

DATA ANALYST PORTFOLIO

NUGRAHA ARDINATA PRATAMA



Introduction



Hello Everyone

My name is **Nugraha Ardinata Pratama**

a fresh graduate with Bachelor Degree in Computer Science

i have passion in **Data Analyst**

and want to show a **Tableau Dashboard Portfolio**

Information

Tools



Visualization



Data Management



Dataset Resource

Profit Dashboard Supermarket Sales

Click on chart for extra filtering

Sales Channel

☒ (All)

☒ Offline

☒ Online

Region

☒ (All)

☒ Asia

☒ Australia/Oceania

☒ Central America

☒ Europe

☒ Middle East/Nort...

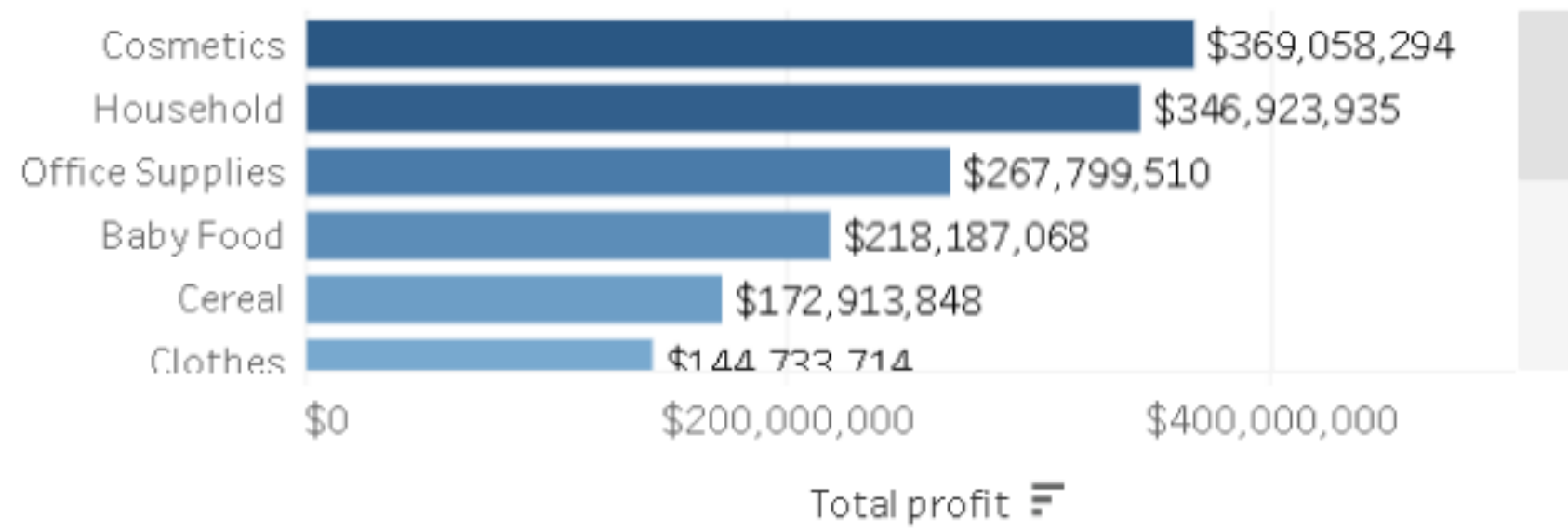
☒ North America

Year

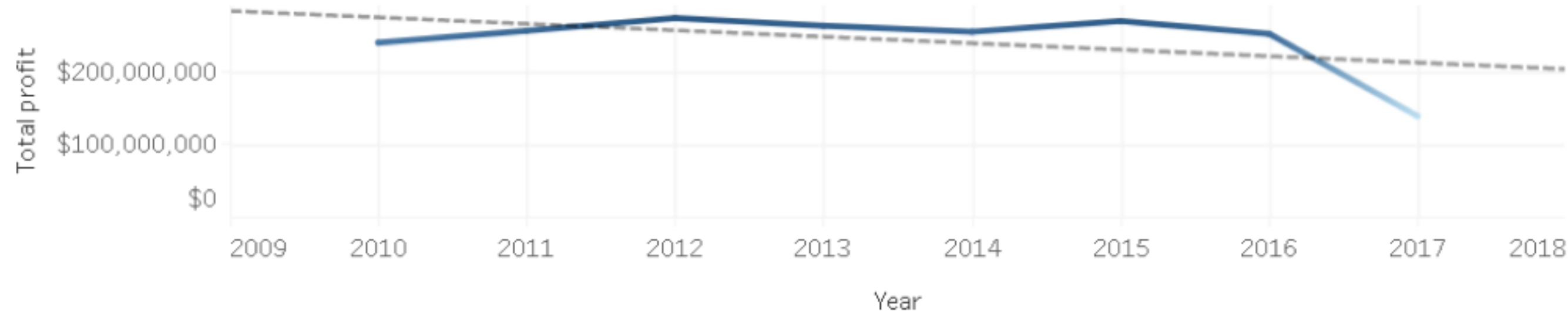
☒ 2010

☒ 2017

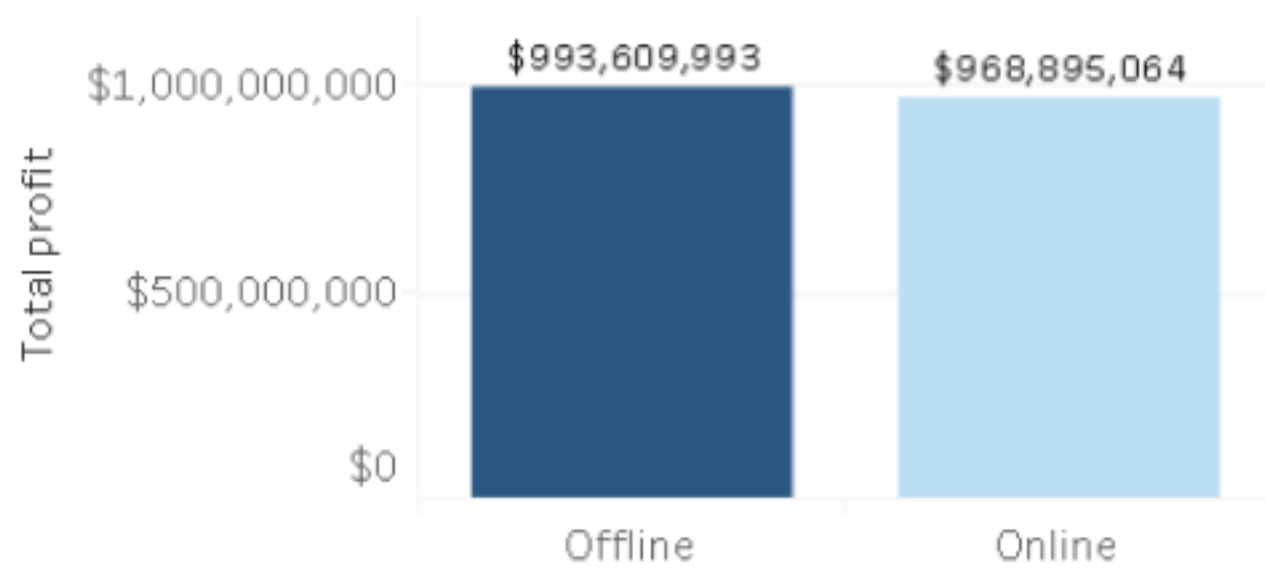
Total Profit per item type



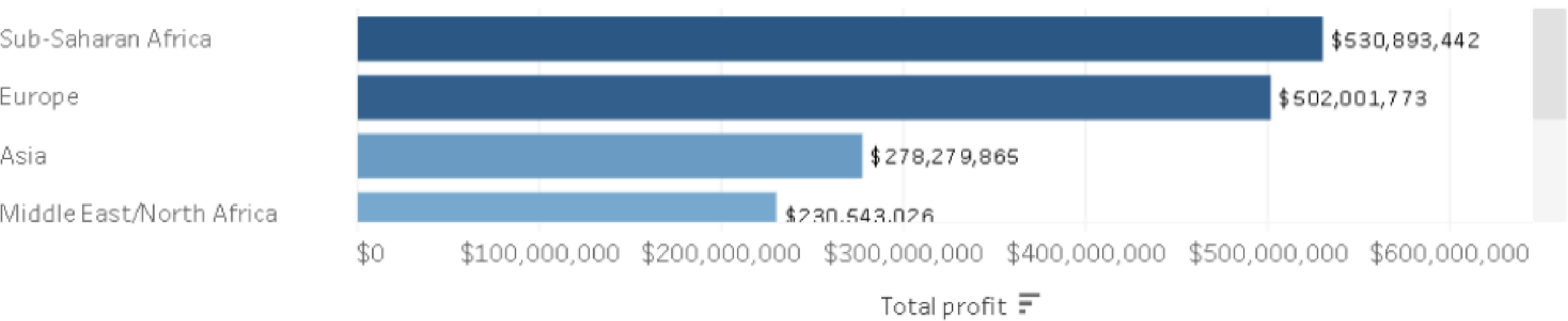
Profit Trend Line



Profit Channel



Region Profit



What do I analyze?

- Total profit based on product items sold by the supermarket
