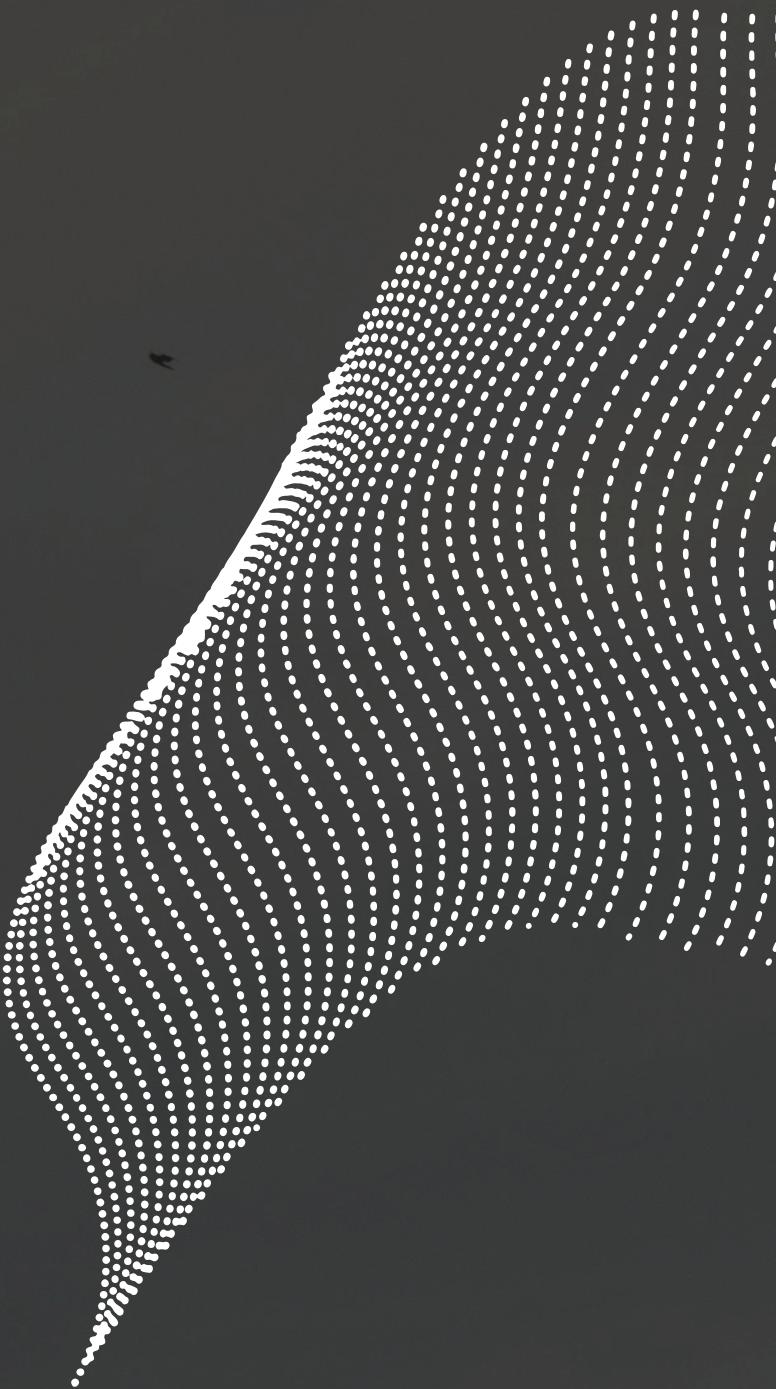




SALES PERFORMANCE ANALYSIS

BI ANALYST - BANK MUAMALAT

Presented By
Tri Wulan Ananta



MY PROFILE



Lulusan baru Sistem Informasi , Universitas Budi Luhur.

Saya memiliki ketertarikan dalam bidang data, sebagai Data analisis & data science.

Memiliki keterampilan dalam menggunakan Python (pustaka pandas, numpy, seaborn, matplotlib, sklearn) , SQL, Excel. Visualisasi data dengan tools (Power BI, Tableau).

