

ABSTRACT

PT Indo Trans Teknologi faced challenges in monitoring product performance in a centralized and real-time manner due to data being scattered across various platforms. To address this issue, a product monitoring platform was developed based on Google Spreadsheets and integrated with Google Looker Studio. The objective of this platform is to provide comprehensive and interactive data visualizations, enabling the Head of Product to efficiently track project status, priorities, timelines, and team performance. The development process adopted the *Prototyping* approach, beginning with intensive communication with stakeholders to identify system requirements, followed by quick planning, initial interface design using Figma and Draw.io, iterative construction and refinement of the prototype, and finally system deployment based on user feedback. As a result, the platform successfully integrates product and team data into a centralized system, presenting information through bar charts, pie charts, and interactive tables. In addition, the implementation of Google Apps Script allows for automated email reminders for projects that have not been updated. This platform improves monitoring efficiency, accelerates decision-making, and supports the optimization of product performance at PT Indo Trans Teknologi.

Keywords: monitoring platform, data visualization, Google Looker Studio, prototyping method, product performance.