Himpunan Mahasiswa Sistem Informasi
Universitas Nasional *proudly present*....

Workshop

INTRODUCTION DATA VISUALIZATION WITH YELLOWFIN

" Finding new information from social media data "

INSTRUKTUR

Bey Arief Budiman, S.T.

(Head of Delivery Absolut Data Indonesia, Yellowfin BI Indonesia)

MODERATOR

Risqulloh Dhiya Sayyida

(Mahasiswa Sistem Informasi Universitas Nasional)

FREE PASS

REGISTRATION

https://cutt.ly/Workshop-IDV-2020

SAVE THE DATE TO JOIN US!

- Zoom Meeting
- Selasa, 10 November 2020
- 10.00 - 13.30 WIB

MEDIA USED

- Komputer/Laptop (Min. RAM 4 GB, OS Windows, Linux, MacOS)
- Jaringan Internet
- Tools Yellowfin BI

BENEFITS

- E-Certificate (With T&C)
- Modul for Workshop Data Visualization
- Free Account Lincense Yellowfin BI for 30 Days (With T&C)
- Free Data Set

FOLLOW US

@himasi.unas1949

https://lin.ee/S1usGrm

https://himasi.ftki.unas.ac.id

MEDIA PARTNER

Seminar Gratis

SUPPORTED BY

Yellowfin

CONTACT :

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Jojo 087738858231

Bey Arief Budiman, ST.

Head of Delivery Absolut Data Indonesia | Yellowfin BI Indonesia

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Handphone|Whatsapp : 0812 1828 9624

https://www.linkedin.com/in/beyarief

EDUCATION

STIMIK BANDUNG, Bandung – Indonesia — Mei 2005 – July 2007

- Bachelor of Engineering in Computer Engineering.

Universitas Komputer Indonesia, Bandung – Indonesia — July 2000 – May 2005

SKILL

Industry Knowledge

- Project Management - Ability to apply frameworks and methodologies, such as agile and SCRUM, throughout the lifecycle of a project.
- Analytical
- Business Analyst
- Communication
- Management
- Information Technology

Tools and Knowledge

- Visualization Analytic (Yellowfin BI, Tableau, Microsoft Excel)
- Database (Mysql, SQL Server, Oracle)
- Application Website (PHP, HTML, .NET)

Others Skill

- Complain Handling Management
- Complain Investigation
- Key Performance Indicator (KPI)
- Public Speaking
- Event Management

EXPERIENCE

PT. Absolut Data Indonesia, Jakarta – Indonesia **Mei 2019 – Present**

Head of Delivery and Principal for Yellowfin in South East Asian

- As Principal for Yellowfin BI Tools in Indonesia and ASEAN
- Delivery the right and relevant product to user and as Corporate vision translator to translate the right product that is made and coordinating with stakeholder and all user.

PT. Swamedia Informatika, Bandung – Indonesia

Head unit of Business Intelligence and Marketplace **Mei 2015 – April 2019**

- lead more than 25 unit members with a variety of abilities and experiences from each of its members.
- achieving revenue targets of more than 6 billion each year.
- has worked on 20 projects in a period of 3 years with 80% of the projects successfully done on time.
- as a business development to develop the business of the Business Intelligence Unit, partnerships and diverse teams.

PT. Swamedia Informatika, Bandung – Indonesia **Juy 2012 – April 2019**

Project Manager

- Lead more than 50 Project in more than 7 year.
- Achieving revenue from all project more than 20 billion in 7 year.
- With different type of Project Management system, like Agile, Scrum, waterfall and Devops.
- Success rate with 80% of the projects successfully done on time

Boseh Bike Sharing – BLUD Transportasi Dishub Bandung **Jan 2019 – Jan 2020**

Manager

- Carrying out and attaining the mission and the goals of the business unit managed of Boseh Bike Sharing.
- Development of a superior workforce.
- Development of the department.
- Development of an employee-oriented company culture that emphasizes quality, continuous improvement, key employee retention and development, and high performance.

Open Data Lab Jakarta – World Bank **Jan 2018 – Nov 2018**

Project Manager Incubation Program (Team 3)

As Project Manager in Open Contracting Pilot Project for Incubation Programs: Capacity building and use of technology in community participation to use public procurement data. Collaboration with the World bank and open data labs Jakarta and with Government of Bandung.

Hivos SEA **July 2017 – Dec 2018**

Project Manager and Business Analyst

Implementing an open data project called Solving Community Problems through Open Data: Investing in Quick Wins for the City of Bandung (Open Data Bandung) – Analyst and Create New Business from Data Collected.

PROJECT

- Dashboard SIRO Telkomsel using Tableau (Swamedia, Oct 2018 – April 2019), Become an Business Analyst, Collect/define system or process requirements to increase productivity in designing and implementing system/process. Ensuring the feasibility of the solution. [Tech : Tableau, Mysql, PHP].
- Open Contracting Pilot Project for Incubation Programs (Open Data Labs Jakarta, July 2018 – November 2018), As Project Manager, Capacity building and use of technology in community participation to use public procurement data. Collaboration with the World bank and open data labs Jakarta and with Government of Bandung.
- Payroll and HR System (Swamedia, December 2017 – April 2018), as Project Manager, Payroll and HR system create and develop payroll and HR system Product.
- Open Data Project (HIVOS SEA, July 2019 – December 2018), as Project Manager and also Business Analyst to Help Bandung for implementing an open data project Solving Community Problems through Open Data: Investing in Quick Wins for the City of Bandung (Open Data Bandung) – Analyst and Create New Business from Data Collected.
- PT PLN Kantor Pusat, SILM Operational 2012 – 2017 (Swamedia, July 2012 – August 2017), as Project Manager, Responsible for all Components of management reports, such as financial statements, Concession reports (generation), shrinkage reports and other reports that form management reports, so that they can be displayed in the SILM application and the results can be seen. both regional / unit and regionally.
- Key Performa Indicator for PLN (Swamedia, January 2013 – January 2016), as Project Manager, Analyze any data that can be a KPI requirement in SILM and data outside SILM that can enter into SILM, Making input forms for KPI needs based on the Indicators given from Corporate and Make a KPI calculation based on a system that refers to calculations from the corporate. modify the system to be able to enter with available data requirements.
- Dashboard KPI of UPJB (Swamedia, September 2014 – November 2015), as Project Manager, Analyze the data to be presented regarding the calculation and composition of the data in the management report of Unit UPJB, The data that is made into the report is the data of the generator managed by upjb. which is detailed generator data.
- And many more.

