# Rafly Triansyah Praseptyo

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Tangerang

## 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.

# Work Experience

## About Me

**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)**

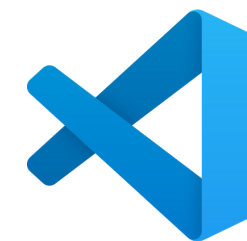Bachelor of Information Systems - Computer Science
GPA. 3.85

Sales Dashboard 2023 vs 2024 (Excel-based)

# Project

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

Sales Dashboard 2023 vs 2024

| | 2023 | 2024 | 2023 & 2024 |
|---|---|---|---|
| Sales Dashboard 2023 vs 2024 | 8.428.582.525 | 9.019.566.117 | 17.448.148.642 |

**Growth** 7% ↑

**Year**: 2023, 2024

**Month**: Jan, Feb, Mar, Apr, May, Jun, Jul, Aug

**Sub-Customer**: Cust 1, Cust 10, Cust 2, Cust 3, Cust 4, Cust 5, Cust 6, Cust 7

**Provinsi**: Bali, Bandar Lampung, Banten, DIY Yogyakarta, DKI Jakarta, Jawa Barat, Jawa Tengah, Jawa Timur, Kalimantan Barat, Kalimantan Selatan, Kalimantan Timur, Nusa Tenggara Barat, Riau, Sulawesi Selatan, Sulawesi Utara, Sumatera Selatan

**Merek**: Merek 1, Merek 10, Merek 11, Merek 12, Merek 13, Merek 14, Merek 15, Merek 17, Merek 18, Merek 19, Merek 2, Merek 21, Merek 22, Merek 23, Merek 24, Merek 3, Merek 4, Merek 5, Merek 6

**Sub-Merek**: Sub-Merek 1, Sub-Merek 10, Sub-Merek 11, Sub-Merek 12, Sub-Merek 13, Sub-Merek 14, Sub-Merek 15, Sub-Merek 16, Sub-Merek 17, Sub-Merek 18, Sub-Merek 19, Sub-Merek 2, Sub-Merek 21, Sub-Merek 22, Sub-Merek 23, Sub-Merek 24, Sub-Merek 25, Sub-Merek 26, Sub-Merek 29, Sub-Merek 3, Sub-Merek 30, Sub-Merek 31, Sub-Merek 32, Sub-Merek 33, Sub-Merek 34, Sub-Merek 35

**Category**: Category 1, Category 10, Category 100, Category 101, Category 102, Category 103, Category 104, Category 105, Category 106, Category 107, Category 108, Category 109, Category 11, Category 111, Category 112, Category 113, Category 114, Category 115, Category 116, Category 117, Category 118, Category 119, Category 12, Category 120, Category 121

**Key Account**: Sales 1, Sales 3

| | Cust 9 | Cust 8 |
|---|---|---|
| 2023 | 6.090.730.369 | 2.337.852.156 |
| 2024 | 5.996.367.744 | 3.023.198.374 |

Line chart (Cust 8, Cust 9):
- 1.463.270.506, 1.312.258.132, 1.333.810.986, 1.941.981.265, 1.535.117.239, 1.485.323.464, 1.545.781.346, 1.469.555.176
- 641.915.613, 541.780.654, 565.998.302, 907.185.558, 641.228.024, 732.758.149, 677.093.604, 653.090.625

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**

| Cust | 2023 Nett | 2023 Contribution | 2024 Nett | 2024 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**

| Key Account | 2023 Nett | 2023 Contribution | 2024 Nett | 2024 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% |

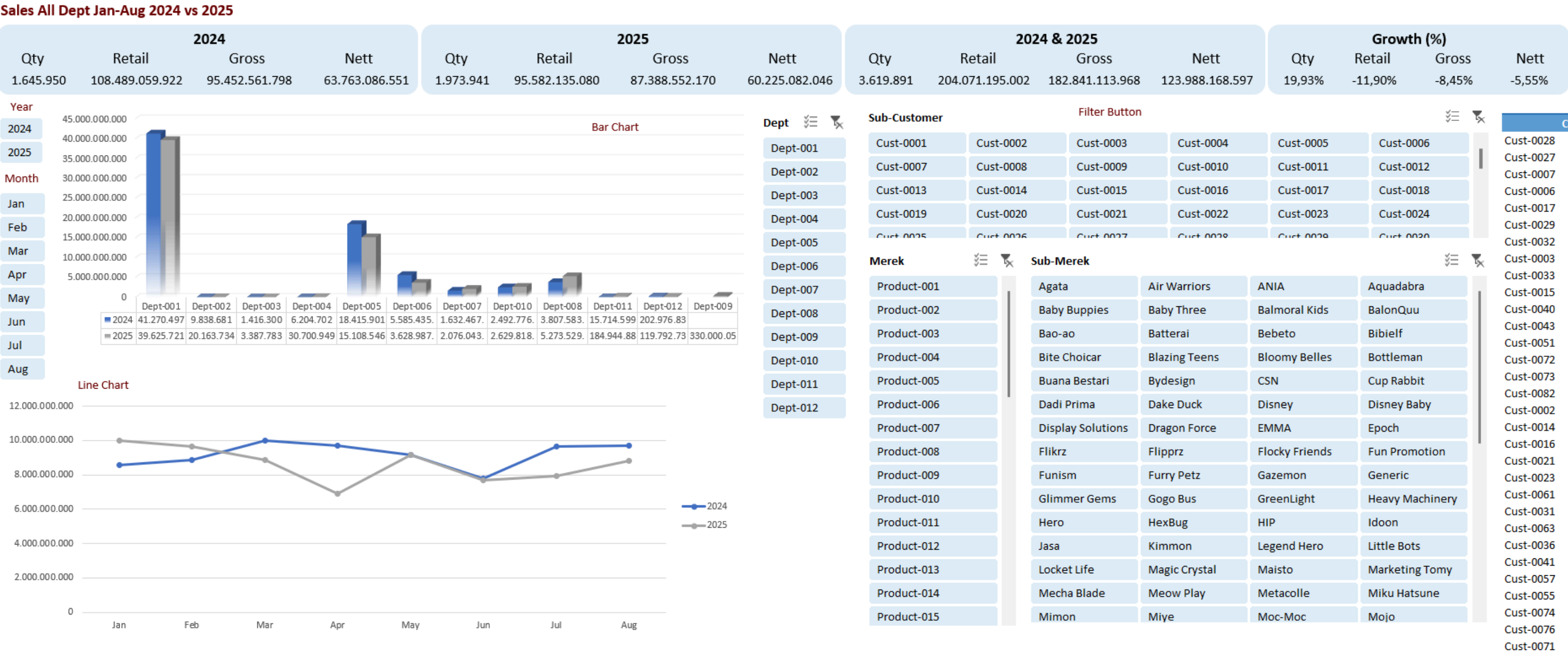# Sales Performance Dashboard: Jan–Aug 2024 vs 2025