- Total profit based on online and offline sales
- Total profit based on product sales region
- Make a profit trend line

Analysis conclusion

- Cosmetic products get the most profit
- Offline sales get greater profits than online sales
- Most gains are in sub-Saharan Africa
- Profit trend line tends to decrease slightly

Customer Analysis Dashboard

Category

All

Click on chart for extra filtering

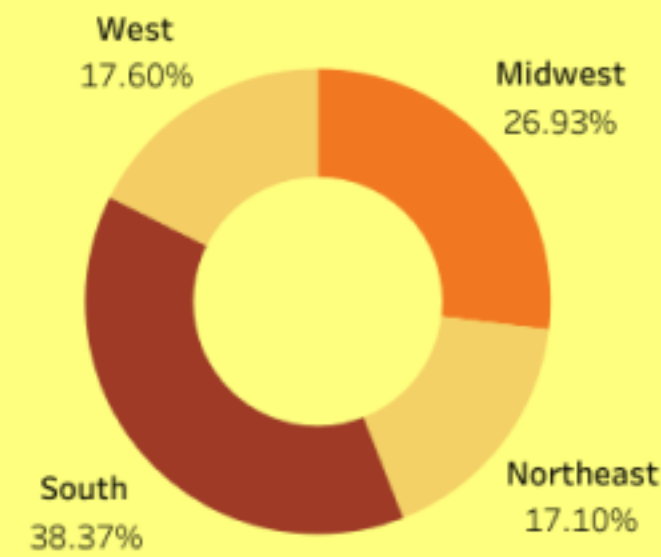
Total Revenue :