ORGANIZATION

PYEONG TAEKWONDO PURWAKARTA / UTI PRO PURWAKARTA — February 2018 - Present

- Chairperson of the organization

Indonesian Data Scientist Association (AIDI) — April 2018 – Now

- Secretary General

Bike To Work Indonesia Chapter Purwakarta — December 2010 – Present

- Chief B2W Purwakarta

Workshop Introduction Data Visualization with Yellowfin

10 November 2020
Webinar Universitas Nasional

Bey Arief Budiman

Head of Delivery | May'19 - Now
Yellowfin Indonesia - Southeast Asia

Swamedia Informatika | 2010 – 2019
- Head of BI and Marketplace Unit
- Senior Project Manager

BLUD UPT Departemen of Transportation Bandung | 2018 - 2019
Operational Analytics Manager

Secretary General
Asosiasi Ilmuwan Data Indonesia

Project
- Open Data Contracting Pilot Project – World Bank and Open Data Labs - 2018
- Open Data Project – Hivos SEA – 2017
- Telecomunication
- Operational
- Project Management
- Many More

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@me_ibey

ASOSIASI ILMUWAN DATA INDONESIA

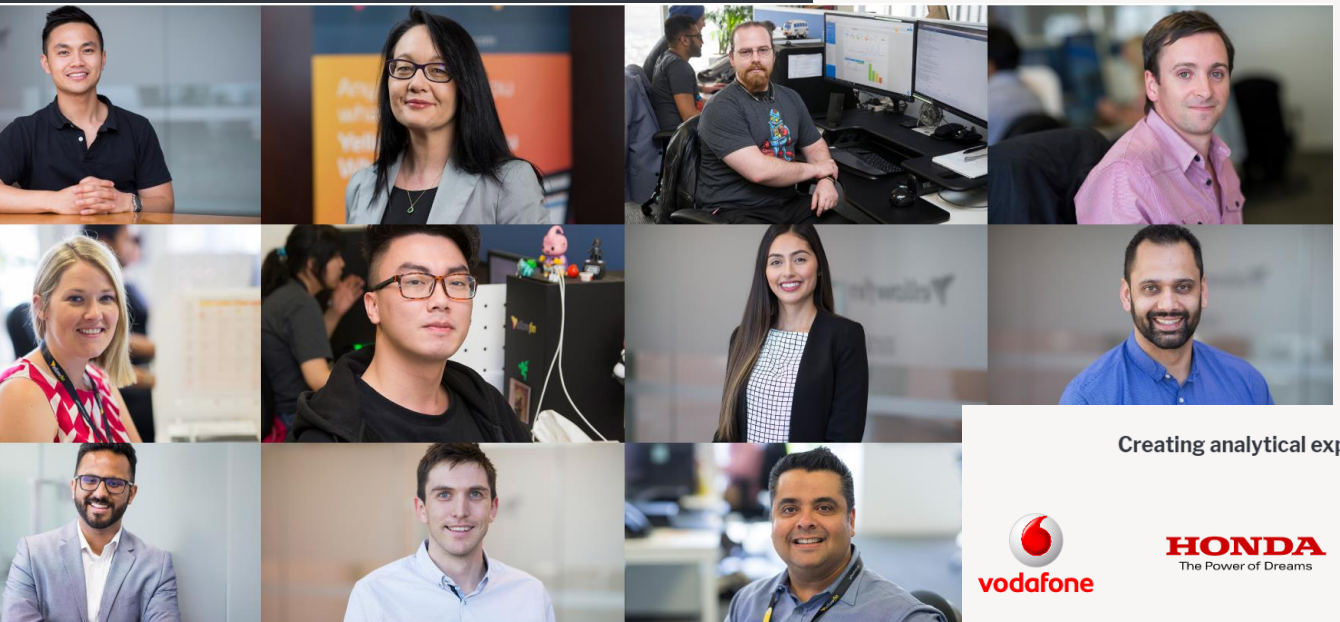
Yellowfin

Yellowfin

Yellowfinbi.com

We love data.

We do. All kinds, from all sources. We understand that information contained in a business's data is where the next great idea will come from. New revenue streams, innovative product concepts, and ways to change the world usually start with a data point that sparks a thought. We delight in bringing those sparks to life.



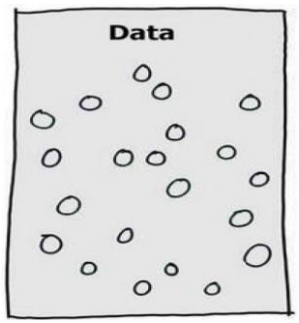
Creating analytical experiences for 29,000+ companies world wide

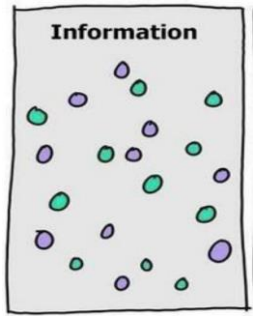
vodafone HONDA The Power of Dreams Coca-Cola xerox KODAK

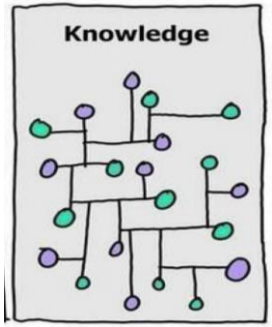
Learning Objective

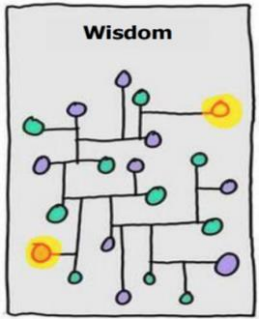
- To be familiar with Business Intelligence
- To understand the roles in data world
- To understand and familiar with the tools of Data Analytics
- To be familiar with Data Visualization
- Make Data Visualization with Yellowfin BI

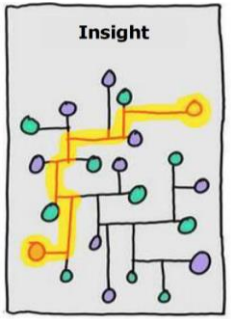
Bagaimana Data, Teknologi dan Informasi Bekerja











Data

Menambahkan makna pada data

Informasi

Menemukan pola dalam informasi

Pengetahuan

Memahami dan Menerapkan Pengetahuan

Kebijaksanaan

Memahami dasar pengetahuan dan esensi kebijakan

Insight

Peran Teknologi

Pengumpulan, Pengolahan, dan Analisis Data menjadi Pengetahuan

Excel

Yellowfin

Pengambilan Keputusan

- Memahami masalah yang ingin diselesaikan
- Mengambil tindakan atau kebijakan berdasarkan wawasan yang di dapat

Business Intelligence

Sekumpulan teknik dan alat untuk mentransformasi dari data mentah menjadi informasi yang berguna dan bermakna untuk tujuan analisis bisnis.

Gambar 1. *Business Intelligence Development Step* (Larissa T. Moss, S. A., 2003:41)

What Business Intelligence actually is ?

