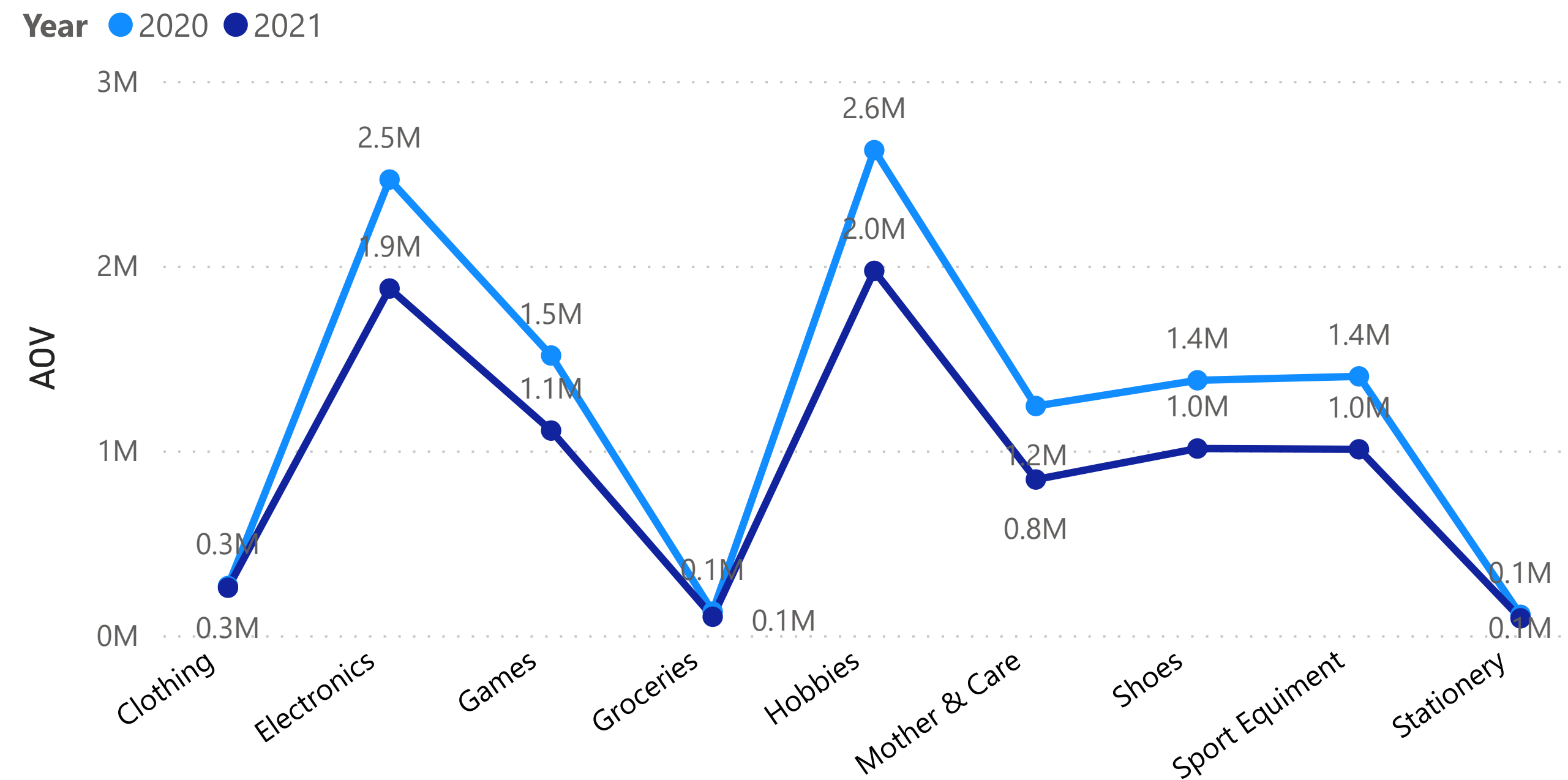
