

Summarizing “Promo Effectiveness Review” Program pada Omnichannel Jubelio

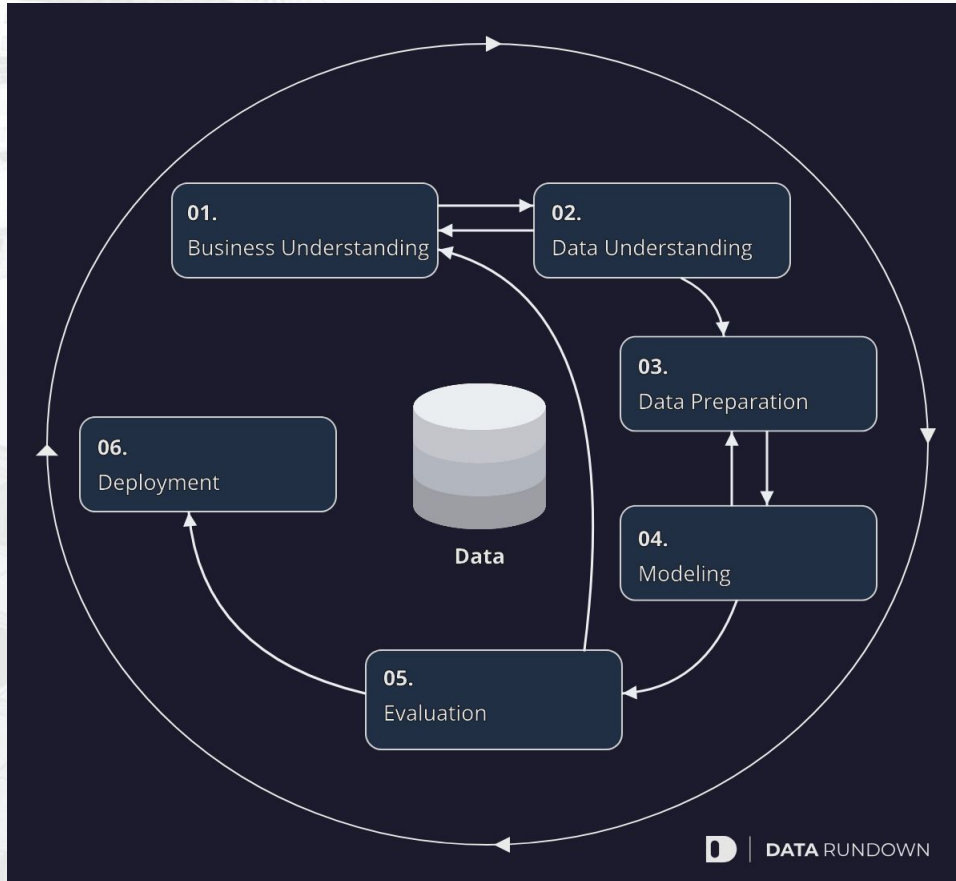
Presented by

Nur Purwanto

Case Study

Setiap 6 Bulan sekali (Akhir Semester) Omnichannel Jubelio mengadakan Promo Effectiveness Review, untuk melihat efektivitas dari PROMO CODE terhadap total penjualan dari salah satu marketplace

1. Mengaplikasikan Promo Code dari Tim Budgeting.
2. Membuat Table Laporan Khusus Quartal ke 3 dan 4.
3. Melakukan Summary dan Visualisasi dari Hasil Data Table Quartal ke 3 dan 4.
4. Membuat Shipping Label Khusus Bulan December.



