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Mata Kuliah : Visualisasi data

Tugas P2 – PRAKTIKUM VISUALISASI DATA

Tabel trend Penjualan berdasarkan data tahunan

Trend Penjualan (2)													
Year of Ord..		Order Date											
		January	February	March	April	May	June	July	August	Septem..	October	Novem..	Decemb..
2012	% Difference in Sales fro..												
	Sales	98.898	103.718	135.746	114.333	158.228	207.572	118.435	208.063	284.588	216.115	293.947	319.807
2013	% Difference in Sales fro..	38,97%	-4,69%	20,13%	40,86%	31,69%	23,42%	22,63%	45,70%	1,69%	17,04%	10,06%	5,77%
	Sales	137.436	98.855	163.077	161.052	208.365	256.176	145.237	303.143	289.389	252.940	323.512	338.257
2014	% Difference in Sales fro..	44,93%	69,18%	21,78%	10,41%	25,02%	54,78%	58,31%	7,70%	30,14%	16,00%	15,60%	19,87%
	Sales	199.186	167.240	198.594	177.821	260.499	396.520	229.929	326.489	376.619	293.407	373.989	405.454
2015	% Difference in Sales fro..	21,13%	10,52%	32,48%	36,53%	10,71%	1,34%	12,52%	39,86%	27,76%	44,09%	48,47%	24,09%
	Sales	241.269	184.837	263.101	242.772	288.401	401.814	258.706	456.620	481.157	422.767	555.279	503.144

Data Profit dari setiap category

Trend Penjualan (2)									
Month of O..		Order Date							
Month of O..	Category	2012		2013		2014		2015	
		% Diffe..	Sales	% Diffe..	Sales	% Diffe..	Sales	% Diffe..	Sales
January	Furniture		34.464	24,08%	42.761	91,31%	81.805	-14,68%	69.799
	Office Supplies		33.527	40,97%	47.264	37,49%	64.984	17,96%	76.654
	Technology		30.908	53,39%	47.411	10,52%	52.398	80,95%	94.815
February	Furniture		35.799	5,13%	37.635	57,08%	59.118	-2,39%	57.703
	Office Supplies		26.135	-7,03%	24.297	112,17%	51.553	7,04%	55.184
	Technology		41.784	-11,63%	36.922	53,21%	56.569	27,19%	71.951
March	Furniture		40.277	36,76%	55.082	18,59%	65.323	37,33%	89.705
	Office Supplies		31.579	70,12%	53.721	15,43%	62.008	25,11%	77.576
	Technology		63.891	-15,05%	54.273	31,30%	71.263	34,46%	95.819
April	Furniture		30.690	78,24%	54.702	-0,21%	54.587	29,24%	70.551
	Office Supplies		45.563	-3,68%	43.886	27,07%	55.766	45,92%	81.372
	Technology		38.081	64,03%	62.464	8,01%	67.469	34,65%	90.849
May	Furniture		49.769	26,46%	62.939	18,16%	74.371	32,19%	98.312
	Office Supplies		49.731	22,79%	61.063	22,42%	74.756	31,06%	97.975
	Technology		58.728	43,65%	84.363	32,02%	111.372	-17,29%	92.114
June	Furniture		76.585	6,39%	81.481	41,45%	115.251	18,11%	136.123
	Office Supplies		61.793	22,74%	75.846	46,99%	111.489	7,94%	120.340
	Technology		69.194	42,86%	98.849	71,76%	169.780	-14,39%	145.351

Trend Penjualan (2)

