Portfolio

Rafly Triansyah Praseptyo

a Data Analyst

Passionate about data, specializing in efficiency and automation. Skilled in developing interactive dashboards with Power BI, Tableau, and Streamlit, and optimizing workflows through Python, Excel, and VBA.

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Work Experience

PT Agata Promar – West Jakarta, Indonesia
An importer and distributor of children's toys and collectibles from global brands, supplying to toy stores, department stores, entertainment centers, convenience stores, and traditional wholesalers.

Head Admin / Admin Staff / Warehouse Admin (Feb 2021 – Present)

- Improved operational workflows by implementing new SOPs, automation tools, and Excel macros, cutting processing time by up to 70–80%.
- Managed warehouse and sales administration, including stock in-out reporting, shipment lead-time monitoring, and nationwide delivery tracking.
- Developed reporting systems (weekly, monthly, and stock-taking) that improved data accuracy and operational efficiency.

Data Analyst (Oct 2023 – Nov 2024)

- Built customized Excel dashboards and reports for management and marketing teams.
- Analyzed and visualized sales data by customer, brand, and time period to support decision-making.

Background Study

Mercu Buana University (2021-2025)
Bachelor of Information Systems - Computer Science
GPA. 3.85

About Me

Skillset and Tools

Advanced

Competent

Beginner

Sales Dashboard & Insight using Streamlit **(timelly)**

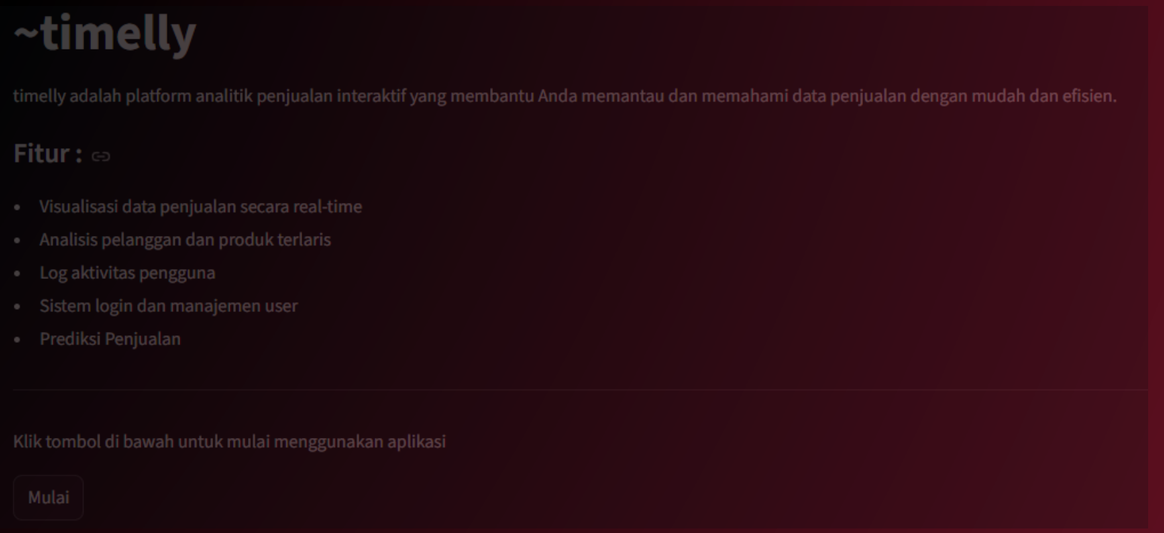
Project

I developed this Streamlit dashboard to help the marketing team easily monitor sales and identify sales trends. Since the marketing team doesn't have direct access to the company's internal systems, they usually need to request sales data from the admin team, which often takes a lot of time.

To address this, a web-based toy sales dashboard was built using the Streamlit framework. The dashboard not only simplifies data access for the marketing team but also includes role-based access control, with separate menus tailored for each user role.