Jenjang karir :

1. Business Development - PT Indo Sukses Pratama
Fulltime 2023 - present

Project based

Website engineer site : www.indosuksespratama.co.id

2. Data Science - IDX Partners
Project Based Internship - September 2025

BACKGROUND



Bank Muamalat adalah bank syariah pertama di Indonesia yang berdiri tahun 1992 dan dimiliki oleh Badan Pengelola Keuangan Haji. Bank ini menawarkan berbagai produk dan layanan keuangan syariah, serta memiliki jaringan kantor cabang, ATM, dan layanan digital seperti Mobile Banking dan Internet Banking.

GITHUB
PROJEK

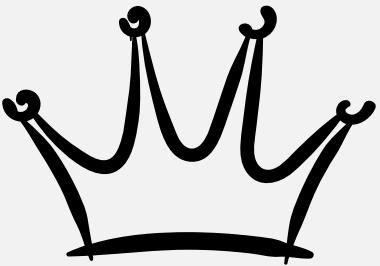
LOOKER
STUDIO

VIDIO
PRESENTASI

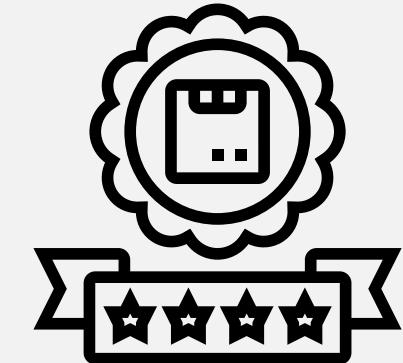
CASE STUDY



Menentukan
primary key masing
masing tabel



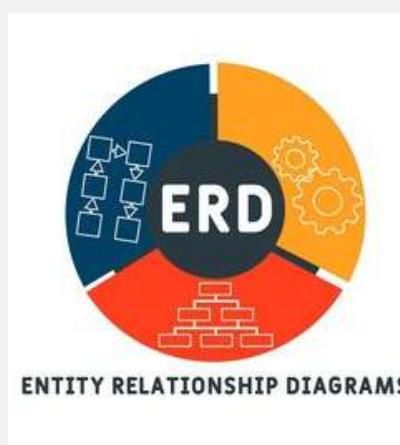
Membuat tabel
master



Analisis &
memberikan
rekomendasi



Menentukan
relationship antar
tabel



Merancang
dashboard



DATASET OVERVIEW

stately-arbor-455007-j5 / Datasets / dataset_muamalat

dataset_muamalat ☆

+ Create Table Share Copy Delete Refresh

Overview Details

Tables Models Routines

Filter Enter property name or value

Table ID	Type	Create time	Expiration time	Label
Customers	Table	Nov 29, 2025, 10:15:23	Jan 28, 2026, 10:15:23	None ⋮ ☆
Orders	Table	Nov 29, 2025, 10:15:23	Jan 28, 2026, 10:09:23	None ⋮ ☆
ProductCategory	Table	Nov 29, 2025, 10:15:23	Jan 28, 2026, 10:18:23	None ⋮ ☆
Products	Table	Nov 29, 2025, 10:15:23	Jan 28, 2026, 10:24:23	None ⋮ ☆

Rows per page: 50 ▾ 1 – 4 of 4 | < < > >|

stately-arbor-455007-j5 / Datasets / dataset_muamalat / Tables / Customers

Customers Query Open in ▼ Share ▼ Copy Snapshot Delete Export

Schema Details Preview Table Explorer Preview Insights Lineage Data Profile Data Quality

