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Data Analyst Test

By Thalibar Rifqi

Objective

1. Data Preprocessing
2. Gain Insight
3. Dashboarding

1. Data Preprocessing

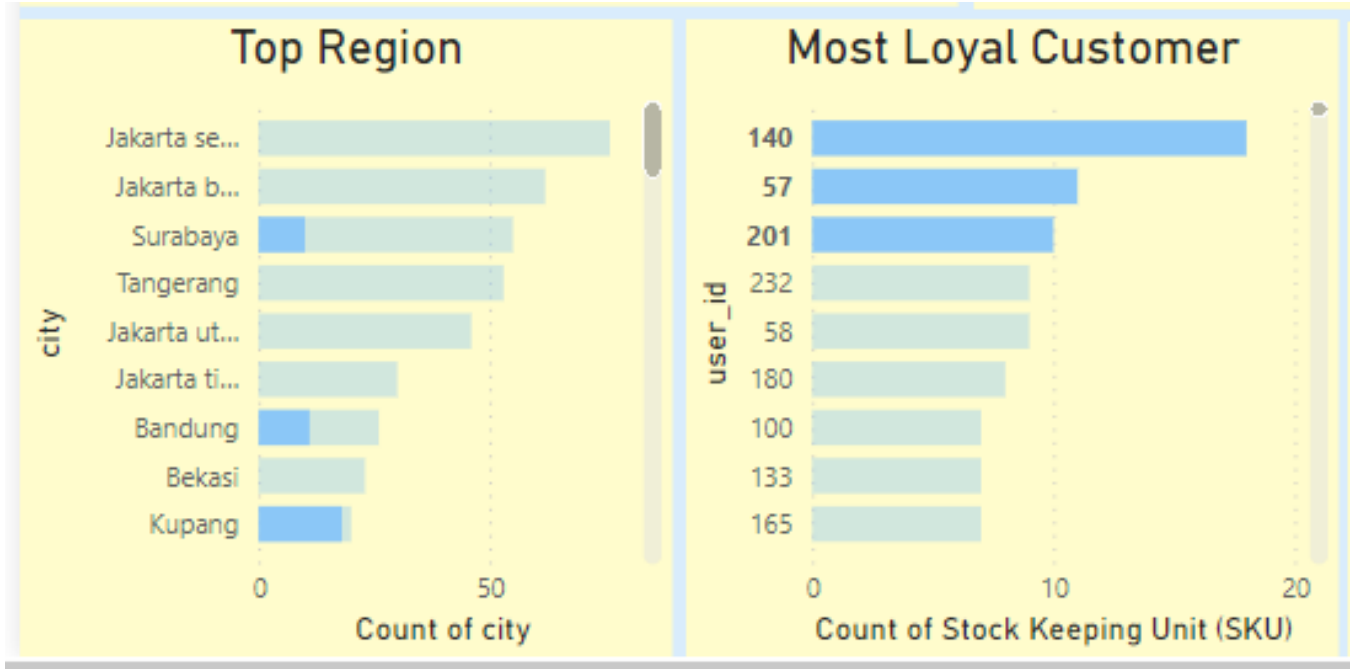
The goal of this step is to combine all excel files into one data frame. Before doing that, I remove an unused column in every data frame (for example invoice and AWB). Then I changed the format of the column according to the data type. Then I match the column names for every data frame. Finally, we can combine all the data frames. The final_dataframe.xlsx file is the combined data frame.

2. Gain Business Insight

This step includes translating all of the data into a statement that other people can understand.

