

**DEVELOPING BUSINESS INTELLIGENCE (BI) DASHBOARD:
A CASE STUDY IN PRODUCT PACKAGING MANUFACTURER**

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STATEMENT BY THE AUTHOR

I hereby declare that this submission is my own work and to the best of my knowledge, it contains no material previously published or written by another person, nor material which to a substantial extent has been accepted for the award of any other degree or diploma at any educational institution, except where due acknowledgement is made in the thesis.

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ABSTRACT

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Advances in technology make today's problems can be solved more quickly and effectively. As a result, there will be an increasing demand for greater organizational efficiency and competitiveness in business. PT. Mutiara Pajajaran Multikarya is one of the companies concerned with the issues listed above. It is essential for them to increase organizational efficiency. However, it has been discovered that the organization currently lacks an appropriate system for measuring and monitoring the performance of its core processes. Therefore, in this research, a business intelligence solution will be employed to solve the problem by developing a business intelligence (BI) dashboard. Two dashboards were developed: sales performance dashboard and production performance dashboard. The Waterfall methodology is being used as a framework to develop the BI Dashboard, with the dashboard itself being developed using Google Data Studio. The BI Dashboard is evaluated through alpha and beta testing (user acceptance test), and the results show that users are satisfied with the BI Dashboard, which provides understandable and clear information, relevant and accurate data, as well as an interactive user interface, so that the system can be implemented to assist the company in making decisions or developing a business strategy.

Keywords: Business Intelligence, Dashboard, Waterfall Methodology, Management Information system, Google Data Studio.

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DEDICATION

I dedicated this thesis to the most important people in my life, my mother, father, and brother, who have always been there for me through thick and thin, as well as to my friends and all of my lecturers at Swiss German University.

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