

Final Project

Business Intelligence Analyst

Presented by Nabila Syukri



Nabila Syukri

About Me

Graduated from Alauddin Islamic State University majoring mathematics who has a high interest in data. Experiences in data analytics and statistical tools such as R, Python, SQL, Excel, SPSS, and Matlab



Experiences

Google Data Analytics

Demonstrated hands-on experienced with data cleaning, data visualization, project management, interpreting and communicating data analytics fundings.

Computer Laboratory Assistant

Conducting practical sessions using various applications such as R, Python, SPSS, Matlab, etc, to further enhance students' understanding of practicum

Badan Pusat Statistik

Experienced in data entry and data manipulation, ensuring accuracy and completeness. Maintained good communication with data collector



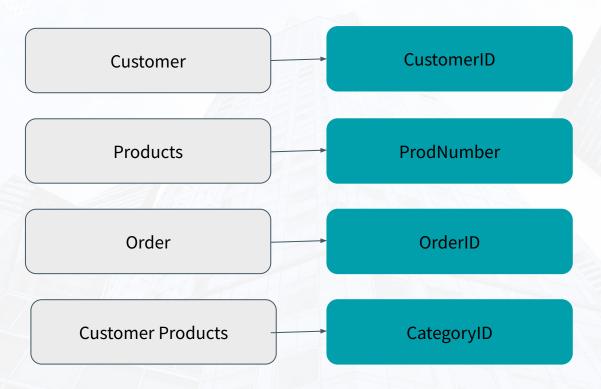
Case Study

Sales dataset at PT. Sejahtera Bersama

Primary Key



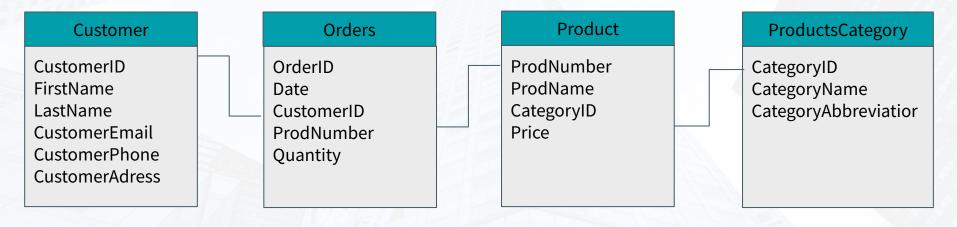
Primary Key is the column that contain a unique value that identify each row in a table



Relationship Table



Relationship Table represents the relation or connection between two tables or more in database. For this case, there are 4 tables in database:



Master Table



From the 4 existing table, we make one master table for analysis

```
SELECT
       bankmuamalat.orders'. Date as order_date.
 3
       bankmuamalat.productcategory, categoryName as category_name,
       'bankmuamalat.Customers'. CustomerCity as cust_city,
       'bankmuamalat.Customers'.CustomerEmail as cust_email,
 5
 6
       'bankmuamalat.orders'. Quantity as order_qty,
       bankmuamalat.products'. ProdName as product_name,
      'bankmuamalat.products'. Price as product_price,
      ('bankmuamalat.orders'. Quantity*'bankmuamalat.products'. Price) as total_sales
 9
10
       FROM 'bankmuamalat.Customers'
    INNER JOIN
11
      'bankmuamalat.orders' ON 'bankmuamalat.Customers'. CustomerID = 'bankmuamalat.orders'. CustomerID
12
13
    INNER JOIN
14
      'bankmuamalat.products' ON 'bankmuamalat.orders'. ProdNumber = 'bankmuamalat.products'. ProdNumber
    INNER JOIN
15
      'bankmuamalat.productcategory' ON 'bankmuamalat.products'. Category = 'bankmuamalat.productcategory'. CategoryID
16
    ORDER BY order_date:
```

Master Table



The following image is a snippet of query results for master data. There are 3339 rows and 8 field

Query results		SAVE RESULTS ▼				
JOB IN	FORMATION	RESULTS CHART PREVIEW	JSON EXECUTIO	N DETAILS EXECUTION GF	RAPH	
Row	order_date ▼	category_name ▼	City_Cust ▼	Email_cust ▼	order_qty ▼	product_name ▼
1	2020-01-01	Drone Kits	Honolulu	edew@nba.com#mailto:edew	1	BYOD-220
2	2020-01-01	eBooks	Jackson	fvaslerqt@comsenz.com#mailt	2	Polar Robots
3	2020-01-01	eBooks	Des Moines	llespercx@com.com#mailto:lle	5	SCARA Robots
4	2020-01-01	eBooks	Birmingham	lfromonte9@de.vu#mailto:lfro	5	Spherical Robots
5	2020-01-01	Robots	Katy	tmckernot@tinyurl.com#mailto	3	RWW-75 Robot
6	2020-01-01	Training Videos	Saint Petersburg	gstiggersdd@eventbrite.com# mailto:gstiggersdd@eventbrit e.com#	6	Drone Video Technique
7	2020-01-02	Blueprints	West Palm Beach	akingaby78@deviantart.com#	Activate Wirld	Uadybug Robot Bluepr

Dashboard

Click for more details

https://lookerstudio.google. com/s/vp7lbLvR_CI



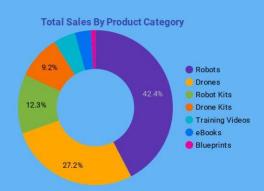
SALES DASHBOARD

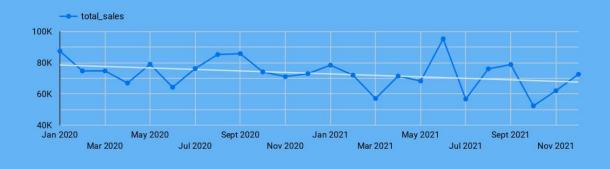
PT. Sejahtera Bersama

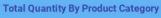
Total Customers 3,339

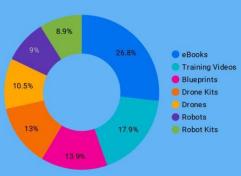
Quantity 11,654

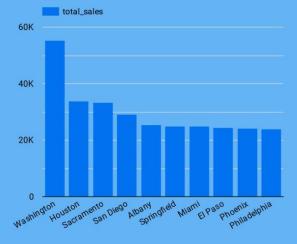
Revenue 1,754,751

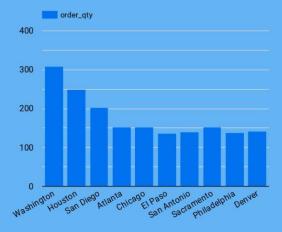












Insights



- The city that has the most sales is Washington, which has an order quantity up to 2 times that of other cities, so, for Washington to be able to open new branches in that city and for other cities to provide more promotions to be able to increase customers even more.
- The product that has the biggest sales is Robots, but on the other hand it
 has the smallest order quantity, so Robots have quite expensive prices so
 there is less market interest. For this reason, we can provide special
 discounts on this product so that it can increase interest in buying and
 selling specifically for Robots products.
- The income obtained from month to month fluctuates, so we can find out what is the cause of high or low sales per month.

Thank You



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