

# Sales Performance Dashboard

**Bank Muamalat Business Intelligence  
Project Based Internship Program**

Presented By  
Nicki D. Utomo



# TABLE OF CONTENT



# PROJECT BACKGROUND

PT Sejahtera Bersama's sales data from customers, products, orders, and categories was unified into a single master dataset to provide a complete, accurate, and actionable view of business performance. The integrated dashboard enables leadership to quickly understand what drives sales, where opportunities exist, and how to respond proactively to emerging risks or declines.

## Key Highlights:

- Integrated four core datasets into a consolidated master table for a single source of truth.
- Mapped primary keys and table relationships to ensure structural consistency and reliable analytics.
- Built a complete transaction-level view combining customer, product, category, and order information.
- Developed a high-impact sales dashboard covering total sales, quantity, product categories, and city performance.
- Enables strategic decisions on revenue growth, retention improvement, and sales forecasting.

# PRIMARY KEY

Four critical datasets; Customers, Products, Orders, and Product Categories were consolidated in BigQuery to establish a single, consistent data environment. Primary keys and table relationships were defined to ensure data accuracy, traceability, and consistency across the model.

## primary key

Customers	
CustomerID	int

Products	
ProdNumber	varchar

Orders	
OrderID	int

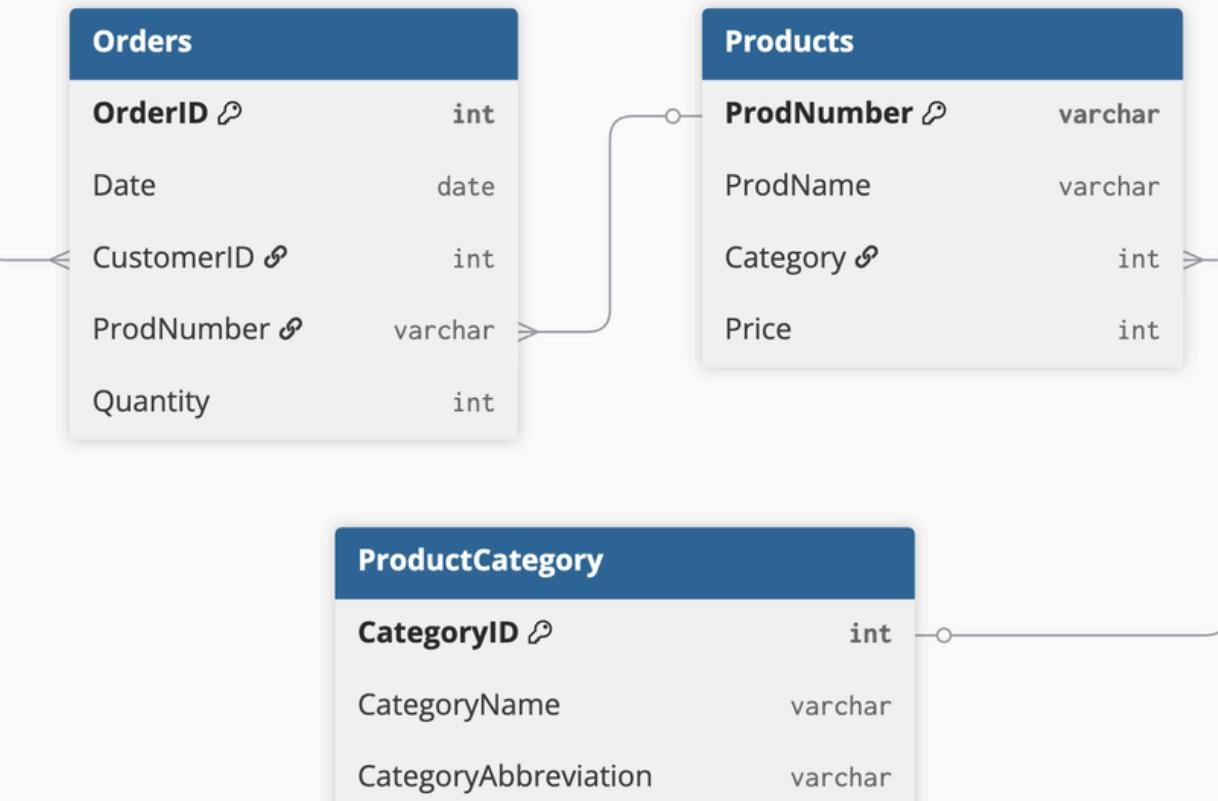
ProductCategory	
CategoryID	int

## Analysis

Key Used	Relationship	Notes
CustomerID (FK in Orders)	1 to Many	Customer may have zero or many orders
ProdNumber (FK in Orders)	1 to Many	Product can appear in many order lines
CategoryID (FK in Products)	1 to Many	Category defines grouping structure