\$ 233.65M

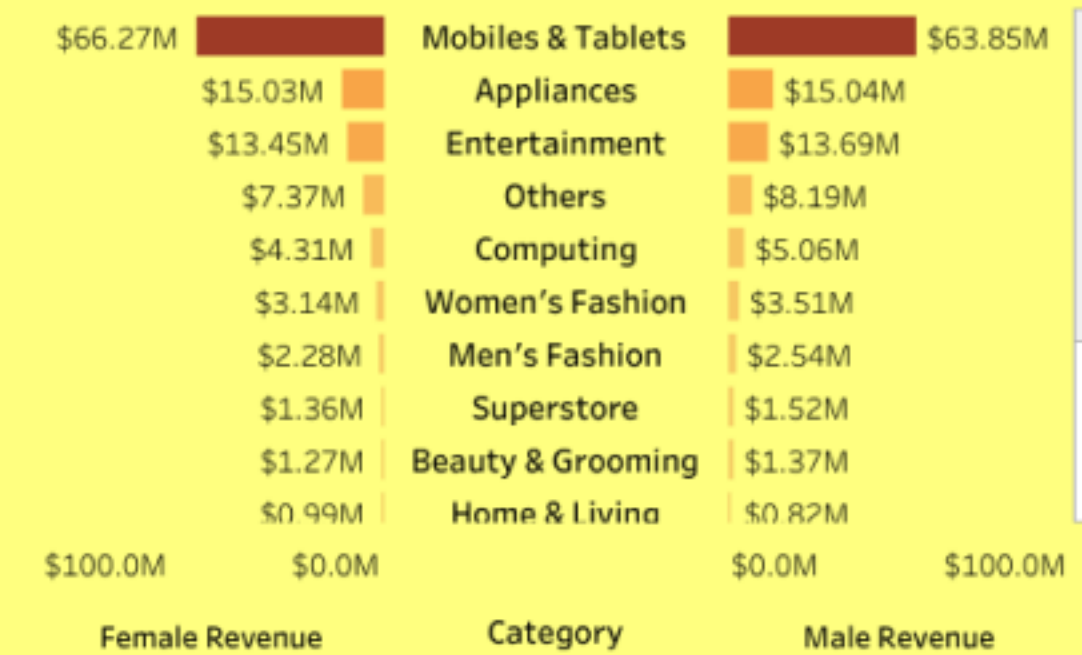
Revenue per State



Region-Wise Revenue Share (%)