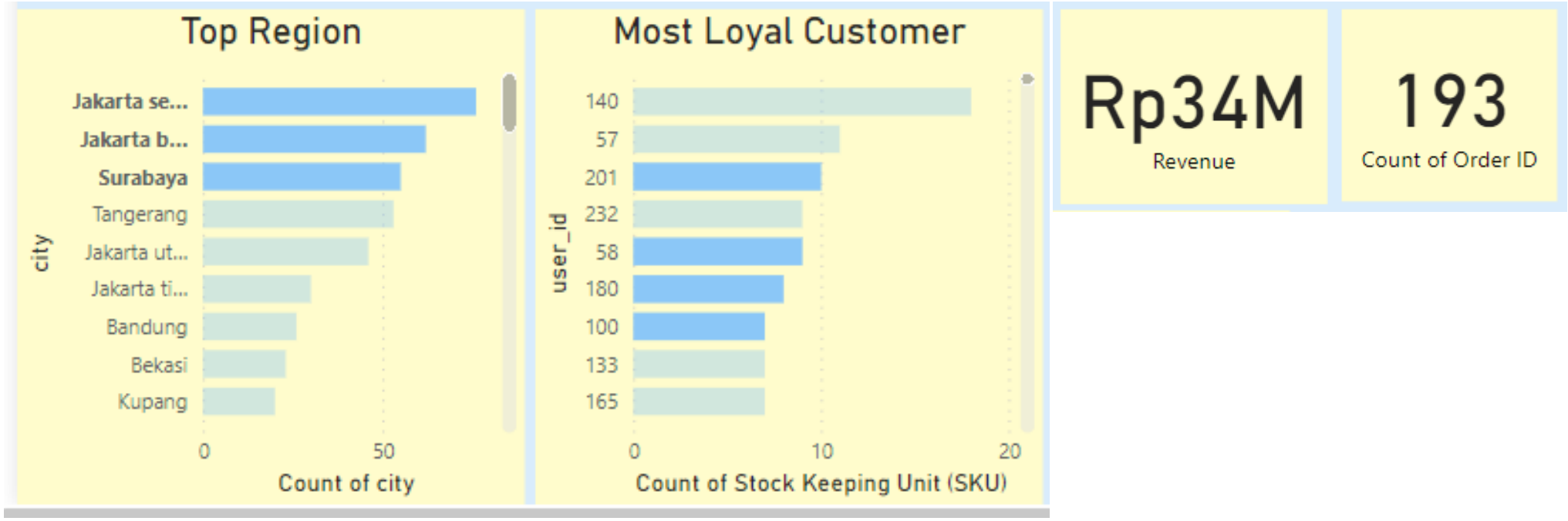
Most Loyal Customer

User 140, 57, and 201 are the most loyal customers. They currently reside in Kupang, Bandung, and Surabaya.