Customers	
CustomerID	int
FirstName	varchar
LastName	varchar
CustomerEmail	varchar
CustomerPhone	varchar
CustomerAddress	varchar
CustomerCity	varchar
CustomerState	varchar
CustomerZip	int

## Entity Relationship Diagram



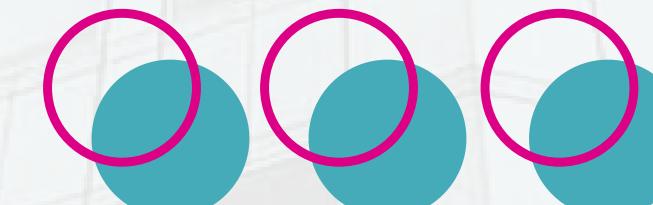
# MASTER TABLE

The master table consolidates order, product, category, and customer attributes into a single dataset that directly supports downstream analytics and visualization. By aligning product hierarchy, pricing, quantities, and customer location into one structured table, the team can quickly surface patterns in sales volume, revenue contribution, category mix, and city-level performance without cross-table reconciliation. This unified model ensures every visualization whether revenue trends, top-selling products, or high-value customer segments draws from the same consistent source, enabling leadership to interpret insights with clarity and confidence.

```

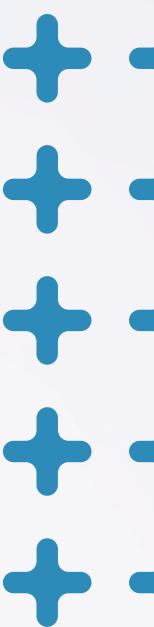
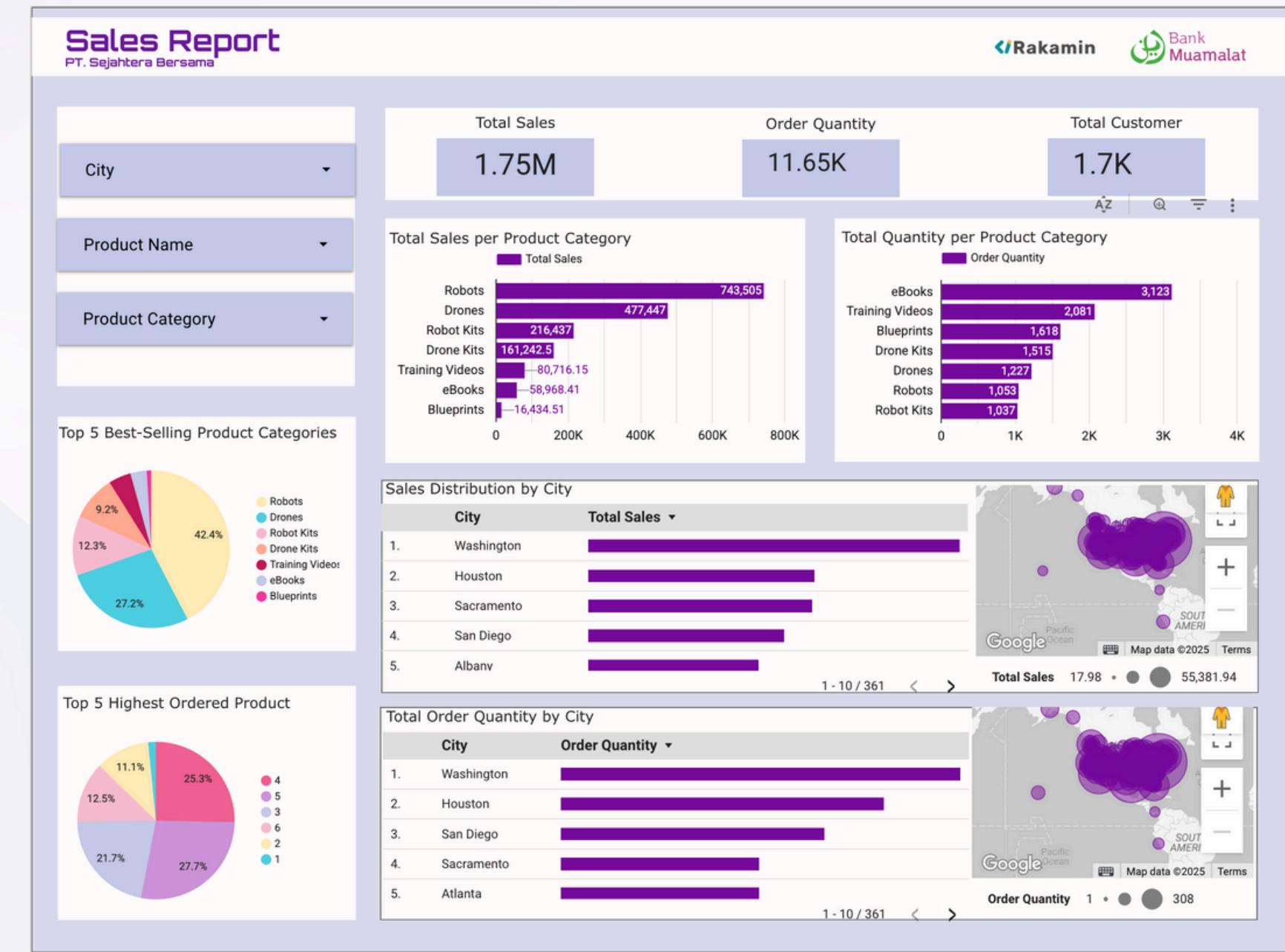
CREATE OR REPLACE TABLE `muamalat.mastertable` AS
SELECT
    b.Date AS order_date,
    d.CategoryName AS category_name,
    c.ProdName AS product_name,
    (c.Price / 100) AS product_price,
    b.Quantity AS order_qty,
    (b.Quantity * (c.Price / 100)) AS total_sales,
    a.CustomerEmail AS cust_email,
    a.CustomerCity AS cust_city
FROM `muamalat.Customers` a
JOIN `muamalat.Orders` b ON a.CustomerID = b.CustomerID
JOIN `muamalat.Products` c ON b.ProdNumber = c.ProdNumber
JOIN `muamalat.ProductCategory` d ON c.Category = d.CategoryID
ORDER BY b.Date;
    
```

