ABSTRACT

The development of online data visualization technology allows the processing of a company's annual financial raw data to be processed and visualized online. This final project explores the use of Microsoft Power BI software to process the processing of key financial data extracted from the last 10 years (2015-2025) financial statements of PT. Telkom Indonesia, Tbk became Data Mart Online (Executive Dashboard). This dashboard is designed to make it easier for users, in this case corporate stakeholders, especially the Board of Directors (BoD), the Director of Finance and Risk Management and investors to access the financial performance of corporations from anywhere and anytime online. The main features of the application include the input of the required running financial key data and the automation of the creation of financial performance graphs (financial performance ratios) of PT. Telkom Indonesian, Tbk and update the dashboard in real time. The 3 types of financial ratios visualized consists of 3 pages, namely profitability ratio, solvency ratio and liquidity ratio. The authors convert the raw financial ratio formulas to the Data Analysis Expression (DAX) which contains the functions, operators and constants that Microsoft Power BI has to enable visualization automation going forward as key data inputs for the current year emerge. The graph model was chosen for easy user understanding. The dashboard, which consists of 3 pages, is then published online for public access. Final testing is done by trying to access the dashboard link from multiple devices such as mobile phones and laptops to ensure optimal compatibility and visualization. The test

results show that this dashboard can be useful to make it easier for enterprise data operators to input financial key data that will be automatically processed by the DAX of the Microsoft Power BI application that has been prepared. The existence of this dashboard is expected to be used as a solution for faster and more accurate control, risk management and high-level decision-making.

Keywords: Data Staging, Data Mart, Financial Performance Dashboard