Built with Streamlit and includes features such as:

- Interactive sales dashboard
- Sales forecasting using **SARIMAX** and **BLSTM** algorithms
- Data cleaning tools
- Dataset preview
- Admin panel with role-based access control



Tools :

Project

Market Dashboard

Total Sales
Rp 418,951,627,098

Total Quantity
13,924,601

Unique Customers
86

Top Customers

customers	qty	total_sales
Cust 4	4,932,854	142,325,455,815
Cust 33	5,191,496	110,823,992,830
Cust 80	728,363	42,160,977,738
Cust 38	547,568	28,962,317,233
Cust 47	721,608	19,576,928,563
Cust 5	537,361	16,365,496,738
Cust 3	203,893	14,138,580,430
Cust 32	245,708	7,437,977,141
Cust 73	84,177	4,457,056,588
Cust 46	74,441	4,235,336,554

Top Brand

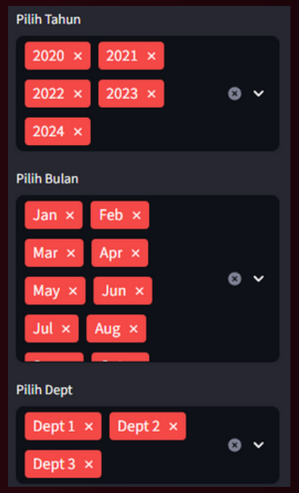
brand	qty	total_sales
Brand 4	6,499,866	213,190,621,777
Brand 23	1,234,915	72,556,388,077
Brand 17	2,911,104	30,201,888,545
Brand 24	595,806	23,347,581,703
Brand 12	773,003	20,006,287,302
Brand 3	507,644	15,254,163,200
Brand 16	631,428	14,298,323,821
Brand 14	144,781	9,716,624,476
Brand 27	166,155	4,680,909,425
Brand 5	23,876	3,343,735,530

Sales per Year

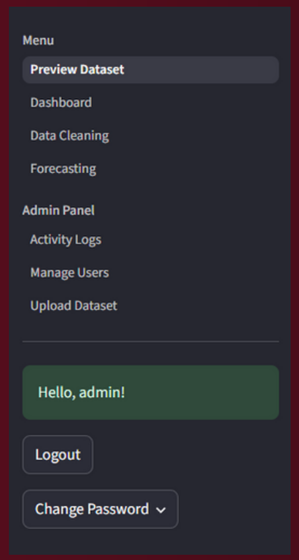
year	qty	total_sales
2020	3,284,015	86,137,857,592
2021	2,536,266	66,753,103,208
2022	2,307,296	67,282,828,589
2023	3,048,229	103,757,997,465
2024	2,748,795	95,019,840,244

Sales per Month

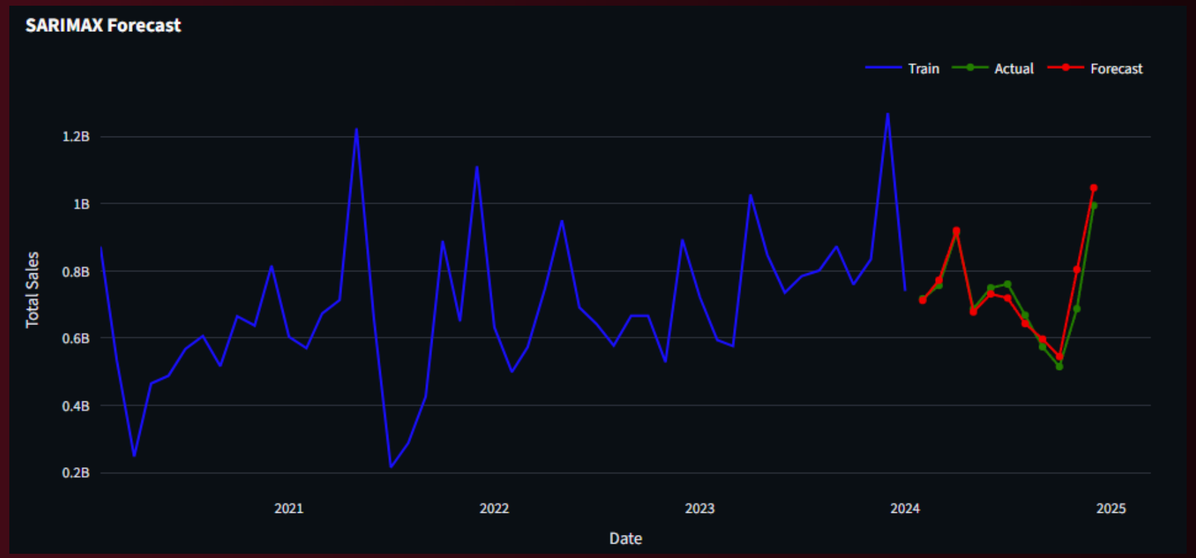
month	qty	total_sales
Jan	1,265,046	40,529,372,453
Feb	1,191,759	36,993,583,920
Mar	1,248,344	36,031,966,054
Apr	1,205,056	34,580,478,139
May	921,583	28,103,123,437
Jun	1,064,067	32,252,310,469
Jul	905,704	28,350,933,927
Aug	1,030,006	30,517,315,587
Sep	1,303,567	38,029,729,844
Oct	1,114,367	32,575,758,794