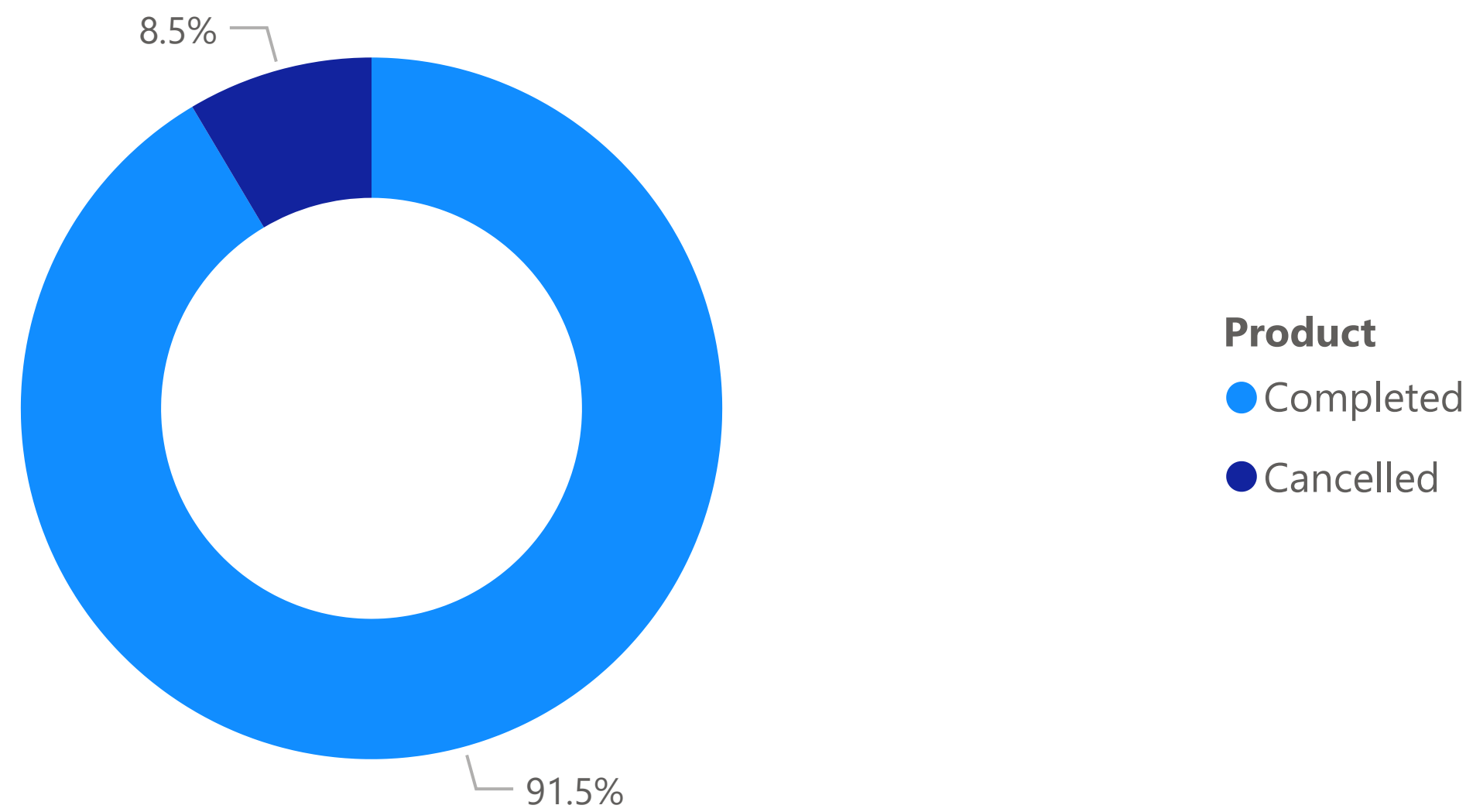