Business intelligence (BI) terdiri dari strategi dan teknologi yang digunakan oleh perusahaan untuk analisis data informasi bisnis. Dengan bantuan penyimpanan data, teknologi gudang data, OLAP / Analytics, penggalian data, dan teknologi analisis prediktif, ini menggabungkan data internal dan data eksternal untuk menghasilkan keputusan operasional dan strategis. Keputusan operasional dapat berupa penentuan posisi dan harga produk, sedangkan keputusan strategis dapat menjadi tujuan akhir, prioritas utama, dan arah pengembangan.

https://yourfreetemplates.com/business-intelligence-infographic/

Function of BI

Business Analytics

Business Analytic (BA), mengacu pada keterampilan, teknologi, praktik untuk iteratif terus menerus eksplorasi dan investigasi bisnis masa lalu kinerja untuk mendapatkan wawasan dan mendorong perencanaan bisnis.

https://www.predictiveanalyticstoday.com/business-analytics/

Evolution of BI

Traditional

- Tabular Reports
- Broadcast & Scheduling
- Export to spreadsheets

Modern

- Self-Service Data Discovery
- Actionable Dashboards

Augmented

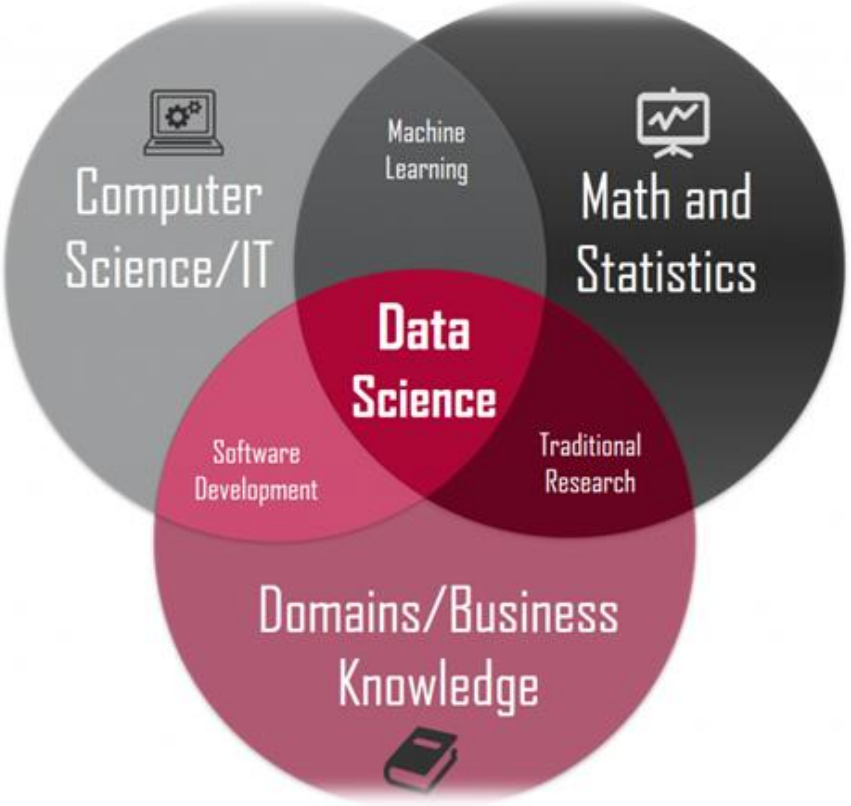
- Assisted Insights
- Automated Analysis
- Operationalise Data Science Models

Collaborative

- Data Stories
- Management Decks

Yellowfin

Data Science

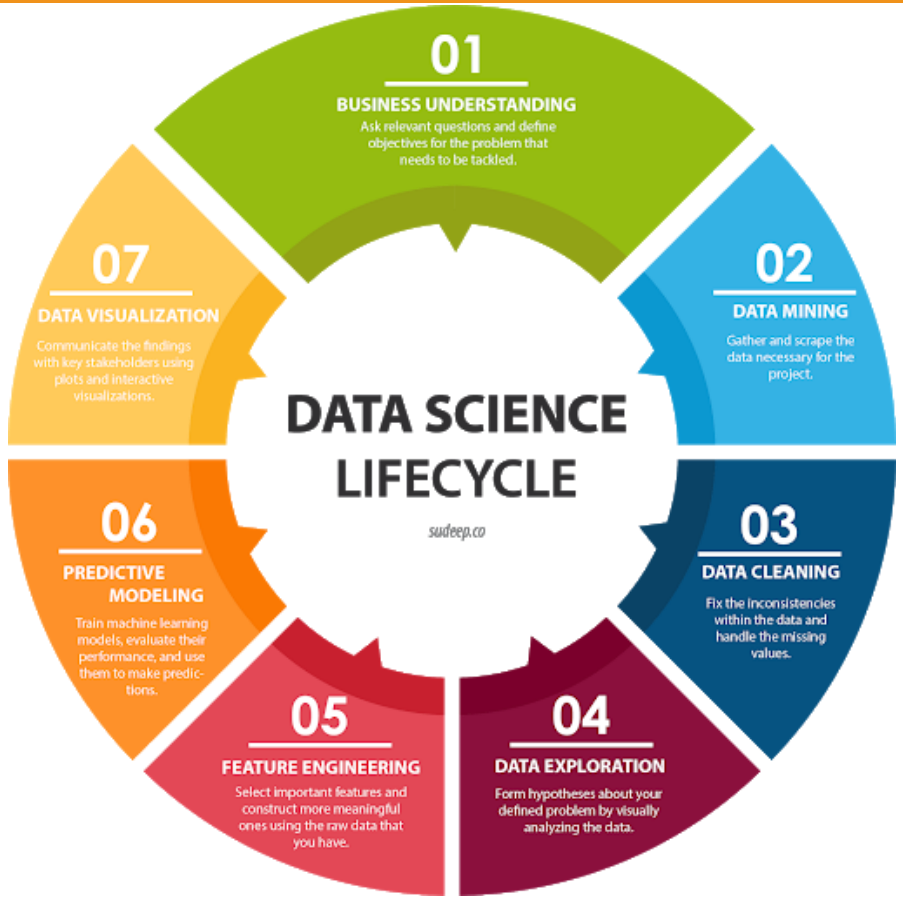


Data Science adalah bidang interdisipliner yang menggunakan metode, proses, algoritme, dan sistem ilmiah untuk mengekstrak pengetahuan dan wawasan dari banyak data struktural dan tidak terstruktur.

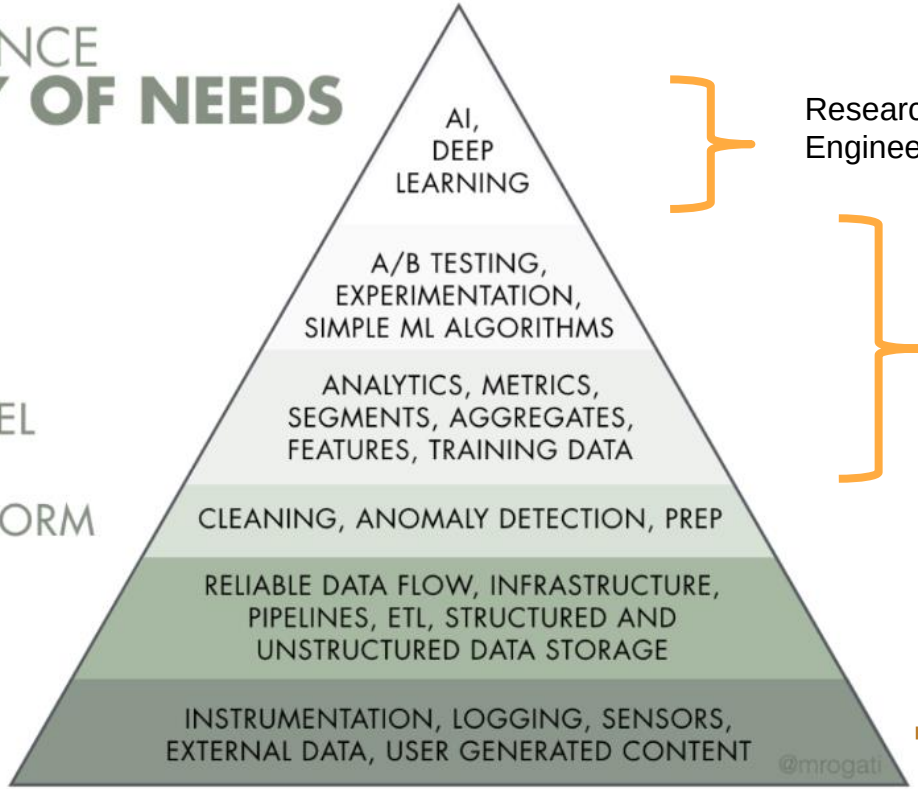
Data science is related to data mining and big data analytics.

