



# Donjai Shop Performance Report

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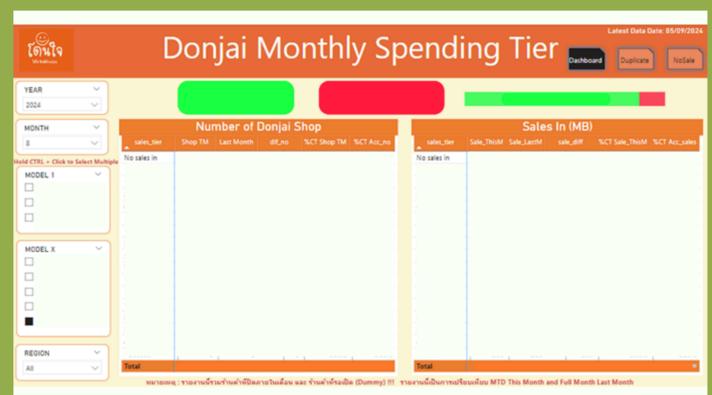
## Abstract

This project focuses on developing the Donjai Shop Performance Report, a Dashboard designed to monitor business performance. Previously, reports were manually created using Excel, but this initiative automates the process for improved efficiency. The development involved all stages, from gathering user requirements to designing and implementing the Dashboard. The system consists of two key components: Power BI for visualization and SQL for data extraction and preparation. With the newly developed Dashboard, the manual workload is significantly reduced, ensuring accurate data presentation and daily automatic updates, marking the success of this cooperative education project.

## Introduction

Donjai Shop is a convenience store model where Big C partners with local mom-and-pop stores to enhance sales operations. As the main supplier, Big C provides products and logistics support, helping these stores improve efficiency and competitiveness. With various business models in place, monitoring performance is crucial for expansion and sales growth. This project focuses on developing an automated Dashboard to provide real-time insights, enabling efficient business analysis and strategic decision-making.

## Results



## Methodology

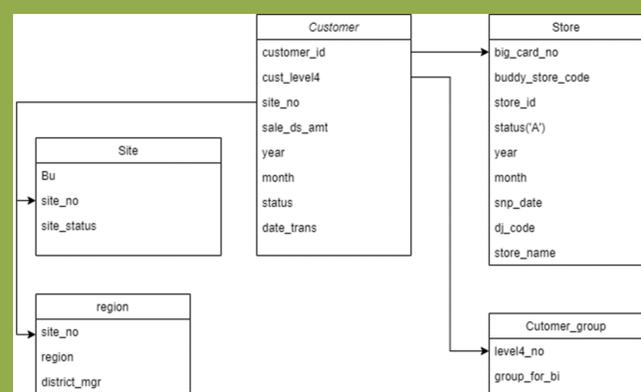


The development process consists of two main components:

- Back-End: Uses SQL to extract, join, and transform data into a structured Data Mart, which is then imported into Power BI for visualization.
- Front-End: Serves as the user interface in Power BI, allowing users to interact with data through filters and visual elements. DAX (Data Analysis Expressions) is used to create Measures, ensuring accurate calculations and meaningful insights.

## Architecture

### • Database Design



## References

- [1] W3Schools. (n.d.). SQL Tutorial. Retrieved from <https://www.w3schools.com/sql/>
- [2] Microsoft. (2023). Power BI Documentation. Retrieved from <https://learn.microsoft.com/en-us/power-bi/>

## Conclusion

The Dashboard is automatically updated daily to display the number of stores and sales figures, categorized by Tier levels and specific conditions defined for each business model. This system enables executives to efficiently monitor business performance and supports future business growth.