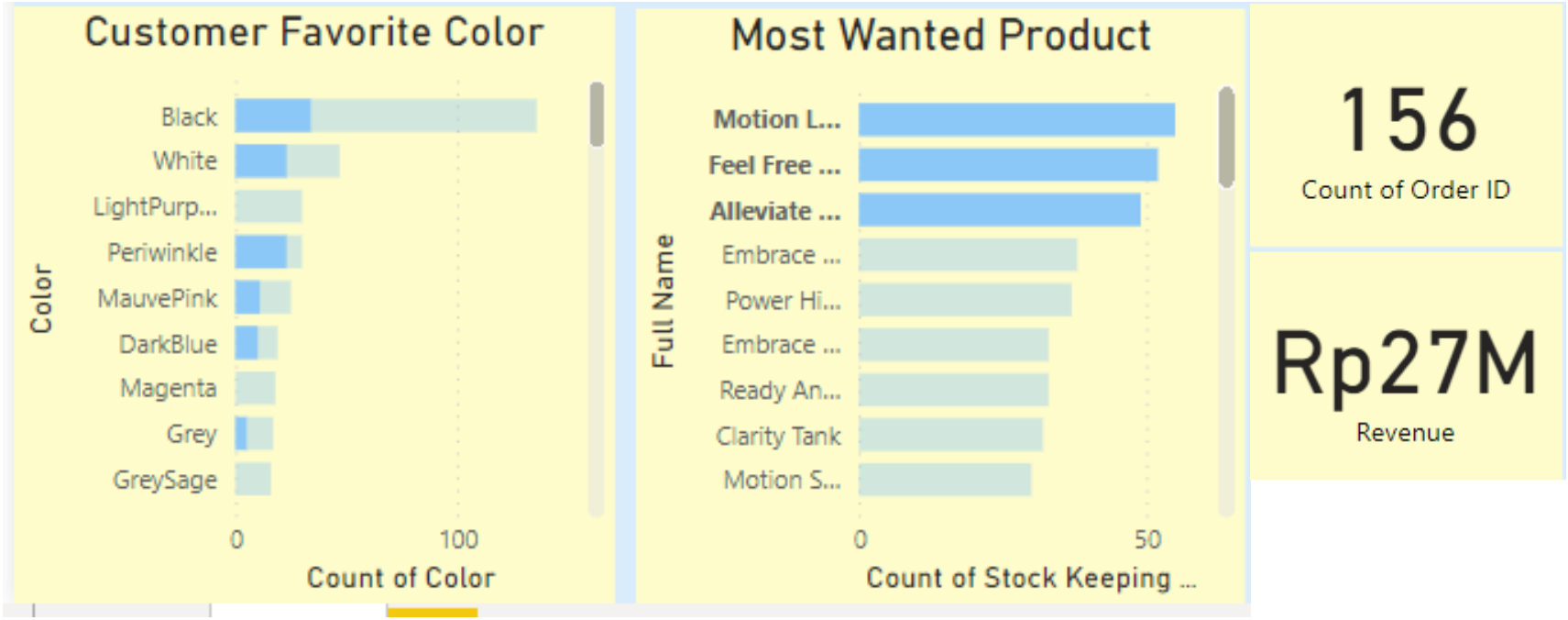
Most Loyal Customer

Despite not being the origin of loyal customers, Jakarta Selatan, Jakarta Barat, and Surabaya are the most region where customer reside with 34M revenue and 193 orders.



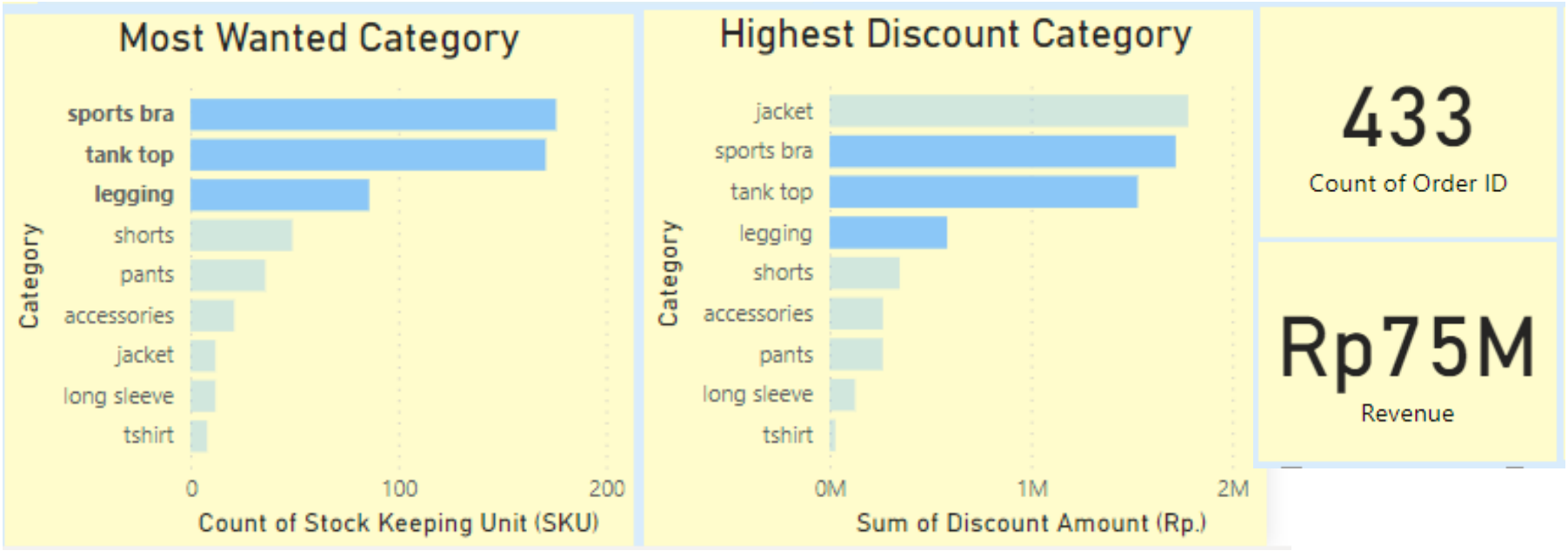
Popular Product

Customer's favorite product are Motion Legging Full, Feel Free Basic Crop Tank, and Alleviate Bra, Support with A/B bra cup. Black is their favorite color. These three products produce 27M revenue.