Month of O..	Category	Order Date							
		2012		2013		2014		2015	
		% Diffe..	Sales	% Diffe..	Sales	% Diffe..	Sales	% Diffe..	Sales
July	Furniture		31.383	32,21%	41.491	73,18%	71.854	14,60%	82.344
	Office Supplies		42.807	8,27%	46.346	51,66%	70.291	9,50%	76.971
	Technology		44.245	29,73%	57.399	52,94%	87.784	13,22%	99.390
August	Furniture		68.000	24,48%	84.644	32,67%	112.296	12,46%	126.284
	Office Supplies		58.390	66,57%	97.260	-4,23%	93.150	66,86%	155.431
	Technology		81.673	48,44%	121.239	-0,16%	121.043	44,50%	174.905
September	Furniture		93.934	2,38%	96.166	32,79%	127.701	37,65%	175.777
	Office Supplies		99.987	-21,15%	78.844	40,48%	110.762	21,33%	134.387
	Technology		90.667	26,15%	114.379	20,79%	138.157	23,77%	170.994
October	Furniture		79.094	7,24%	84.824	5,30%	89.319	46,33%	130.701
	Office Supplies		55.700	6,61%	59.383	30,33%	77.393	49,59%	115.771
	Technology		81.320	33,71%	108.733	16,52%	126.695	39,15%	176.295
November	Furniture		96.558	24,57%	120.279	2,10%	122.803	37,50%	168.849
	Office Supplies		88.080	13,56%	100.020	10,71%	110.736	47,97%	163.851
	Technology		109.309	-5,58%	103.214	36,08%	140.451	58,47%	222.579
December	Furniture		119.531	-19,00%	96.817	47,91%	143.203	19,95%	171.768
	Office Supplies		82.424	30,11%	107.244	19,28%	127.926	17,47%	150.279
	Technology		117.852	13,87%	134.196	0,10%	134.325	34,82%	181.097

Hasil dari visualisasi bahwa kolom yang berwarna Orange memiliki profit yang paling rendah

Trend Penjualan (2)

Month of O..	Category	Order Date							
		2012		2013		2014		2015	
		% Differ..	Sales	% Differ..	Sales	% Differ..	Sales	% Differ..	Sales
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	Technology		30.908	53,39%	47.411	10,52%	52.398	80,95%	94.815
February	Furniture		35.799	5,13%	37.635	57,08%	59.118	-2,39%	57.703
	Office Supplies		26.135	-7,03%	24.297	112,17%	51.553	7,04%	55.184
	Technology		41.784	-11,63%	36.922	53,21%	56.569	27,19%	71.951
March	Furniture		40.277	36,76%	55.082	18,59%	65.323	37,33%	89.705
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	Technology		63.891	-15,05%	54.273	31,30%	71.263	34,46%	95.819
April	Furniture		30.690	78,24%	54.702	-0,21%	54.587	29,24%	70.551
	Office Supplies		45.563	-3,68%	43.886	27,07%	55.766	45,92%	81.372
	Technology		38.081	64,03%	62.464	8,01%	67.469	34,65%	90.849
May	Furniture		49.769	26,46%	62.939	18,16%	74.371	32,19%	98.312
	Office Supplies		49.731	22,79%	61.063	22,42%	74.756	31,06%	97.975
	Technology		58.728	43,65%	84.363	32,02%	111.372	-17,29%	92.114
June	Furniture		76.585	6,39%	81.481	41,45%	115.251	18,11%	136.123
	Office Supplies		61.793	22,74%	75.846	46,99%	111.489	7,94%	120.340
	Technology		69.194	42,86%	98.849	71,76%	169.780	-14,39%	145.351

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Month of O..	Category	Order Date							
		2012		2013		2014		2015	
		% Differ..	Sales	% Differ..	Sales	% Differ..	Sales	% Differ..	Sales
July	Furniture		31.383	32,21%	41.491	73,18%	71.854	14,60%	82.344
	Office Supplies		42.807	8,27%	46.346	51,66%	70.291	9,50%	76.971
	Technology		44.245	29,73%	57.399	52,94%	87.784	13,22%	99.390
August	Furniture		68.000	24,48%	84.644	32,67%	112.296	12,46%	126.284
	Office Supplies		58.390	66,57%	97.260	-4,23%	93.150	66,86%	155.431
	Technology		81.673	48,44%	121.239	-0,16%	121.043	44,50%	174.905
September	Furniture		93.934	2,38%	96.166	32,79%	127.701	37,65%	175.777
	Office Supplies		99.987	-21,15%	78.844	40,48%	110.762	21,33%	134.387
	Technology		90.667	26,15%	114.379	20,79%	138.157	23,77%	170.994
October	Furniture		79.094	7,24%	84.824	5,30%	89.319	46,33%	130.701
	Office Supplies		55.700	6,61%	59.383	30,33%	77.393	49,59%	115.771
	Technology		81.320	33,71%	108.733	16,52%	126.695	39,15%	176.295
November	Furniture		96.558	24,57%	120.279	2,10%	122.803	37,50%	168.849
	Office Supplies		88.080	13,56%	100.020	10,71%	110.736	47,97%	163.851
	Technology		109.309	-5,58%	103.214	36,08%	140.451	58,47%	222.579
December	Furniture		119.531	-19,00%	96.817	47,91%	143.203	19,95%	171.768
	Office Supplies		82.424	30,11%	107.244	19,28%	127.926	17,47%	150.279
	Technology		117.852	13,87%	134.196	0,10%	134.325	34,82%	181.097

