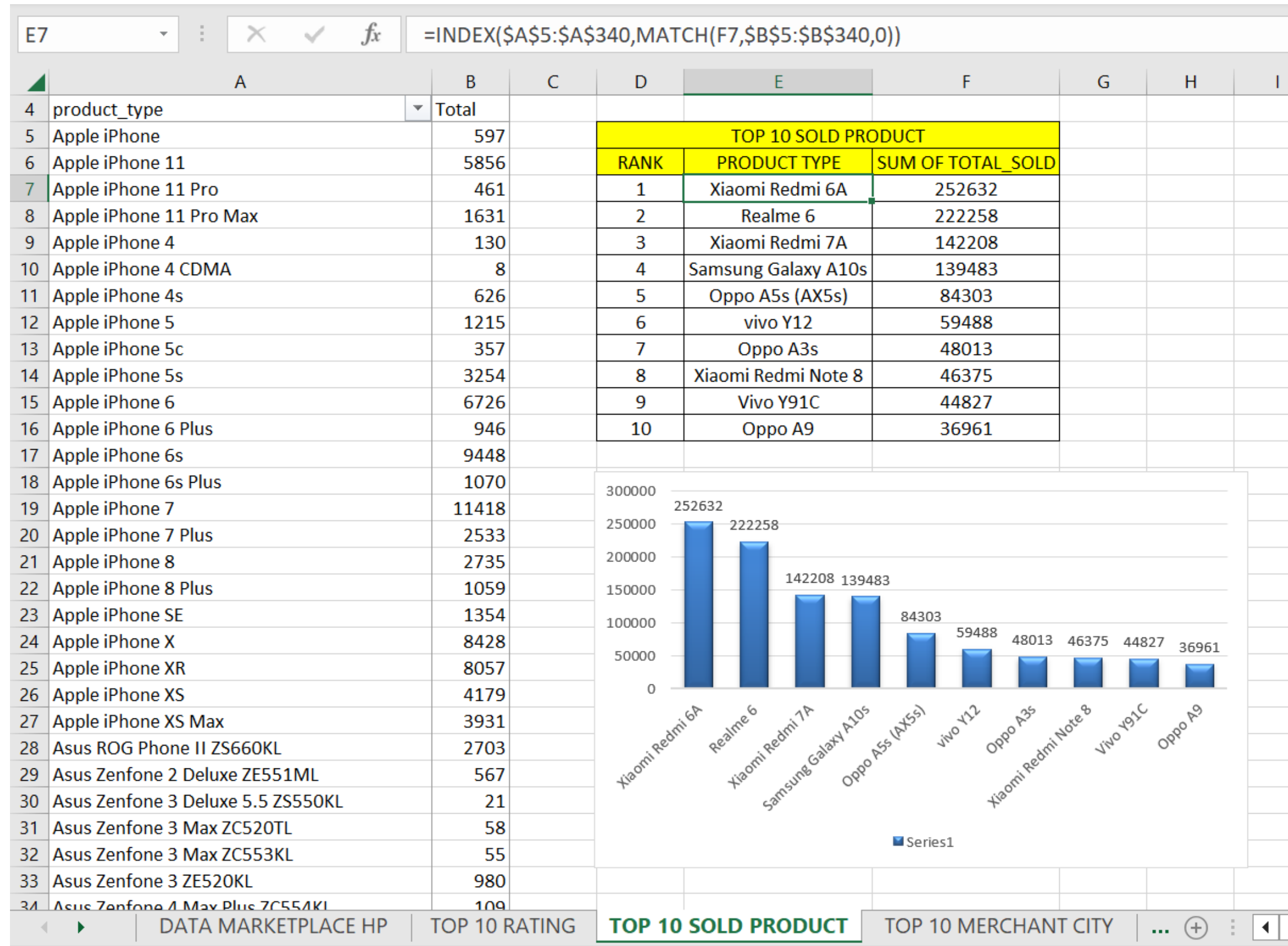
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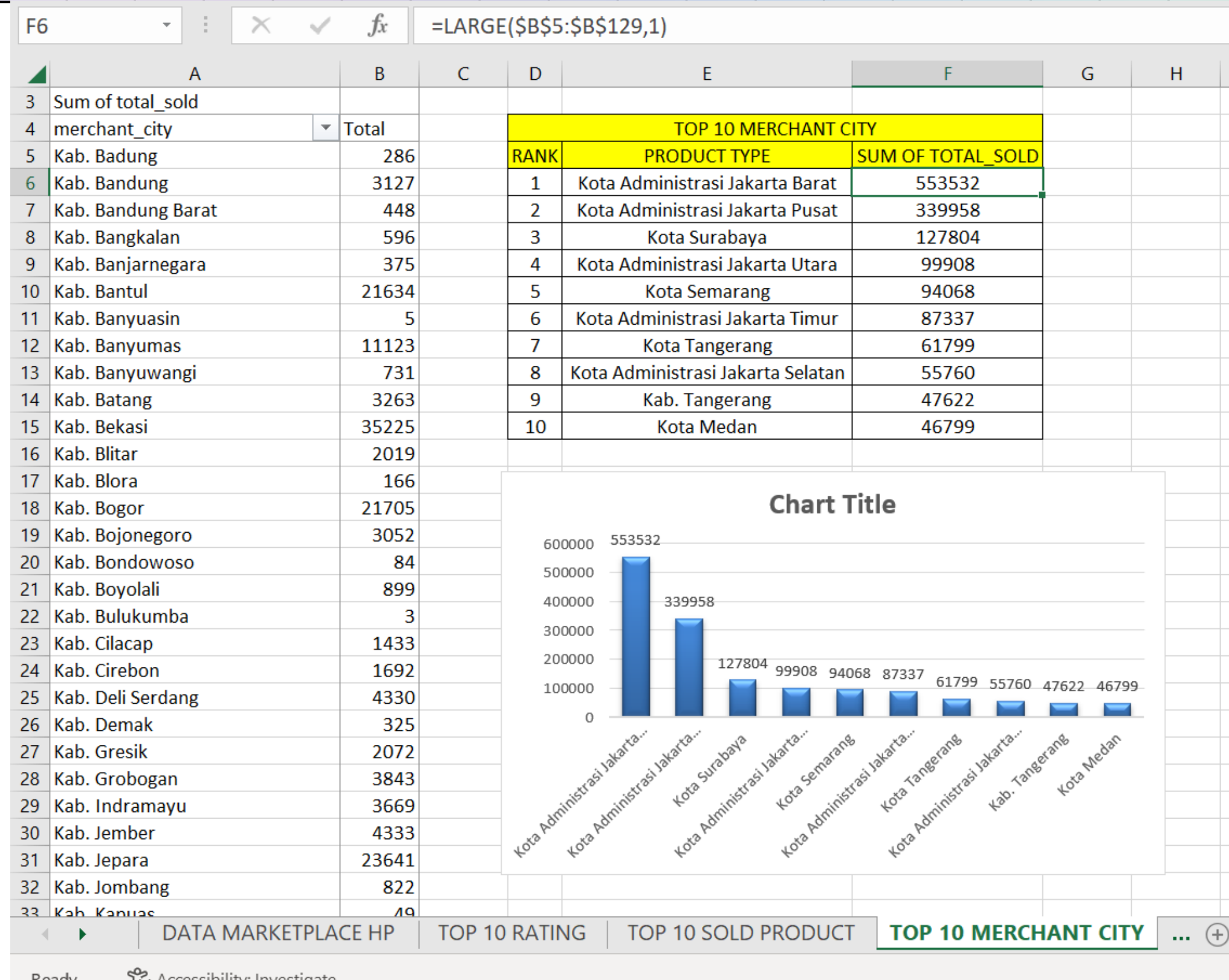
TOP 10 RATING



