Rakamin Academy X Bank Muamalat

Sales Performance PT. Sejahtera Bersama

Bank Muamalat Business Intelligence Analyst Project Based Internship Program

Presented by
Muhammad Zaki Nabila Ibrahim

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I am a Statistics graduate with a deep interest in data analysis and interpretation. My academic experience includes conducting trend analysis in the *time series data analysis* course and completing a real estate project under the BNSP certification program. Capable of using in Microsoft Excel, Power BI, Google Looker Studio, Canva, PowerPoint, SQL, and Microsoft Access. I am able to demonstrate in collaboration, communication, problem-solving, critical thinking, and time management. I am eager to apply my analytical expertise to generate insights that drive informed and strategic decisions.

Repository

Presentation

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Case Study

Question 1

Determine the primary key for each of the four sales datasets:

1. Primary key for the Customer table:
2. Primary key for the Products table:
3. Primary key for the Orders table:
4. Primary key for the Product Category table:

Question 2

Determine the relationship between the four tables.

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Case Study

Question 3

As a BI Analyst at PT Sejahtera Bersama, we will create a master table containing the following information:

- CustomerEmail (cust_email)
- CustomerCity (cust_city)
- OrderDate (order_date)
- OrderQty (order_qty)
- ProductName (product_name)
- ProductPrice (product_price)
- ProductCategoryName (category_name)
- TotalSales (total_sales)

Sort the data based on the earliest to latest transaction date.

Case Study

Question 4

From the results of the table created in question number 3, save the results in CSV format. Using Looker Studio, create a visualization that displays the sales data. The visualization must contain at least:

- Total overall sales
- Total overall sales by product category
- Total overall quantity by product category
- Total sales by city
- Total quantity by city
- Top 5 product categories with the highest sales
- Top 5 product categories with the highest quantity

Question 5

As a BI analyst at PT Sejahtera Bersama, what can you suggest to maintain or increase sales using the existing detailed transaction table?

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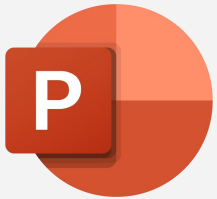
Tools



Result

Answer 1

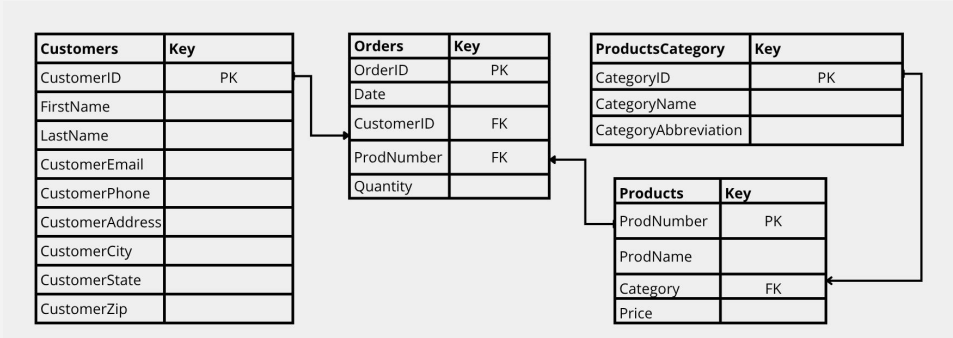
Determine the primary key for each of the four sales datasets:

1. Primary key for the Customer table: **CustomerID**
2. Primary key for the Products table: **ProdNumber**
3. Primary key for the Orders table: **OrderID**
4. Primary key for the Product Category table: **CategoryID**

Answer 2

Determine the relationship between the four tables.

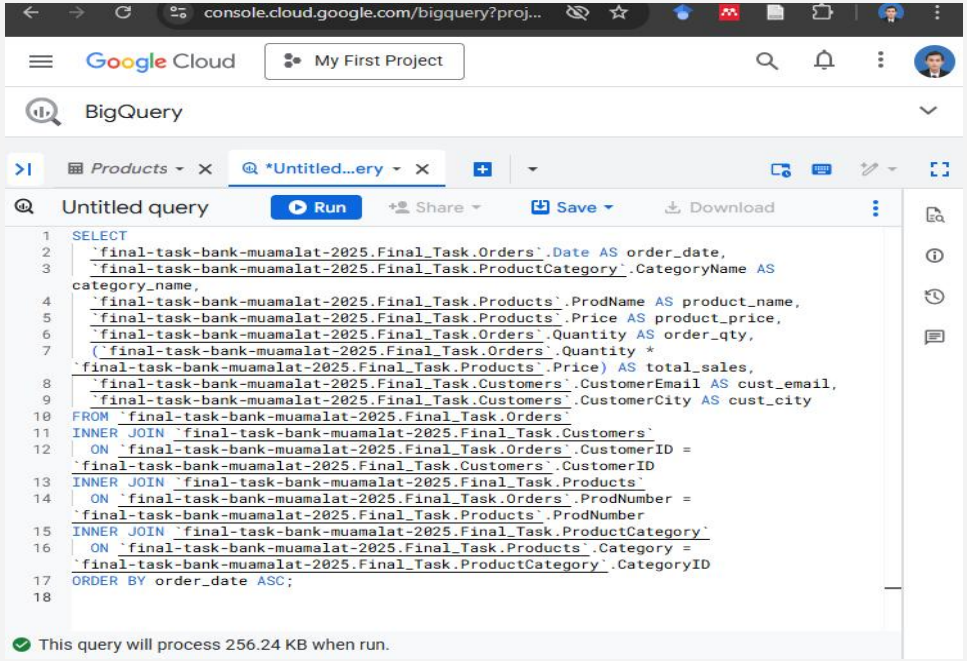
Customer → Orders (One to Many)
Products → Orders (One to Many)
ProductsCategory → Products (One to Many)