I designed and developed an interactive dashboard to analyze sales performance across multiple departments Costumes, Toys, and Retail comparing data from January to August for the years 2024 and 2025. The goal was to provide clear, actionable insights for stakeholders to monitor growth, identify trends, and make data-driven decisions.

**Key Features:**
- Year-over-Year Visualization:Bar and line charts highlight monthly sales comparisons between 2024 and 2025, making it easy to spot seasonal patterns and performance shifts.
- Growth Analysis:A dedicated table shows percentage growth per department:
  - Costumes: +5%
  - Toys: +6%
  - Retail: +4%This helps pinpoint which areas are expanding and which may need strategic attention.
- Product & Customer Segmentation:Sub-category tables break down merchandise and customer types (e.g., Aquadolls, Baby Bop, Blazing Beasts), enabling granular analysis of product performance and customer preferences.
- Clean, Structured Layout:The dashboard is designed for clarity and usability, allowing quick access to key metrics and comparisons.

Tools & Technologies Used:Power BI / Tableau / Excel (depending on your actual tools), with a focus on user-centric design and data storytelling.

## Sales All Dept Jan-Aug 2024 vs 2025

| 2024 | | | | 2025 | | | | 2024 & 2025 | | | | Growth (%) | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Qty | Retail | Gross | Nett | Qty | Retail | Gross | Nett | Qty | Retail | Gross | Nett | Qty | Retail | Gross | Nett |
| 1.645.950 | 108.489.059.922 | 95.452.561.798 | 63.763.086.551 | 1.973.941 | 95.582.135.080 | 87.388.552.170 | 60.225.082.046 | 3.619.891 | 204.071.195.002 | 182.841.113.968 | 123.988.168.597 | 19,93% | -11,90% | -8,45% | -5,55% |

**Year**
2024
2025

**Month**
Jan
Feb
Mar
Apr
May
Jun
Jul
Aug

**Bar Chart**

| | Dept-001 | Dept-002 | Dept-003 | Dept-004 | Dept-005 | Dept-006 | Dept-007 | Dept-010 | Dept-008 | Dept-011 | Dept-012 | Dept-009 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 2024 | 41.270.497 | 9.838.681 | 1.416.300 | 6.204.702 | 18.415.901 | 5.585.435. | 1.632.467. | 2.492.776. | 3.807.583. | 15.714.599 | 202.976.83 | |
| 2025 | 39.625.721 | 20.163.734 | 3.387.783 | 30.700.949 | 15.108.546 | 3.628.987. | 2.076.043. | 2.629.818. | 5.273.529. | 184.944.88 | 119.792.73 | 330.000.05 |

**Line Chart**

— 2024
— 2025

**Dept**
Dept-001
Dept-002
Dept-003
Dept-004
Dept-005
Dept-006
Dept-007
Dept-008
Dept-009
Dept-010
Dept-011
Dept-012

**Sub-Customer**            **Filter Button**

| Cust-0001 | Cust-0002 | Cust-0003 | Cust-0004 | Cust-0005 | Cust-0006 |
|---|---|---|---|---|---|
| Cust-0007 | Cust-0008 | Cust-0009 | Cust-0010 | Cust-0011 | Cust-0012 |
| Cust-0013 | Cust-0014 | Cust-0015 | Cust-0016 | Cust-0017 | Cust-0018 |
| Cust-0019 | Cust-0020 | Cust-0021 | Cust-0022 | Cust-0023 | Cust-0024 |
| Cust-0025 | Cust-0026 | Cust-0027 | Cust-0028 | Cust-0029 | Cust-0030 |