-Interactive sales dashboard



-Menu



-Forecast

Sales Predict using Regression

Project

This project focuses on predicting future sales using only Microsoft Excel with the Data Analysis ToolPak for regression. The dataset is organized into two tables:

- Table 1: Actual sales data
- Table 2: Predicted sales results, showing forecasted values and performance metrics.

The regression analysis achieved an average prediction accuracy of **94.13%** per product, making it a simple yet effective approach for sales forecasting without requiring advanced programming tools.

Table 1. Sales Data

cust	totalCountTransaction	totalSumTransacntion	netPrice
custA	145	166	10.293.394
custB	56	60	3.954.228
custC	1.566	2.291	125.985.444
custD	96	99	6.273.125
custE	369	426	26.104.997
custF	1.009	1.174	68.108.259
custG	11	12	797.160

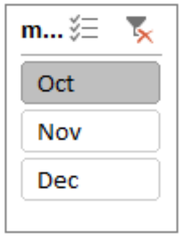


Table 2. Sales Data, Prediction Table & Actual Price

	x1	x2	Y			
cust	totalCountTransaction	totalSumTransaction	netPrice	Nov Prediction	Nett Sales Nov Actual	Accurate%
custA	145	166	10.293.394	10.162.226	14.171.139	71,71%
custB	56	60	3.954.228	4.067.530	4.450.810	91,39%
custC	1.566	2.291	125.985.444	125.984.728	135.877.820	92,72%
custD	96	99	6.273.125	6.436.935	6.709.430	95,94%
custE	369	426	26.104.997	25.211.243	25.465.941	99,00%
custF	1.009	1.174	68.108.259	68.428.532	68.675.571	99,64%
custG	11	12	797.160	1.225.413	1.129.310	108,51%
						94,13%

SUMMARY OUTPUT

Regression Statistics	
Multiple R	0,999956161
R Square	0,999912324
Adjusted R Square	0,999868486
Standard Error	534239,8402
Observations	7

ANOVA

	df	*SS*	*MS*	*F*	*Significance F*
Regression	2	1,30201E+16	6,51004E+15	22809,25189	7,68709E-09
Residual	4	1,14165E+12	2,85412E+11		
Total	6	1,30212E+16			