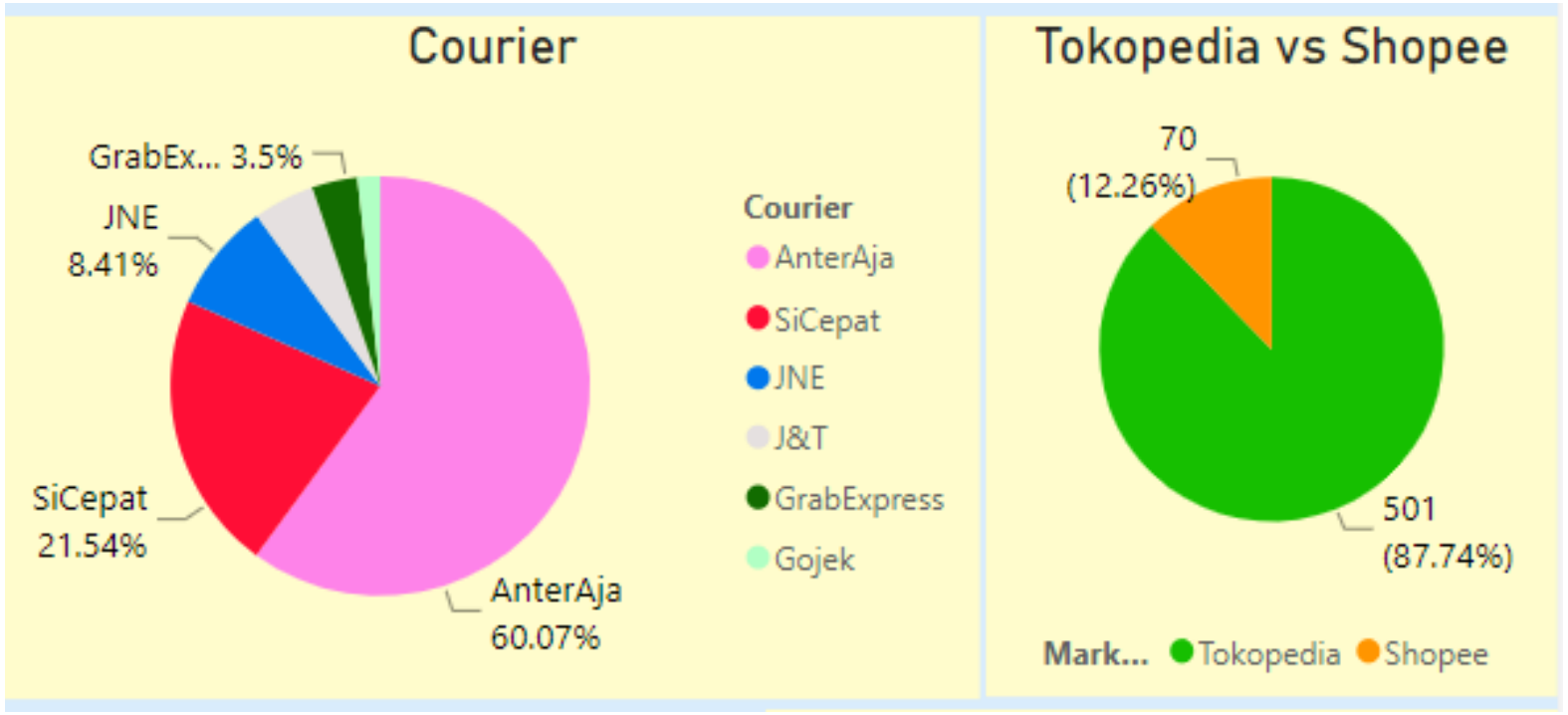
Popular Product

The top three categories are sports bra, tank top, and legging, with a total of 75M revenue and 433 orders. Giving a product a discount can significantly increase sales of the product.