TOP 10 SOLD PRODUCT



TOP 10 MERCHANT CITY



LINEAR REGRESSION

[illegible]

CORRELATION

F12							
	A	B	C	D	E	F	G
1	Korelasi Rating dengan Total Sold						
2							
3	Row Labels	Sum of rating	Sum of total_sold			Sum of rating	Sum of total_sold
4	Apple iPhone	3100	597		Sum of rating	1	
5	Apple iPhone 11	21910	5856		Sum of total_sold	0.783120746	1
6	Apple iPhone 11 Pro	3864	461				
7	Apple iPhone 11 Pro Max	8038	1631		Interval Koefisien	Tingkat Hubungan	
8	Apple iPhone 4	1896	130		0,00 - 0,199	Sangat Rendah	
9	Apple iPhone 4 CDMA	200	8		0,20 - 0,399	Rendah	
10	Apple iPhone 4s	3154	626		0,40 - 0,599	Sedang	
11	Apple iPhone 5	9293	1215		0,60 - 0,799	Kuat	
12	Apple iPhone 5c	2697	357		0,80 - 1.000	Sangat Kuat	
13	Apple iPhone 5s	24882	3254				
14	Apple iPhone 6	43605	6726				
15	Apple iPhone 6 Plus	7330	946				
16	Apple iPhone 6s	42345	9448				
17	Apple iPhone 6s Plus	8586	1070				
18	Apple iPhone 7	55659	11418				
19	Apple iPhone 7 Plus	16390	2533				
20	Apple iPhone 8	19645	2735				
21	Apple iPhone 8 Plus	8656	1059				
22	Apple iPhone SE	8576	1354				
23	Apple iPhone X	44585	8428				
24	Apple iPhone XR	19885	8057				
25	Apple iPhone XS	14456	4179				
26	Apple iPhone XS Max	8141	3931				

Terima kasih !

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Semoga hari
Anda indah.