

ABSTRACT

BUSINESS INTELLIGENCE AND DASHBOARD DESIGN ANALYSIS ON TELECOMUNICATION DATA KUOTA USING BUSINESS DIMENSIONAL LIFECYCLE METHOD

By

ARDISA TSANIYA PUTRI

The large number of cellular operator users in Indonesia, makes the competitiveness of operators higher. The highest operator user in Indonesia was achieved by PT Telekomunikasi Seluler (Telkomsel), which reached 110.3 million subscribers in 2019. Telkomsel still wants to maintain its position as the best operator by increasing the number of subscribers. With the amount of customer data that continues to increase so that a large data storage such as a data warehouse is needed. PT Telkomsel also needs a system to visualize the data to make it easier to reach in reading the data set. From the visualization, it is expected to get a decision for planning the company's marketing targets in the future. In doing the visualization, the researcher designed the dashboard using the Business Dimensional Lifecycle method. In the Business Dimensional Lifecycle method, there is a Business Intelligence application design process and the design of the ETL development which is visualized in the form of a dashboard using the Tableau application. After testing and analysis, it is known that the application of the dashboard that is displayed is in the form of information on sales of quota packages and monitors Telkomsel's quota packages. Dashboard based on Balanced Scorecard (BSC) and Key Performance Indicator (KPI) values.

This research produces business intelligence in the form of the first dashboard, which is to monitor Telkomsel's quota package sales which aims to determine the total number of quota users, increased and decreased the quota package sales. The second dashboard that monitors internet quota Telkomsel aims to obtain information to help companies analyze the types of quota. This study uses quota data from June 19,2020 to July 29,2020. On the dashboard there is a wide variety of graphics such as pie charts, column charts, line charts, and bar charts.

Keywords: Telkomsel, Visualization, Dashboard, Business Intelligence, Business Dimension Life Cycle.