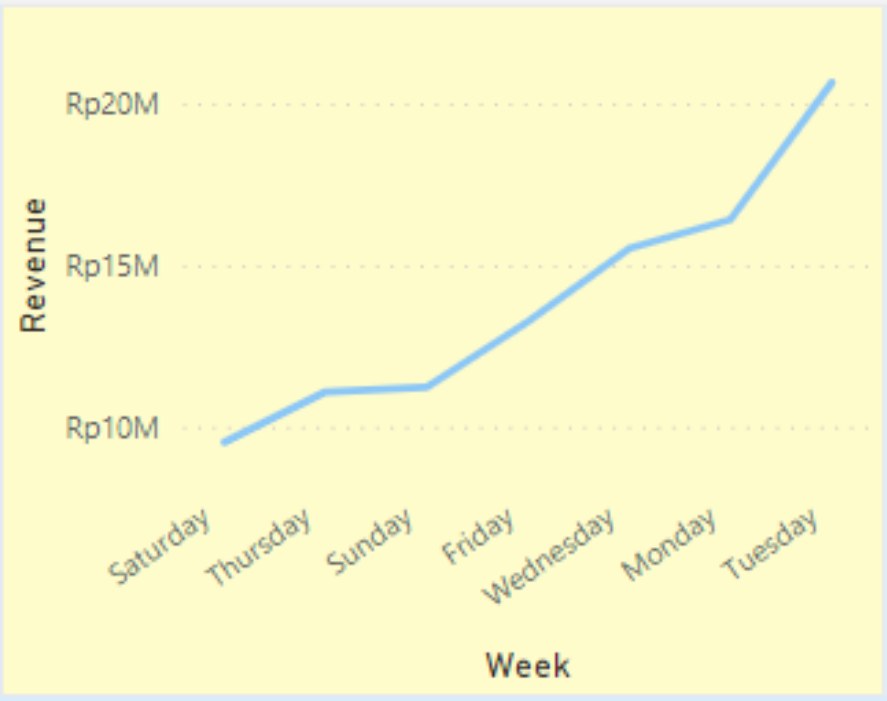
Favorite Platform

AnterAja and Tokopedia are customers favorite courier and online marketplace.