Keywords : predictive, data products, business benefit, measurable metrics, actionable insights, big data.

Data Science Lifecycle



THE DATA SCIENCE HIERARCHY OF NEEDS



LEARN/OPTIMIZE

AGGREGATE/LABEL

EXPLORE/TRANSFORM

MOVE/STORE

COLLECT

Research Scientist, DS Core + ML/AI Engineer

Data Science Analytics

Data Engineers

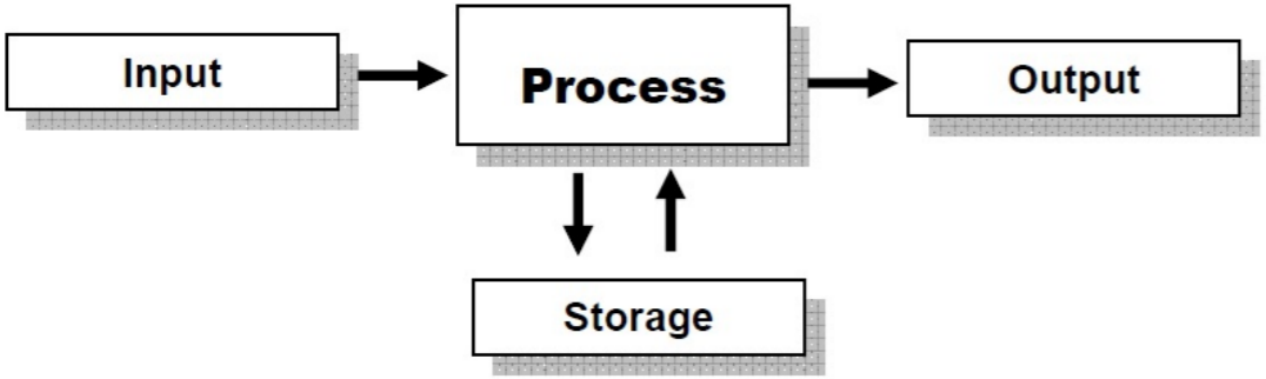
Software Engineers

Source: Monica Rogati's fantastic Medium post "The AI Hierarchy of Needs"

Intro to Data Analytic

Data Analytics

is **science and techniques** of **analyzing raw data** in order **to make conclusions** about that information



Data Analytics

"Garbage in, garbage out"

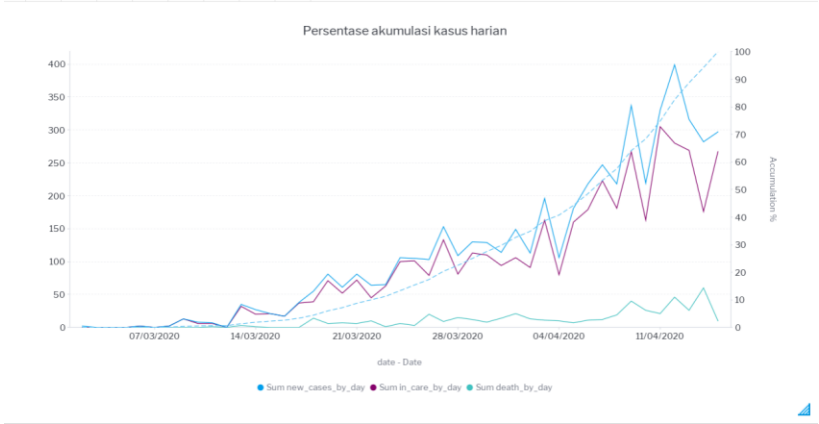
Your analysis is as good as your data.

Data Visualization Intro

Give me insight from this

date	month	day	new_cases_...	cumulative_...	in_care_by_d...	cumulative_i...	death_by_day	cumulative_...	date - Date
2-Mar-2020	March	1	2	2	0	2	0	0	02/03/2020
3-Mar-2020	March	2	0	2	0	2	0	0	03/03/2020
4-Mar-2020	March	3	0	2	0	2	0	0	04/03/2020
5-Mar-2020	March	4	0	2	0	2	0	0	05/03/2020
6-Mar-2020	March	5	2	4	2	4	0	0	06/03/2020
7-Mar-2020	March	6	0	4	0	4	0	0	07/03/2020
8-Mar-2020	March	7	2	6	2	6	0	0	08/03/2020
9-Mar-2020	March	8	13	19	13	19	0	0	09/03/2020
10-Mar-2020	March	9	8	27	6	25	0	0	10/03/2020
11-Mar-2020	March	10	7	34	6	31	1	1	11/03/2020
12-Mar-2020	March	11	0	34	0	31	0	1	12/03/2020
13-Mar-2020	March	12	35	69	32	63	3	4	13/03/2020
14-Mar-2020	March	13	27	96	20	83	1	5	14/03/2020
15-Mar-2020	March	14	21	117	21	104	0	5	15/03/2020

vs



Keuntungan Data Visualisasi

- Better Analysis
- Finding relationship in the data
- Understanding story behind the data