	Coefficients	*Standard Error*	*t Stat*	*P-value*	*Lower 95%*	*Upper 95%*	*Lower 95.0%*	*Upper 95.0%*
Intercept	519261,0086	285643,0515	1,81786676	0,143231647	-273811,244	1312333,261	-273811,244	1312333,261
X Variable 1	17508,07065	3034,100319	5,770432356	0,004477239	9084,057675	25932,08363	9084,057675	25932,08363
X Variable 2	42796,95679	2136,122797	20,03487667	3,66291E-05	36866,12911	48727,78448	36866,12911	48727,78448

$$Y = a + b1X1 + b2X2 + \ldots\ldots\ldots + bnXn$$

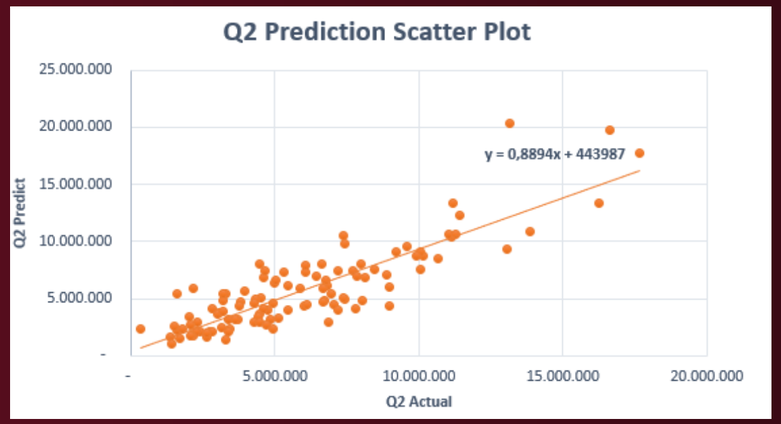
Quarterly Sales Forecast and Comparison

Project

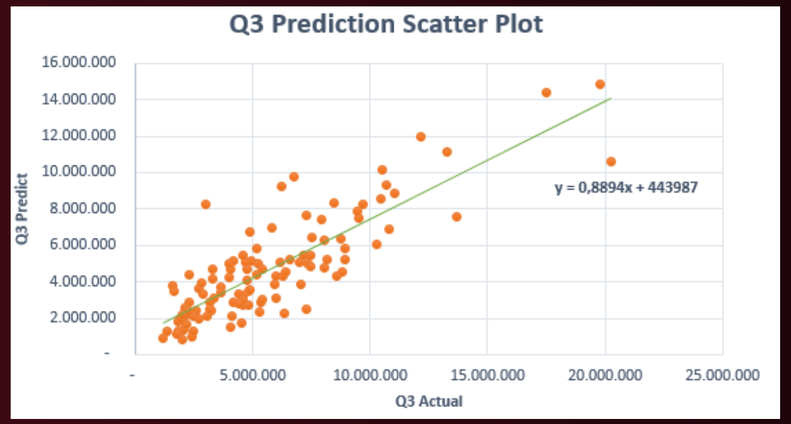
This project analyzes and forecasts sales performance across different quarters using Excel. The comparisons were made between:

- Q1 vs Q2
- Q2 vs Q3
- Q3 vs Q4

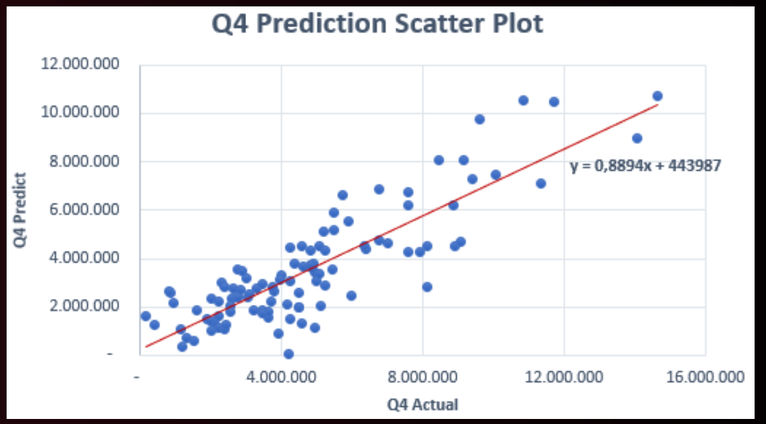
The analysis not only forecasts sales trends for each quarter but also generates scatter plots to visually represent the relationship and comparison between quarterly sales, making it easier to identify growth patterns and seasonal trends.