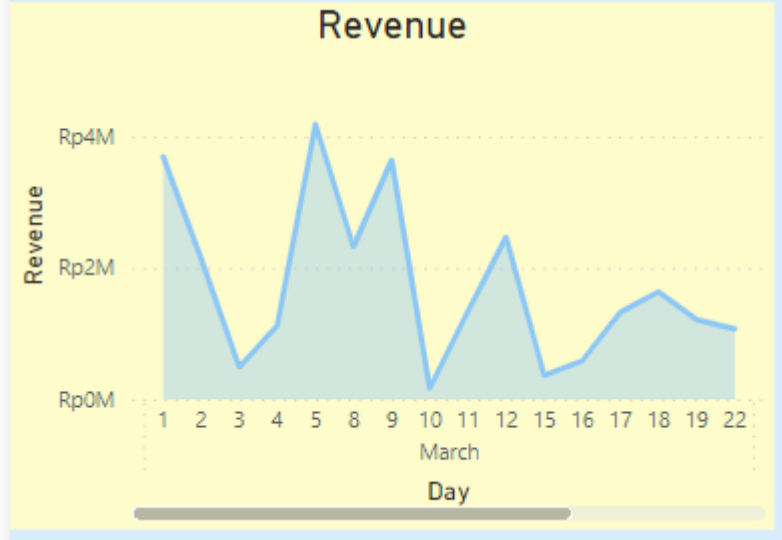
Customer Behavior

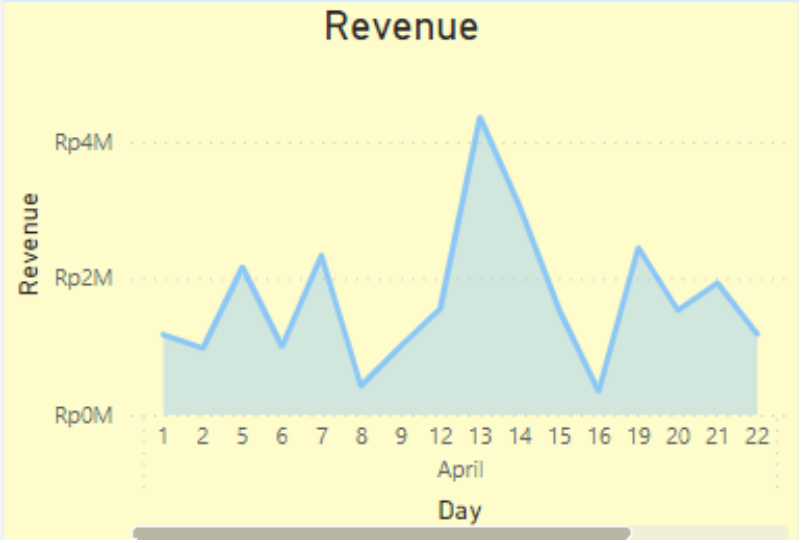
Most of the customer proceed the transaction during the weekdays.



Customer Behavior

The most transactions occur during weekdays and at the beginning of the month (day1 - day15)





3. Dashboarding

I am unable to publish and share the report by email due to limitations in my Power BI account. So I just capture the dashboard.

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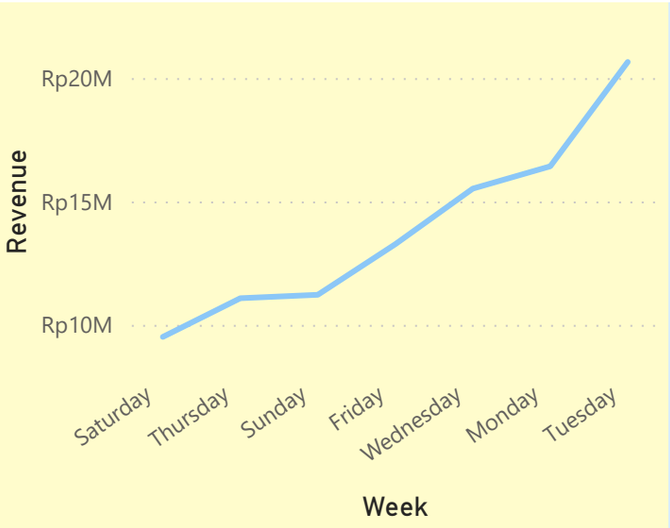
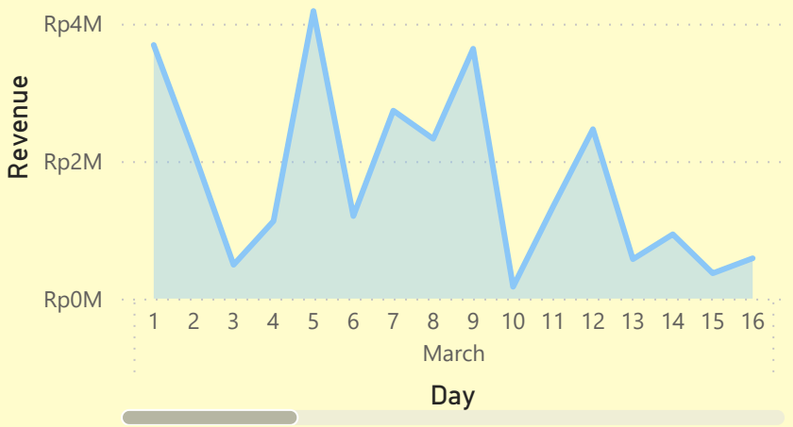