Role Reporting Engineer :
Mengikuti Data Science Life
Cycle: CRISP-DM

Modeling = Data Visualization

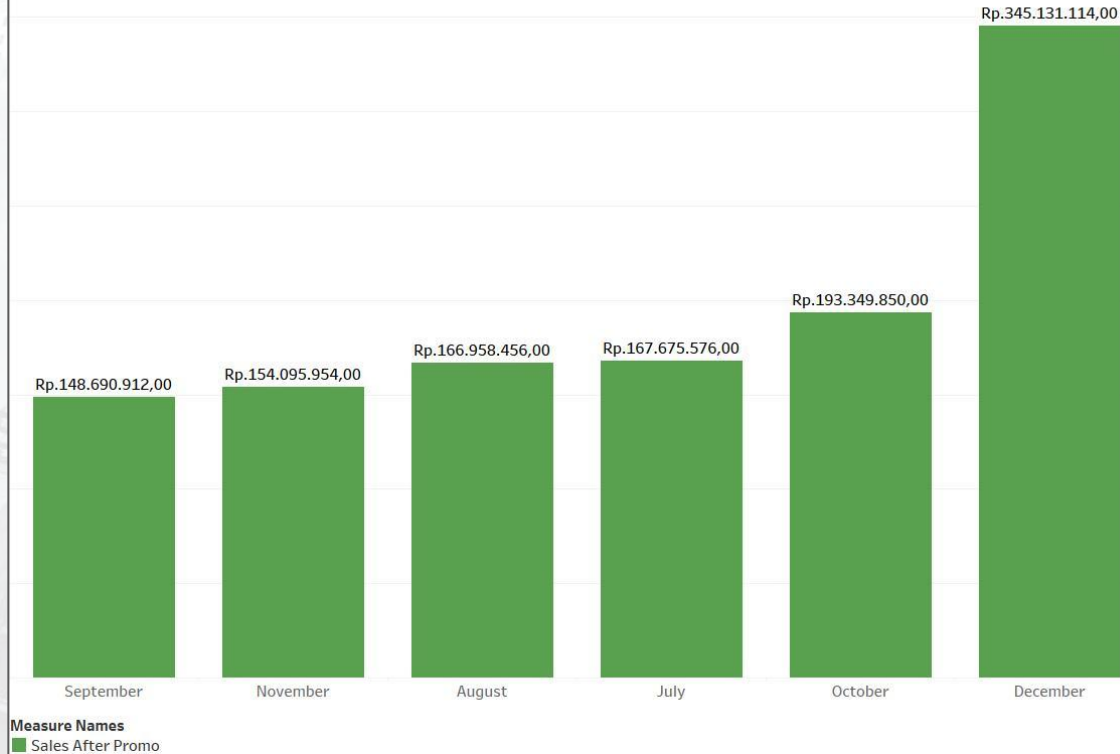


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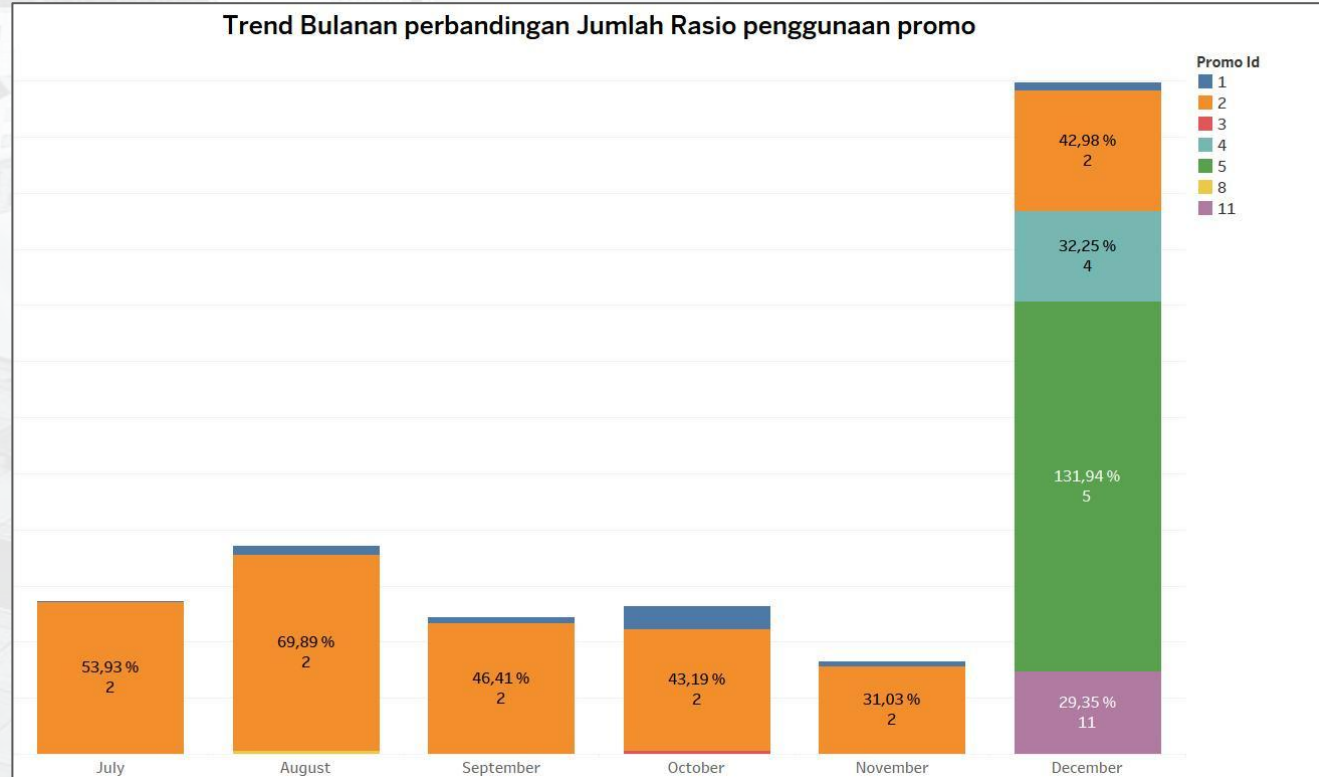
Table Laporan Khusus Quartal ke 3 dan 4

