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Bank
Muamalat

Digital User Churn Dashboard PT Sejahtera Bersama

**Business Intelligence Analyst
Rakamin Academy x Bank Muamalat**

**Presented by
Reynalda Nabila C**



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About

I am a graduate of D4 Business Statistics study program at Institut Teknologi Sepuluh Nopember with internship experience as a data analyst at one of the East Java provincial government institutions and public appraisal services. In line with the study program, I have a career aspiration as a business intelligence to be able to analyze and deliver insights from data to be useful.

Experience

Institut Teknologi Sepuluh Nopember

D4 - Business Statistics

Badan Kepegawaian Daerah Provinsi Jawa Timur

Data Analyst Intern

Office of Public Appraisal Service Hari Utomo & Partner

Data Analyst Intern

Soal 1

Primary Key

Table Customers : CustomerID

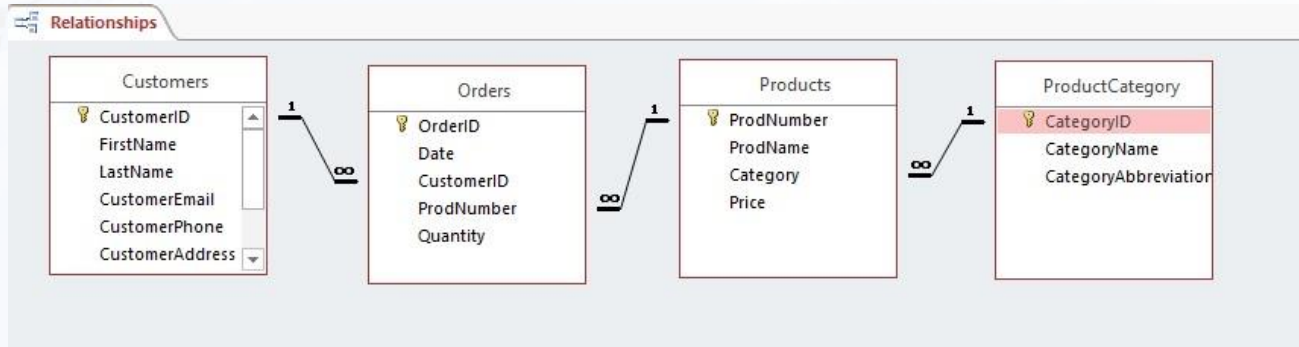
Table Products : ProdNumber

Table Orders : OrderID

Table ProductCategory : CategoryID

Soal 2

Relationships :



- (CustomerID) Tabel Customers & (CustomerID) Tabel Orders : One to Many
- (ProdNumber) Tabel Products & (ProdNumber) Tabel Orders : One to Many
- (CategoryID) Tabel ProductCategory & (Category) Tabel Products : One to Many

Soal 3

Table Master :