Average Purchase Value by Year

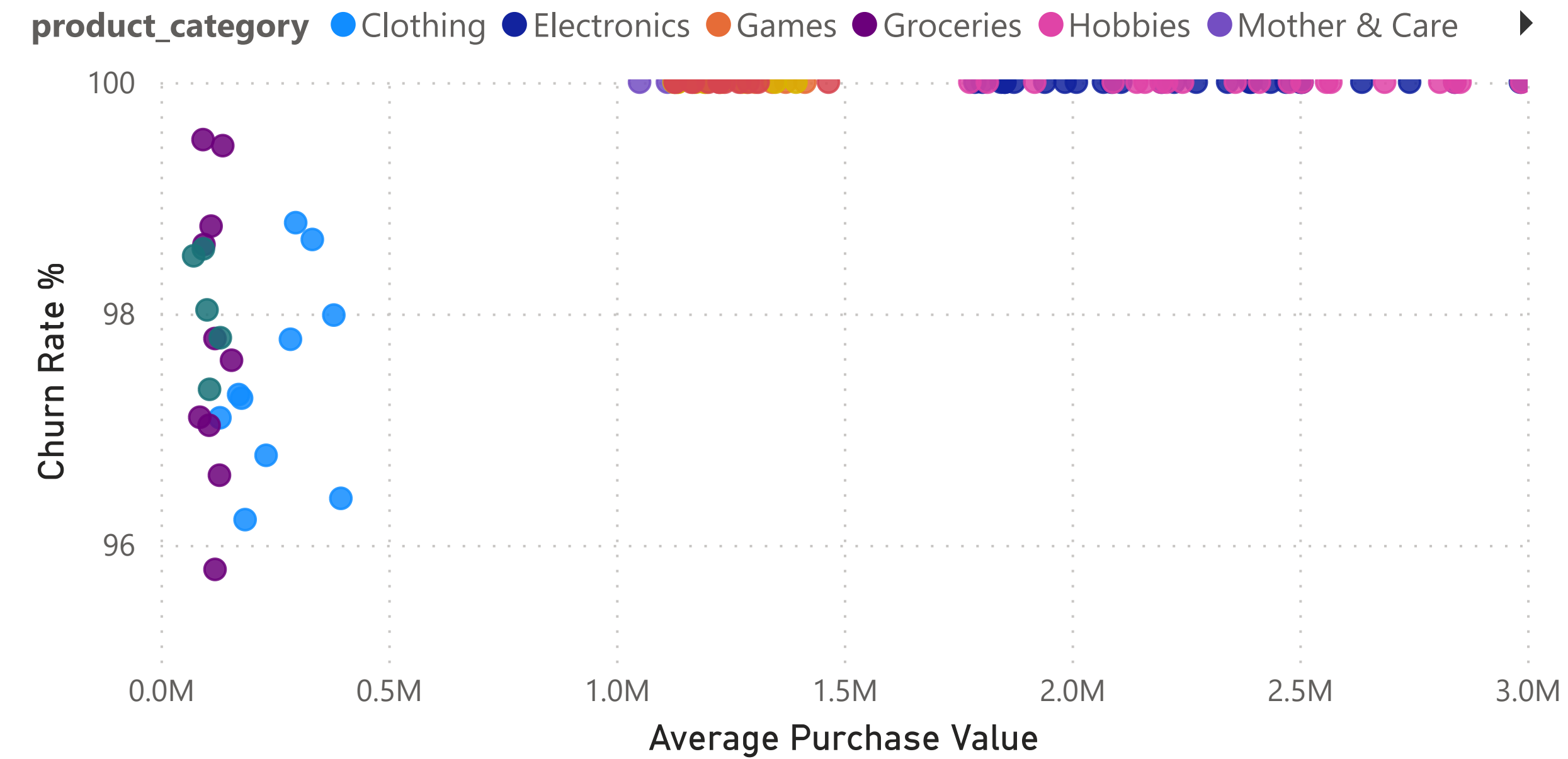