Source : dribble.com

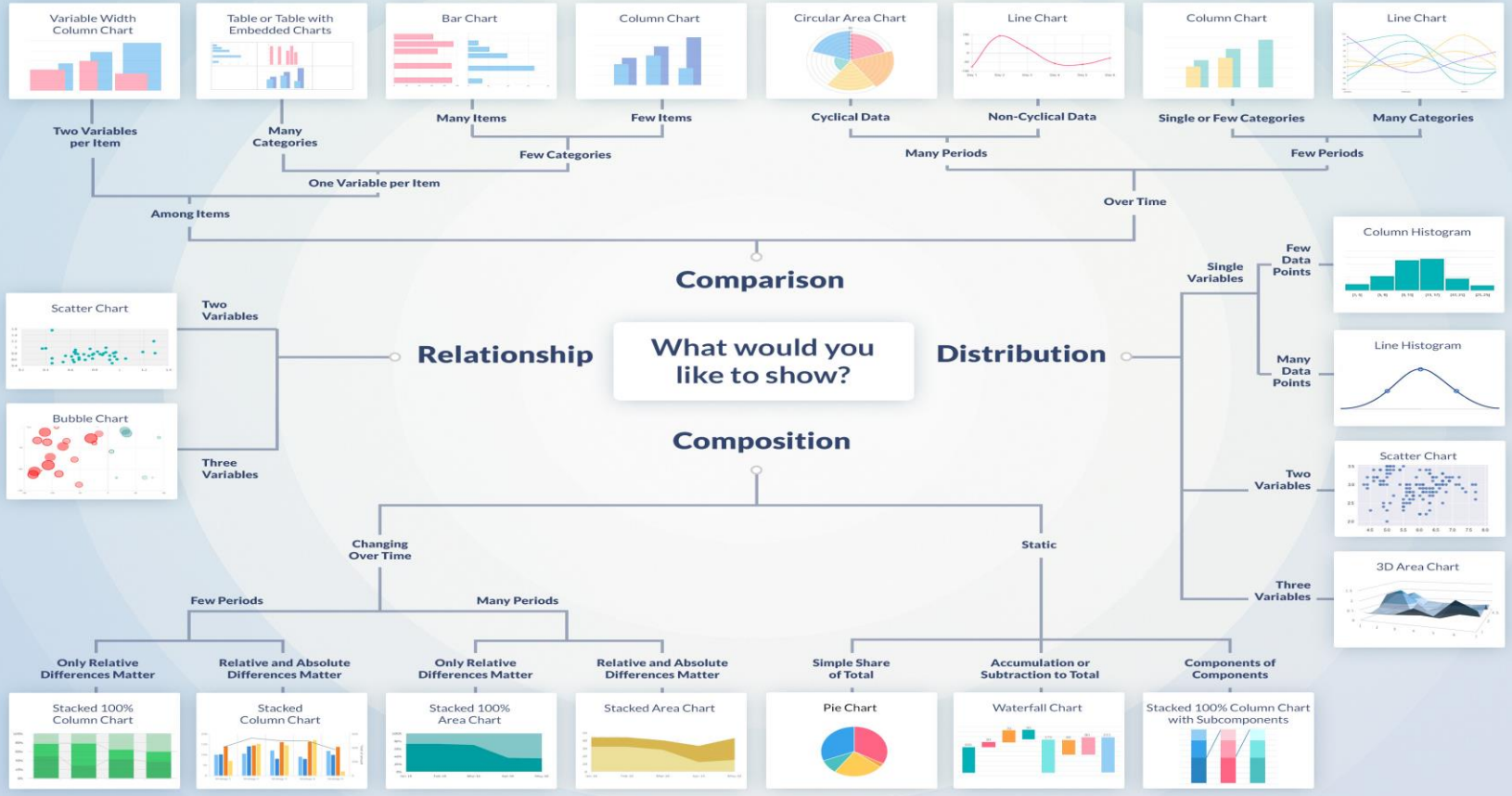
Prinsip data Visualisasi

Intuitive, insightful and scalable

Sangat mudah bagi user baru untuk cepat memahami dan mengerti..

1. Design for audience
2. Refine the message
3. Arrange by priority
4. Instruct with titles and tooltips
5. Fix Size

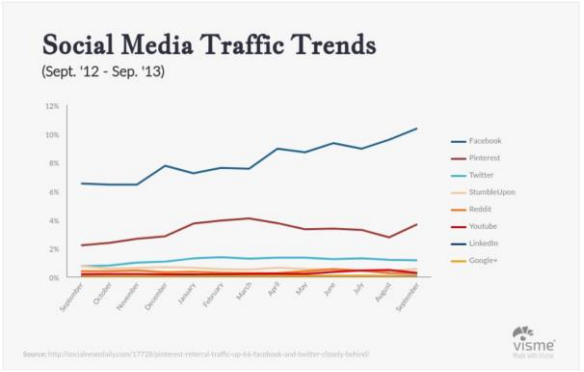
Guided Visualizations for Charts and Graphs



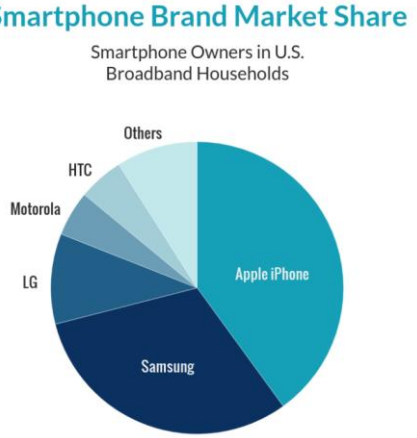
Recommendation Types of graph and Charts

Marketing

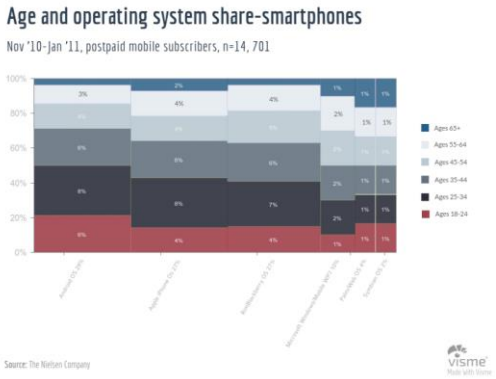
Column Bar Graphs



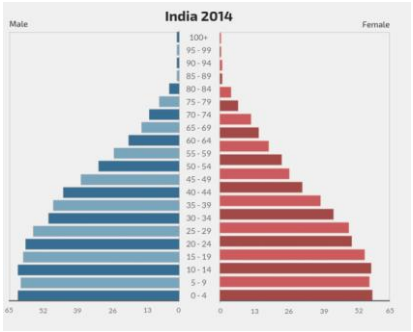
Line Graphs



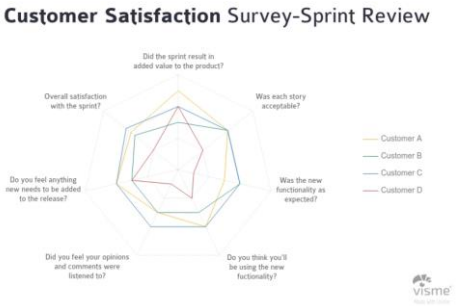
Pie Charts



Mosaic or Mekko Charts



Population Pyramids

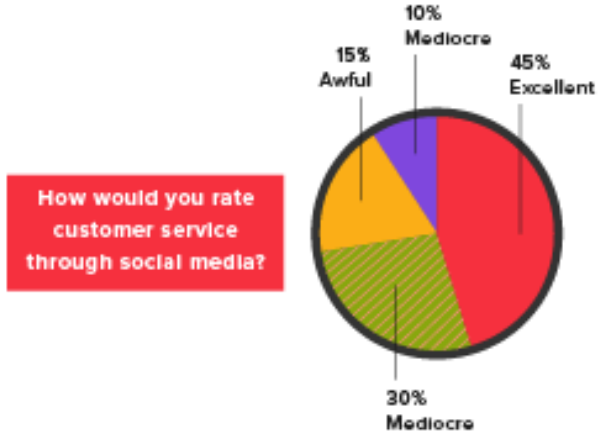


Spider Charts

INCORRECT

SOCIAL CUSTOMER *SERVICE*

Here's everything you need to know about delivering customer service through social platforms.