Highlight berdasarkan kategori “ Furniture ”

Trend Penjualan (2)

Month of O..	Category	Order Date							
		2012		2013		2014		2015	
		% Differ..	Sales	% Differ..	Sales	% Differ..	Sales	% Differ..	Sales
January	Furniture		34.464	24,08%	42.761	91,31%	81.805	-14,68%	69.799
	Office Supplies		33.527	40,97%	47.264	37,49%	64.964	17,96%	76.654
	Technology		30.908	53,39%	47.411	10,52%	52.398	80,95%	94.815
February	Furniture		35.799	5,13%	37.635	57,08%	59.118	-2,39%	57.703
	Office Supplies		26.135	-7,03%	24.297	112,17%	51.553	7,04%	55.184
	Technology		41.784	-11,63%	36.922	53,21%	56.569	27,19%	71.951
March	Furniture		40.277	36,76%	55.082	18,59%	65.323	37,33%	89.705
	Office Supplies		31.579	70,12%	53.721	15,43%	62.008	25,11%	77.576
	Technology		63.891	-15,05%	54.273	31,30%	71.263	34,46%	95.819
April	Furniture		30.690	78,24%	54.702	-0,21%	54.587	29,24%	70.551
	Office Supplies		45.563	-3,68%	43.886	27,07%	55.766	45,92%	81.372
	Technology		38.081	64,03%	62.464	8,01%	67.469	34,65%	90.849
May	Furniture		49.769	26,46%	62.939	18,16%	74.371	32,19%	98.312
	Office Supplies		49.731	22,79%	61.063	22,42%	74.756	31,06%	97.975
	Technology		58.728	43,65%	84.363	32,02%	111.372	17,29%	92.114
June	Furniture		76.585	6,39%	81.481	41,45%	115.251	18,11%	136.123
	Office Supplies		61.793	22,74%	75.846	46,99%	111.489	7,94%	120.340
	Technology		69.194	42,86%	98.849	71,76%	169.780	-14,39%	145.351

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Month of O..	Category	Order Date							
		2012		2013		2014		2015	
		% Differ..	Sales	% Differ..	Sales	% Differ..	Sales	% Differ..	Sales
July	Furniture		31.383	32,21%	41.491	73,18%	71.854	14,60%	82.344
	Office Supplies		42.807	8,27%	46.346	51,66%	70.291	9,50%	76.971
	Technology		44.245	29,73%	57.399	52,94%	87.784	13,22%	99.390
August	Furniture		68.000	24,48%	84.644	32,67%	112.296	12,46%	126.284
	Office Supplies		58.390	66,57%	97.260	-4,23%	93.150	66,86%	155.431
	Technology		81.673	48,44%	121.239	-0,16%	121.043	44,50%	174.908
September	Furniture		93.934	2,38%	96.166	32,79%	127.701	37,65%	175.777
	Office Supplies		99.987	-21,15%	78.844	40,48%	110.762	21,33%	134.387
	Technology		90.667	26,15%	114.379	20,79%	138.157	23,77%	170.994
October	Furniture		79.094	7,24%	84.824	5,30%	89.319	46,33%	130.701
	Office Supplies		55.700	6,61%	59.383	30,33%	77.393	49,59%	116.771
	Technology		81.320	33,71%	108.733	16,52%	126.695	39,15%	176.295
November	Furniture		96.558	24,57%	120.279	2,10%	122.803	37,50%	168.849
	Office Supplies		88.080	13,56%	100.020	10,71%	110.738	47,97%	163.851
	Technology		109.309	-5,58%	103.214	36,08%	140.451	58,47%	222.579
December	Furniture		119.531	-19,00%	96.817	47,91%	143.203	19,95%	171.768
	Office Supplies		82.424	30,11%	107.244	19,28%	127.926	17,47%	150.279
	Technology		117.852	13,87%	134.196	0,10%	134.325	34,82%	181.097

Highlight berdasarkan kategori “ Office Supplies “

Trend Penjualan (2)

