Rakamin Academy **X** Bank Muamalat

VIX Bank Muamalat

Business Intelligence Analyst

PRESENTED BY
Wayan Gracias

About Me

Wayan Gracias

Data Analyst | Business Intelligence Analyst

Experience

2023

- Data Analyst Project Intern at KPMG
- Data Scientist Project Intern at Boston Consulting Group (BCG)
- Data Analyst Project Intern at Quantium

2017-2019

- Chemistry Teacher at Ganesha Operation
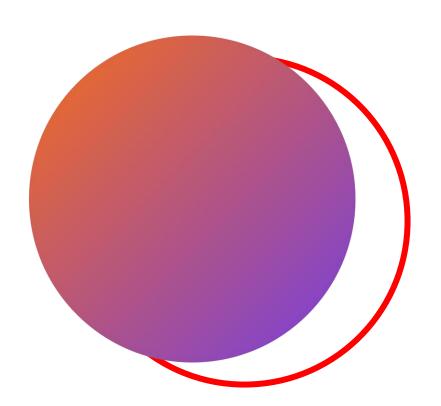
2016-2017

- Teaching Assistant at University of Lampung
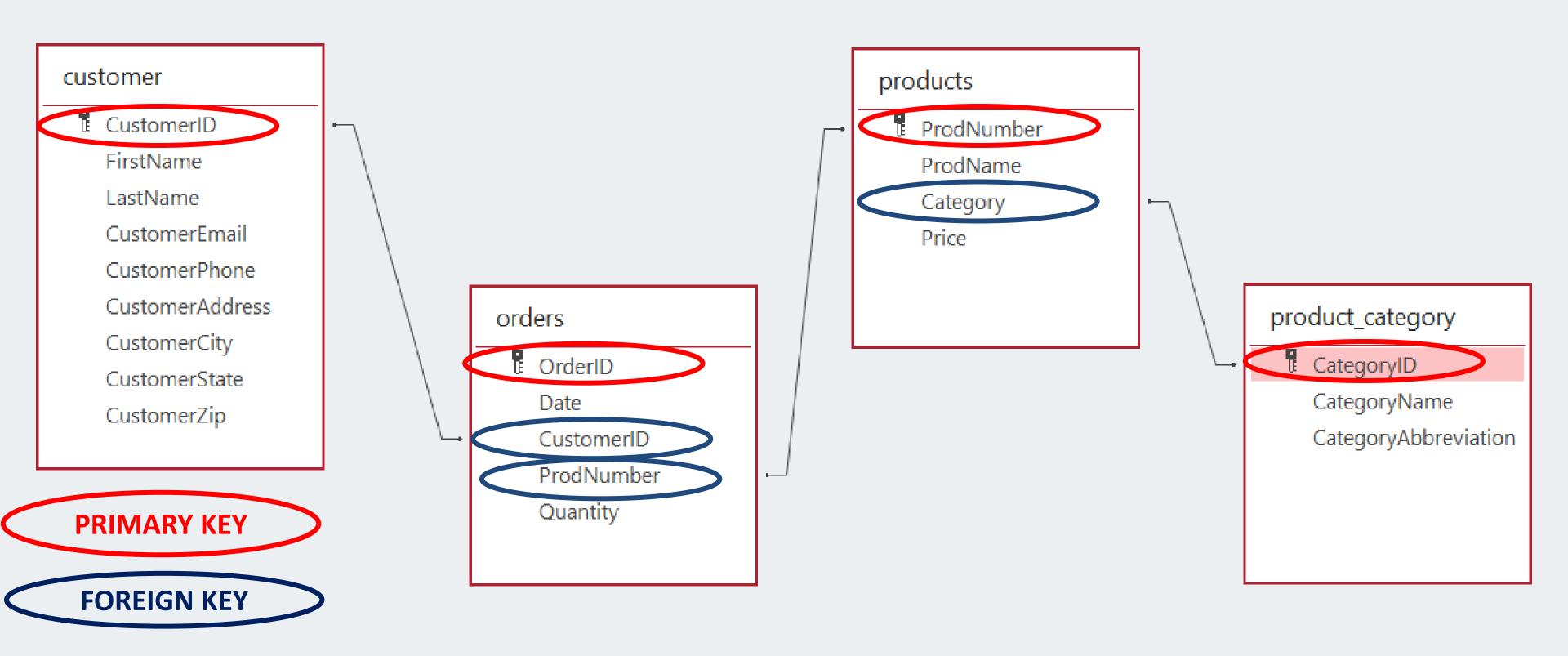
Agenda

