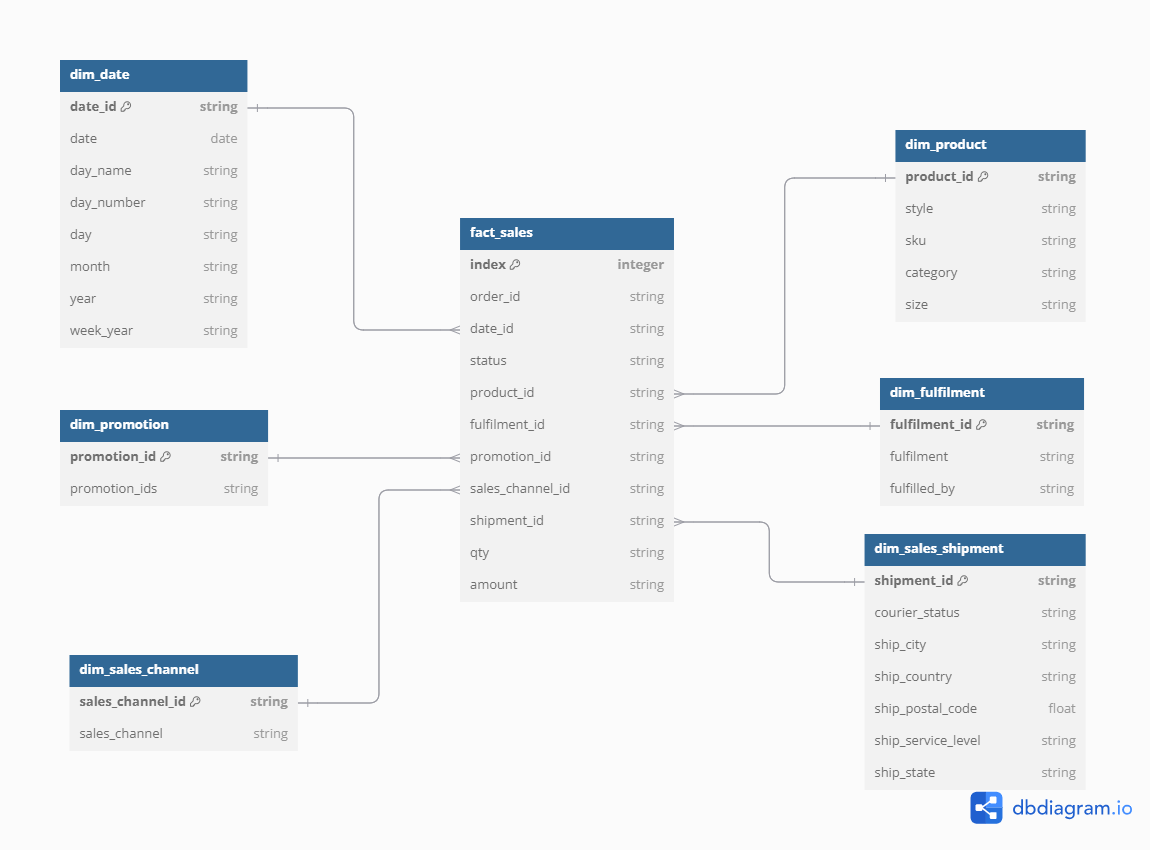
Assignment Data Warehouse

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1. **ERD (ENTITY-RELATIONSHIP DIAGRAM) STAR SCHEMA**

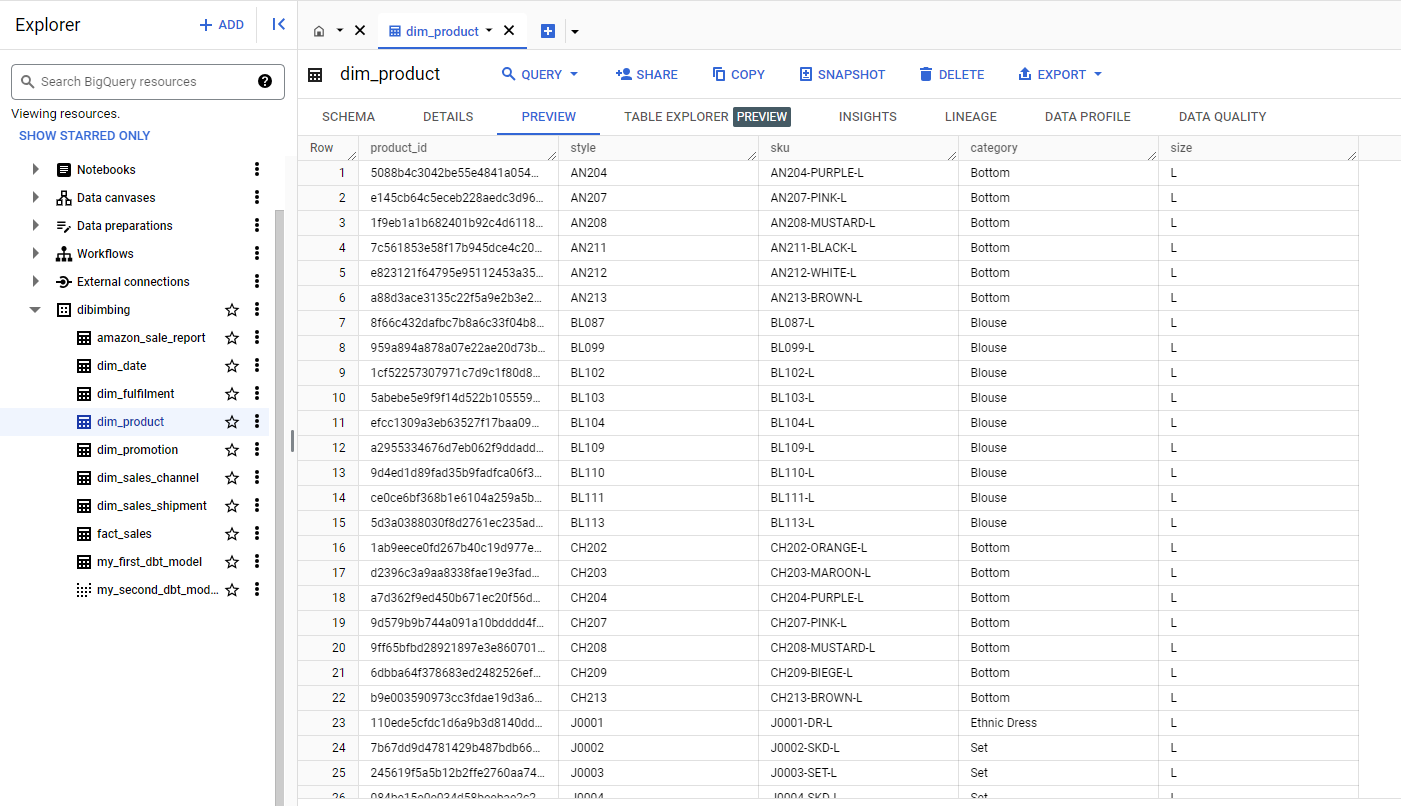


1. **BIGQUERY STAR SCHEMA**
   1. Table fact\_sales

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* 1. Table dim\_product



* 1. Table dim\_date

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* 1. Table dim\_fulfilment

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* 1. Table dim\_promotion

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* 1. Table dim\_sales\_channel

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* 1. Table dim\_sales\_shipment

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1. **ANALYSIS**
   1. **Top 10 Best Selling Product in Most Favorite Category**

Find the most favourite product category

-- Most Favorite Category

SELECT

  `category`,

  COUNT(`product\_id`) AS count

FROM

  `dedibimbing.dibimbing.dim\_product`

-- WHERE `category` = 'kurta'

GROUP BY `category`

ORDER BY count DESC;

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We found Kurta is the most favourite product category, then we analyze deeper 10 best selling product in Category Kurta.

-- Top 10 Best Selling in Kurta

  dp.sku AS sku,

  SUM(fs.qty) AS sales\_volume

FROM `dedibimbing.dibimbing.fact\_sales` fs

LEFT JOIN `dedibimbing.dibimbing.dim\_product` dp ON fs.product\_id =  dp.product\_id

WHERE `category` = 'kurta'