Transaction Conversion Rate by Product

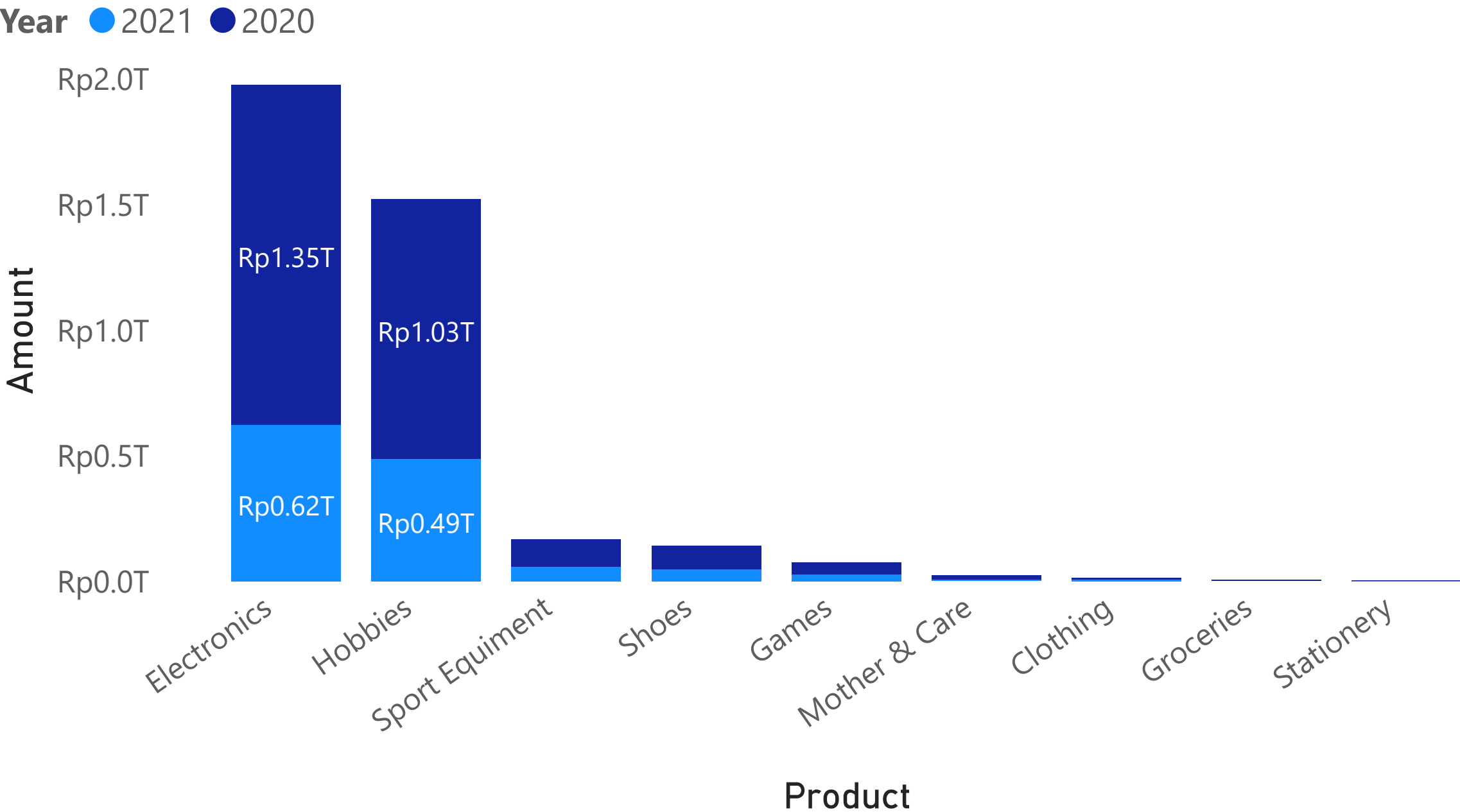


Product