**Merek**
Product-001
Product-002
Product-003
Product-004
Product-005
Product-006
Product-007
Product-008
Product-009
Product-010
Product-011
Product-012
Product-013
Product-014
Product-015

**Sub-Merek**

| Agata | Air Warriors | ANIA | Aquadabra |
|---|---|---|---|
| Baby Buppies | Baby Three | Balmoral Kids | BalonQuu |
| Bao-ao | Batterai | Bebeto | Bibielf |
| Bite Choicar | Blazing Teens | Bloomy Belles | Bottleman |
| Buana Bestari | Bydesign | CSN | Cup Rabbit |
| Dadi Prima | Dake Duck | Disney | Disney Baby |
| Display Solutions | Dragon Force | EMMA | Epoch |
| Flikrz | Flipprz | Flocky Friends | Fun Promotion |
| Funism | Furry Petz | Gazemon | Generic |
| Glimmer Gems | Gogo Bus | GreenLight | Heavy Machinery |
| Hero | HexBug | HIP | Idoon |
| Jasa | Kimmon | Legend Hero | Little Bots |
| Locket Life | Magic Crystal | Maisto | Marketing Tomy |
| Mecha Blade | Meow Play | Metacolle | Miku Hatsune |
| Mimon | Miye | Moc-Moc | Mojo |

Cust-0028
Cust-0027
Cust-0007
Cust-0006
Cust-0017
Cust-0029
Cust-0032
Cust-0003
Cust-0033
Cust-0015
Cust-0040
Cust-0043
Cust-0051
Cust-0072
Cust-0073
Cust-0082
Cust-0002
Cust-0014
Cust-0016
Cust-0021
Cust-0023
Cust-0061
Cust-0031
Cust-0063
Cust-0036
Cust-0041
Cust-0057
Cust-0055
Cust-0074
Cust-0076
Cust-0071

Tools & Technologies Used:Power BI / Tableau / Excel (depending on your actual tools), with a focus on user-centric design and data storytelling.
Impact:This dashboard empowered the business team to track sales trends efficiently, assess departmental growth, and optimize product strategies based on real-time insights.

# Sales Predict using Regression

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 |

m...

- Oct
- Nov
- Dec
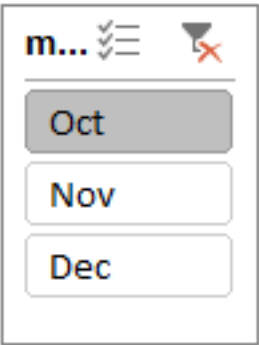
### Table 2. Sales Data, Prediction Table & Actual Price

| cust | x1 totalCountTransaction | x2 totalSumTransaction | Y 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 |

