ABSTRACT

The development of Information and Communication Technology (ICT) in Indonesia over the past five years has seen significant growth. Based on data from the Badan Pusat Statistik (BPS), the ICT usage sub-index grew by 2.83%, access and infrastructure by 0.69%, and ICT skills by 0.50%. Internet penetration increased from 62.10% in 2021 to 66.48% in 2022. Furthermore, rapid adoption of digital technologies has increased the demand for data centers. In Southeast Asia, data center demand is growing faster than the global average, from 1,161 Megawatts in 2023 to 2,733 Megawatts by 2028. In this context, companies gather, store, and analyze data on a large scale. PT Telekomunikasi Indonesia Tbk, Regional IV, collects data in centers and processes it using Excel. This process takes about 16 hours if done by one person or 8 hours if done by two people. To enhance efficiency, the author employs Power BI to create an interactive dashboard that presents data more effectively. This dashboard is designed to facilitate business decision-making through accurate and informative sales data visualization. The final project utilizes Excel features and data modeling to produce the interactive dashboard. The project methodology follows agile practices, encompassing planning, design, development, testing, deployment, evaluation, and launch.

Keywords: Power BI, interactive dashboard, ICT, data center, data visualization