

ABSTRACT

DESIGN OF BUSINESS INTELLIGENCE DASHBOARD TO SUPPORT DECISION MAKING IN PROVIDING THE USE OF INTERNET NETWORK TECHNOLOGY SERVICE BASED ON MOBILE DEVICES TELKOMSEL CUSTOMER USING THE BUSINESS DIMENSIONAL LIFECYCLE METHOD

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Based on information from kompas.com on cellular operator PT Telkomsel, it was noted that in 2019 the number of subscribers of PT Telkomsel in the Jabotabek area amounted to 38.5 million PT Telkomsel subscribers, the number of customers who have utilized the 4G LTE internet network was recorded as much as 18.5 million PT Telkomsel subscribers. , and for others, a total of 20 million subscribers of PT Telkomsel are still unable to utilize or use the 4G LTE internet network. This is a problem for PT Telkomsel because as a cellular telecommunications operator, data services will continue to be the main source of revenue driving for PT Telkomsel compared to SMS and voice services, which functionally SMS and voice services can already be replaced by data services. If there are still PT Telkomsel customers who have not implemented or used 4G LTE internet network technology services, then PT Telkomsel cannot get revenue from the 4G LTE internet network services more optimally.

Therefore the purpose of the research in this final project is to help PT Telkomsel's top level management in making decisions to encourage PT Telkomsel customers, especially PT Telkomsel customers in the Java Island region (Banten Province, DKI Jakarta, West Java, KAPAL, and TMP) to can implement or use 4G LTE internet network technology services by applying business intelligence. Research in this final project will display information to support decision making at PT Telkomsel's top level management or if it can be a solution to the problems that occur in PT Telkomsel. This final project uses the business dimensional lifecycle method in designing a business intelligence dashboard based on several literatures and researches.

The results of this final project research are in the form of a business intelligence dashboard which produces a dashboard of internet network technology services based on mobile devices of Telkomsel users. The dashboard can visualize information that is expected to be a solution to encourage PT Telkomsel customers, especially PT Telkomsel customers in the Java Island region (Banten Province, DKI Jakarta, West Java, KAPAL, and TMP) to be able to implement or use 4G LTE internet network technology services. . It is hoped that the results of this final project can be useful as a tool for consideration in making business decisions for PT Telkomsel related to the problems that exist in PT Telkomsel.

Keywords: business intelligence, dashboard, business dimensional lifecycle method, pentaho, tableau.