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

# Quarterly Sales Forecast and Comparison

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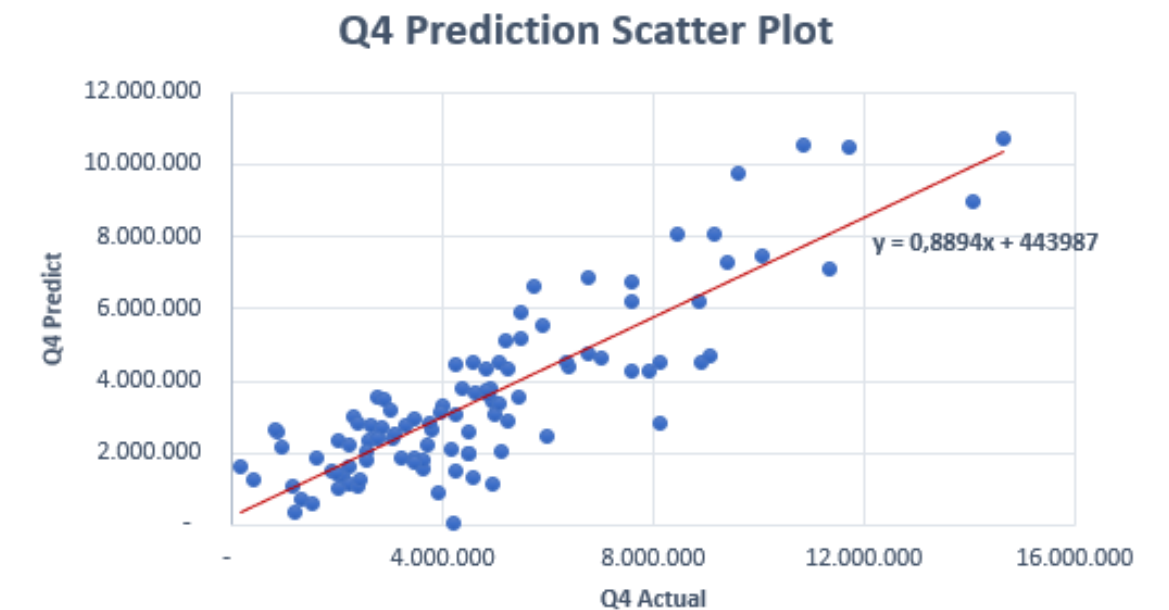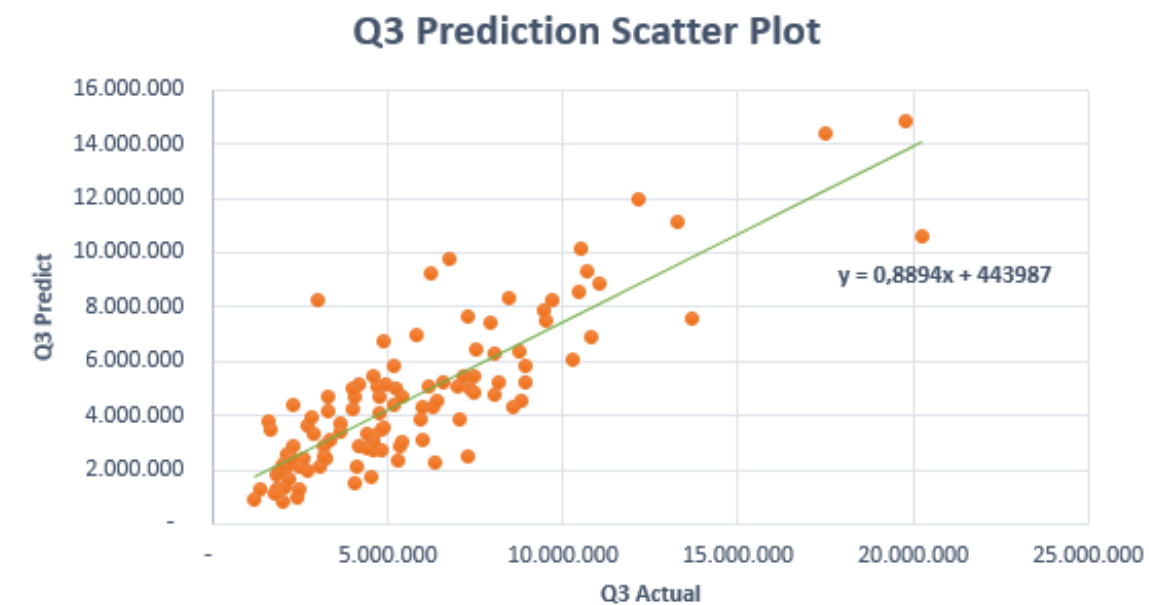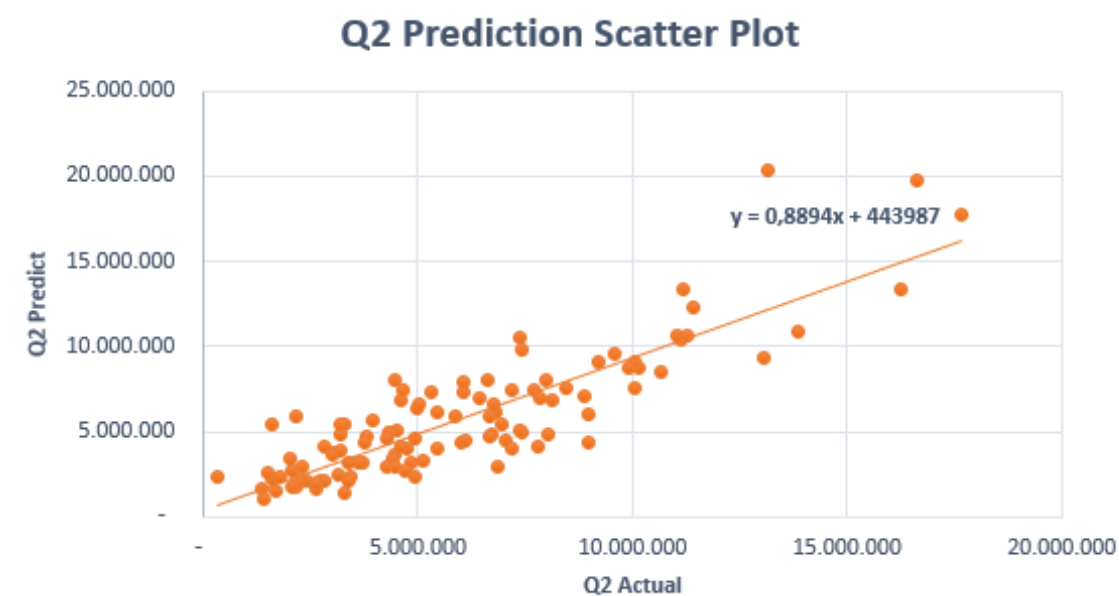
Sales Dashboard & Insight using Streamlit **(timelly)**