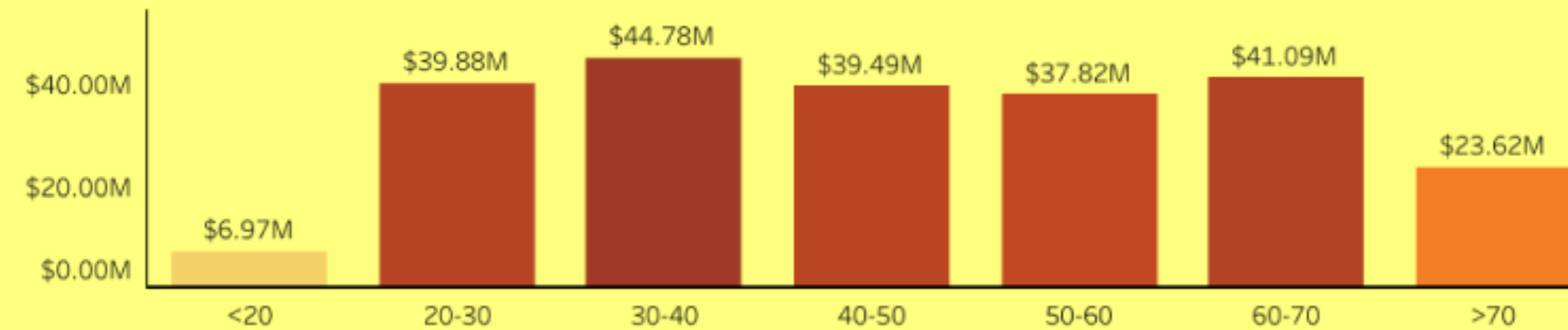
Gender-Wise Sales Analyst



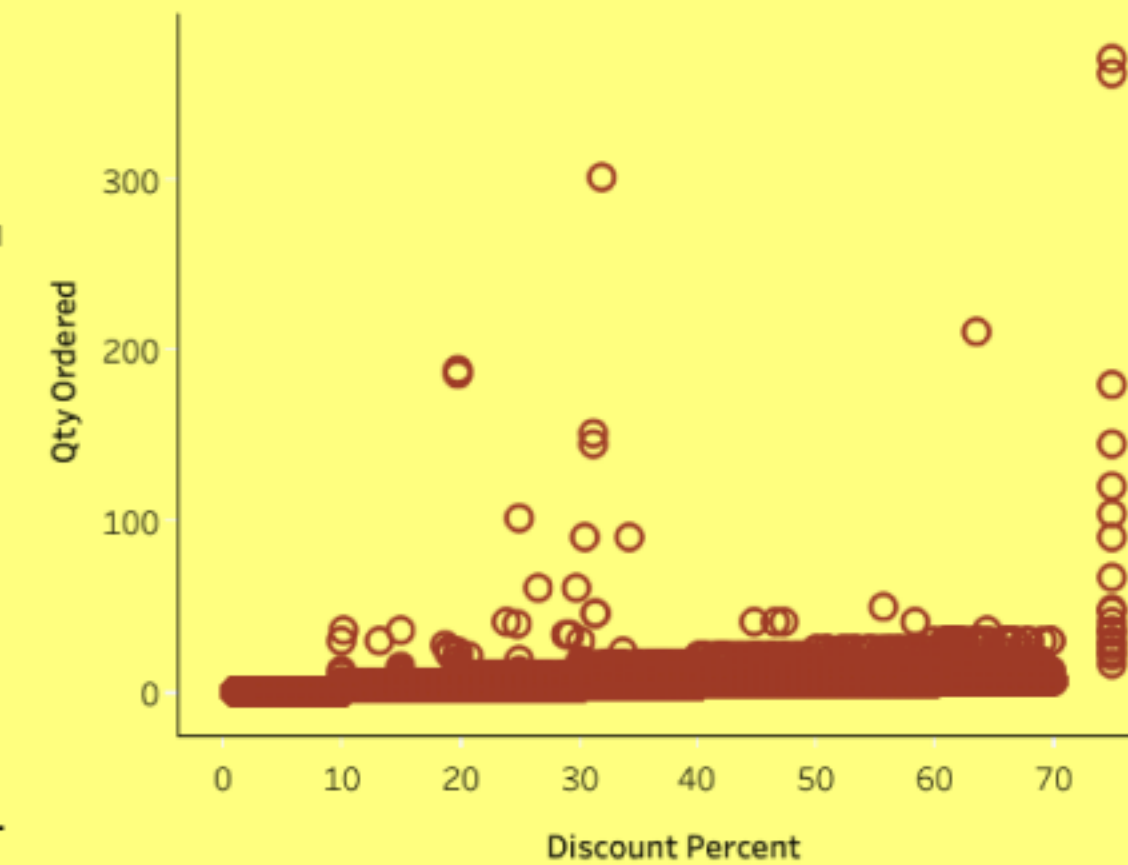
Month-Wise Revenue



Age-Wise Sales Analyst



Quantity - Discount Correlation



What do I analyze?

- Customer Revenue based on customer state
- Customer Revenue based on customer region
- Customer Revenue based on customer gender
- Customer Revenue based on customer age
- Monthly Revenue line chart
- Graph of the effect of discounts on customer orders

Analysis conclusion

- Customers from Texas provide the highest income compared to other state
- Customers from the southern region contributed 38.37% of revenue percentage
- Income from female customers is higher than male
- The product category they buy the most is mobiles & tablets
- Customers aged 20-30 years contributed the highest revenue
- An increase in the value of discount percentage can increase the quantity of customer orders