Result

Answer 3

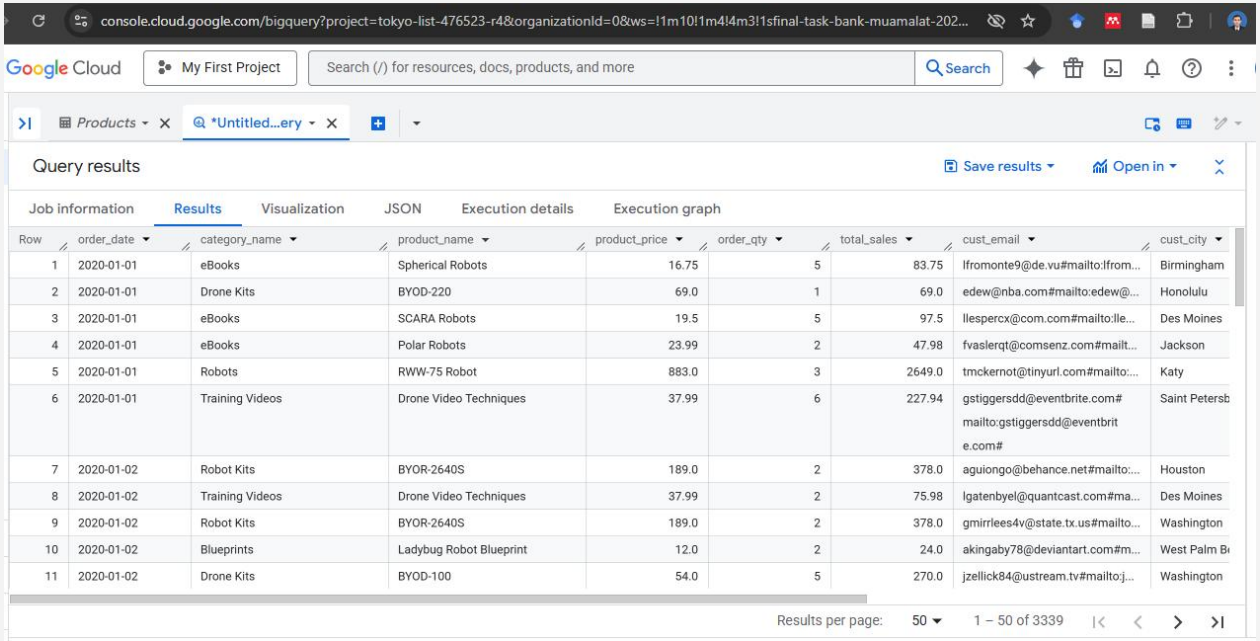
As a BI Analyst at **PT Sejahtera Bersama**, we will create a Master table by sorting the data based on transaction dates from the earliest to the most recent.



Result

Answer 3

As a BI Analyst at **PT Sejahtera Bersama**, we will create a Master table by sorting the data based on transaction dates from the earliest to the most recent.