Q2 Predict vs Actual
Scatter Plot



Q3 Predict vs Actual
Scatter Plot



Q4 Predict vs Actual
Scatter Plot

Project

Sales Dashboard 2023 vs 2024 (Excel-based)

This project presents an interactive Excel dashboard enhanced with VBA macros to compare sales performance between 2023 and 2024. It provides both automation and visualization features to simplify sales monitoring and analysis. Key features include:

- **Bar Chart**: Sales comparison across customers (2023 vs 2024)
- **Line Chart**: Monthly sales trends from January to December
- **Slicers & Filters**: Interactive filtering by Year, Month, Province, and Brand
- **Growth Analysis**: Automatic calculation of sales growth percentages between 2023 and 2024
- **Contribution Table**: Displays each customer/product contribution as a percentage of total revenue
- **Macro Automation**: VBA macros are used to automate repetitive tasks such as data refresh, filtering, and updating visualizations for faster reporting

This dashboard enables the marketing and management teams to quickly track performance, analyze trends, and evaluate growth with an interactive and automated solution built entirely in Excel.

Project

Below are the examples of the dashboard output, including bar charts, line charts, slicers, growth analysis, and contribution tables. These visuals demonstrate how the dashboard provides clear and interactive insights for comparing sales performance between 2023 and 2024.

By Cust

	Year			
	2023		2024	
Cust	Nett	Contribution	Nett	Contribution
Cust 9	6.090.730.369	36,77%	5.996.367.744	32,56%
Cust 3	5.002.305.305	30,20%	6.105.858.445	33,16%
Cust 8	2.337.852.156	14,11%	3.023.198.374	16,42%
Cust 1	2.049.410.150	12,37%	2.213.312.870	12,02%
Cust 4	700.963.937	4,23%	559.686.288	3,04%
Cust 2	293.477.961	1,77%	376.059.520	2,04%
Cust 10		0,00%	113.283.344	0,62%
Cust 5	51.436.144	0,31%	25.123.527	0,14%
Cust 6	36.016.282	0,22%	3.011.305	0,02%
Cust 7	2.143.350	0,01%		0,00%
Grand Total	**16.564.335.654**	**100,00%**	**18.415.901.416**	**100,00%**

By Key Account

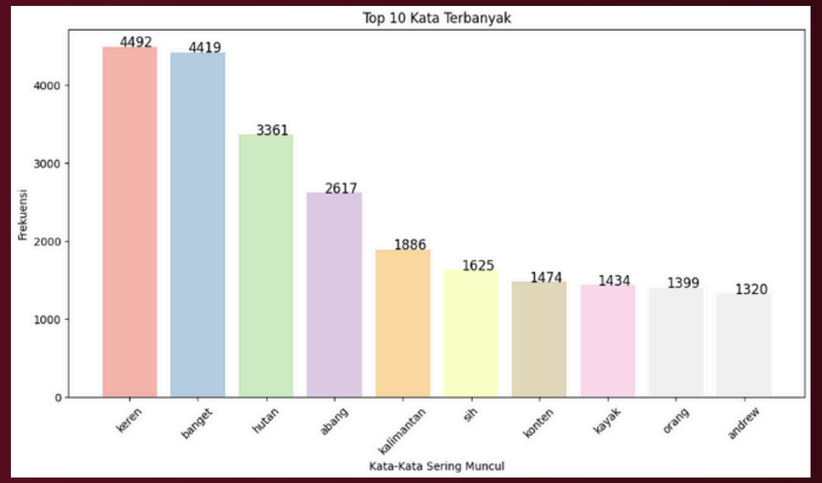
	Year			
	2023		2024	
Key Account	Nett	Contribution	Nett	Contribution
Sales 1	4.680.740.267	28,26%	5.725.854.107	31,09%
Sales 2	5.002.305.305	30,20%	6.105.858.445	33,16%
Sales 3	6.843.130.450	41,31%	6.581.177.559	35,74%
Sales 4	38.159.632	0,23%	3.011.305	0,02%
Grand Total	**16.564.335.654**	**100,00%**	**18.415.901.416**	**100,00%**