X 1 fields selected Copy ▼ Explore

Filter Enter property name or value

<input type="checkbox"/>	Field name	Type	Mode	Description	Key	Collation	Default Value	Pa
<input checked="" type="checkbox"/>	CustomerID	INTEGER	NULLABLE	-	-	-	-	-
<input type="checkbox"/>	FirstName	STRING	NULLABLE	-	-	-	-	-
<input type="checkbox"/>	LastName	STRING	NULLABLE	-	-	-	-	-
<input type="checkbox"/>	CustomerEmail	STRING	NULLABLE	-	-	-	-	-
<input type="checkbox"/>	CustomerPhone	STRING	NULLABLE	-	-	-	-	-
<input type="checkbox"/>	CustomerAddress	STRING	NULLABLE	-	-	-	-	-
<input type="checkbox"/>	CustomerCity	STRING	NULLABLE	-	-	-	-	-
<input type="checkbox"/>	CustomerState	STRING	NULLABLE	-	-	-	-	-
<input type="checkbox"/>	CustomerZip	INTEGER	NULLABLE	-	-	-	-	-

TABEL CUSTOMERS

Primary key 

Tabel Customers = CustomerID

stately-arbor-455007-j5 / Datasets / dataset_muamalat / Tables / Orders

Orders [Query](#) Open in Share Copy Snapshot

[Schema](#) Details Preview Table Explorer **Preview** Insights Lineage

X 1 fields selected Copy

Filter Enter property name or value

	Field name	Type	Mode	Description	Key	Collation
<input checked="" type="checkbox"/>	OrderID	INTEGER	NULLABLE	-	-	-
<input type="checkbox"/>	Date	DATE	NULLABLE	-	-	-
<input type="checkbox"/>	CustomerID	INTEGER	NULLABLE	-	-	-
<input type="checkbox"/>	ProdNumber	STRING	NULLABLE	-	-	-
<input type="checkbox"/>	Quantity	INTEGER	NULLABLE	-	-	-

TABEL ORDERS

Primary key

Tabel Orders = OrderID

stately-arbor-455007-j5 / Datasets / dataset_muamalat / Tables / Products

Products Query Open in Share Copy S

Schema Details Preview Table Explorer **Preview** Insights Link

X 1 fields selected Copy Explore

Filter Enter property name or value

	Field name	Type	Mode	Description	Key
<input checked="" type="checkbox"/>	ProdNumber	STRING	NULLABLE	-	-
<input type="checkbox"/>	ProdName	STRING	NULLABLE	-	-
<input type="checkbox"/>	Category	INTEGER	NULLABLE	-	-
<input type="checkbox"/>	Price	INTEGER	NULLABLE	-	-