Month of O..	Category	Order Date							
		2012		2013		2014		2015	
		% Differ..	Sales	% Differ..	Sales	% Differ..	Sales	% Differ..	Sales
January	Furniture		34.464	24,08%	42.761	91,31%	81.805	-14,68%	69.799
	Office Supplies		33.527	40,97%	47.264	37,49%	64.984	17,96%	76.654
	Technology		30.908	53,39%	47.411	10,52%	52.398	80,95%	94.815
February	Furniture		35.799	5,13%	37.635	57,08%	59.118	-2,39%	57.703
	Office Supplies		26.135	-7,03%	24.297	112,17%	51.553	7,04%	55.184
	Technology		41.784	-11,63%	36.922	53,21%	56.569	27,19%	71.951
March	Furniture		40.277	36,76%	55.082	18,59%	65.323	37,33%	89.705
	Office Supplies		31.579	70,12%	53.721	15,43%	62.008	25,11%	77.576
	Technology		63.891	-15,05%	54.273	31,30%	71.263	34,46%	95.819
April	Furniture		30.690	78,24%	54.702	-0,21%	54.587	29,24%	70.551
	Office Supplies		45.563	-3,68%	43.886	27,07%	55.766	45,92%	81.372
	Technology		38.081	64,03%	62.464	8,01%	67.469	34,65%	90.849
May	Furniture		49.769	26,46%	62.939	18,16%	74.371	32,19%	98.312
	Office Supplies		49.731	22,79%	61.063	22,42%	74.756	31,06%	97.975
	Technology		58.728	43,65%	84.363	32,02%	111.372	-17,29%	92.114
June	Furniture		76.585	6,39%	81.481	41,45%	115.251	18,11%	136.123
	Office Supplies		61.793	22,74%	75.846	46,99%	111.489	7,94%	120.340
	Technology		69.194	42,86%	98.849	71,76%	169.780	-14,39%	145.351

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Month of O..	Category	Order Date							
		2012		2013		2014		2015	
		% Differ..	Sales	% Differ..	Sales	% Differ..	Sales	% Differ..	Sales
July	Furniture		31.383	32,21%	41.491	73,18%	71.854	14,60%	82.344
	Office Supplies		42.807	8,27%	46.346	51,66%	70.291	9,50%	76.971
	Technology		44.245	29,73%	57.399	52,94%	87.784	13,22%	99.390
August	Furniture		68.000	24,48%	84.644	32,67%	112.296	12,46%	126.284
	Office Supplies		58.390	66,57%	97.260	-4,23%	93.150	66,86%	155.431
	Technology		81.673	48,44%	121.239	-0,16%	121.043	44,50%	174.905
September	Furniture		93.934	2,38%	96.166	32,79%	127.701	37,65%	176.777
	Office Supplies		99.987	-21,15%	78.844	40,48%	110.762	21,33%	134.387
	Technology		90.667	26,15%	114.379	20,79%	138.157	23,77%	170.994
October	Furniture		79.094	7,24%	84.824	5,30%	89.319	46,33%	130.701
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November	Furniture		96.558	24,57%	120.279	2,10%	122.803	37,50%	168.849
	Office Supplies		88.080	13,56%	100.020	10,71%	110.736	47,97%	163.851
	Technology		105.305	-5,58%	103.214	36,08%	140.451	58,47%	222.579
December	Furniture		119.531	-19,00%	96.817	47,91%	143.203	19,95%	171.768
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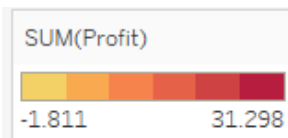
Highlight berdasarkan kategori “ Thechnology “

Trend Penjualan (2)

Month of O..	Category	Order Date							
		2012		2013		2014		2015	
		% Differ..	Sales	% Differ..	Sales	% Differ..	Sales	% Differ..	Sales
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June	Furniture		76.585	6,39%	81.481	41,45%	115.251	18,11%	136.123
	Office Supplies		61.793	22,74%	75.846	46,99%	111.489	7,94%	120.340
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	Technology		44.245	29,73%	57.399	52,94%	87.784	13,22%	99.390
August	Furniture		68.000	24,48%	84.644	32,67%	112.296	12,46%	126.284
	Office Supplies		58.390	66,57%	87.260	-4,23%	93.150	66,86%	155.431
	Technology		81.673	48,44%	121.239	-0,16%	121.043	44,50%	174.905
September	Furniture		93.934	2,38%	96.166	32,79%	127.701	37,65%	175.777
	Office Supplies		99.987	-21,15%	78.844	40,48%	110.762	21,33%	134.387
	Technology		90.667	26,15%	114.379	20,79%	138.157	23,77%	170.994
October	Furniture		79.094	7,24%	84.824	5,30%	89.319	46,33%	130.701
	Office Supplies		55.700	6,61%	59.383	30,33%	77.393	49,59%	116.577
	Technology		81.320	33,71%	108.733	16,52%	126.695	39,15%	176.295
November	Furniture		96.558	24,57%	120.279	2,10%	122.803	37,50%	168.849
	Office Supplies		88.080	13,56%	100.020	10,71%	110.736	47,97%	163.851
	Technology		109.309	-5,58%	103.214	36,08%	140.451	58,47%	222.579
December	Furniture		119.531	-19,00%	96.817	47,91%	143.203	19,95%	171.768
	Office Supplies		82.424	30,11%	107.244	19,28%	127.926	17,47%	150.279
	Technology		117.852	13,87%	134.196	0,10%	134.325	34,82%	181.097