January	March	May	July	September
February	April	June	August	October

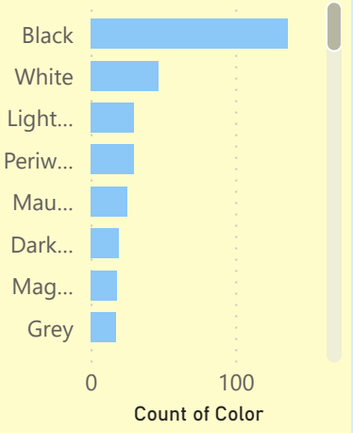
Revenue



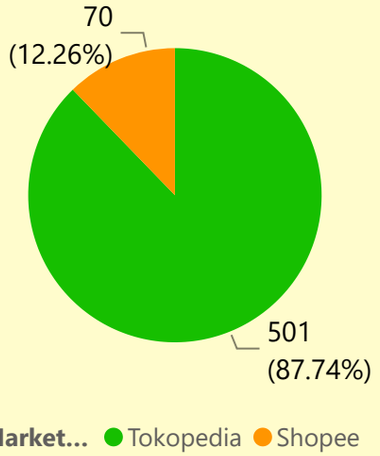
Rp98M
Revenue

571
Count of Order ID

Customer Favorite Color

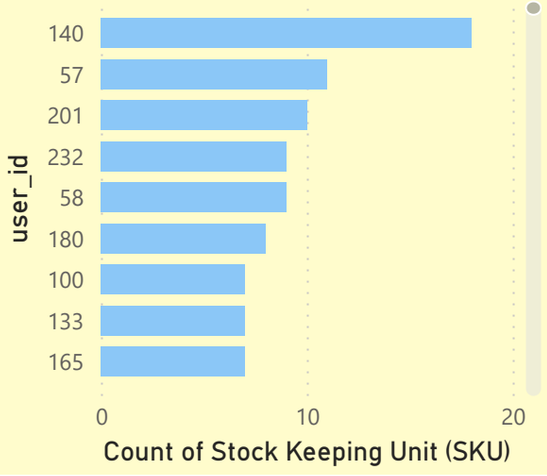


Tokopedia vs Shopee

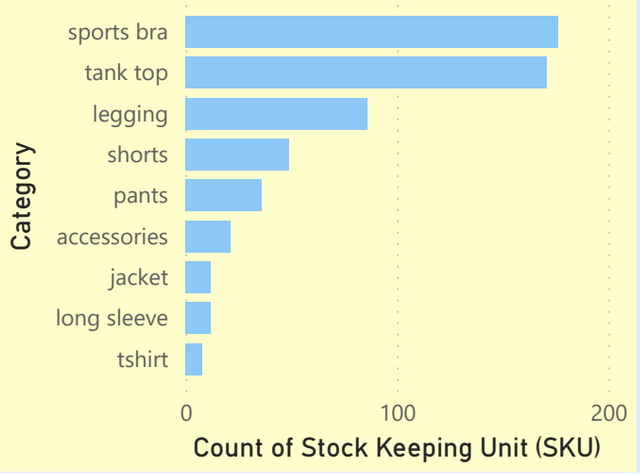


Top Region

Most Loyal Customer



Most Wanted Category



Highest Discount Category

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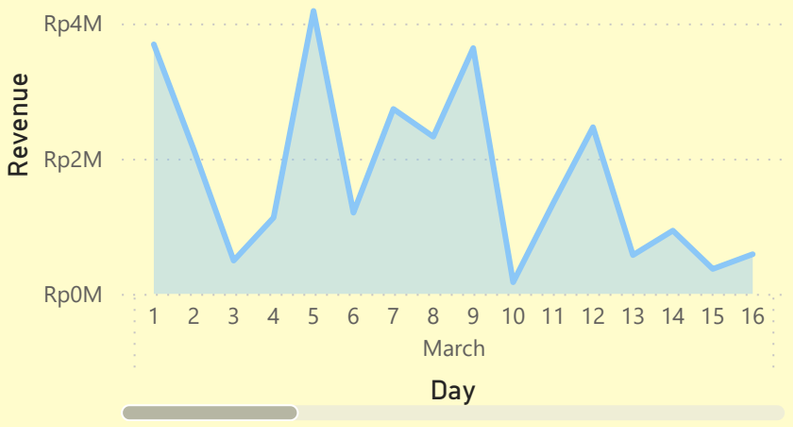
January	March	May	July	September
February	April	June	August	October