TABEL PRODUCTS

Primary key

Tabel Products = ProdNumber

stately-arbor-455007-j5 / Datasets / dataset_muamalat / Tables / ProductCategory

ProductCategory Query Open in ... Share ... Copy

Schema Details Preview Table Explorer **Preview** Insights Lineage

1 fields selected Copy ... Explore

Filter Enter property name or value

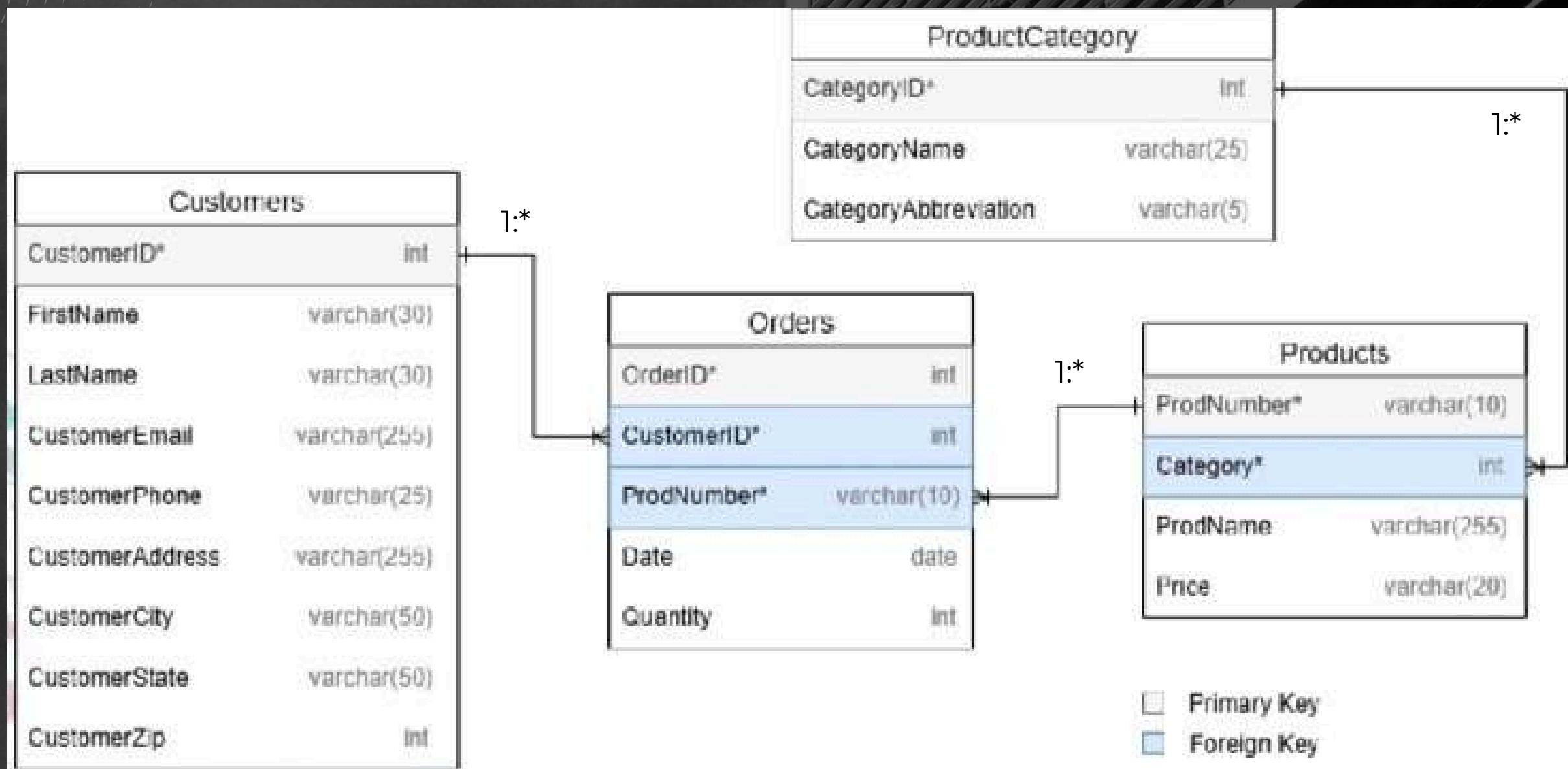
<input checked="" type="checkbox"/>	Field name	Type	Mode	Description	Ke
<input checked="" type="checkbox"/>	CategoryID	INTEGER	NULLABLE	-	-
<input type="checkbox"/>	CategoryName	STRING	NULLABLE	-	-
<input type="checkbox"/>	CategoryAbbreviation	STRING	NULLABLE	-	-

TABEL PRODUCTCATEGORY

Primary key 

Tabel ProductCategory =
CategoryID

ENTITY RELATIONSHIP DIAGRAM (ERD)



1:* = one to many relations

Untitled query

Run **Save** **Download** **Share**

```

1 CREATE OR REPLACE TABLE `stately-arbor-455007-j5.dataset_muamalat.totalsales` AS
2 SELECT
3   o.Date AS order_date,
4   pc.CategoryName AS category_name,
5   p.ProdName AS product_name,
6   p.Price AS product_price,
7   o.Quantity AS order_qty,
8   (o.Quantity * p.Price) AS total_sales,
9   c.CustomerEmail AS cust_email,
10  c.CustomerCity AS cust_city
11 FROM `stately-arbor-455007-j5.dataset_muamalat.Orders` o
12 LEFT JOIN `stately-arbor-455007-j5.dataset_muamalat.Customers` c
13   ON o.CustomerID = c.CustomerID
14 LEFT JOIN `stately-arbor-455007-j5.dataset_muamalat.Products` p
15   ON o.ProdNumber = p.ProdNumber
16 LEFT JOIN `stately-arbor-455007-j5.dataset_muamalat.ProductCategory` pc
17   ON p.Category = pc.CategoryID
18 ORDER BY order_date ASC;
19
20