CORRECT

SOCIAL CUSTOMER SERVICE

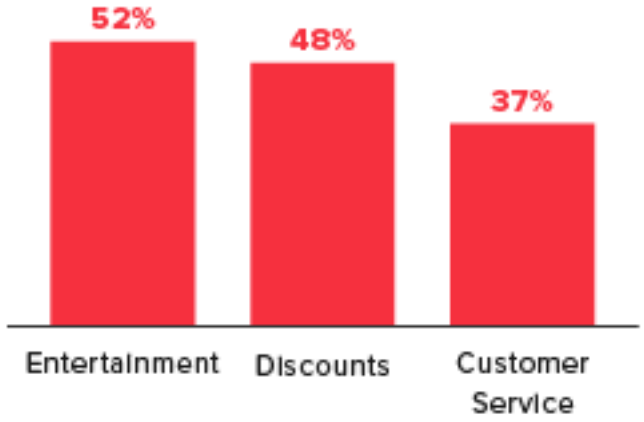
Here's everything you need to know about delivering customer service through social platforms.

INCORRECT

What do Facebook users want from brands?

CORRECT

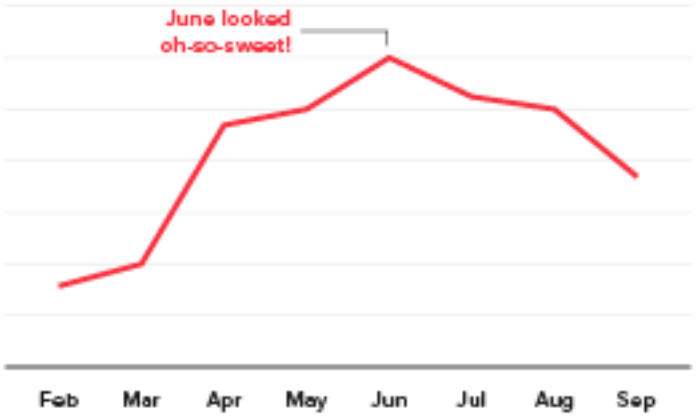
What do Facebook users want from brands?



INCORRECT

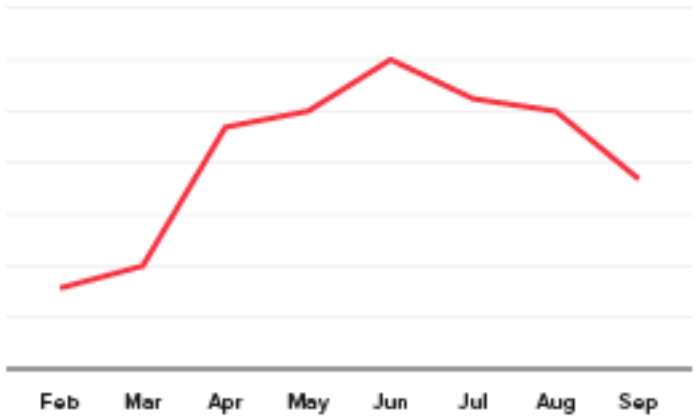
A Fruitastic Sales Season

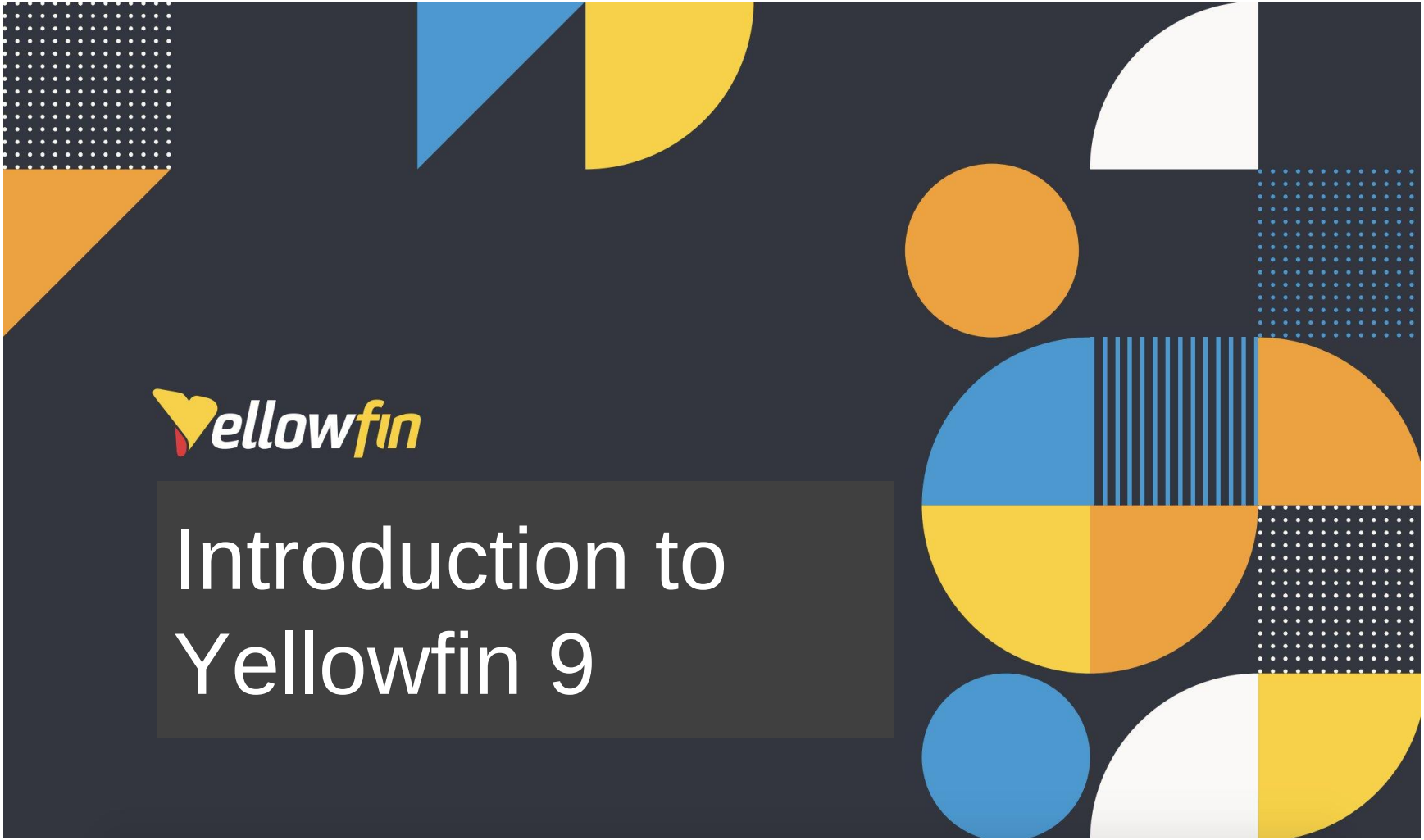
Strawberry season never looked better!



