

ABSTRACT

DESIGN OF BUSINESS INTELLIGENCE DASHBOARD TO SUPPORT DECISIONS IN THE PROVISION OF INTERNET PACKAGE SERVICES AT TELKOMSEL USING THE BUSINESS DIMENSIONAL LIFE CYCLE METHOD

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PT Telkomsel is a subsidiary of PT Telkom Indonesia Tbk which was established on May 26, 1995 and is a cellular operator that offers GSM services and even managed to become the first cellular operator to provide 2G, 3G, 4G LTE networks. APJII has conducted a survey and recorded as many as 51.1 percent of the 196.71 million internet users in Indonesia in 2019-2020. The number of internet users continues to increase, especially internet users on the island of Java, Telkomsel as a cellular operator needs to process product user data so that it can be analyzed and help find out how many types of products or cards are used by the Indonesian people and what types or names of internet packages are most often used. purchased by customers based on the type of card they use.

The design of a business intelligence dashboard is one solution to overcome the above problems where the results of the dashboard report that is built can provide information to PT Telkomsel so that it can be used to analyze, predict and make decisions. In this study, the authors designed a business intelligence dashboard using the business dimensional life cycle method as well as the Pentaho application for the ETL data process and the Tableau application which was used to visualize the research results in the form of a dashboard.

This research produces a Telkomsel internet service dashboard that contains graphs or diagrams in the form of pipe charts, pie charts, area charts and line charts about the number of Telkomsel product users by region, the most popular types of quotas and the average quota consumed by users based on the type of quota. known popular. This research can be developed or compared with other methods.

Keywords: Business Intelligence, Dashboard, Business Dimensional Life Cycle, ETL, Pentaho, Tableau.