```

RESULT

stately-arbor-455007-j5 / Datasets / dataset_muamalat / Tables / totalsales

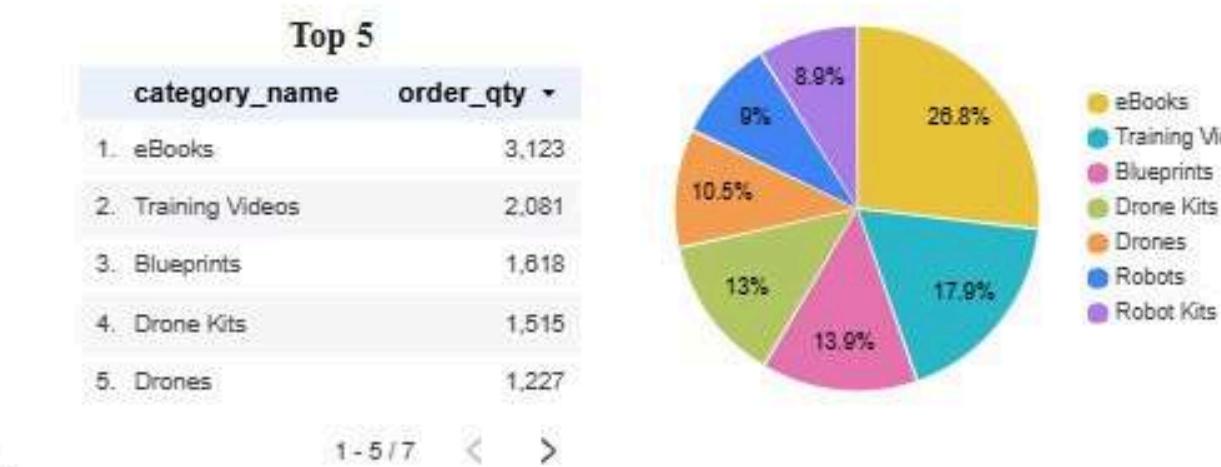
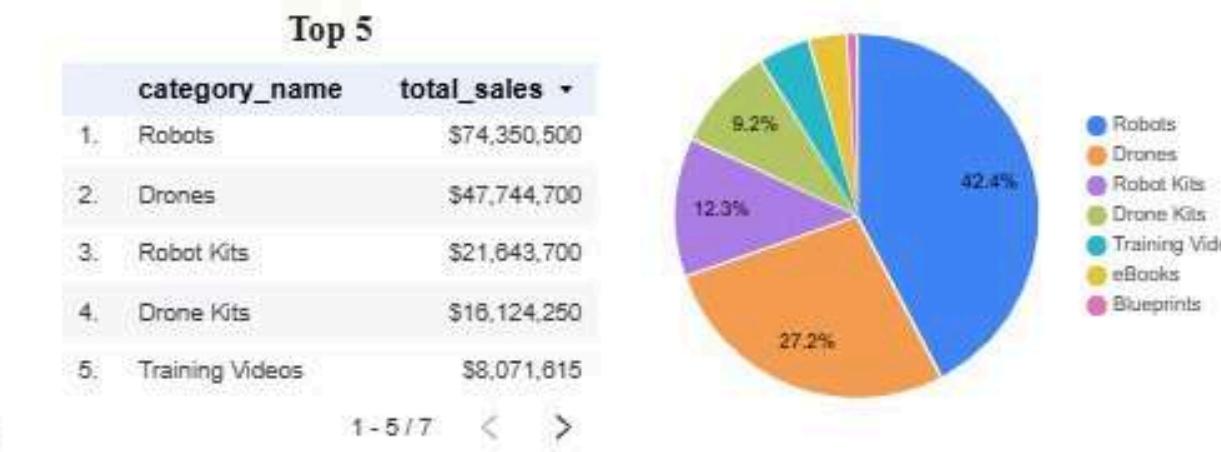
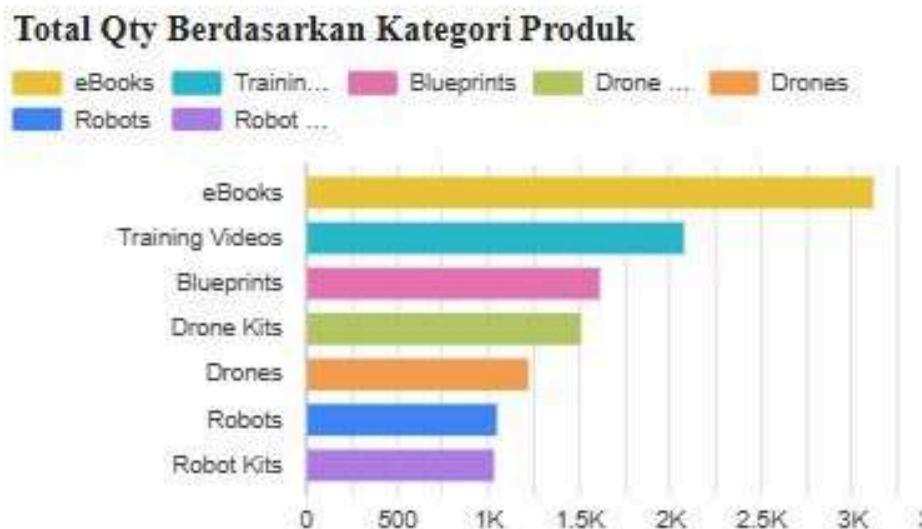
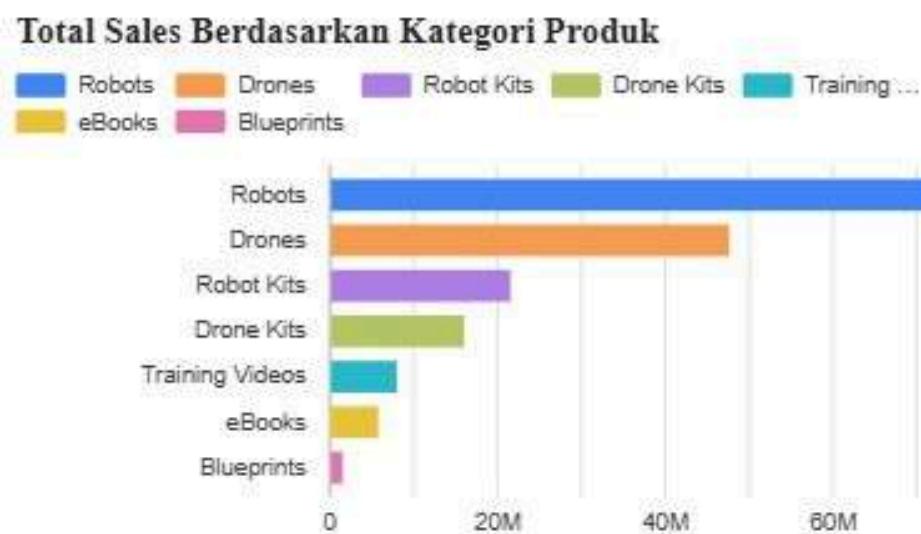
totalsales		Query	Open in	Share	Copy	Snapshot	Delete	Export	Refresh
Schema	Details	Preview	Table Explorer	Preview	Insights	Lineage	Data Profile	Data Quality	
Row	order_date	category_name	product_name	product_price	order_qty	total_sales	cust_email	cust_city	
1	2020-01-01	Drone Kits	BYOD-220	6900	1	6900	edew@nba.com#mailto:edew@...	Honolulu	
2	2020-01-01	eBooks	Polar Robots	2399	2	4798	fvaslerqt@comsenz.com#mailto:...	Jackson	
3	2020-01-01	eBooks	SCARA Robots	1950	5	9750	llespercx@com.com#mailto:lle...	Des Moines	
4	2020-01-01	eBooks	Spherical Robots	1675	5	8375	lfromonte9@de.vu#mailto:lfrom...	Birmingham	
5	2020-01-01	Robots	RWW-75 Robot	88300	3	264900	tmckernot@tinyurl.com#mailto:...	Katy	
6	2020-01-01	Training Videos	Drone Video Techniques	3799	6	22794	gstiggersdd@eventbrite.com#...	Saint Peterst	

