

# Project-Based Virtual Intern: Big Data Analytics Kimia Farma



Created By:  
Bagus Ariobimo





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PT Kimia Farma, didirikan pada 1817 sebagai NV Chemicalien Handle Rathkamp & Co oleh Pemerintah Hindia Belanda. Setelah nasionalisasi perusahaan Belanda di tahun 1958, bertransformasi menjadi PNF Bhinneka Kimia Farma.



# About Company

Pada 1971, menjadi PT Kimia Farma (Persero) dan kemudian menjadi perusahaan publik pada 2001, tercatat di Bursa Efek Indonesia. Sejak perubahan nama pada 2020, PT Kimia Farma Tbk telah menjadi pilar utama dalam layanan kesehatan terintegrasi di Indonesia, berperan dalam pembangunan kesehatan masyarakat.

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[www.kimiafarma.co.id](http://www.kimiafarma.co.id)



We leveraged PostgreSQL as our database and Google Looker Studio for analytics and visualization. PostgreSQL managed our sales data effectively, while Looker Studio enabled us to create dynamic visualizations for comprehensive sales insights.

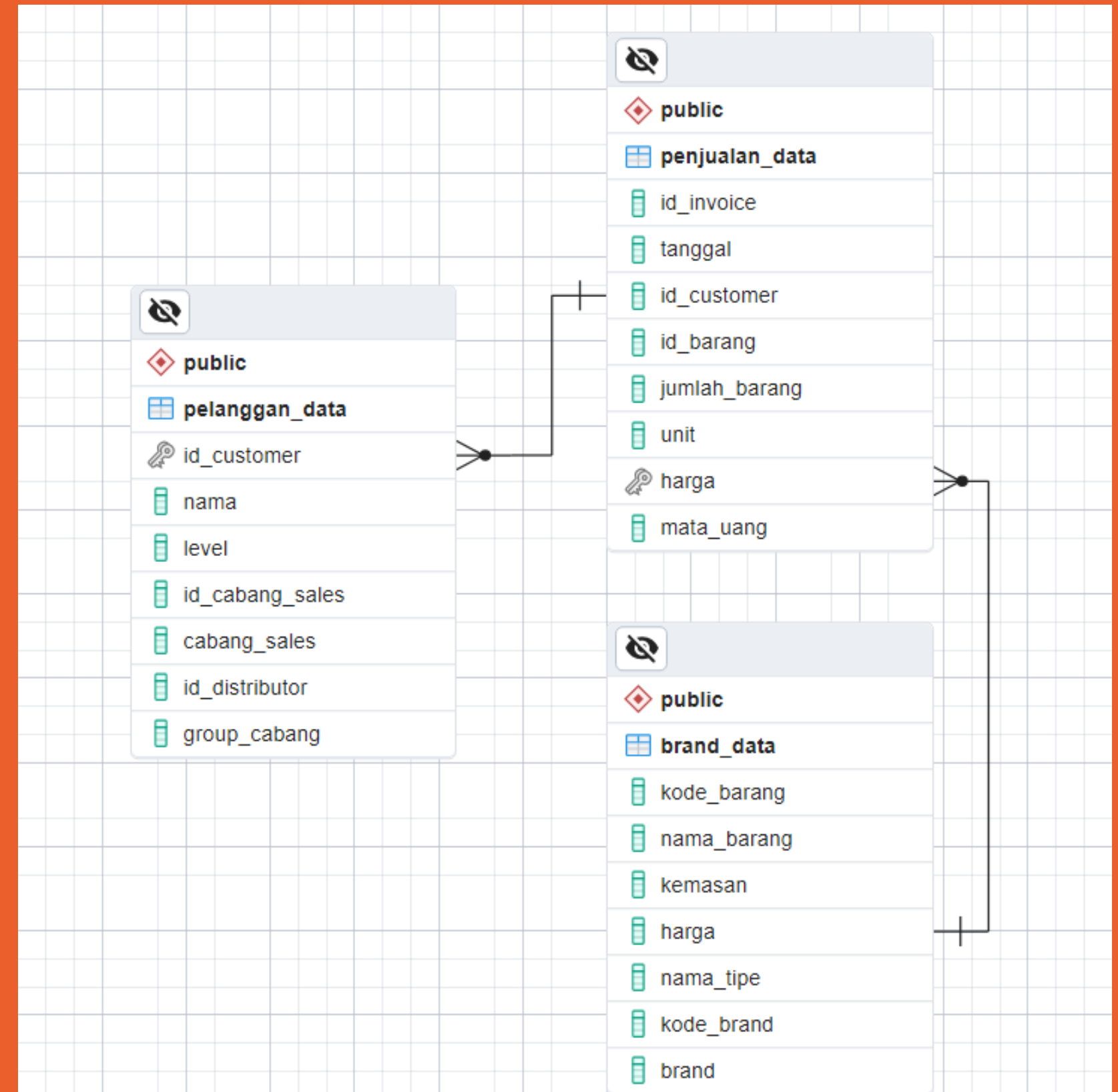
# About Project

The Salicyl Sales Dashboard project at Kimia Farma focuses on creating a comprehensive dashboard for a year's sales data of the Salicyl brand. As a Big Data Analyst Intern, my task is to process raw sales data, creating data mart, extract insights, and build a functional dashboard. This project tests your end-to-end data processing skills critical for the role at Kimia Farma.

