

ABSTRACT

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IMPLEMENTASI DATA WAREHOUSING UNTUK MENDUKUNG PENGAMBILAN KEPUTUSAN PEMASARAN EFEKTIVITAS PROMOSI DI PT SIMFONI MELODI INDONESIA

The professional internship was carried out at PT Simfoni Melodi Indonesia, starting from February 20 to July 20, 2025. The activities conducted during this internship included collecting data from various branch units, which was then analyzed to obtain key information such as the effectiveness of promotions in each unit, as well as other important customer-related insights that could later serve as valuable input for the company's evaluation and decision-making processes. The data was processed through the ETL (Extract, Transform, Load) process to ensure data consistency and accuracy. All data was consolidated into a centralized database using MySQL and DBeaver. The data was cleaned, standardized, and further processed using Pentaho. The analysis results were then visualized in an easily understandable format using Tableau, presented in various forms of charts such as bar charts, pie charts, and more. Through this internship, it is expected to gain valuable experience in a real work environment by implementing a data warehousing system to integrate and manage data from various sources, thereby supporting the company's decision-making processes through technology-based data analysis.

Keywords: Data Collection, ETL (Extract, Transform, Load), MySQL, Data Visualization