Row	order_date	category_name	product_name	product_price	order_qty	total_sales	cust_email	cust_city
1	2020-01-01	eBooks	Spherical Robots	16.75	5	83.75	lfromonte9@de.vu#mailto:lfrom...	Birmingham
2	2020-01-01	Drone Kits	BYOD-220	69.0	1	69.0	edew@nba.com#mailto:edew@...	Honolulu
3	2020-01-01	eBooks	SCARA Robots	19.5	5	97.5	llespercx@com.com#mailto:lle...	Des Moines
4	2020-01-01	eBooks	Polar Robots	23.99	2	47.98	fvaslerqt@comsenz.com#mailt...	Jackson
5	2020-01-01	Robots	RWW-75 Robot	883.0	3	2649.0	tmckernot@tinyurl.com#mailto:...	Katy
6	2020-01-01	Training Videos	Drone Video Techniques	37.99	6	227.94	gstiggersdd@eventbrite.com#mailto:gstiggersdd@eventbrite.com#	Saint Petersb
7	2020-01-02	Robot Kits	BYOR-2640S	189.0	2	378.0	aguiongo@behance.net#mailto:...	Houston
8	2020-01-02	Training Videos	Drone Video Techniques	37.99	2	75.98	lgatenbyel@quantcast.com#ma...	Des Moines
9	2020-01-02	Robot Kits	BYOR-2640S	189.0	2	378.0	gmirrlees4v@state.tx.us#mailto...	Washington
10	2020-01-02	Blueprints	Ladybug Robot Blueprint	12.0	2	24.0	akingaby78@deviantart.com#m...	West Palm Be
11	2020-01-02	Drone Kits	BYOD-100	54.0	5	270.0	jzellick84@ustream.tv#mailto:j...	Washington

Sales Performance PT. Sejahtera Bersama

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Total Sales
1.754.750,57

Total Customer
1.671

Order Quantity
11.654

Total Orders
3.339

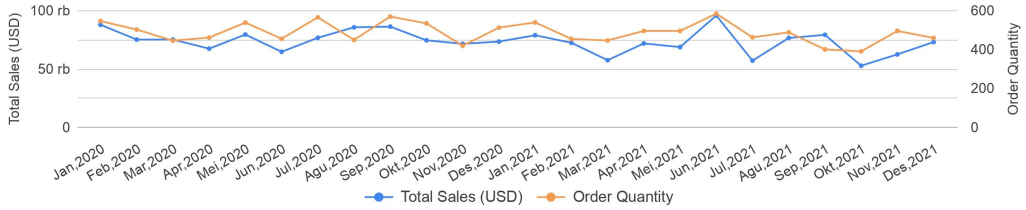
category_name	Record Count
Ketik untuk menelusuri	
eBooks	891
Training Videos	615
Blueprints	455
Drone Kits	433
Drones	352
Robot Kits	302
Robots	291

Product Price
4,99 — 899

1 Jan 2020 - 31 Des 2021

Customer City

Sales & Quantity Trend per month



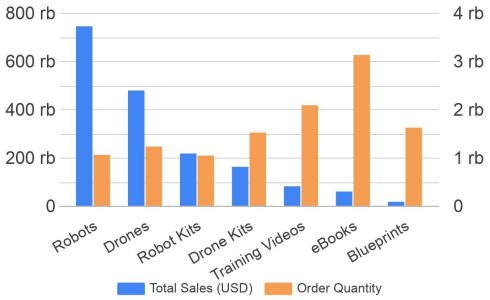
Top 5 Order Quantity per Category

1.	eBooks	3.123
2.	Training Videos	2.081
3.	Blueprints	1.618
4.	Drone Kits	1.515
5.	Drones	1.227

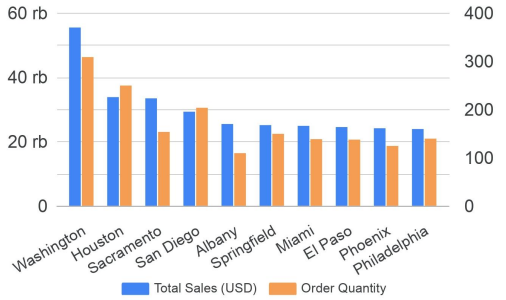
Top 5 Total Sales (USD) per Category

1.	Robots	743.505
2.	Drones	477.447
3.	Robot Kits	216.437
4.	Drone Kits	161.242,5
5.	Training Videos	80.716,15

Total Sales & Order Qty per Category



Total Sales & Order Qty per Category



Recommendation

1. Customer loyalty & appreciation

There are a total of 1,671 active customers.
To maintain loyalty, it is best to offer exclusive promotions.
social media campaign & Offer special vouchers for new customers.

2. Evaluation & Forecasting

Perform a historical trend analysis to identify areas requiring improvement.
Develop planning strategies based on sales forecasting results.

3. Product Bundling

Highest Sales: Robots & Drones
High order volume: eBook & Video Training
Bundle Example: Robots + eBook

4. Sales focus by region

Conduct analysis in cities with the lowest sales, such as Philadelphia, Phoenix, and El Paso, to increase sales.Strengthen promotions in other potential cities.

Recommendation

5. Strategic Partnership

Collaborating with marketplaces, schools, communities, and agencies.

6. Customer Experience

Improve post-sales service through an online help center and technical assistance.

7. Competitor Analysist

Evaluate pricing and strategies, then adjust accordingly to sustain competitiveness.

Thank You

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