GROUP BY sku

ORDER BY sales\_volume DESC

LIMIT 10

;

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Those are Top 10 best selling products in Most Favourite Category, indeed those products contribute highest revenue

* 1. **Top 5 most interesting promo**

SELECT

    COALESCE(dp.promotion\_ids, 'no promo') AS promo\_id,

    SUM(fs.qty) AS sales\_volume

FROM `dedibimbing.dibimbing.fact\_sales` fs

LEFT JOIN `dedibimbing.dibimbing.dim\_promotion` dp ON fs.promotion\_id = dp.promotion\_id

WHERE dp.promotion\_ids IS NOT NULL

GROUP BY 1

ORDER BY 2 DESC

LIMIT 5;

A screenshot of a data report

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There is high possibility that those 5 promos give high impact to sales

* 1. **Difference in Amount Sales between Weekday and Weekend**

WITH sales\_by\_day AS (

  SELECT

    dd.day\_number AS day\_number\_no,  -- Ganti alias tanpa karakter khusus

    dd.day\_name AS day,

    ROUND(SUM(fs.amount), 0) AS sales\_amount

  FROM `dedibimbing.dibimbing.fact\_sales` fs

  LEFT JOIN `dedibimbing.dibimbing.dim\_date` dd ON fs.date\_id = dd.date\_id

  GROUP BY day\_number\_no, day  -- Sesuaikan dengan alias baru

  ORDER BY day\_number\_no ASC  -- Sesuaikan dengan alias baru

)

SELECT sbd.day, sbd.sales\_amount FROM sales\_by\_day sbd;

A screenshot of a data report

Description automatically generated

We can conclude that Weekend has daily sales higher than Weekday, even though the amount is not significantly different.