[www.kimiafarma.co.id](http://www.kimiafarma.co.id)

# Data Overview

Three vital datasets drive our project: **customer data**, **brand data**, and **sales data**. Customer data offers insights into demographics and preferences, while brand data details Salicyl's specifics. Sales data tracks transactions, providing crucial information on sales trends and customer-product associations. Integrating these datasets forms a comprehensive view essential for strategic decision-making.





# Data Mart

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2	IN5997_BRG0002	IN5997	2022-01-20 00:00:00	BRG0002	ALERGINE TABLET SALUT	112000	DUS
3	IN5997_BRG0003	IN5997	2022-01-20 00:00:00	BRG0003	AMPICILLIN	17000	BOTOL
4	IN5997_BRG0004	IN5997	2022-01-20 00:00:00	BRG0004	TRAMADOL KAPSUL 50 MG	24500	TABLET
5	IN5997_BRG0005	IN5997	2022-01-20 00:00:00	BRG0005	KLORPROMAZINA TABLET SALUT SELAPUT 100 MG	47000	TABLET
6	IN6297_BRG0002	IN6297	2022-01-20 00:00:00	BRG0002	ALERGINE TABLET SALUT	112000	DUS
7	IN6297_BRG0005	IN6297	2022-01-20 00:00:00	BRG0005	KLORPROMAZINA TABLET SALUT SELAPUT 100 MG	47000	TABLET
8	IN6297_BRG0007	IN6297	2022-01-20 00:00:00	BRG0007	ERGOTAMINE COFFEINE	64700	BOTOL
9	IN6297_BRG0008	IN6297	2022-01-20 00:00:00	BRG0008	TETRACYCLINE KAPSUL 250 MG	9800	TABLET
10	IN6155_BRG0003	IN6155	2022-01-21 00:00:00	BRG0003	AMPICILLIN	17000	BOTOL