Berdasarkan data yang ditampilkan ,bahwa profit keseluruhan memiliki rentang dari -1.811 sampai dengan 31.298,dengan distribusi warna yang menunjukkan tingkat profitabilitas.Warna kuning menunjukkan profit yang paling rendah,sementara warna merah menunjukkan profit yang paling tinggi.Menariknya,terdapat nilai negatif yang menunjukkan baha terdapat periode atau kategori tertentu yang mengalami kerugian,yang dapat menjadi perhatian untuk analisis lebih lanjut terkait faktor-faktor penyebabnya.

Trend Penjualan (2)

Month of O..	Category	Order Date							
		2012		2013		2014		2015	
		% Differ..	Sales	% Differ..	Sales	% Differ..	Sales	% Differ..	Sales
January	Furniture		34.464	24,08%	42.761	91,31%	81.805	-14,68%	69.799
	Office Supplies		33.527	40,97%	47.264	37,49%	64.984	17,96%	76.654
	Technology		30.908	53,39%	47.411	10,52%	52.398	80,95%	94.815
February	Furniture		35.799	5,13%	37.635	57,08%	59.118	-2,39%	57.703
	Office Supplies		26.135	-7,03%	24.297	112,17%	51.553	7,04%	55.184
	Technology		41.784	-11,63%	36.922	53,21%	56.569	27,19%	71.951
March	Furniture		40.277	36,76%	55.082	18,59%	65.323	37,33%	89.705
	Office Supplies		31.579	70,12%	53.721	15,43%	62.008	25,11%	77.576
	Technology		63.891	-15,05%	54.273	31,30%	71.263	34,46%	95.819
April	Furniture		30.690	78,24%	54.702	-0,21%	54.587	29,24%	70.551
	Office Supplies		45.563	-3,68%	43.886	27,07%	55.766	45,92%	81.372
	Technology		38.081	64,03%	62.464	8,01%	67.469	34,65%	90.849
May	Furniture		49.769	26,46%	62.939	18,16%	74.371	32,19%	98.312
	Office Supplies		49.731	22,79%	61.063	22,42%	74.756	31,06%	97.975
	Technology		58.728	43,65%	84.363	32,02%	111.372	-17,29%	92.114
June	Furniture		76.585	6,39%	81.481	41,45%	115.251	18,11%	136.123
	Office Supplies		61.793	22,74%	75.846	46,99%	111.489	7,94%	120.340
	Technology		69.194	42,86%	98.849	71,76%	169.780	-14,39%	145.351

Trend Penjualan (2)

Month of O..	Category	Order Date							
		2012		2013		2014		2015	
		% Differ..	Sales	% Differ..	Sales	% Differ..	Sales	% Differ..	Sales
July	Furniture		31.383	32,21%	41.491	73,18%	71.854	14,60%	82.344
	Office Supplies		42.807	8,27%	46.346	51,66%	70.291	9,50%	76.971
	Technology		44.245	29,73%	57.399	52,94%	87.784	13,22%	99.390
August	Furniture		68.000	24,48%	84.644	32,67%	112.296	12,46%	126.284
	Office Supplies		58.390	66,57%	97.260	-4,23%	93.150	66,86%	155.431
	Technology		81.673	48,44%	121.239	-0,16%	121.043	44,50%	174.905
September	Furniture		93.934	2,38%	96.166	32,79%	127.701	37,65%	175.777
	Office Supplies		99.987	-21,15%	78.844	40,48%	110.762	21,33%	134.387
	Technology		90.667	26,15%	114.379	20,79%	138.157	23,77%	170.994
October	Furniture		79.094	7,24%	84.824	5,30%	89.319	46,33%	130.701
	Office Supplies		55.700	6,61%	59.383	30,33%	77.393	49,59%	115.771
	Technology		81.320	33,71%	108.733	16,52%	126.695	39,15%	176.295
November	Furniture		96.558	24,57%	120.279	2,10%	122.803	37,50%	168.849
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Pada tren penjualan berdasarkan kategori (Furniture, Office Supplies, Technology) dari tahun 2012 hingga 2015, terlihat pola pertumbuhan yang fluktuatif.