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
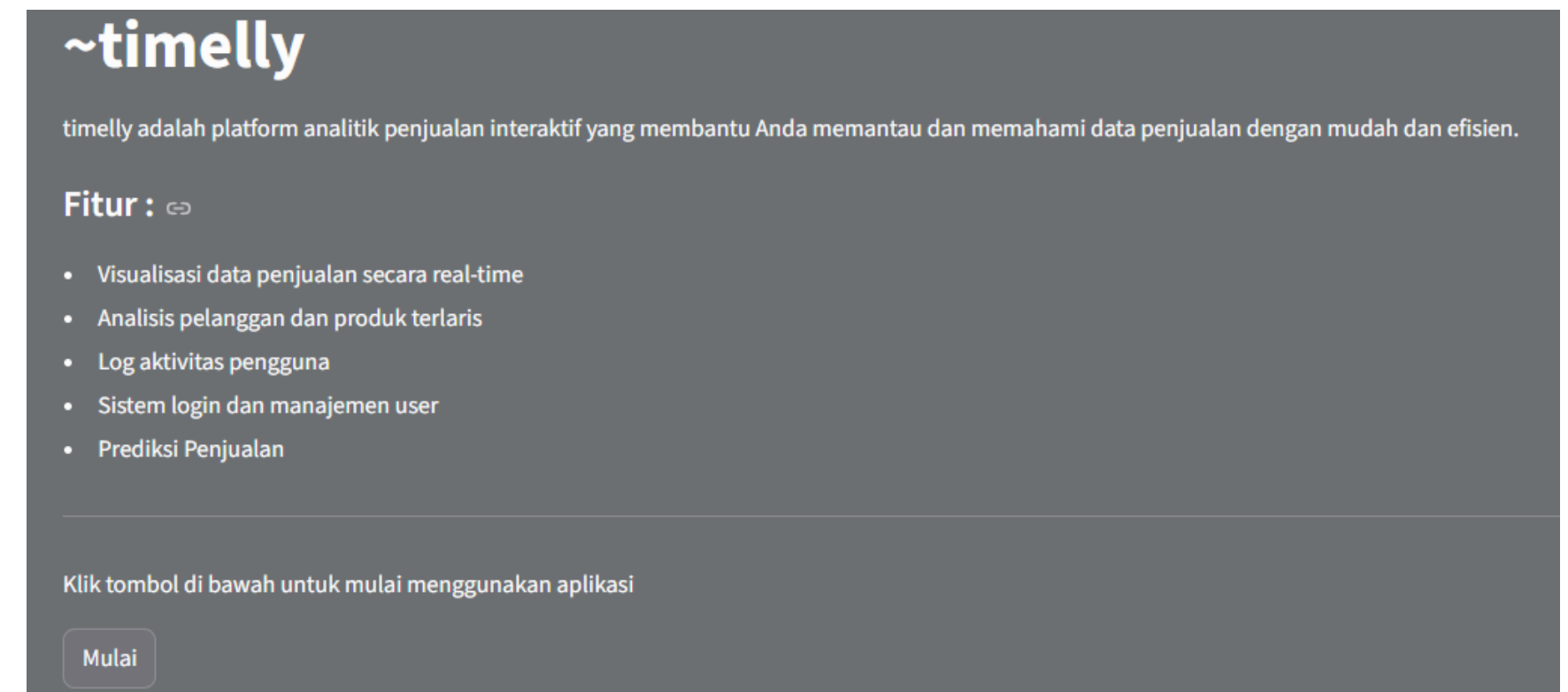
## Market Dashboard

| | Total Sales | Total Quantity | Unique Customers |
|---|---|---|---|
| | Rp 418,951,627,098 | 13,924,601 | 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 |

### Pilih Tahun

2020 × | 2021 × | 2022 × | 2023 × | 2024 ×

### Pilih Bulan

Jan × | Feb × | Mar × | Apr × | May × | Jun × | Jul × | Aug ×

### Pilih Dept

Dept 1 × | Dept 2 × | Dept 3 ×

-Interactive sales dashboard

### Menu

- **Preview Dataset**
- Dashboard
- Data Cleaning
- Forecasting

**Admin Panel**

- Activity Logs
- Manage Users
- Upload Dataset

Hello, admin!