TABEL MASTER

Membuat table master dan dataset totalsales yang berisikan :

- CustomerEmail (cust_email)
- CustomerCity (cust_city)
- OrderDate (order_date)
- OrderQty (order_qty)
- ProductName (product_name)
- ProductPrice (product_price)
- ProductCategoryName (category_name)

DASHBOARD PERFORM



1. Total Penjualan & Kinerja Umum

Total Sales: USD 175,475,057

Total Qty Terjual: 11,654

Jumlah Customer: 1,671

2. Penjualan Berdasarkan Kategori

Top Sales Category. Robots, Drones, Robot kits. Tiga kategori ini menyumbang ±82% total penjualan.

Kategori dengan Penjualan Rendah. Blueprints, Ebooks, Training Videos, Namun ketiga kategori ini justru memiliki volume (qty) tinggi → produk murah tapi laris.

3. Quantity Berdasarkan Kategori

Top Qty Category. eBooks, Training Videos, Blueprints. Produk digital sangat tinggi volumenya, tapi tidak signifikan dalam revenue → peluang upselling dan bundling.

DASHBOARD PERFORM

Total Sales Berdasarkan Kota



Top 5

cust_city	category_name	total_sales
1. Washington	Robots	\$3,405,500
2. Sacramento	Robots	\$2,080,100
3. San Diego	Robots	\$1,683,400
4. Miami	Robots	\$1,574,600
5. Houston	Drones	\$1,485,700

4. Kota dengan Sales Tertinggi

Washington, Sacramento, San Diego, Miami, Houston.

Kota-kota besar menunjukkan demand tinggi untuk produk bernilai besar (Robots & Drones).

5. Kota dengan Qty Tertinggi

Washington, Houston, Springfield, San Diego, Madison

Kota-kota dengan qty tinggi adalah kota yang banyak membeli produk digital atau produk bernilai kecil.

Total Qty Berdasarkan Kota



Top 5

cust_city	category_name	order_qty
1. Washington	eBooks	109
2. Houston	eBooks	75
3. Springfield	eBooks	66
4. San Diego	Training Videos	57
5. Madison	eBooks	48

REKOMENDASI STRATEGIS UNTUK PERTAHANKAN & TINGKATKAN PENJUALAN

Untuk Mempertahankan & Meningkatkan Penjualan

Robots, Drones, Robot Kits adalah penyumbang >80% sales.

Pastikan stok tetap stabil, supply chain aman, dan after-sales service kuat.

Buat program maintenance contract (garansi) untuk pembeli Robot dan Drone.

kategori digital (eBooks, Videos) karena qty tinggi tetapi revenue rendah.

1. Upselling Bundling e.g. "Beli Drone + Dapat eBook gratis"
2. Cross-selling Pembeli Robots → tawarkan Robot Kits (upgrade parts)
- Pembeli eBooks → tawarkan Training Videos

Perkuat pasar kota dengan kontribusi tertinggi

Promo eksklusif untuk Washington, Sacramento, San Diego.

Kerjasama dengan komunitas teknologi lokal / universitas di kota tersebut.

REKOMENDASI STRATEGIS UNTUK PERTAHANKAN & TINGKATKAN PENJUALAN

Untuk Mempertahankan & Meningkatkan Penjualan

Ekspansi ke kota yang belum menunjukkan pembelian besar

Kota dengan titik biru di peta namun sales kecil → banyak user, tapi tidak beli produk mahal.

Buat strategi:

Diskon Robot/Drone entry-level

Demo produk ke sekolah/universitas

Free trial untuk materi training

Gunakan data transaksi untuk membuat program loyalitas atau membership dan rekomendasi produk otomatis

tawarkan reward point system untuk pembeli berulang

Pertimbangkan kampanye regional dengan sales rendah tapi qty tinggi = peluang margin

misalnya free shipping untuk regional tertentu dengan minimum pembelian sekian.



THANK YOU