Case Study

Results and Discussions:

- Tables' Keys and Relationships

- Joining Tables

- Dashboard

Case Study

PT. Sejahtera Bersama is having a problem on how to increase their sales income and how to maintain or even increase the number of customers purchasing their products.

Question 1&2 : Tables' Keys and Relationship

Question 3: Joining Tables

- Left Join Products table with ProductCategory table

product_order

customer_table

- Left Join Orders table with Customers table

- Left join product_order table with customer table

Data ready for visualization

Query results

⬇ SAVE RESULTS ▾   📊 EXPLORE DATA ▾

JOB INFORMATION   **RESULTS**   JSON   EXECUTION DETAILS   EXECUTION GRAPH

Row	order_date ▾	category_name ▾	product_name ▾	product_price ▾	order_qty ▾	total_sales ▾	cust_email ▾
1	2020-01-01	Drone Kits	BYOD-220	69.0	1	69.0	edew@nba.com#mailto:edew...
2	2020-01-01	eBooks	Polar Robots	23.99	2	47.98	fvaslerqt@comsenz.com#mailt...
3	2020-01-01	Robots	RWW-75 Robot	883.0	3	2649.0	tmckernot@tinyurl.com#mailto:...
4	2020-01-01	eBooks	SCARA Robots	19.5	5	97.5	llespercx@com.com#mailto:lle...
5	2020-01-01	eBooks	Spherical Robots	16.75	5	83.75	lfromonte9@de.vu#mailto:lfro...
6	2020-01-01	Training Videos	Drone Video Techniques	37.99	6	227.94	gstiggersdd@eventbrite.com# mailto:gstiggersdd@eventbrit e.com#
7	2020-01-02	Training Videos	Understanding Automation	44.95	1	44.95	ksteershp@ameblo.jp#mailto:k...

Question 4: Sales Dashboard

Total Sales 1.8M

Total Items Sold 11,654

Total Customers 1,671

Cities 361

Product Category

- ✓ **Cities**
- ✓ Zephyrhills
- ✓ Youngstown
- ✓ Young America
- ✓ York
- ✓ Yakima
- ✓ Worcester
- ✓ Woburn
- ✓ Winter Haven
- ✓ Winston Salem
- ✓ Wilmington
- ✓ Wilkes Barre
- ✓ Wichita Falls
- ✓ Wichita
- ✓ Whittier

- ✓ **Year**
- ✓ 2021
- ✓ 2020

Total Sales by Product Category

Total Sales by City

Total Items Sold by Product Category

Total Items Sold by City
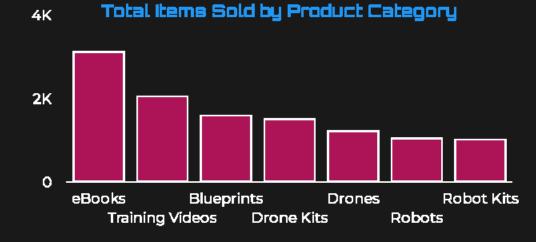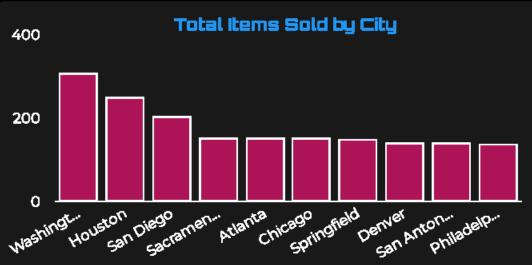
Top 5 Products by Sales