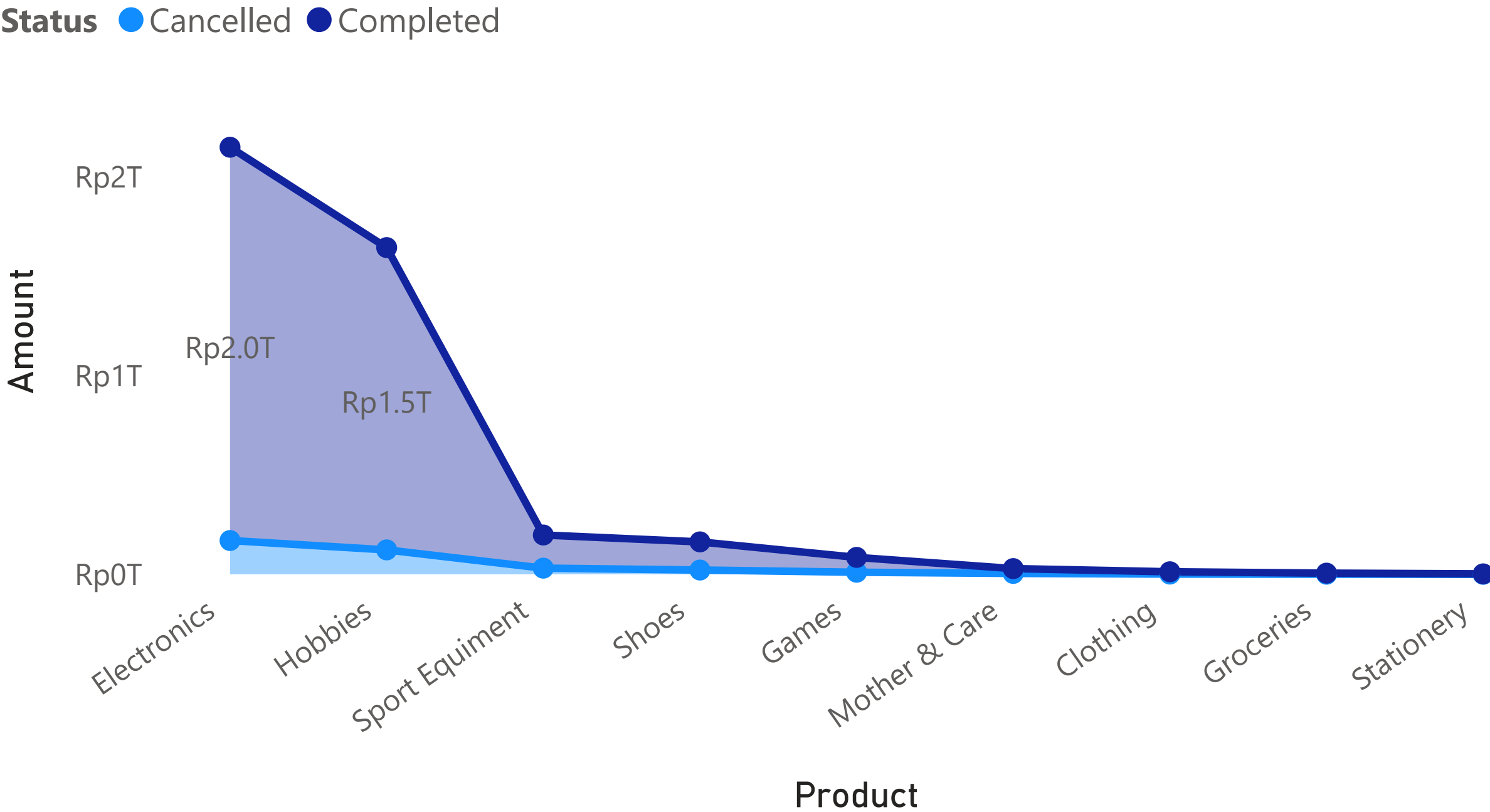
Correlation between APV & Customer Churn Rate