<input type="checkbox"/>	Field name	Type	Mode
<input type="checkbox"/>	order_date	DATE	NULLABLE
<input type="checkbox"/>	category_name	STRING	NULLABLE
<input type="checkbox"/>	product_name	STRING	NULLABLE
<input type="checkbox"/>	product_price	FLOAT	NULLABLE
<input type="checkbox"/>	order_qty	INTEGER	NULLABLE
<input type="checkbox"/>	total_sales	FLOAT	NULLABLE
<input type="checkbox"/>	cust_email	STRING	NULLABLE
<input type="checkbox"/>	cust_city	STRING	NULLABLE



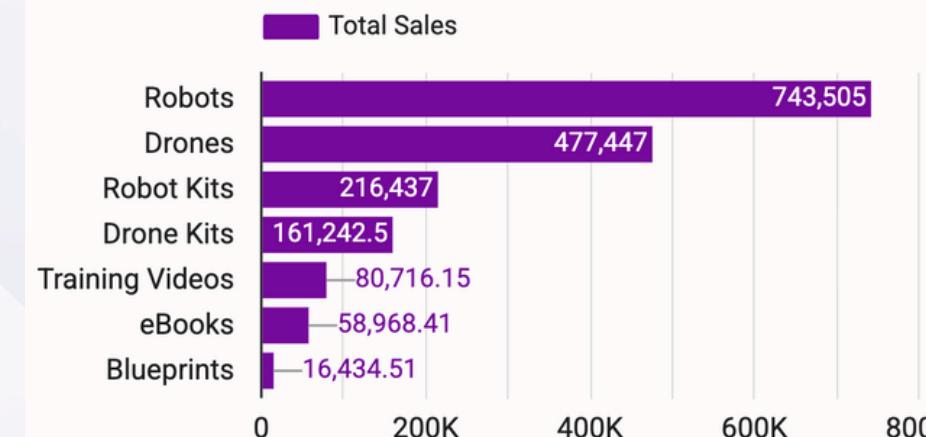
# LOOKER STUDIO DASHBOARD

The Looker Studio dashboard provides leadership with a unified view of commercial performance across products, categories, and cities. Each visualization highlights a different revenue lever—allowing the business to pinpoint where growth is strong, where demand is shifting, and where operational or commercial focus is needed to drive the next stage of scale.



# LOOKER STUDIO DASHBOARD

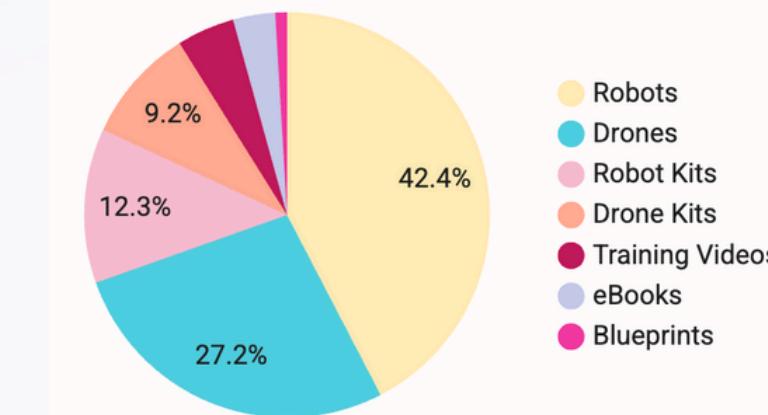
Total Sales per Product Category



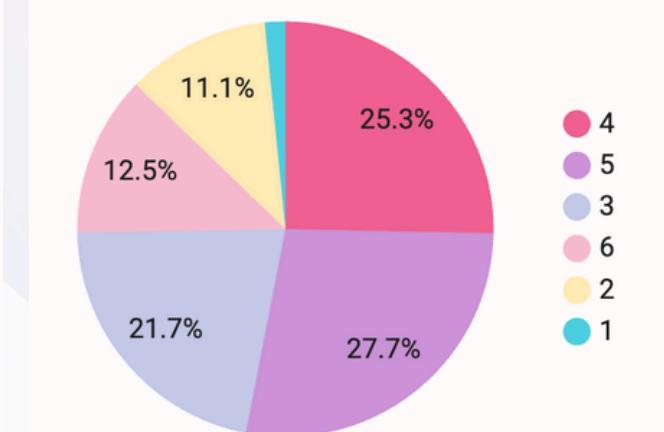
Total Quantity per Product Category



Top 5 Best-Selling Product Categories



Top 5 Highest Ordered Product



- Total Sales per Product Category

Premium categories (Robots, Drones) dominate revenue, confirming where margin and pricing decisions matter most.

- Total Quantity per Product Category

eBooks lead in volume, showing strong demand for low-price, knowledge-based products and a clear value-driven segment.