Secara umum, kategori Technology memiliki nilai penjualan yang lebih tinggi dibandingkan kategori lainnya, namun terdapat adanya perbedaan yang signifikan dalam persentase pertumbuhan tahunan. Beberapa bulan menunjukkan tren penurunan, seperti di bulan Januari 2015, di mana penjualan kategori Furniture mengalami penurunan sebesar -14,68% dibandingkan tahun sebelumnya. Sebaliknya, di bulan Desember cenderung mengalami lonjakan penjualan yang signifikan, kemungkinan besar akibat momen liburan yang meningkatkan permintaan pasar.

Secara keseluruhan, data ini menunjukkan bahwa meskipun terjadi peningkatan penjualan setiap tahunnya, terdapat beberapa bulan yang mengalami perlambatan atau penurunan. Adanya fluktuasi ini menandakan bahwa faktor eksternal yang perlu ditelaah lagi karena dapat berpengaruh signifikan terhadap performa penjualan.

Selain itu, keberadaan profit negatif dalam beberapa periode menunjukkan adanya tantangan dalam mencapai keseimbangan antara pendapatan dan biaya operasional. Terutama pada kategori Furniture ternyata banyak yang profitnya minus. Ini menunjukkan performa yang buruk. Untuk meningkatkan profitabilitas di masa mendatang, diperlukan analisis lebih lanjut mengenai pola permintaan, efektivitas strategi harga, serta optimasi biaya yang dapat meningkatkan margin keuntungan secara berkelanjutan.