Logout

Change Password ⌄

-Menu

## SARIMAX Forecast

— Train  — Actual  — Forecast

Total Sales

1.2B, 1B, 0.8B, 0.6B, 0.4B, 0.2B

2021  2022  2023  2024  2025

Date
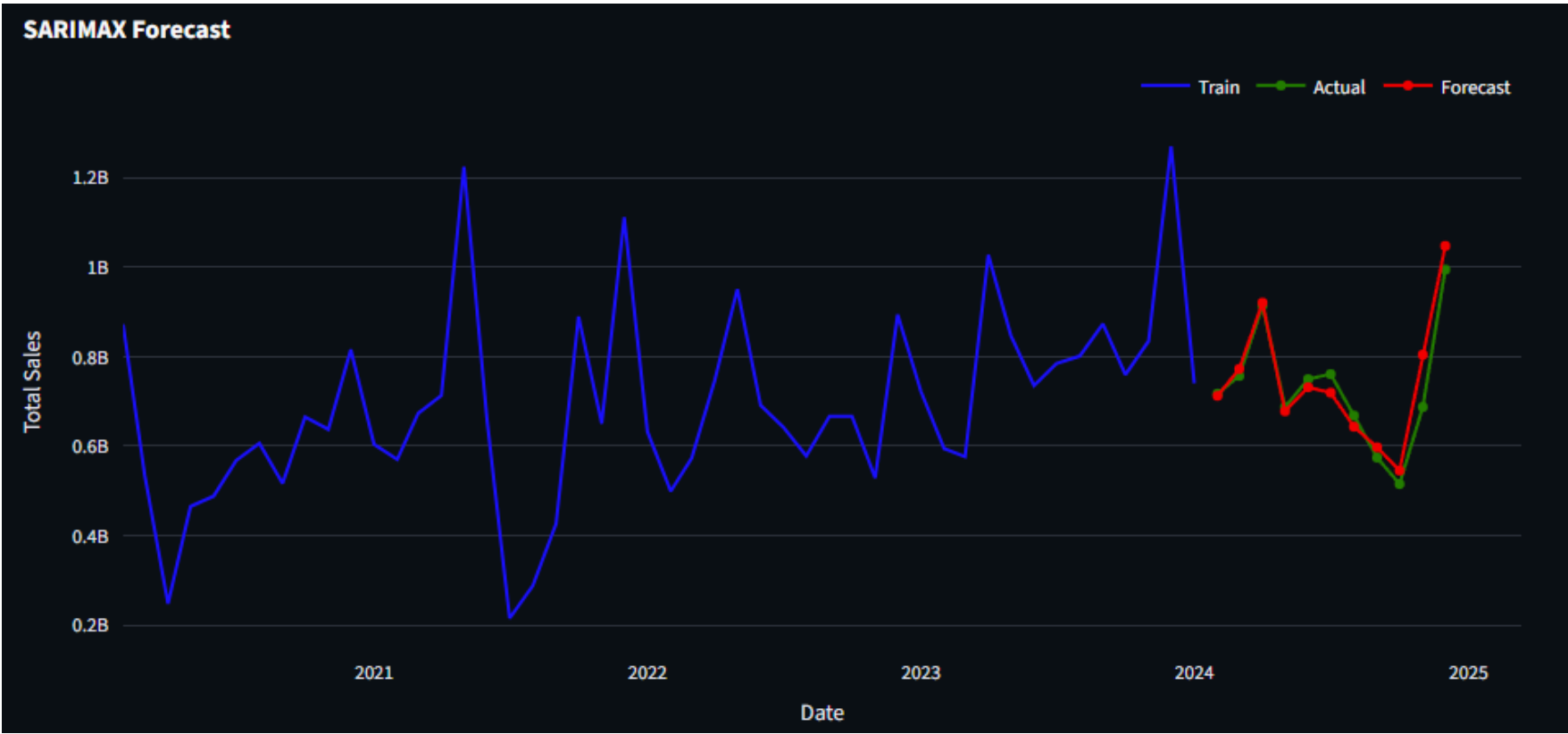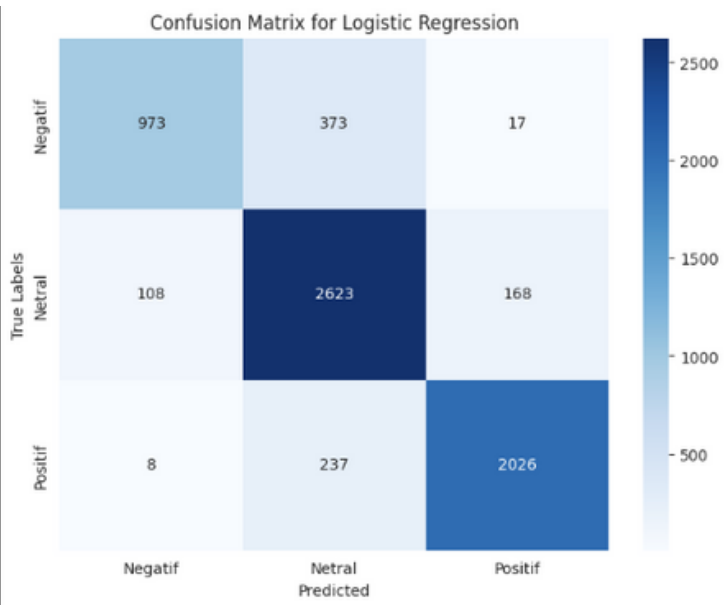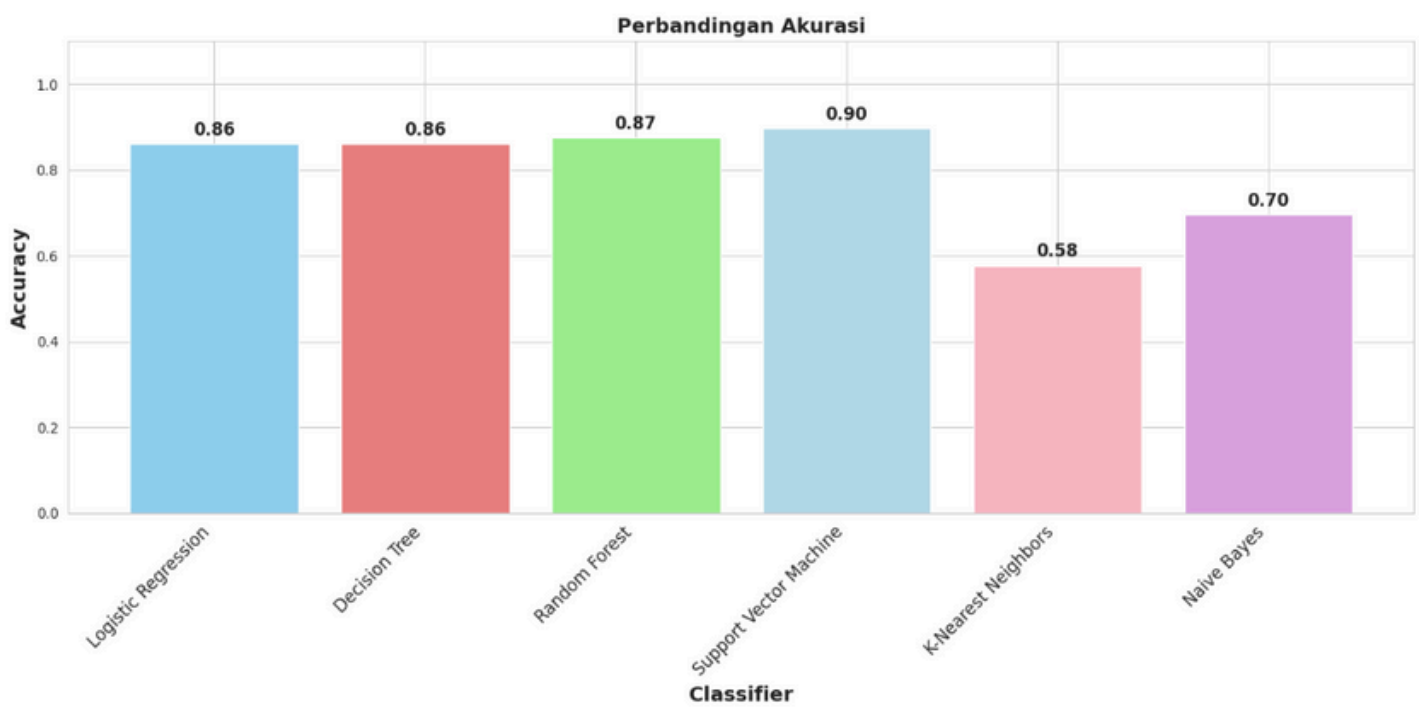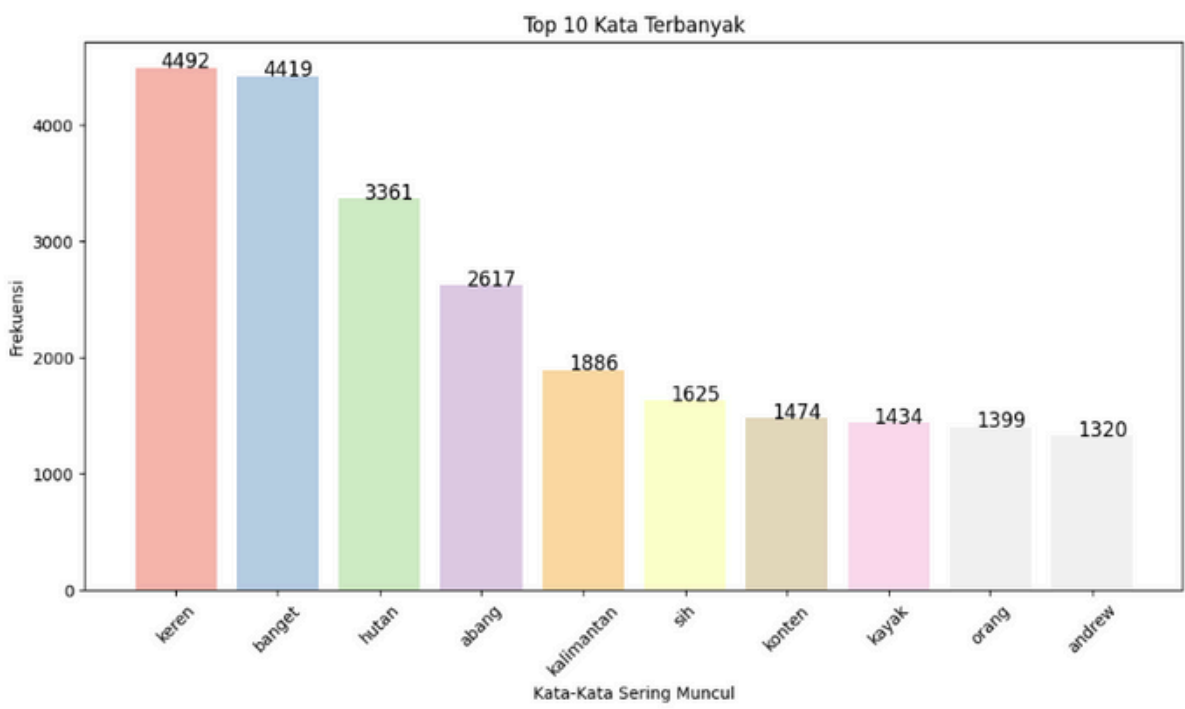
-Forecast

