

PERANCANGAN DASHBOARD BUSINESS INTELLIGENCE UNTUK ANALISIS KINERJA DAN PROFITABILITAS PENJUALAN PADA PT LIM SIANG HUAT INDONESIA

ABSTRAK

Pengelolaan data penjualan pada PT Lim Siang Huat Indonesia saat ini belum dimanfaatkan secara optimal untuk kebutuhan analisis. Sistem MYOB yang digunakan perusahaan masih berfokus pada pencatatan transaksi dan penyusunan laporan keuangan sehingga belum mampu menyajikan informasi analitis, seperti tren penjualan, kinerja produk, dan profitabilitas secara menyeluruh. Permasalahan tersebut dianalisis menggunakan metode PIECES (*Performance, Information, Economics, Control, Efficiency, Service*) untuk mengidentifikasi kebutuhan pengguna. Berdasarkan kondisi tersebut, penelitian ini bertujuan merancang *dashboard Business Intelligence* yang dapat mendukung analisis kinerja dan profitabilitas penjualan. Metode yang digunakan adalah Waterfall yang meliputi tahap analisis, desain, implementasi, pengujian, dan pemeliharaan. Pengolahan data dilakukan melalui proses *Extract, Transform, Load* (ETL) dengan memanfaatkan MySQL sebagai basis data. Hasil penelitian berupa *dashboard Business Intelligence* yang menyajikan data transaksi, produk, customer, *Key Performance Indicator* (KPI), serta laporan analisis penjualan secara visual dan interaktif. Berdasarkan hasil pengujian *Black Box Testing*, seluruh fungsi sistem berhasil berjalan sesuai kebutuhan fungsional. Selanjutnya, hasil *User Acceptance Testing* (UAT) menunjukkan bahwa *dashboard* memperoleh tingkat penerimaan pengguna sebesar 94,6% dari Admin Sales dan 96% dari Branch Manager, yang termasuk dalam kategori “Sangat Layak”. Hasil tersebut menunjukkan bahwa *dashboard* mampu memenuhi kebutuhan pengguna serta membantu manajemen memantau kinerja dan profitabilitas penjualan secara lebih efektif sebagai pendukung pengambilan keputusan.

Kata kunci: *Business Intelligence, Dashboard, ETL, PIECES, Waterfall.*

BUSINESS INTELLIGENCE DASHBOARD DESIGN FOR SALES PERFORMANCE AND PROFITABILITY ANALYSIS AT PT LIM SIANG HUAT INDONESIA

ABSTRACT

Currently, sales data management at PT Lim Siang Huat Indonesia is not being optimally utilized for analytical purposes. The MYOB system employed by the company focuses primarily on transaction recording and financial statement preparation, failing to provide comprehensive analytical insights such as sales trends, product performance, and profitability. These issues were analyzed using the PIECES (Performance, Information, Economics, Control, Efficiency, Service) framework to identify user requirements. Consequently, this study aims to design a Business Intelligence dashboard capable of supporting the analysis of sales performance and profitability. The Waterfall methodology was adopted, encompassing the stages of analysis, design, implementation, testing, and maintenance. Data processing was conducted via an Extract, Transform, Load (ETL) process using MySQL as the database. The study resulted in a Business Intelligence dashboard that visually and interactively presents data on transactions, products, customers, and Key Performance Indicators (KPIs), alongside sales analysis reports. Black Box Testing confirmed that all system functions operated in accordance with functional requirements. Furthermore, User Acceptance Testing (UAT) revealed a user acceptance rate of 94.6% among Sales Admins and 96% among Branch Managers, placing the system in the "Highly Suitable" category. These results demonstrate that the dashboard meets user needs and assists management in monitoring sales performance and profitability more effectively to support decision-making.

Keywords: *Business Intelligence, Dashboard, ETL, PIECES, Waterfall.*