123 sales_id	123 buyer_id	🕒 purchase_date	123 total_price	123 promo_id	123 sales_after_promo
6,942	112	2022-08-07	61,998	2	56,998
6,944	34	2022-08-17	170,000	8	160,000
6,947	8	2022-08-02	219,000	2	214,000
6,950	69	2022-08-02	165,000	2	160,000
6,952	122	2022-08-08	506,250	2	501,250
6,953	37	2022-08-22	270,200	2	265,200
6,954	124	2022-08-25	18,400	2	13,400
6,956	39	2022-08-17	119,600	2	114,600
6,957	41	2022-08-15	300,000	2	295,000
6,959	95	2022-08-29	131,400	2	126,400
6,960	122	2022-08-01	267,000	2	262,000
6,963	42	2022-08-16	1,400	2	-3,600
6,964	28	2022-08-06	465,000	2	460,000
6,965	117	2022-08-01	149,600	1	134,600

Trend Aktivitas total penjualan Bulanan setelah terpotong promo



Trend Bulanan perbandingan Jumlah Rasio penggunaan promo



Tabel Shipping Summary

ABC kode_resi	🕒 shipping_date	ABC seller_name	ABC buyer_name	ABC buyer_address	ABC buyer_city	ABC buyer_zipcode
1-20220116-20220119-109-227	2022-01-19	luxcrime	Hioe Isenta	Jl Pekayon 4	Jakarta Barat	16966
2-20220123-20220124-96-13	2022-01-24	Putra Jaya 88	Emi Sukiati Lasimon	Jl Letjen Haryono MT Kav 62 Wisma Korindo	Jakarta Pusat	16450
3-20220118-20220121-33-92	2022-01-21	lapak atk	Ben Morice	Jl Kembang Indah Utama Bl J-2 A/16-17	Jakarta Selatan	15951
4-20220124-20220127-10-15	2022-01-27	Oxihom	Ananda Soewono	Jl Gorontalo 9	Jakarta Utara	16147
5-20220112-20220115-115-47	2022-01-15	Vidi Surya Elektrik	Jenny Elisabeth RG	Jl P Tubagus Angke 11 K-L	Jakarta Barat	15906
6-20220108-20220110-53-127	2022-01-10	Toko Armada Satu	Bob Yanuar	Jl Percetakan Negara II 24	Jakarta Pusat	16675
7-20220113-20220114-79-87	2022-01-14	GrafikaKita - Tech O	Daswi Rayawang	Jl Sunan Giri 1 RT 012/15	Jakarta Pusat	17037
8-20220120-20220123-78-64	2022-01-23	Deli office automati	Darwin Sutanto	Jl Cilincing Raya 43 A	Jakarta Pusat	17010
9-20220126-20220129-18-121	2022-01-29	Armani_collection.	Andiko Ardi Purnom	Jl Cipinang Cempedak II 14	Jakarta Selatan	16266
10-20220131-20220203-103-75	2022-02-03	Kasirco	Evi Wikarsa	Jl Dewi Sartika 357 C	Jakarta Pusat	15415
11-20220115-20220116-6-102	2022-01-16	web komputindo	Amalia	Jl Paseban 3 C	Jakarta Barat	16456
12-20220108-20220111-28-152	2022-01-11	onesix16	Beata Ida Hartono	Jl Tj Batu 21 J/11	Kota Pasuruan	16975
13-20220116-20220118-29-115	2022-01-18	Fath Knite	Beatrice El	Jl Tambak Anakan 9	Kota Pasuruan	17022

Label Shipping dengan Layout 2 Across dan 5 Down

<p>Hioe Isenta Jl Pekayon 4 Jakarta Barat 16966 1-20220116-20220119-109-227</p>	<p>Emi Sukiati Lasimon Jl Letjen Haryono MT Kav 62 Wisma Korindo Jakarta Pusat 16450 2-20220123-20220124-96-13</p>
<p>Ben Morice Jl Kembang Indah Utama Bl J-2 A/16-17 Jakarta Selatan 15951 3-20220118-20220121-33-92</p>	<p>Ananda Soewono Jl Gorontalo 9 Jakarta Utara 16147 4-20220124-20220127-10-15</p>
<p>Jenny Elisabeth RG Jl P Tubagus Angke 11 K-L Jakarta Barat 15906 5-20220112-20220115-115-47</p>	<p>Bob Yanuar Jl Percetakan Negara II 24 Jakarta Pusat 16675 6-20220108-20220110-53-127</p>
<p>Daswi Rayawang Jl Sunan Giri 1 RT 012/15 Jakarta Pusat 17037 7-20220113-20220114-79-87</p>	<p>Darwin Sutanto Jl Cilincing Raya 43 A Jakarta Pusat 17010 8-20220120-20220123-78-64</p>
<p>Andiko Ardi Purnomo Jl Cipinang Cempedak II 14 Jakarta Selatan 16266 9-20220126-20220129-18-121</p>	<p>Evi Wikarsa Jl Dewi Sartika 357 C Jakarta Pusat 15415 10-20220131-20220203-103-75</p>

Insert Your Link Github Here

<https://github.com/nurpurwanto/Reporting-Engineer>

Video Presentation Here

<https://drive.google.com/file/d/1sDIVHbEtmXZpVFtPwYVfUuGBRxIynIvI/view?usp=sharing>

Thank You



Rakamin
Academy



Logo Company