Profit Performance US Store Sales Data

Product Type

- ☒ (All)
- ☒ Coffee
- ☒ Espresso
- ☒ Herbal Tea
- ☒ Tea

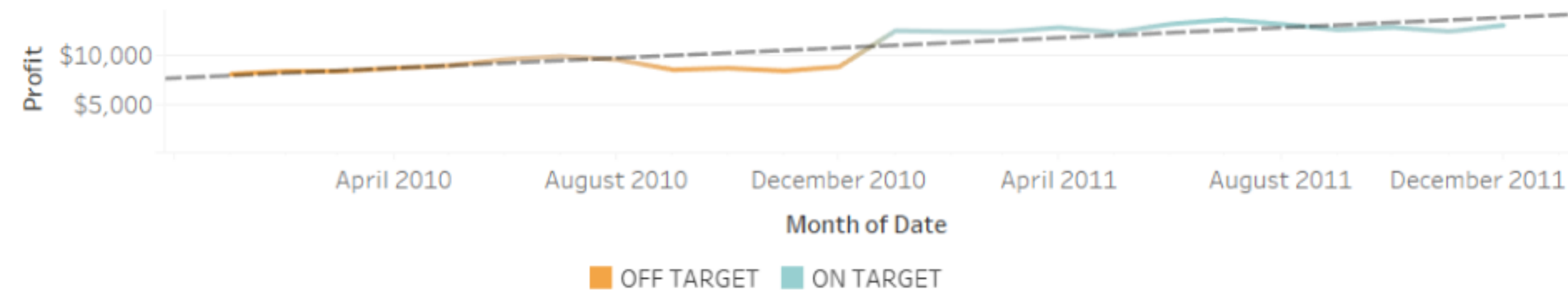
Market Size

- ☒ (All)
- ☒ Major Market
- ☒ Small Market

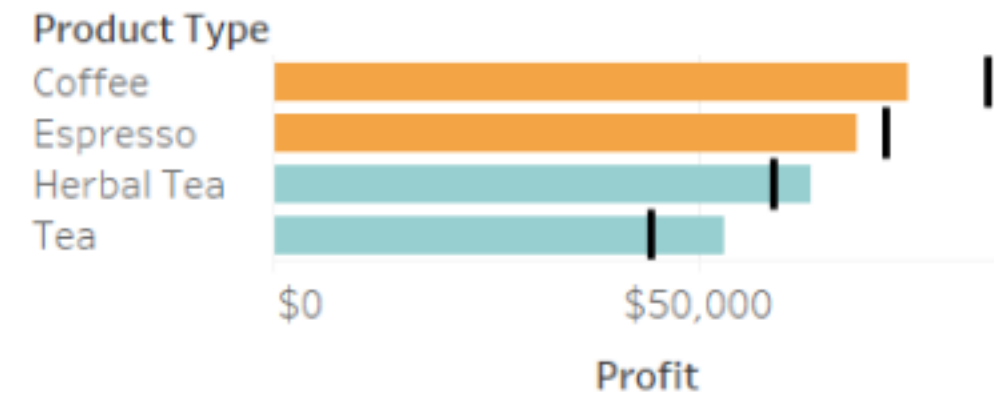
State

- ☒ (All)
- ☒ California
- ☒ Colorado
- ☒ Connecticut
- ☒ Florida
- ☒ Illinois
- ☒ Iowa
- ☒ Louisiana
- ☒ Massachus...
- ☒ Missouri
- ☒ Nevada
- ☒ New Hamps...
- ☒ New Mexico
- ☒ New York
- ☒ Ohio
- ☒ Oklahoma
- ☒ Oregon
- ☒ Texas
- ☒ Utah
- ☒ Washington