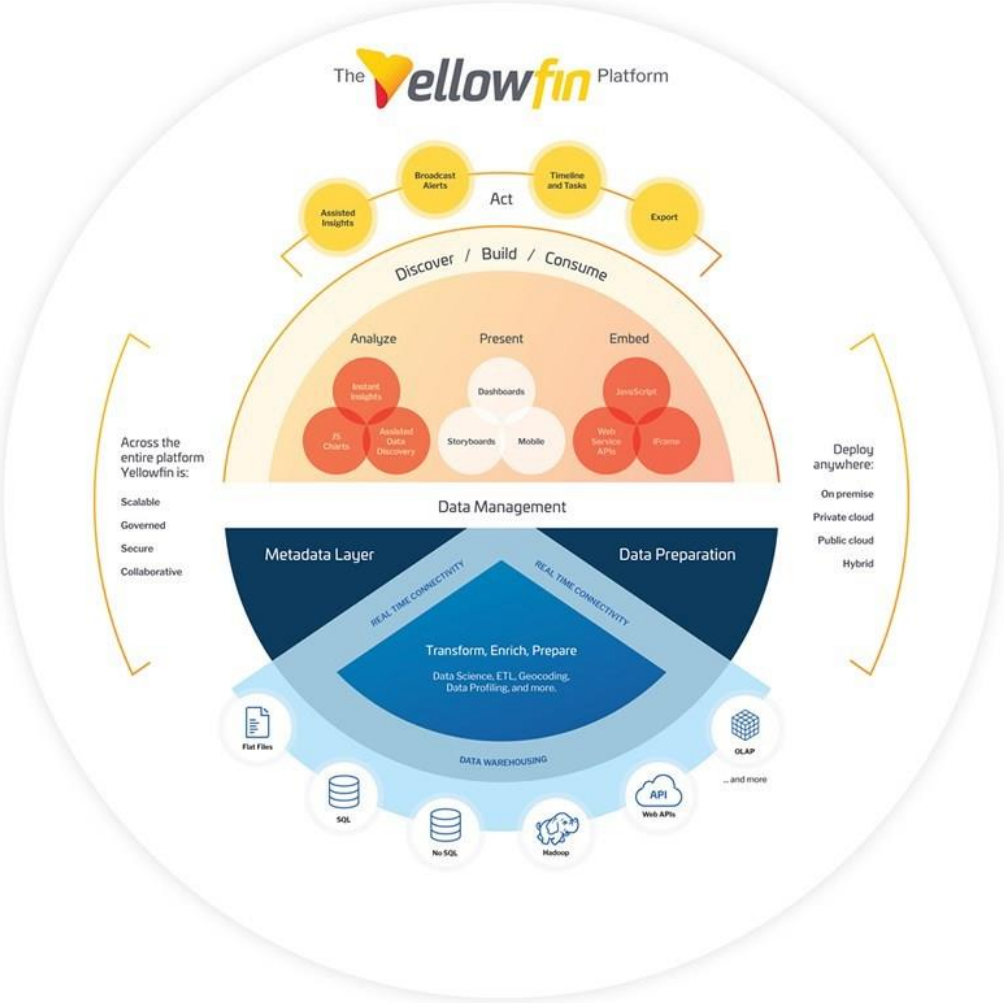
CORRECT

Strawberry Sales, by Month

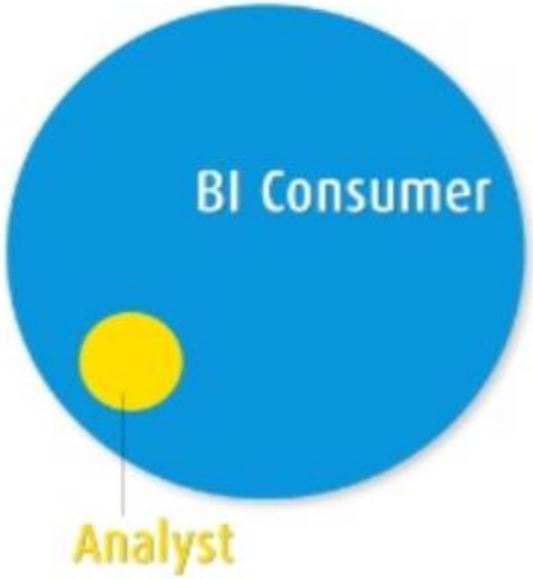



Yellowfin
Introduction to
Yellowfin 9

Creating analytical experiences for 29,000+ companies world wide


The Yellowfin Platform
Act
Broadcast Alerts
Timeline and Tasks
Assisted Insights
Export
Discover / Build / Consume
Analyze
Present
Embed
Instant Insights
JS Charts
Assisted Data Discovery
Dashboards
Storyboards
Mobile
JavaScript
Web Service APIs
iFrame
Across the entire platform Yellowfin is:
Scalable
Governed
Secure
Collaborative
Data Management
Metadata Layer
Data Preparation
REAL TIME CONNECTIVITY
REAL TIME CONNECTIVITY
Transform, Enrich, Prepare
Data Science, ETL, Geocoding, Data Profiling, and more.
DATA WAREHOUSING
Flat Files
SQL
No SQL
Hadoop
API
Web APIs
OLAP
...and more
Deploy anywhere:
On premise
Private cloud
Public cloud
Hybrid

Target Audience



BI For the BI Consumer

- Yellowfin is not just an Analyst tool
- Yellowfin provides non-technical business users with the ability to build interactive content
- People want software that's simple to use