# YouTube Data Crawling & Analysis (Google Colab)

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.

In recognition of the commitment to achieve professional excellence

Data Classification and Summarization Using IBM Granite

IBM SkillsBuild

# Rafly Triansyah Praseptyo

Has successfully satisfied the requirements for:

Data Classification and Summarization Using IBM Granite

Issued on: Aug 22, 2025
Issued by:  IBM SkillsBuild

Verify:  https://www.credly.com/badges/ef59ca38-5a62-4b50-9298-e6ad87d1800b

IBM

I successfully obtained the IBM "Data Classification and Summarization Using IBM Granite" certificate, which focuses on the application of generative AI models for data classification and summarization needs. Through this program, I learned how to group information based on relevant categories, generate concise yet informative text summaries, and utilize IBM Granite's Large Language Model (LLM) in the context of data processing and text analysis. This certification strengthened my skills in Artificial Intelligence and Natural Language Processing (NLP), while also gaining practical insight into the application of AI technology to support efficient data-driven analysis and decision-making.

# Certfication



I earned the Business Intelligence Analyst certification from BNSP (Badan Nasional Sertifikasi Profesi), conducted by LSP Mercu Buana. This certification validated my competency in data analysis, business intelligence tools, dashboard creation, and decision-support systems. Through this program, I gained practical skills in collecting, processing, and interpreting data to provide actionable insights that support business strategy and performance optimization. Achieving this national professional certification strengthened my qualifications as a data and business intelligence practitioner, ensuring my expertise meets recognized professional standards in Indonesia.

In addition, I completed the Python for Data Science Training by HiColleagues, where I learned the foundations of Python programming, data analysis, and visualization. The training introduced me to essential libraries such as NumPy, Pandas, and Matplotlib, and provided hands-on experience in applying Python to explore datasets, process information, and extract insights. This certification enhanced my ability to use Python as a powerful tool in data science and analytics projects.

I earned the Project Management for Beginners certificate from the Project Management Institute (PMI), which introduced me to the fundamentals of project management methodologies, processes, and best practices. The training covered key areas such as project planning, scheduling, stakeholder communication, risk management, and team coordination. This certification provided me with a solid foundation to understand how projects are structured and managed effectively, as well as how to apply project management principles to achieve successful outcomes.

## HiColleagues | Alibaba Cloud

# Certificate Of Completion

Presented to

**Rafly Triansyah Praseptyo**

ID Alibaba Cloud : 5618705389188702

For **successful completion** of the **Alibaba Cloud Computing Training**
from Basic Level, 22-26 January, 2024

Jakarta, 30 January 2024
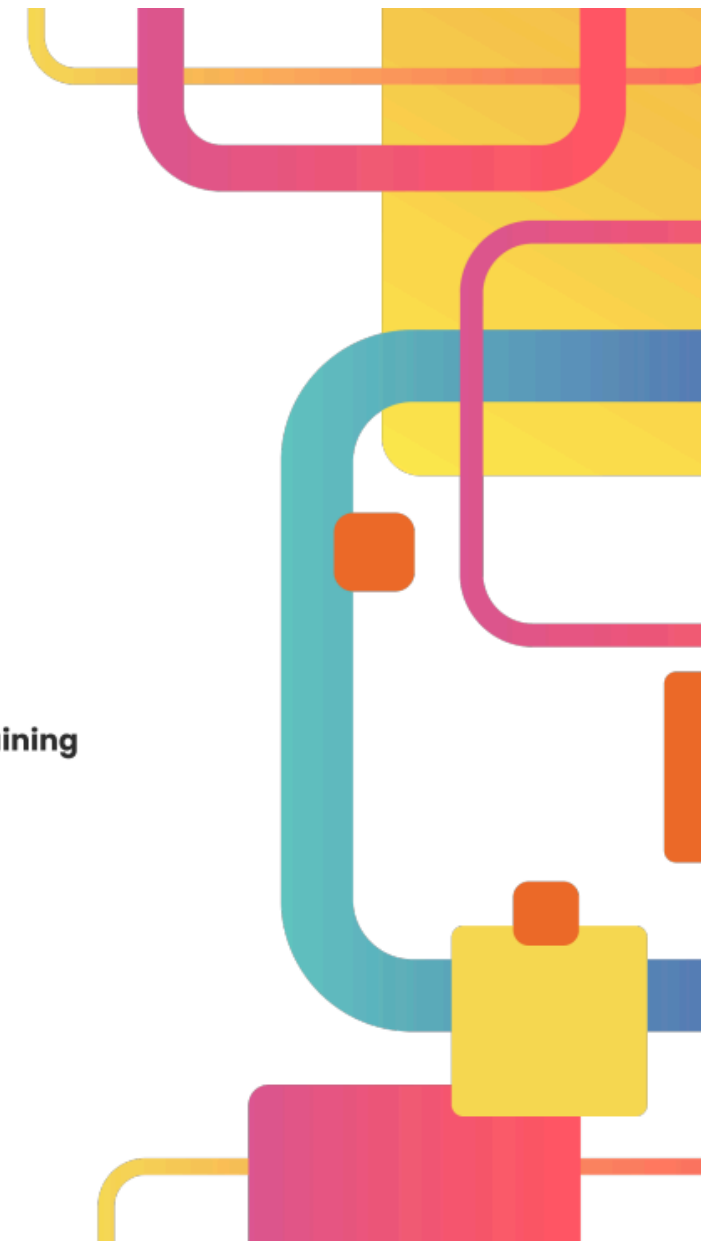
PT Generasi Anak Muda Berkarya

**Martha Sutopo**
Chief Executive Officer

Program Organizer
Alibaba Cloud

**Bayu Irdwan**
Training Ops Specialist

I also completed the Alibaba Cloud Computing Training by HiColleagues, which provided comprehensive knowledge of cloud fundamentals, virtualization, networking, storage, and security. The training also covered practical aspects such as deploying applications on the cloud, managing resources efficiently, ensuring scalability, and optimizing data workflows. This program strengthened my technical foundation in cloud architecture and infrastructure management, enabling me to apply cloud solutions effectively in real-world business and technology contexts.