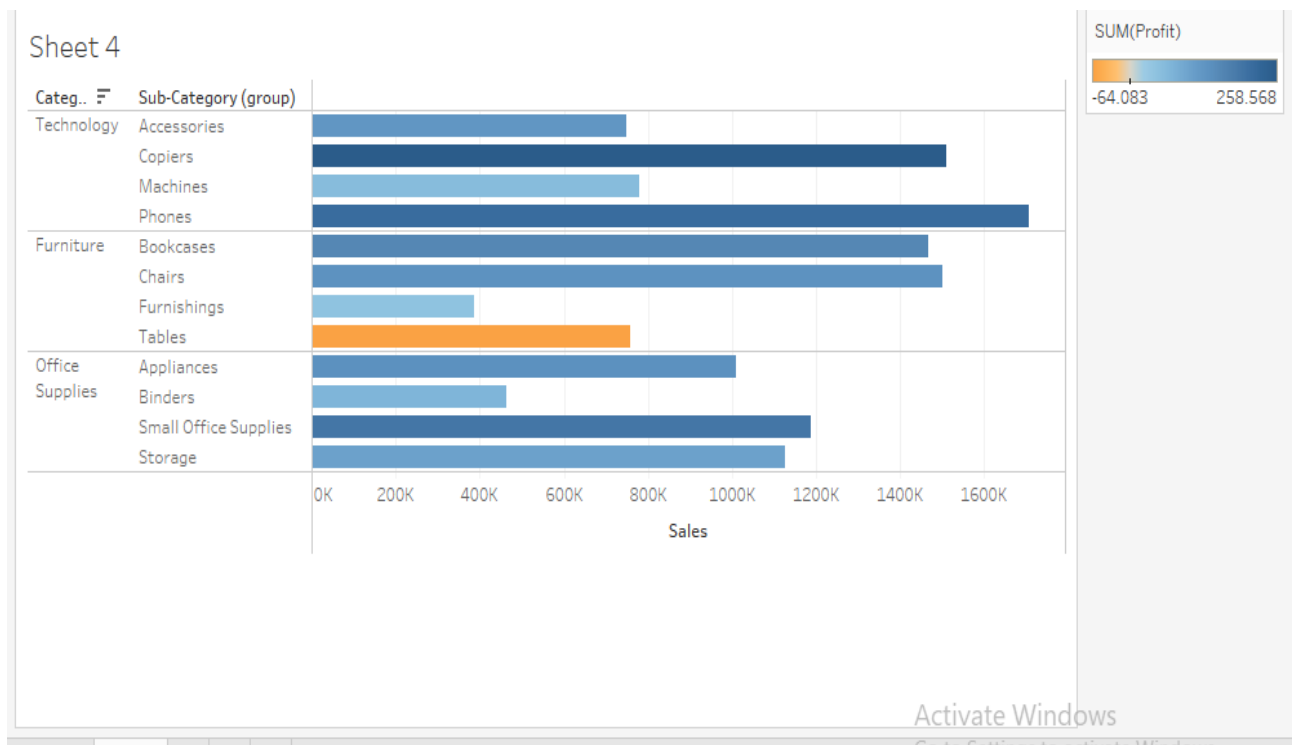


Gambar ini menunjukkan distribusi penjualan dan profit di berbagai lokasi di dunia. Ukuran gelembung mewakili total penjualan dimana semakin besar, semakin tinggi sales-nya. Sementara itu, warna menunjukkan profit: biru berarti untung, oranye berarti rugi.

Dari gambar peta di atas ini, kita bisa lihat bahwa beberapa wilayah seperti Eropa Barat (Jerman, Prancis, Inggris), Amerika Serikat (California & New York), dan Australia punya gelembung besar dengan warna biru tua. Artinya, di daerah-daerah ini sales sangat tinggi dan bisnisnya cuan.

Di sisi lain, terdapat beberapa titik oranye, terutama di Amerika Selatan, Afrika, dan beberapa bagian Asia Selatan (kayak India & Pakistan). Warna tersebut menunjukan bahwa di wilayah-wilayah ini profitnya negatif atau rugi. Bisa jadi disebabkan karena biaya operasional yang tinggi, kompetisi pasar ketat, atau strategi harga yang kurang pas.

Dari data ini, bisa diambil insight bahwa beberapa daerah lebih potensial buat bisnis, sementara yang lain butuh strategi khusus agar tidak terus-terusan boncos. Bisa jadi, perusahaan harus lebih adaptif dalam menetapkan harga, menyesuaikan strategi pemasaran, atau bahkan mempertimbangkan ulang ekspansi ke wilayah yang kurang menguntungkan.



Dari data grafik "Penjualan Sub Kategori", dapat dianalisis bahwa kategori Technology dan Furniture mendominasi total penjualan dibandingkan kategori Office Supplies. Sub-kategori dengan angka penjualan tertinggi, seperti Phones dan Chairs, menunjukkan bahwa produk-produk ini mempunyai demand yang sangat besar di pasar. Maka, hal ini mengindikasikan adanya preferensi konsumen ke teknologi dan perabotan yang ngedukung aktivitas kerja atau produktivitas sehari-hari.

Namun, jika dilihat dari segi profitabilitas yang diwakili skala warna, tidak semua produk yang mempunyai angka penjualan yang tinggi memberi keuntungan yang optimal. Contohnya, sub-kategori Tables dalam kategori Furniture mengalami profit negatif (ditandai warna oranye), yang bisa jadi disebabkan oleh berbagai hal. Jadi, meskipun suatu produk laku di pasar, tetapi dari sisi bisnis, ada potensi inefisiensi yang perlu dievaluasi lebih lanjut.

Sebaliknya, sub-kategori seperti Phones dan Copiers tidak hanya mempunyai angka penjualan yang tinggi, tetapi juga mempunyai profitabilitas yang lebih baik (warna biru yang lebih pekat). Ini bisa mengindikasikan kalau produk-produk ini mempunyai margin keuntungan yang lebih besar, baik karena harga jualnya yang tinggi maupun biaya operasionalnya yang lebih terkendali.

Jika dilihat dari perspektif bisnis, visualisasi ini menunjukkan pentingnya buat analisis menyeluruh sebelum menentukan strategi penjualan. Produk yang punya volume tinggi tapi profit rendah atau negatif perlu mendapat perhatian khusus, baik dalam hal penentuan harga, efisiensi operasional, maupun strategi pemasaran agar dapat meningkatkan keuntungan secara keseluruhan. Pentingnya hal ini menjadi bahan pertimbangan dalam manajemen bisnis agar dapat memaksimalkan profitabilitas di berbagai kategori produk.