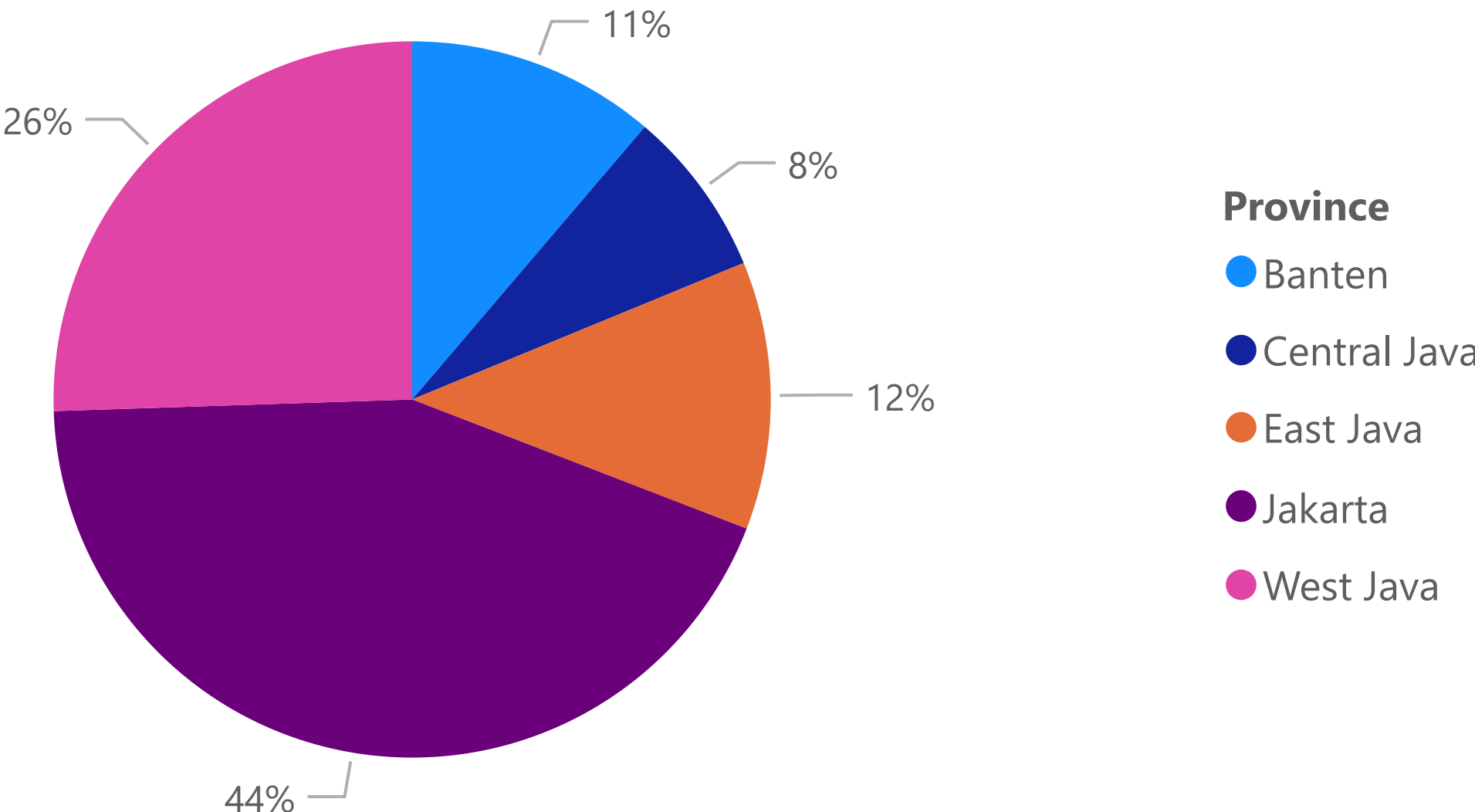
Total Sales



Total Amount by Transaction Status



Revenue Contribution by Province



Year	2020			
Quarter	Qtr 1		Qtr 2	
product_category	Revenue	Amount of Transaction	Revenue	Amount of Tra
Clothing	Rp885,230,000	3230	Rp973,845,000	
Electronics	Rp254,763,187,600	98299	Rp289,577,590,400	
Games	Rp6,846,185,000	4922	Rp11,205,430,000	
Groceries	Rp431,310,000	3283	Rp605,020,000	
Hobbies	Rp192,367,678,400	70779	Rp236,011,445,200	
Mother & Care	Rp1,637,380,000	1522	Rp3,906,315,000	
Shoes	Rp16,883,215,000	12357	Rp18,579,845,000	
Sport Equipment	Rp18,844,730,000	14567	Rp23,564,310,000	
Stationery	Rp194,640,000	1639	Rp210,405,000	
Total	Rp492,853,556,000	210598	Rp584,634,205,600	

