# BANK MUAMALAT **BUSINESS INTELLIGENCE ANALYST** Virtual Internship Program

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# Business Overview



# **Our Company**

PT Sejahtera Bersama is one of the largest technology companies in Indonesia. Our company started the business by providing Blueprints, Drone Kits, Drones, eBooks, Robot Kits, Robot, and Training Videos.

#### Problem

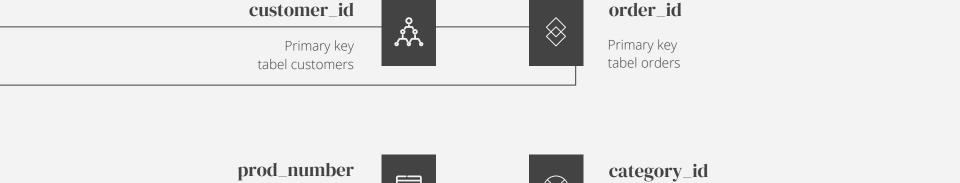
The company experiences a significant decrease from 2020 to 2021. Overall, sales of products per month in 2021 are lower than in 2020. In addition, the number of new customers and customers who repeated orders in 2021 is lower than in 2020.

### **Objective**

Analyze the company's business performance on several metrics, such as annual customer activity growth analysis, annual sales growth analysis, annual product category quality analysis, etc.



#### **Primary Key**

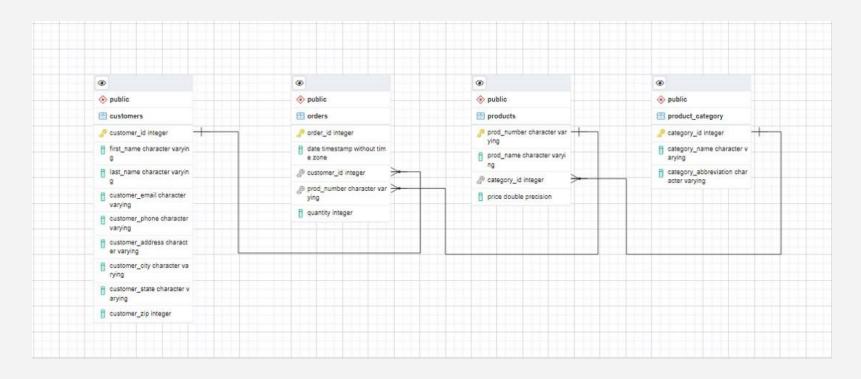


Primary key tabel products

Primary key tabel

product\_category

#### Entity Relationship Diagram



The Entity Relationship Diagram (ERD) above shows the relationship between tables in a database. There are four entities in the ERD, namely customers, orders, products, and product\_category.

#### **Generate ERD**





Create a new table using CREATE TABLE statement and determine the data type and constraints. The number of tables is adjusted to the number of columns in the dataset.



Import the dataset into the previously created tables.
In this case, the dataset contains four columns.



Generate ERD based on primary and foreign keys. It can be created by using PgAdmin.



#### **Business Performance Analysis**

#### **Resulted Table:**

	year numeric	average_mau numeric	total_new_customer bigint	total_customer_repeat_order numeric	total_revenue numeric	total_quantity bigint
1	2020	141.08	1151	951	913210.09	5971
2	2021	137.17	520	898	841540.48	5683

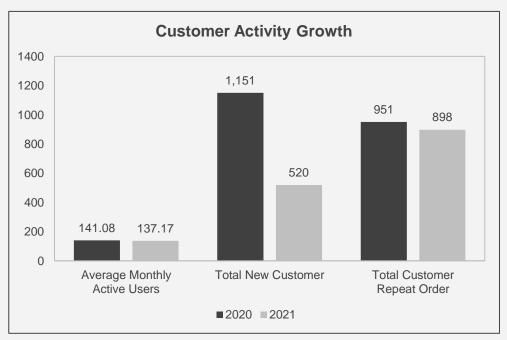
#### **Business Performance Analysis**

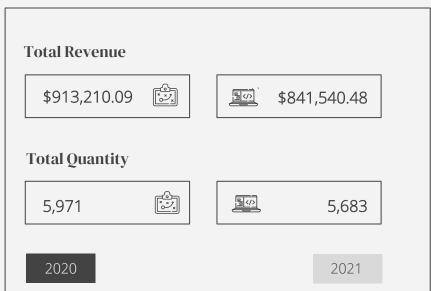
#### **Resulted Table:**

	year numeric	highest_product character varying	highest_revenue_product double precision	lowest_product character varying	lowest_revenue_product numeric	highest_category character varying	highest_revenue_category double precision
1	2020	MICR-23K Robot	80910	Cat Robot Blueprint	369.26	Robots	402835
2	2020	RLK-9920 Robot	74793	Bsquare Robot Blueprint	647.28	Drones	234863
3	2020	RCB-889 Robot	72468	QuadroCopter Blueprint	681.38	Robot Kits	114675
4	2021	MICR-23K Robot	76415	Cat Robot Blueprint	269.46	Robots	340670
5	2021	RQTE-554 Robot	61560	Panda Robot Blueprint	495.38	Drones	242584
6	2021	RWW-75 Robot	60927	Hexacopter Drone Bluepri	521.42	Robot Kits	101762