- Top 5 Best-Selling Categories

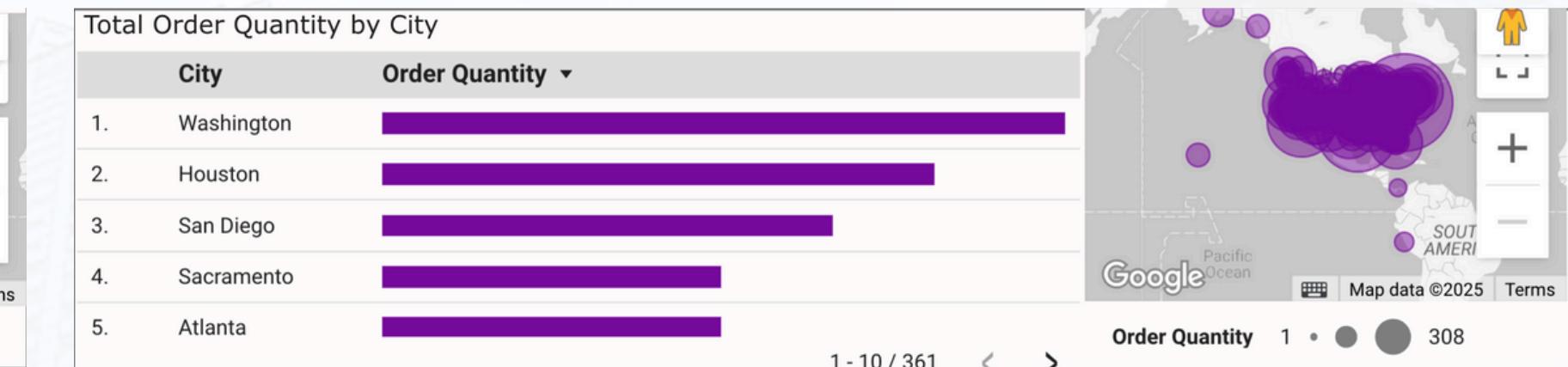
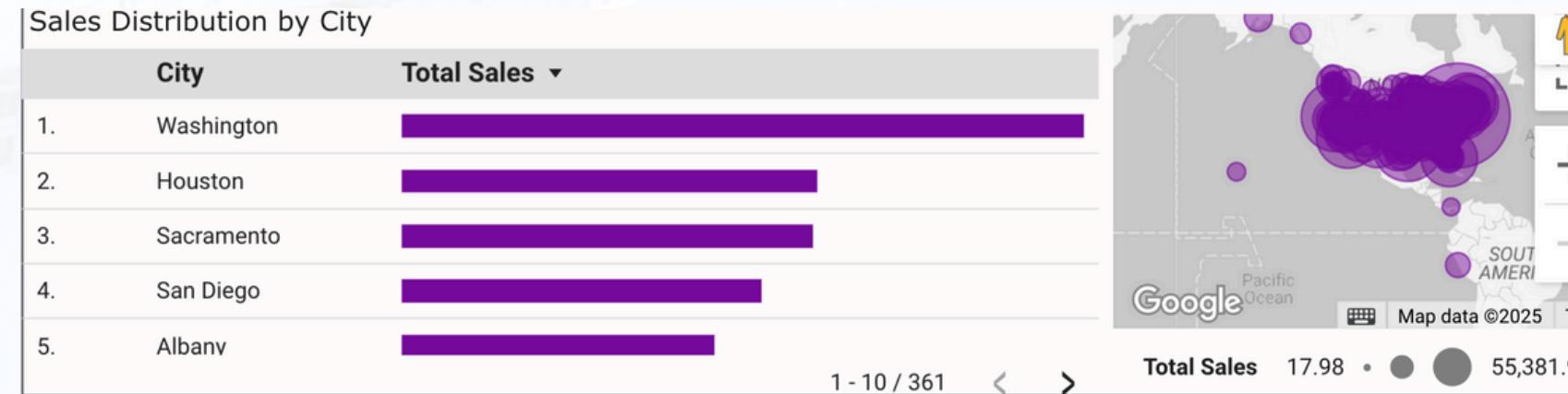
Robots consistently outperform, reinforcing their role as the core revenue engine.

- Top 5 Highest Ordered Products

High-frequency purchases of lower-price SKUs signal strong repeat buying and opportunities for bundling or upsell.



# LOOKER STUDIO DASHBOARD



- Sales Distribution by City

Washington, Houston, and Sacramento deliver the largest revenue impact and represent high-value markets for deeper penetration.

- Total Order Quantity by City

The same cities lead in order frequency, indicating both high spend and active purchasing behavior.

- Geographical Sales Clusters

Dense activity in key metros highlights strong footholds, while whitespace regions reveal untapped expansion potential.