Centralized Architecture

Data analysts

Data Discovery
Build dashboards
Storyboards

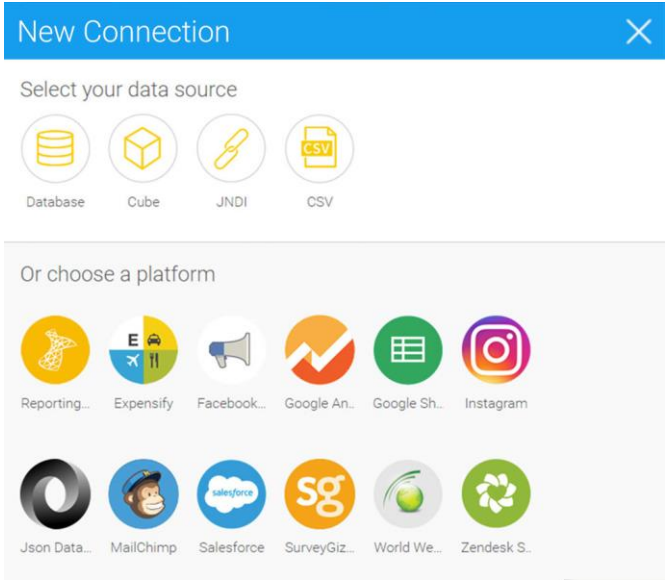
IT department

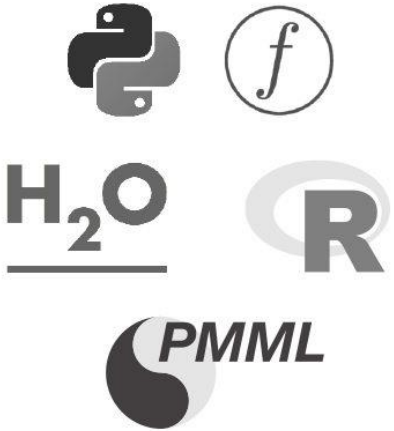
Security
Metadata layer
Governance

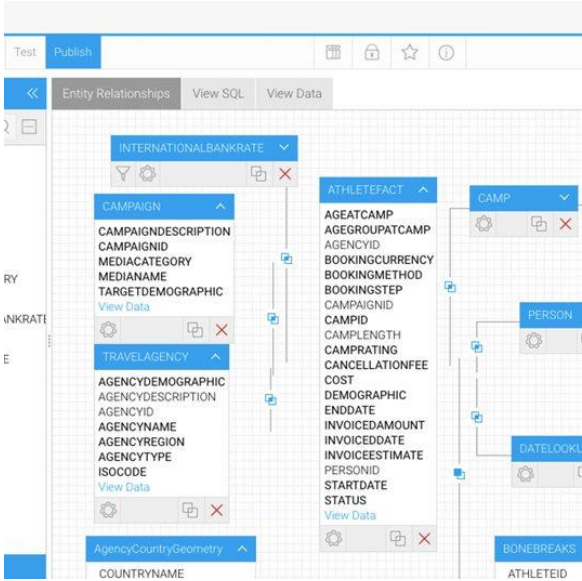
BI consumer

Dashboards / KPIs
Collaboration
Decision making

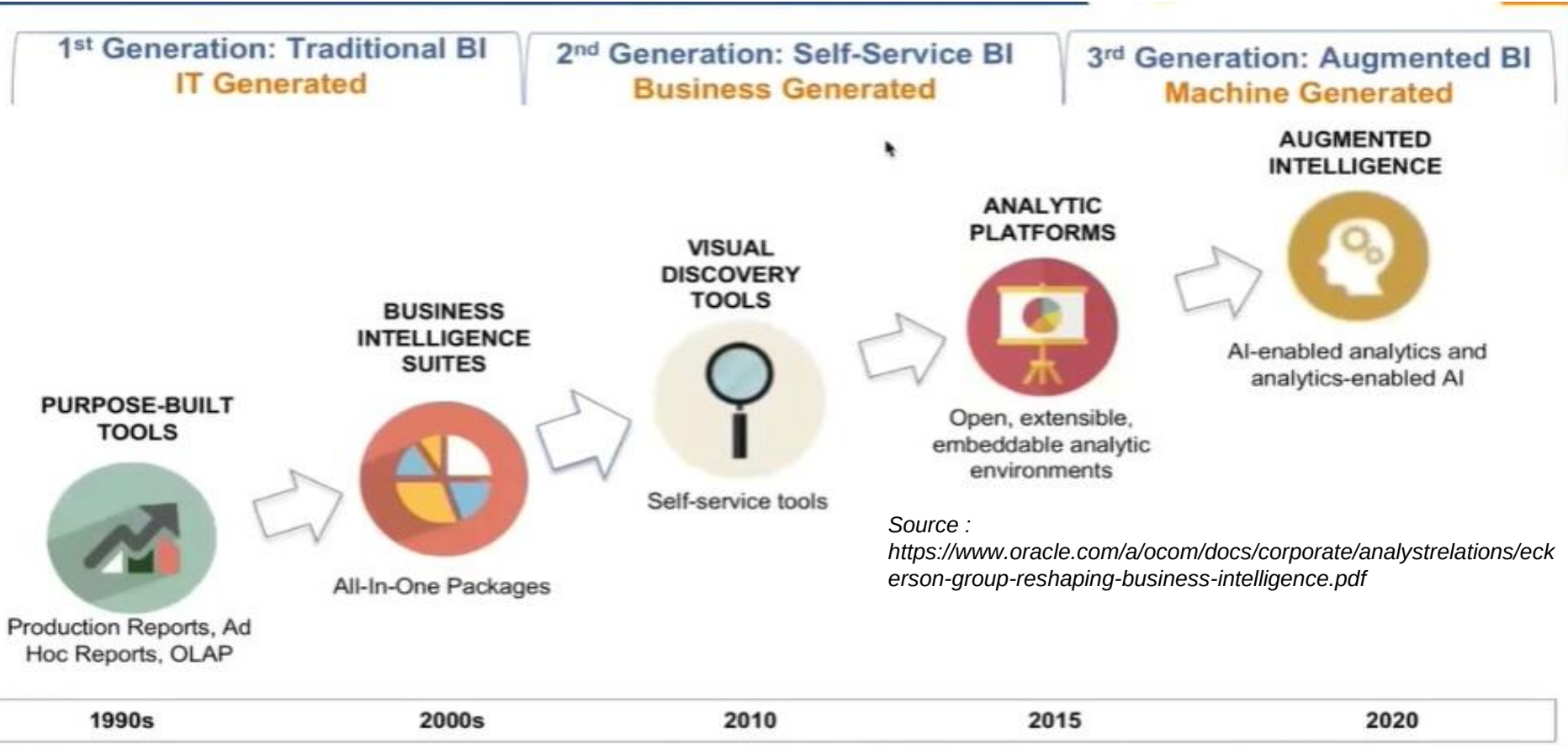
Yellowfin Data Preparation







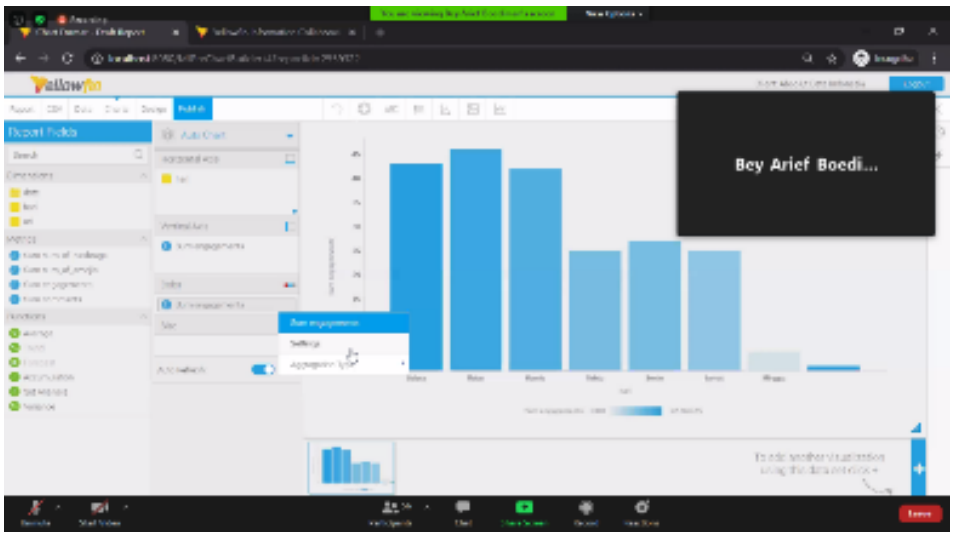
Three Generation of BI Tools



Source : https://www.oracle.com/a/ocom/docs/corporate/analystrelations/eckerson-group-reshaping-business-intelligence.pdf

Conclusion

The future is data driven

Yellowfin

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