lowest_category character varying	lowest_revenue_category numeric	highest_region character varying	highest_revenue_region numeric	lowest_region character varying	lowest_revenue_region numeric
Blueprints	8753.49	California	120605.01	Hawaii	392.32
eBooks	28875.52	Texas	81814.37	Montana	785.94
Training Videos	40174.68	Florida	65915.92	Arkansas	1375.4
Blueprints	7681.02	California	116690.58	Hawaii	51.94
eBooks	30092.89	Texas	114414.39	Oregon	989.95
Training Videos	40541.47	Florida	55102.39	New Hampshire	1077.9

#### **Customer Activity Growth Analysis**





The graph shows that average monthly active users, total new customers, and total customers who repeated orders decreased from 2020 to 2021. It also caused the total revenue and total quantity to decrease over the given period.

#### Top 3 Highest and Lowest Revenue **Based on Product**

Highest	2020		RLK- <b>9920 Robot</b> \$74,793	RCB-889 Robot \$72,468
	2021	<b>MICR-23K Robot</b> \$76,415	<b>RQTE-554 Robot</b> \$61,560	<b>RWW-75 Robot</b> \$60,927



\$269.46

**Cat Robot Blueprint** \$369.26

**Cat Robot Blueprint** 

**Bsquare Robot Blueprint** 

\$647.28

Panda Robot Blueprint \$495.38

**Quadro Copter Blueprint** \$681.38

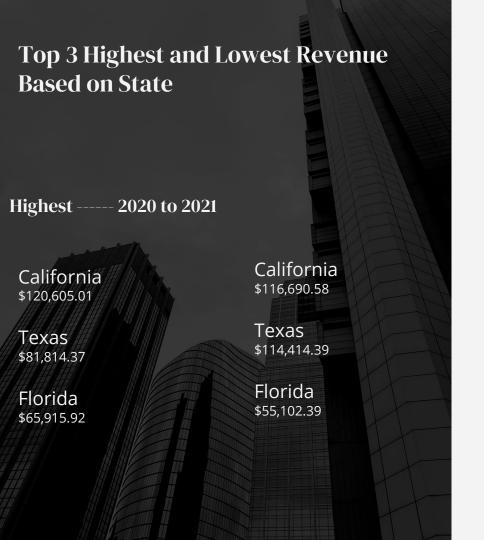
**Hexacopter Drone Blueprint** \$521.42

Lowest 2020

2021

Top 3 Highest and Lowest Revenue Based on Category

Highest	<b>Robots</b> \$402,835	Blueprints \$8,753.49	Lowest p
2020	<b>Drones</b> \$234,863 <b>Robot Kits</b> \$114,675	eBooks \$28,875.52 <b>Training Videos</b> \$40,174.68	2020
2021	Robots \$340,670 <b>Drones</b> \$242,584	Blueprints \$7,681.02 • eBooks \$30,092.89	2021
	<b>Robot Kits</b> \$101,762	Training Videos \$40,541.47	



#### Lowest ----- 2020 to 2021

Hawaii \$392.32

Montana \$785.94

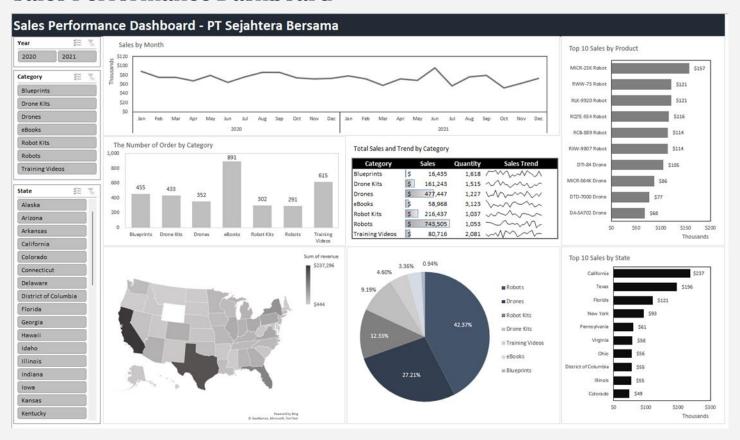
Arkansas \$1,375.40 Hawaii \$51.94

Oregon \$989.95

New Hampshire \$1,077.90



#### Sales Performance Dashboard





#### Recommendation



#### Optimize Product Sales

The company needs to focus on selling the top products having the highest revenues. Besides that, the company needs to maximize upselling or cross-selling to encourage customers to purchase the products.



## Expand the Target Market

The company needs to focus on sales in states having the highest revenues, such as Texas, California, and Florida. The company can also provide attractive offers to customers.



#### Maintain Customer Relationships

The company needs to maximize the loyalty program to increase the number of loyal customers. The company can utilize customer information to keep communication with customers.

