

Kashier Product Performance

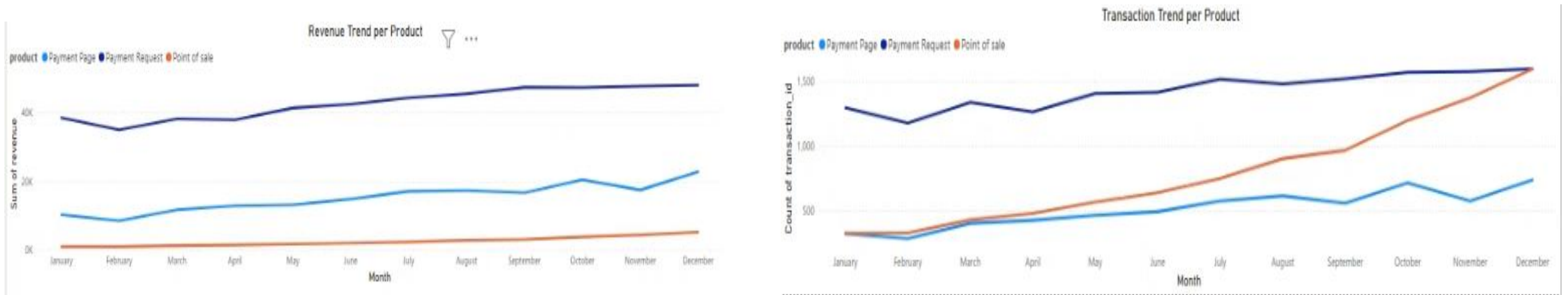
Understanding product performance is key to growth and revenue scaling.

Performance Summary

| No of Transaction | Total Reveune | Total Amount | Avg_Trans_Amount |
|-------------------|---------------|--------------|------------------|
| 32.75K | 725.30K | 25M | 763 |

- Summary of total transactions, revenue, and processed amount
- Product-level breakdown: Point of Sale, Payment Pages, Payment Requests

Revenue and Transaction Trends



this graph show revenue and transaction trend per product in 2021.

Performance of Product

| Year | 2021 | | | | |
|-----------------|--------------------|------------|-----------------------|------------------|-----------|
| product | no. of transaction | revenue | avg_revenue_per_trans | avg_trans_amount | % revenue |
| Payment Page | 6133 | 182,767.85 | 29.80 | 1,112 | 25.20% |
| Payment Request | 17112 | 512,650.32 | 29.96 | 999 | 70.68% |
| Point of sale | 9507 | 29,881.02 | 3.14 | 114 | 4.12% |
| Total | 32752 | 725,299.19 | 22.15 | 763 | 100.00% |



- **Payment Request** have the **largest share of revenue 70.68%** , **largest no. transaction** with **17112 transaction** and have the most stable growth rate comparing with other products
- **Point of sale** that have **4.12% of revenue share** with the **lowest average revenue per transaction**.
- **Payment Page** have a **25.20% of revenue share** and have the same average revenue per transaction but **lowest volume of transaction** and unstable growth rate.

Most Potential Product to invest – Payment Requests

- Contribute 70% from revenue that get us the chance to revenue scaling.
- High volume of transaction.
- Stability: Consistent performance which achieved greatest revenue and volume.

Alternative strategy to invest - Payment Pages

- Payment Page Product have the **same average revenue per transaction** of Payment Request Product and **highest in average transaction amount**.
- It will be risky because the revenue growth rate is unstable.
- Investing in payment page product will be operational phase like (Expand Integrations - Increase Conversion rates - Frequency Transaction).