	Product Name	Category	Total Sales ▼
1.	MICR-23K Robot	Robots	157,325
2.	RWW-75 Robot	Robots	120,971
3.	RLK-9920 Robot	Robots	120,927
4.	RQTE-554 Robot	Robots	116,280
5.	RCB-889 Robot	Robots	114,192

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Top 5 Products by Quantity

	Product Name	Category	Order Quantity ▼
1.	Sleepy Eye Blueprint	Blueprints	312
2.	DTI-84 Drone	Drones	231
3.	AI for Educators	Training ...	211
4.	Building Your Own Dr...	eBooks	210
5.	RCB-889 Robot	Robots	208

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Question 5 : Recommendations

- Launch marketing advertisement focusing on Robot and Ebooks products. If it is a direct campaign, try focusing in Washington since it contributes the most sales and most sold product items. So that we can manage the campaign budget effectively.

- Make a special offering for products with highest sales and highest number purchased, (MICR-23K Robot and Sleepy Eye Blueprint), in order to attract more customers.

- Further analysis must be conducted to products with lower sales to identify the weakness/ things to be improved to increase sales number.
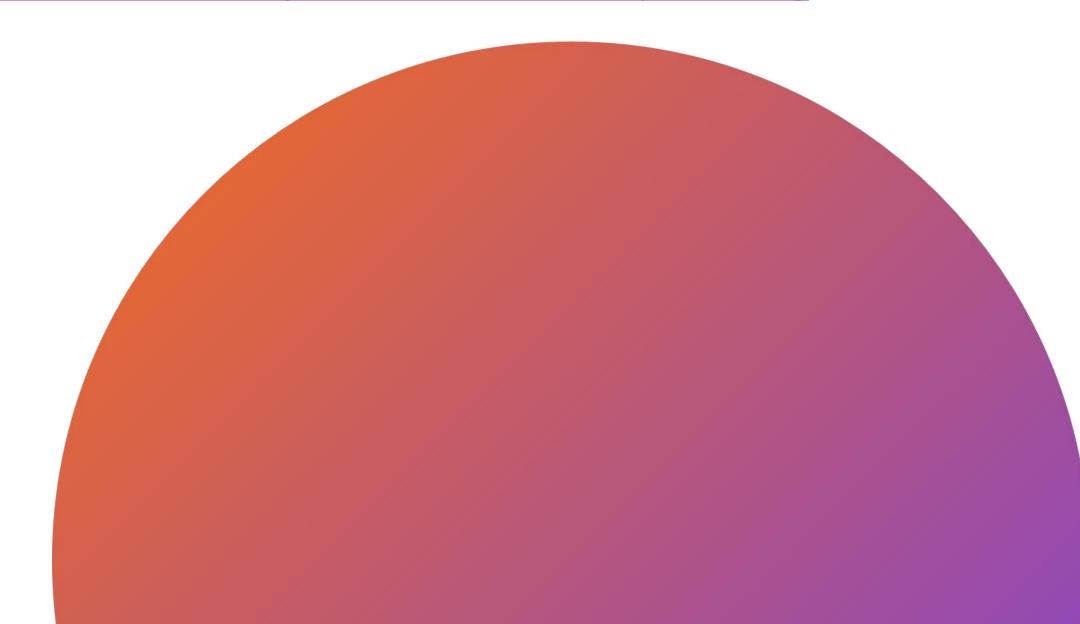
Supporting Links

GitHub : https://github.com/wayangracias/Bank-Muamalat-VIX
Dashboard : https://lookerstudio.google.com/reporting/4ffcf475-91fc-42f9-a026-ef3ce33d4482
Video Presentation :
https://drive.google.com/file/d/12qVhXdjKvUCF6G1IaF1kPxMpcDacmx1P/view?usp=sharing

Thank You

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