



Understanding Data Analytics in the Industry

Presented by **Ari Sulistiyo Prabowo**



Profile



Professional

- Marketing Data Analyst Manager – B2B Company (2021 – Present)
- Founder – Cultigo (2021 – Present)
- Senior Data Analyst – Kompas (2021)
- Data Scientist – Rukita (2020 – 2021)
- Research Assistant Analyst – Ensterna (2017 – 2019)



Ari Sulistiyo Prabowo

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What will you get today?



★ Data Analytics Overview & Why Data Analytic?



★ Data Analytics Methodology



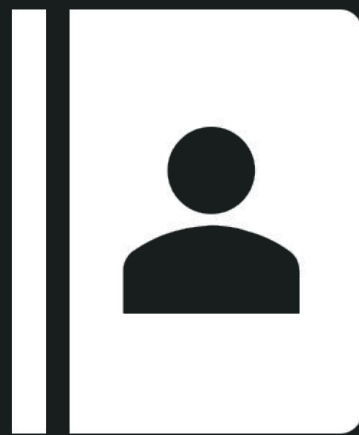
- Business understanding
- Analytical approach to the problem
- Data requirements & Data collection
- Data understanding

★ Cases in Data Analytics



- Data analytics & Product
- Data analytics & Marketing
- Data analytics & Operation





Data Analytic Overview



Data Analytic Overview



Why Data Analytic?

- ★ Business value for **company sustainability**
- ★ **Data-driven** decision making has skyrocketed
- ★ Due to Covid-19 pandemic, people have **changed their behavior**



Changed behavior needs to be **tracked** and **analyzed**

What is Data Analytic?

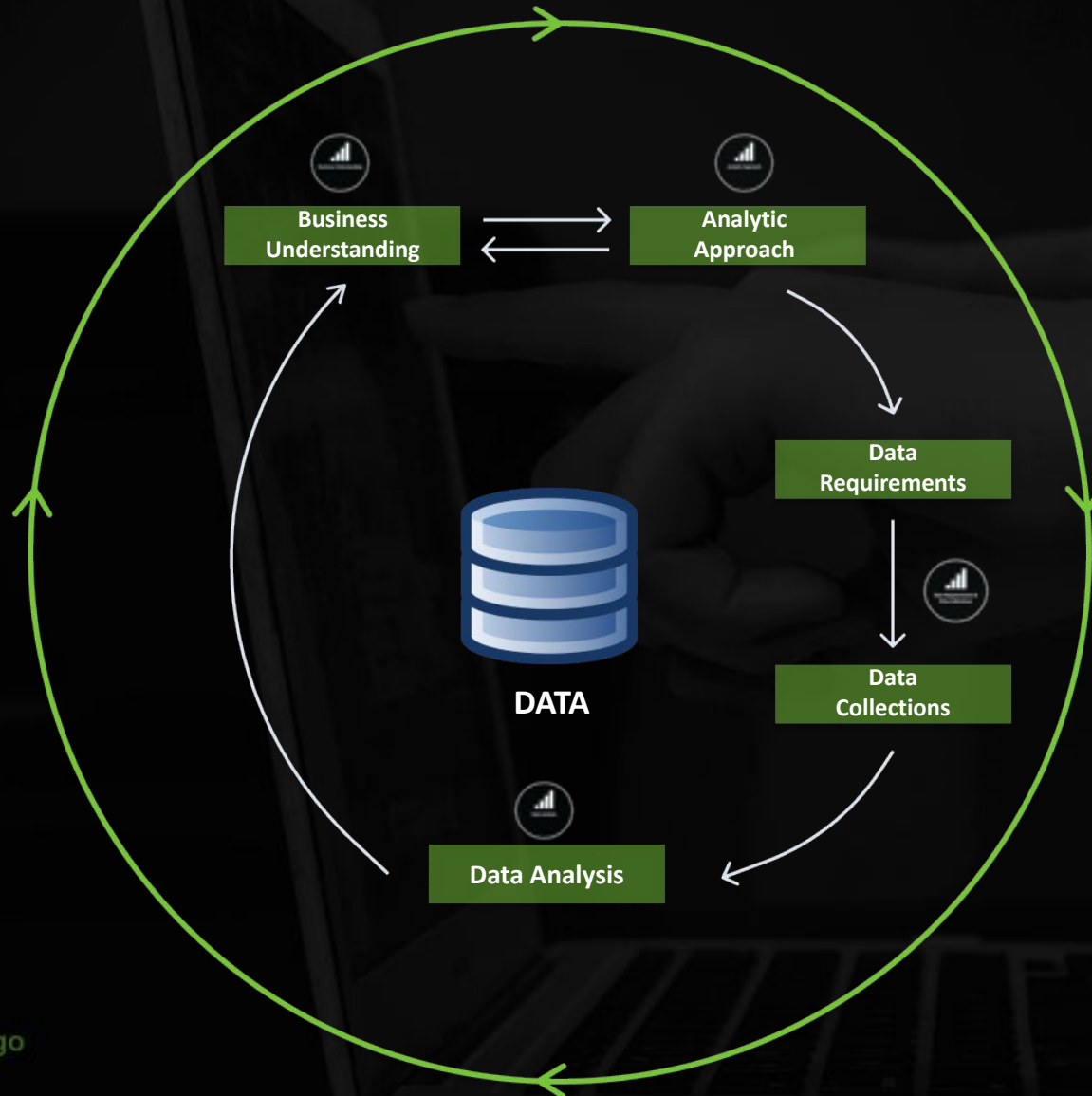
- └ According to Investopedia, data analytic is the science of analyzing raw data to make conclusions about that information