# KEY INSIGHT

Total Sales

1.75M

Order Quantity

11.65K

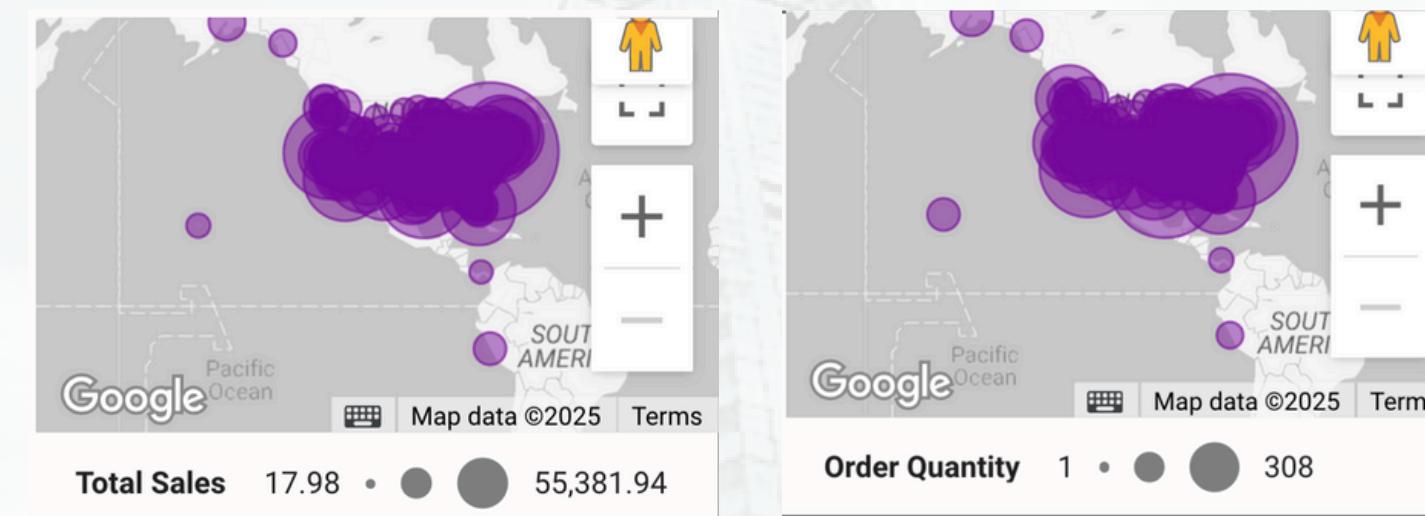
Total Customer

1.7K

- Robots and Drones generate the highest revenue, while eBooks and Training Videos contribute mainly to order volume, not value.
- Washington is the top-performing city across revenue and orders, significantly outperforming other regions.
- Sales distribution is uneven across cities, with most regions contributing only a small share.
- Product demand is concentrated in a few categories, indicating limited spread across the full catalog.
- Most customers purchase lower-value digital products, which brings volume but not proportional revenue.



# STRATEGIC IMPACT (WHAT IT MEANS FOR THE BUSINESS)

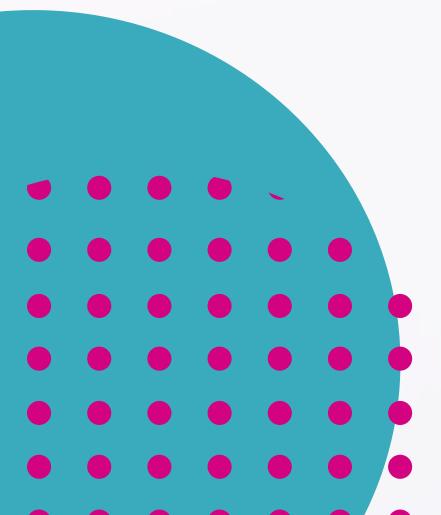


The dashboard shows a revenue model highly concentrated in premium hardware and one dominant region. This creates vulnerability: **strong revenue today depends on a narrow combination of products and geography.** Low-value product categories attract customers but do not materially strengthen financial performance. Without broader city penetration and stronger movement from digital-product buyers into higher-value hardware, total revenue remains highly sensitive to shifts in top categories and top regions.

# SUMMARY

The business is structurally unbalanced: volume comes from many small-value transactions, while revenue relies on a few premium categories and one leading city.

To stabilize and grow, the company will need to broaden regional performance and convert digital buyers into higher-value product segments. The current dashboard highlights clear strengths, but also exposes concentration risks that must be addressed for sustained growth.



# Thankyou

Big Regards,  
Nicki D. Utomo