## SALES DATA

- Invoice ID
- Date
- ID Product
- Price
- Unit
- Currency
- ID Customer



## STORAGE DATA

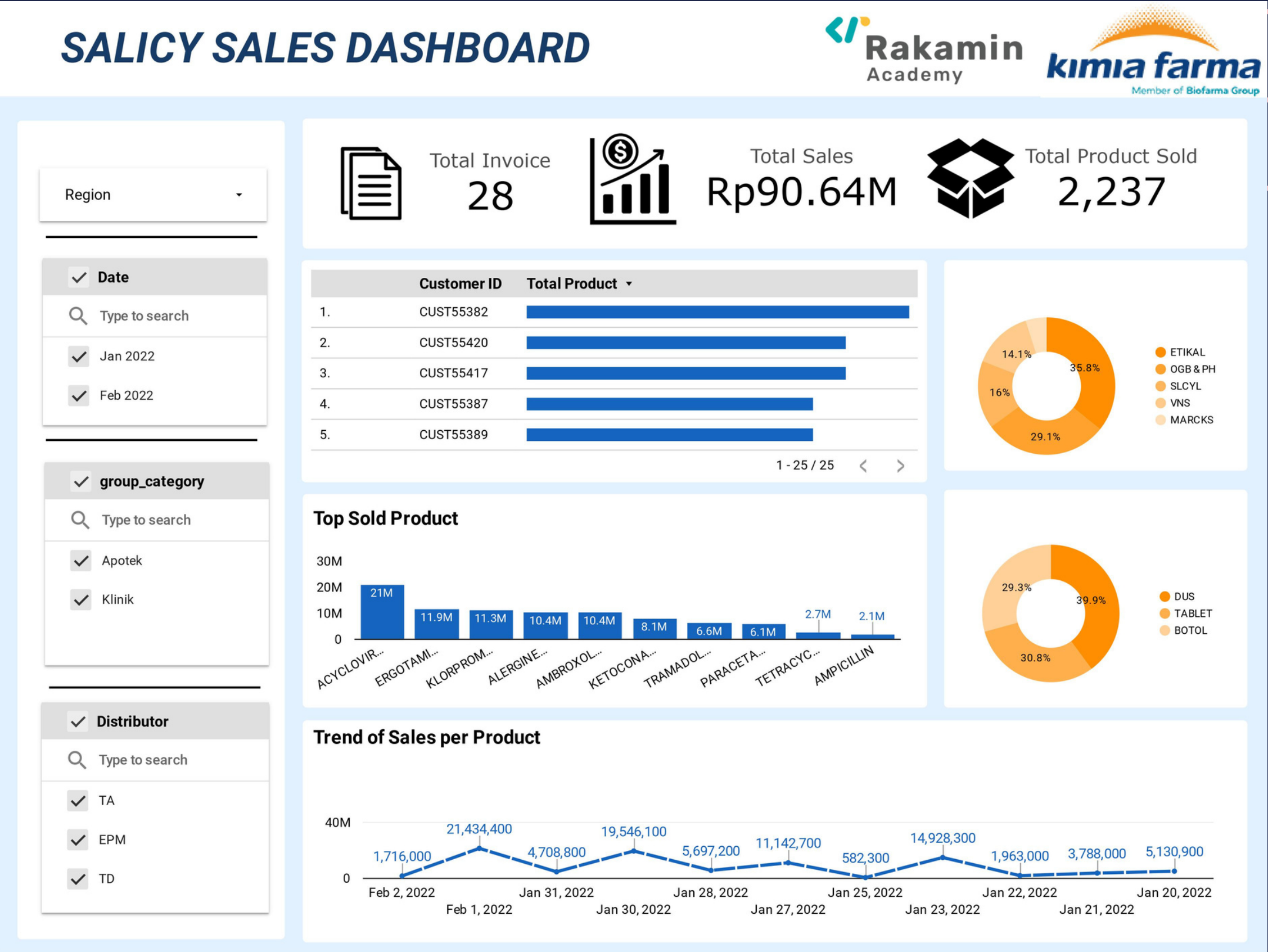
- Product Name
- Brand
- Brand Code



## CUSTOMER DATA

- Customers Name
- Sales Branch
- Distributor ID
- Group Category

# Dashboard Overview





# Business Insight

01.

Stable total sales at Rp 90.64M across January and February show consistent but fluctuating daily patterns. Identifying the drivers behind these fluctuations can refine strategies for sustained growth.

02.

Among the 25 active customers, the top buyer stands out, making 12 purchases across 28 invoices throughout January and February. This insight underscores the significance of customer loyalty and their substantial contribution to sales, highlighting the potential for targeted strategies to further engage and retain such high-value customers.

03.

Over 2,200 products were sold, ETIKAL dominates the brand sales at 35.9%, while products sealed in 'dus' account for 39.9% of purchases. Notably, ACYCLOVIR DUS emerges as the top-selling product, totaling 21 million in sales. This emphasizes the significant impact of both ETIKAL and 'dus'-sealed products, with ACYCLOVIR DUS standing out as the highest-selling item.