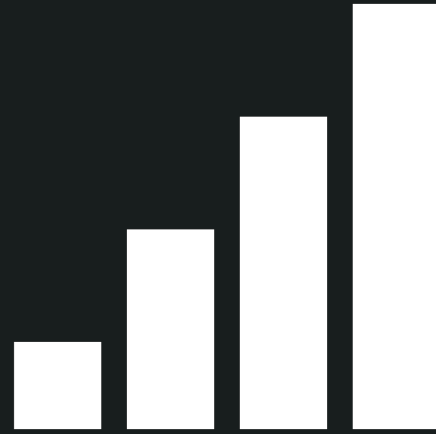


**Data Analytics
Methodology**



Data Analytics Methodology





Business Understanding

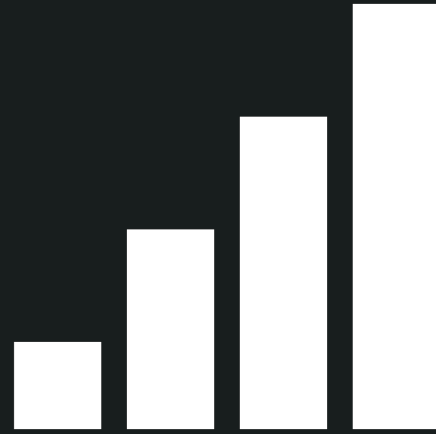


Business Understanding

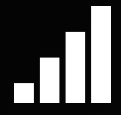


Data analytics methodology begins **spending the time to seek the clarification**, to attain what can be referred to as a business understanding

The goal is to allow you to determine **which data will be used to answer the core question**



Analytic Approach



Analytic Approach



Once a strong understanding of the question is established, the analytic approach can be selected.

If the question is to show the relationship:

- Use a descriptive analysis

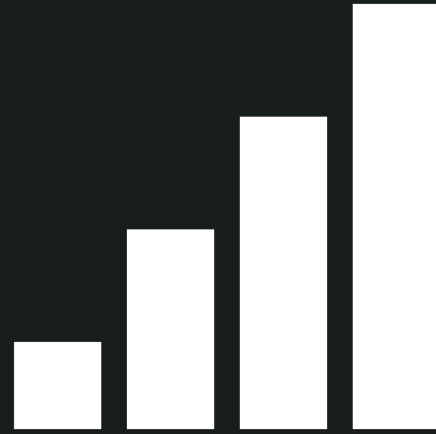
If the question is to focus and involve more data

- Use a diagnostic analysis

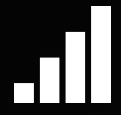
If the question requires a yes/no answer:

- Use a predictive analysis

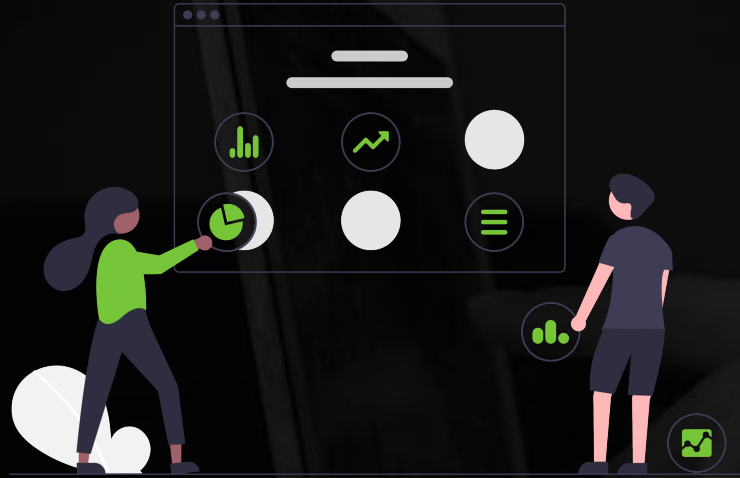




Data Requirements & Data Collections



Data Requirements & Data Collections



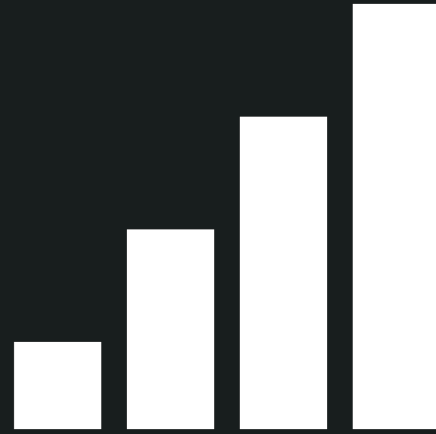
What kind of data to solve this problem:

- Transaction
- Users
- Device
- Product

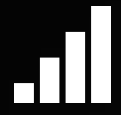


Where we can find the data:

- Database
- Data tracking (Google Analytic)
- Spreadsheet
- Open source data



Data Analysis



Data Analysis



The insights from the data:

- Sales increases over time
- Target of demographic has changed
- Churned customer has increased than last month



Cases in Data Analytics

Cases in Data Analytics



Data Analytics & Product

Working with product manager and engineer to analyze the new feature/products



Data Analytics & Marketing

Working with digital marketer, campaign specialist, community marketing to track the leads and the conversion



Data Analytics & Operation

Working closely with procurement team to monitor the product come and out, and its budget.

Cases in Data Analytics



Data Analytics & Product

Working with product manager and engineer to analyze the new feature/products

Questions:

1. How many people arrive in the homepage?
2. In the homepage, how many clicks in the header button?
3. If users go to "Pelatihan" page, how many users go to "pelatihan online" and "pelatihan offline"?



Source: www.hidroagrow.com

Cases in Data Analytics



Data Analytics & Marketing

Working with digital marketer, campaign specialist, community marketing to track the leads and the conversion

Questions:

1. How many people arrive both “pelatihan online” and “pelatihan offline” from our campaign?
2. Which campaign works well in those pages? In terms of conversion
3. Customer from our campaign tends to retain above 30% in what month?



Source: www.hidroagrow.com

Cases in Data Analytics



Data Analytics & Operation

Working closely with procurement team to monitor the product come and out, and its budget.

Questions:

1. How many rockwools we have right now?
2. In the “TDS Meter”, how much left that stuff and what is the remaining budget for it?
3. Dashboard to overall categories and show how much money that the procurement team has spent?

The screenshot displays the Hidroagro website with a green header containing navigation links: HOME, PELATIHAN, PRODUK, ARTIKEL, and DAFTAR. The main content area features two product listings under a 'PROMO SPESIAL' banner. Both listings are for hydroponic systems with 36 holes (DFT 36 LUBANG).

STARTER KIT 01: HIDROPONIK DFT 36 LUBANG + ATAP UV
Price: IDR 2,285,000

STARTER KIT 03: HIDROPONIK DFT 36 LUBANG
Price: IDR 1,899,000

Both kits include the following items:

- Netpot
- Rockwool
- Benih sayuran (Seedlings)
- Box air (Air box)
- Nutrisi (Nutrients)
- Pompa air (Air pump)
- TDS meter

Facilities (FASILITAS) for both kits include:

- Free ongkir Jawa-Bali
- Gabung komunitas Hidroagro
- Bimbingan sampai panen

Contact information at the bottom of each listing includes: @hidroagro, www.hidroagro.com, 081392013358, and hidroagro.

Source: www.hidroagrow.com



Thank You

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