

## ***ABSTRACT***

*PT. Cellular Telecommunications (Telkomsel) is a company engaged in the field of telecommunications operators. In the 2019 report, the total active users were 110.3 million with a total consumption/user data of 5.2 GB. However, in semester 1 of 2019 Telkomsel users decreased by 5.7% from the initial 177.9 million subscribers in semester 1 of 2018 to 167.8 million subscribers in semester 1 of 2019. The number of Telkomsel users fluctuates, making Telkomsel have to maintain and improve the quality of its communication network so that user satisfaction is maintained. Several types of cellular products offered are Simpati, Halo, AS, and LOOP. Each product offered has its own fans and customers. Telkomsel as a cellular operator needs to process user device data and service users. One solution is that business intelligence is needed to process data, the data that has been processed is visualized in the form of a dashboard to provide information to PT. Telkomsel so that it can be used to analyze and avoid making decisions. This research uses the business dimension life cycle method. The results of this study are the user device dashboard that produces the largest number of Vendor users who use Telkomsel is the Samsung Vendor with a total of 118,577 (32.43%) users, and the largest number of OS Vendor Users who use Telkomsel in the West Java region is the Google OS Vendor (Android) with total 154,004 users. And for service user dashboards that produce the largest number of products used by users are Simpati products with a total of 290,481 (72.98%) users, and the largest number of nodes used by users are 4G nodes with a total of 212,299 (53.07%) users, and Total the largest consumption by a node in the West Java region is the 4G node with a total consumption of 523.2 TB.*

*Keywords: Business Intelligence, Database, Dashboard, Tableau.*