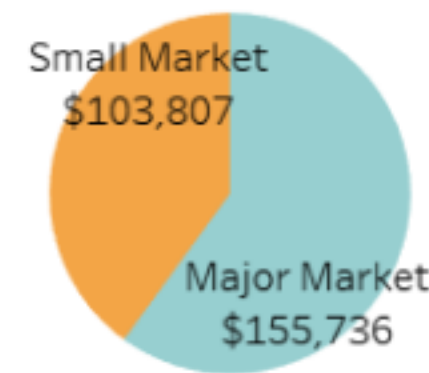
Profit Trend Line



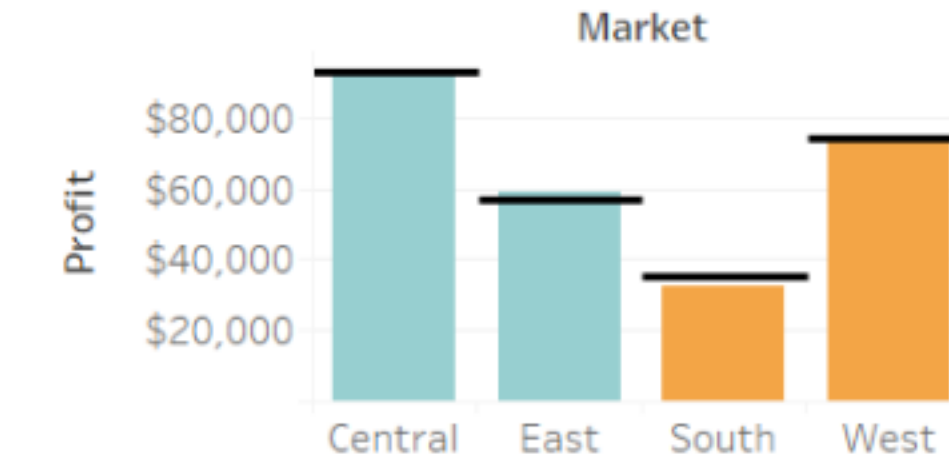
Product type profit performance



Market Size profit performance



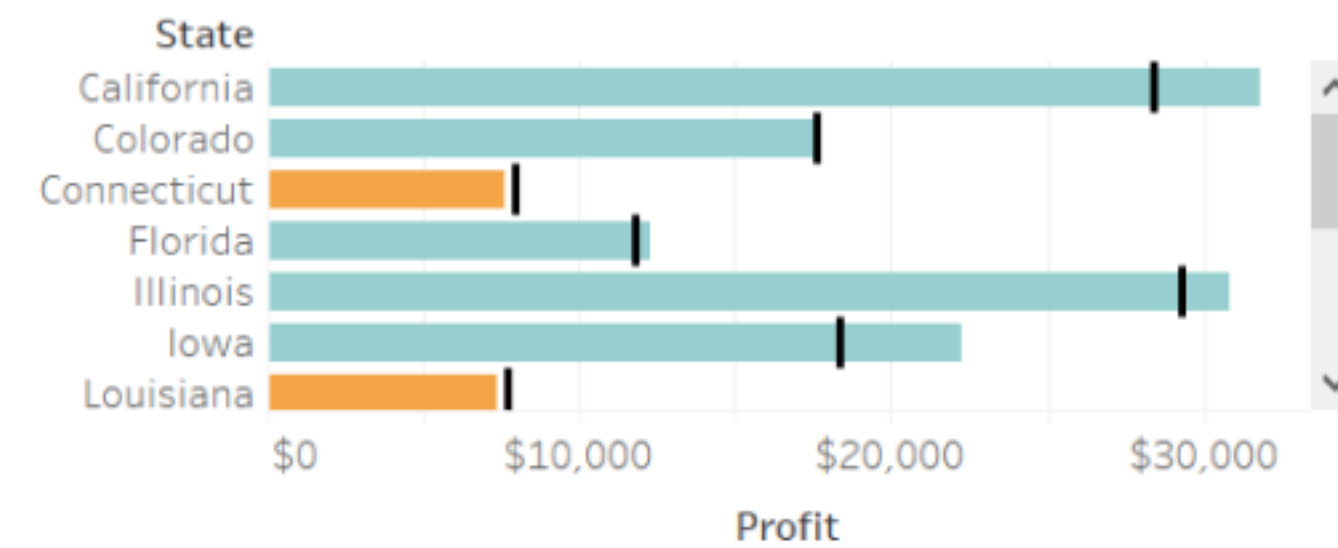
Market area profit performance



Product profit performance



Profit performance in State



What do I analyze?

- Profit Performance based on product type
- Profit Performance based on market size
- Profit Performance based on market area
- Profit Performance based on product
- Profit Performance based on state
- Profit Trend Line

Analysis conclusion

- In terms of product types, only Herbal Tea & Tea achieved its profit target
- Major market hit profit target, Minor market fail
- Central and East market area hit profit target, South and West Fail
- In terms of product, Amaretto, Cafe Mocha, Columbian, Decaf Irish Cream, and Mint fail on hitting profit target
- From 20 state of sales, only 7 achieved profit targets, 13 others failed
- Profit trend line increased despite a decrease in august 2010 but increased again in december 2010

You guys can also see my other **Tableau Dashboards** at:



OR

<https://tabsoft.co/3EXkeDU>

Thank you for your attention

to the data analysis dashboard portfolio that I have created.

I am looking for opportunities to become a professional data analyst.

Lets Collaborate & Grow Together