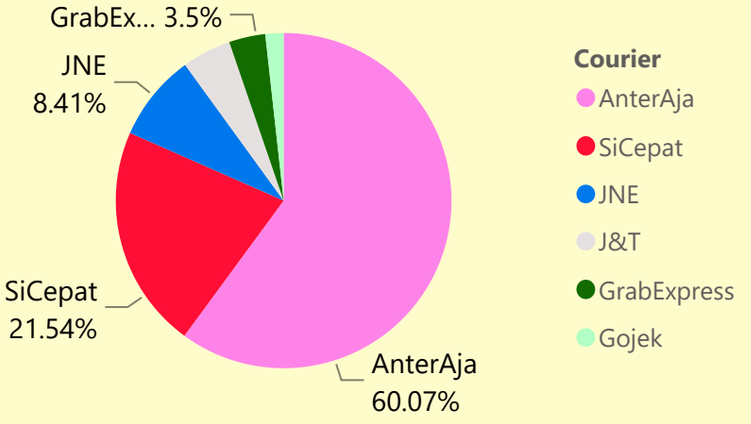
Revenue



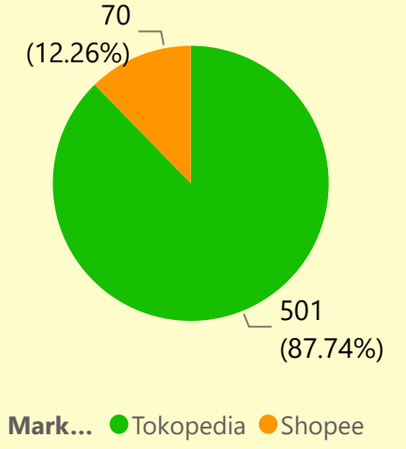
571
Count of Order ID

Rp98M
Revenue

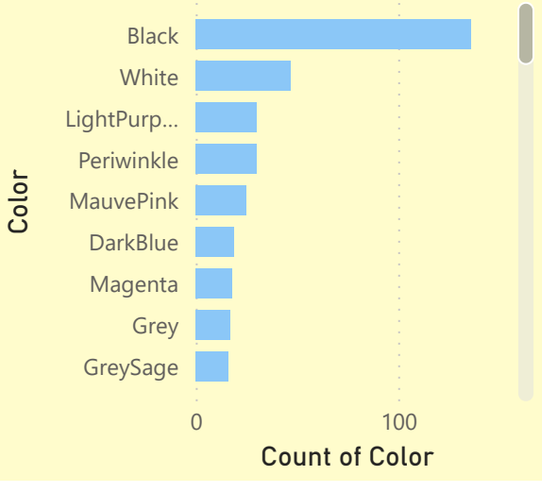
Courier



Tokopedia vs Shopee

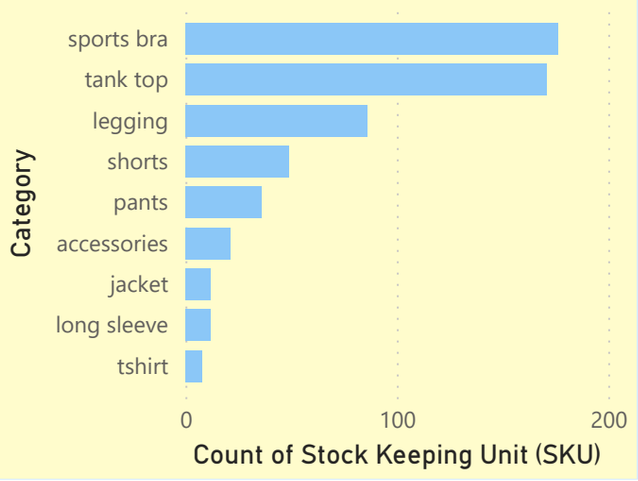


Customer Favorite Color



Most Wanted Product

Most Wanted Category



Highest Discount Category