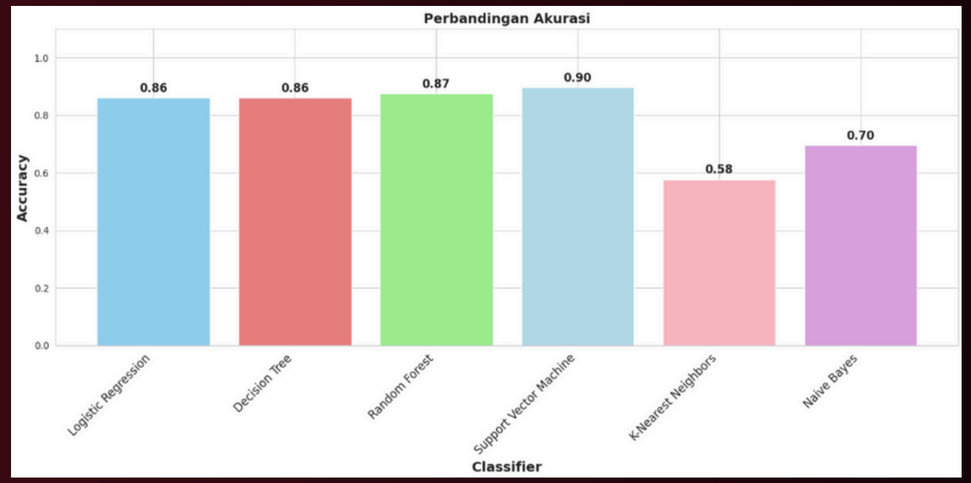
YouTube Data Crawling & Analysis (Google Colab)

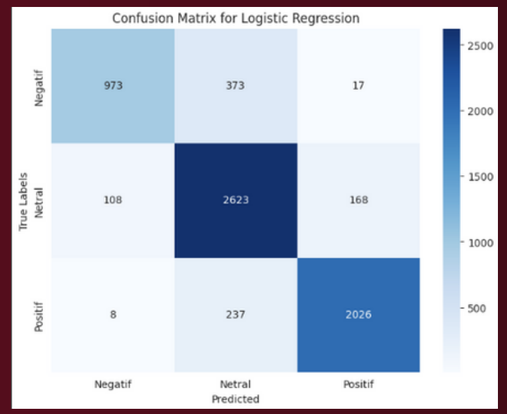
Project

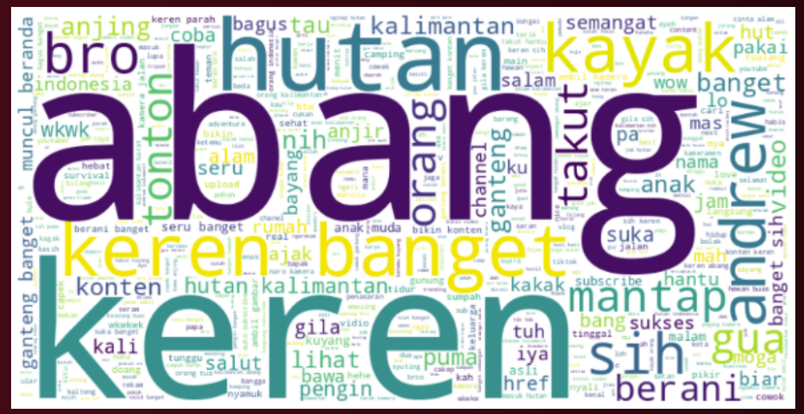
This project focused on crawling and analyzing data from YouTube using Google Colab. The video selected was Andrew Kalaweit's "24 Hours in the Borneo Jungle", which aimed to challenge public skepticism and myths surrounding the forest by showing the real experience.

The analysis highlighted not only the narrative aspect of debunking myths, but also provided insights from a different perspective emphasizing the beauty of nature, wildlife, and vegetation captured in the video.









Thankyou