ABSTRACT

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PERANCANGAN DIGITAL *DASHBOARD* MENGGUNAKAN *POWER BI* UNTUK VISUALISASI DATA PROPERTI REAL ESTATE (STUDI KASUS : PT. SAKINA SAKATAMA)

The concept of data visualization basically aims to be able to convey information clearly using graphs and displayed through a dashboard. Along with the growth of information technology, many business fields have adopted this dashboard system to enable easier and more accurate business decision making. In this case, Professional Work (KP) is carried out at PT Sakina Sakatama in the Legal division. PT Sakina Sakatama is a company engaged in the property real estate sector, one of the residential projects being developed is The Greenhill housing with a cluster concept. In the Legal division, the task carried out is designing a dashboard using Microsoft Power BI software. The Legal Division has various sources of administrative cluster data, but are still presented in excel format and the reporting system is still done conventionally, namely via email. By using Power BI, various data can be presented more concisely by utilizing the tools available in Microsoft Power BI such as graphs, charts, slicers, and so on. These data can be visualized at once analytically with several variables, visual-based information will ultimately be easier to understand. This opportunity was then used to create a dashboard design to display more informative data visualizations such as cluster data, legality of deeds, recapitulation based on the year of sales, and other supporting data according to the division's needs, as well as recommending a more effective and efficient reporting system that is expected to improve quality. decision making in the company.

Keywords *: Dashboards, data visualizations, Power BI, real estate properties*