Transaction Date

1/1/2020



12/30/2021



Rp4T

Revenue

Rp2T

Profit

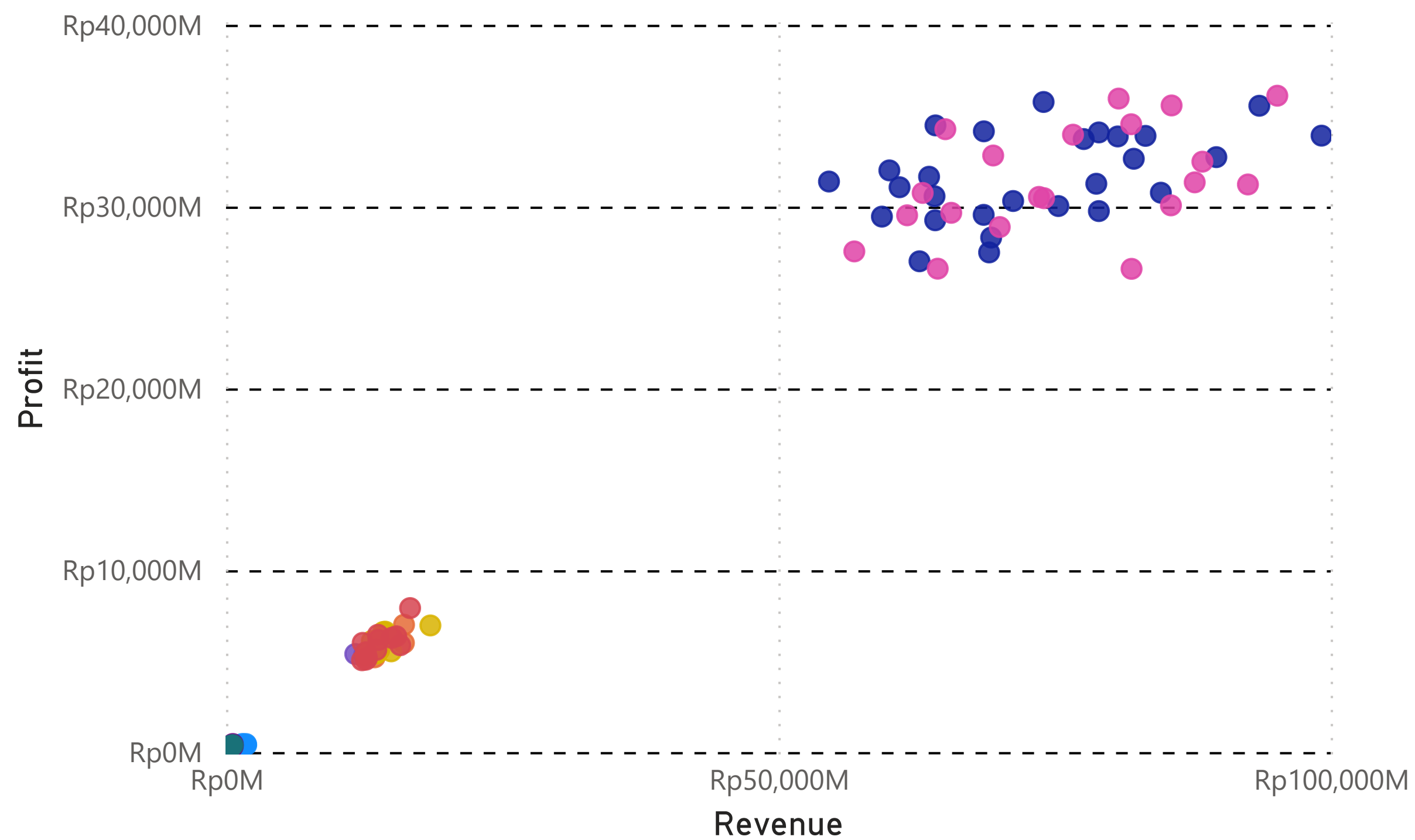
-52.70

Revenue Growth %

-69.54

Profit Growth %

Revenue and Profit Correlation

Category ● Clothing ● Electronics ● Games ● Groceries ● Hobbies ● Mother & Care ● Shoes ▶

Total Profit / Loss

