ABSTRACT

HENDRAT JAYA KRISTIANUS ZENDRATO (2020081043).

MEMVISUALISASIKAN KUMPULAN DATA KOMPLEKS DENGAN GEOGLE DATA STUDIO PADA PERUSAHAAN KREDIVO

In this digital era, companies have access to enormous amounts of data. so the biggest challenge is not how much data you have, but how to analyze and visualize that data in a way that is easy to understand. The financial company Kredivo has a complex data set that includes borrower information, namely financial transactions, payment history, billing information, payment history and personal loan data. Utilizing Google Data Studio as a data visualization tool provides an effective solution for dealing with data complexity so that it is easier to understand.

Google Data Studio allows Kredivo company internal parties to combine data from various sources, create interactive graphics, and create dynamic dashboards in realtime. With Google Data Studio, companies will be able to make more informed business decisions more easily. Google Data Studio allows companies to combine data from various sources, create interactive graphs, and create dynamic dashboards in real-time. In this study, I investigated various types of data collected by Kredivo, including customer profiles, user behavior, and the company's financial performance.

Keywords: Google Data Studio, Data Visualization, Complex Data, Financial Companies, Kredivo, Data Integration, Data-Based Decision Making.