# ABSTRACT

## IMPLEMENTATION OF SALES DATA VISUALIZATION OLAP FOR MARKET TREND ANALYSIS IN RETAIL COMPANIES IN THE UK

By:

**Diana Lestari**

dianalestari469@gmail.com

In the world of retail business, understanding market trends and consumer behavior is crucial for companies. This research explores the implementation of Online Analytical Processing (OLAP) and data visualization techniques to analyze market trends in a non-store retail company in the UK. This research aims to increase understanding of market trends and assist companies in decision making. The dataset used was 541,909 data obtained from the Kaggle platform. The use of OLAP methods succeeded in identifying significant market and product trends, especially highlighting the product "World Wide 2 Gliders Asstd Designs". The developed dashboard also facilitates stakeholders in making infographically informed decisions. These graphs can provide information about the most popular and least popular products from various countries that are the company's customers, so that it can be used as material for stakeholders to consider whether to increase or reduce the stock of these goods. Even though the dashboard created has limitations, the method applied is expected to help market analysis in Indonesia.

*Key Words:* market trend, consumer behavior, OLAP, dashboard