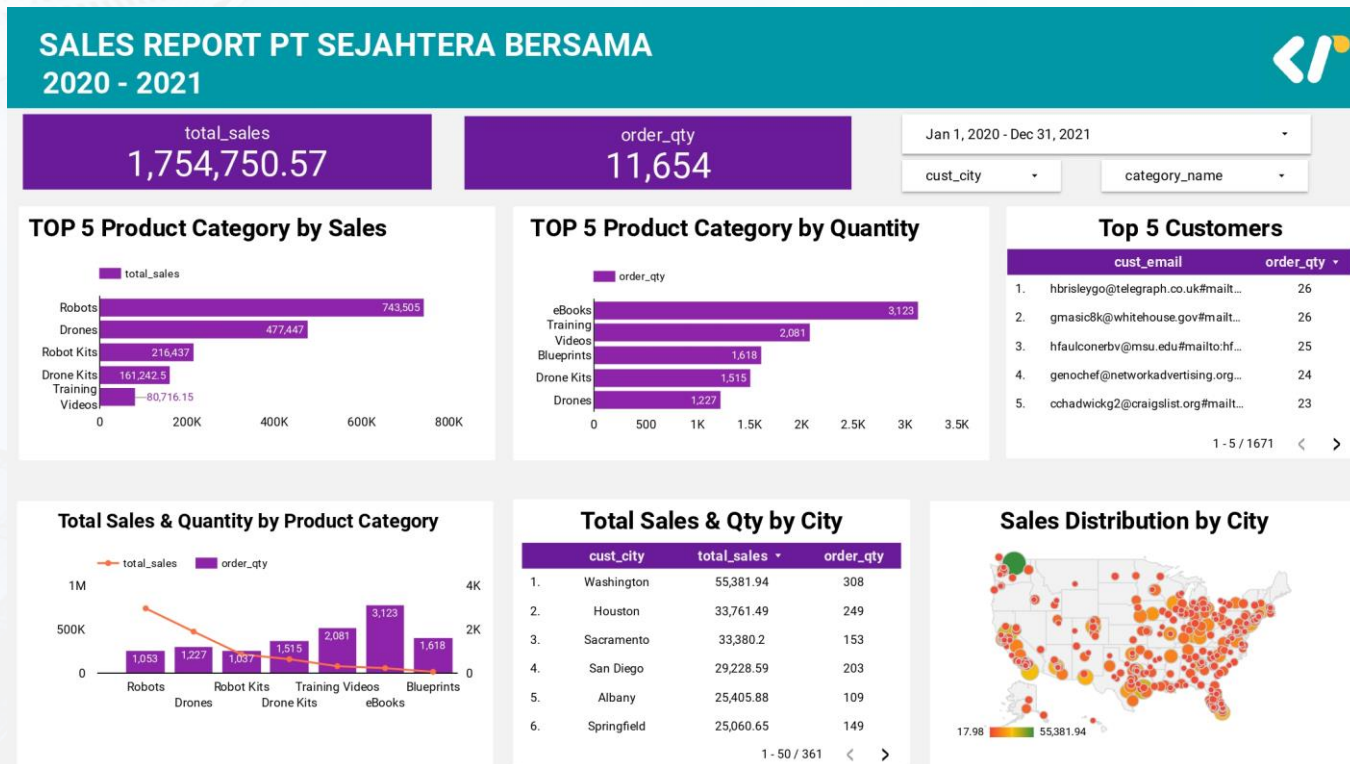
- CustomerEmail (cust_email)
- CustomerCity (cust_city)
- OrderDate (order_date)
- OrderQty (order_qty)
- ProductName (product_name)
- ProductPrice (product_price)
- ProductCategoryName (category_name)
- TotalSales (total_sales)

```
SELECT
  o.Date AS order_date,
  pc.CategoryName AS category_name,
  p.ProdName AS product_name,
  p.Price AS product_price,
  o.Quantity AS order_qty,
  ROUND(SUM(p.Price * o.Quantity), 2) AS total_sales,
  c.CustomerEmail AS cust_email,
  c.CustomerCity AS cust_city
FROM
  Finaltask5.Orders o
  JOIN Finaltask5.Customers c ON o.CustomerID = c.CustomerID
  JOIN Finaltask5.products p ON o.ProdNumber = p.ProdNumber
  JOIN Finaltask5.ProductCategory pc ON p.Category = pc.CategoryID
GROUP BY
  o.Date,
  pc.CategoryName,
  p.ProdName,
  p.Price,
  o.Quantity,
  c.CustomerEmail,
  c.CustomerCity
ORDER BY
  o.Date ASC;
```

MasterData									
SCHEMA DETAILS PREVIEW LINEAGE DATA PROFILE DATA QUALITY									
Row	order_date	category_name	product_name	product_price	order_qty	total_sales	cust_email	cust_city	
1	2020-02-24	Drone Kits	BYOD-100	54.0	1	54.0	ogottschalk71@vinaora.com#...	Minneapolis	
2	2020-07-23	Drone Kits	BYOD-100	54.0	2	108.0	ameinerdd@google.ca#mailto:...	San Francisco	
3	2020-08-21	Drone Kits	BYOD-100	54.0	2	108.0	doliverpaulmb@vinaora.com#mailto:doliverpaulmb@vinaora.com#	Fort Wayne	
4	2020-09-05	Drone Kits	BYOD-100	54.0	2	108.0	ymayzebv@gravatar.com#mail...	Ridgely	
5	2020-12-28	Drone Kits	BYOD-100	54.0	2	108.0	dnockb7@ycombinator.com#...	Austin	

Soal 4

Dashboard Looker Studio:



Soal 5

Analysis & Recommendations:

Total Sales & Qty by City

	cust_city	total_sales	order_qty
1.	Metairie	17.98	2
2.	Huntington Beach	35.97	3
3.	Santa Rosa	48	4
4.	Pomona	48	4
5.	Wichita Falls	50.97	3

Here are the **Bottom 5** total sales by customer city during 2020-2021 transactions. We can do a strategy for advertising both **offline and online** by **building engagement** in these cities such as **endorsements** and using **online promotional channels**.

Sales Distribution by City

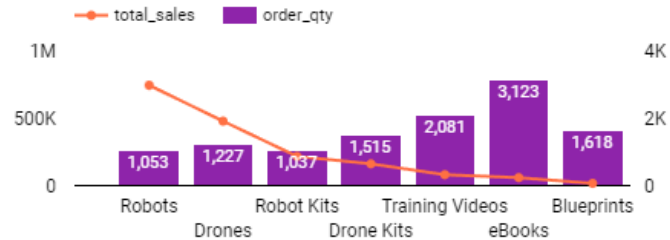


As for other cities that already have high sales, they are **maintained** with a **focus on advertising and promotion** based on customer behavior and preferences.

Soal 5

Analysis & Recommendations :

Total Sales & Quantity by Product Category



Based on this graph, it shows that there are products with **low sales but high order quantity**. It is recommended to make a **bundling product**.

Product replacement can also be done with the **A/B testing method** to compare which product is better so that sales increase.

Soal 5

Analysis & Recommendations:

Top 5 Customers



Here are the **Top 5 Customers** during 2020-2021 transactions, we can provide **loyalty rewards** to these customers by **giving points or discounts** so that customers continue to make repeat orders.

Thank You



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