

Sales, Customer & Products Analytics Report

PT Sejahtera Bersama

A business intelligence initiative transforming raw transaction data into actionable insights for sales growth, retention, and product optimization.

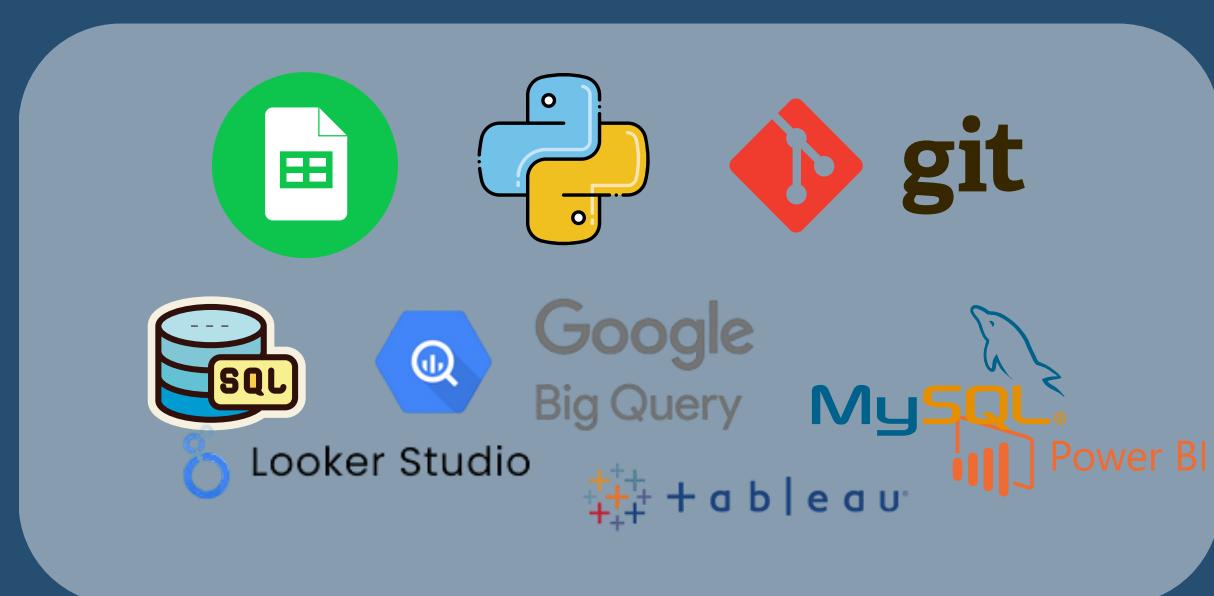


Presented by : Liswatun Naimah

LISWATUN NAIMAH

Statistics graduate and data-driven analyst with multi-sector internship experience (fintech, corporate, banking, and government). Completed Purwadhika Data Science & Machine Learning Bootcamp and Google Analytics certifications. Skilled in SQL, Python, Tableau, and BigQuery, with proven impact through automated KPI dashboards, churn analysis, and data pipelines that drive strategic and operational decisions.

SKILLS



EDUCATION

- Purwadhika Digital Technology School (Jan - Aug 2025) | Data Science & Machine Learning
- Universitas Negeri Jakarta (2019 - 2024) | Bachelor Degree in Statistics | 3.61/4.00

WORK EXPERIENCE

- **Bank Muamalat × Rakamin Virtual Internship** | Business Intelligence Analyst Project Based Internship (Oct 2025)
- **Paper.id** | Data Analyst Intern (Jan 2025 - Jun 2025)
- **PT. Astra International tbk** | CSR Data & Research Analyst Intern (Jan 2023 - Feb 2024)
- **Ministry of Trade** | Data Analyst Intern (Jan 2022 – Aug 2022)

Business Overview

PT Sejahtera Bersama is a U.S. based eCommerce company specializing in STEM education products, such as Robot Kits, Drone Kits, Blueprints, eBooks, and Training Videos, targeting learners and institutions seeking hands-on technology learning experiences.

Total Revenue

\$1,75 M

Objective



Understand key sales and product drivers to optimize pricing and assortment mix.



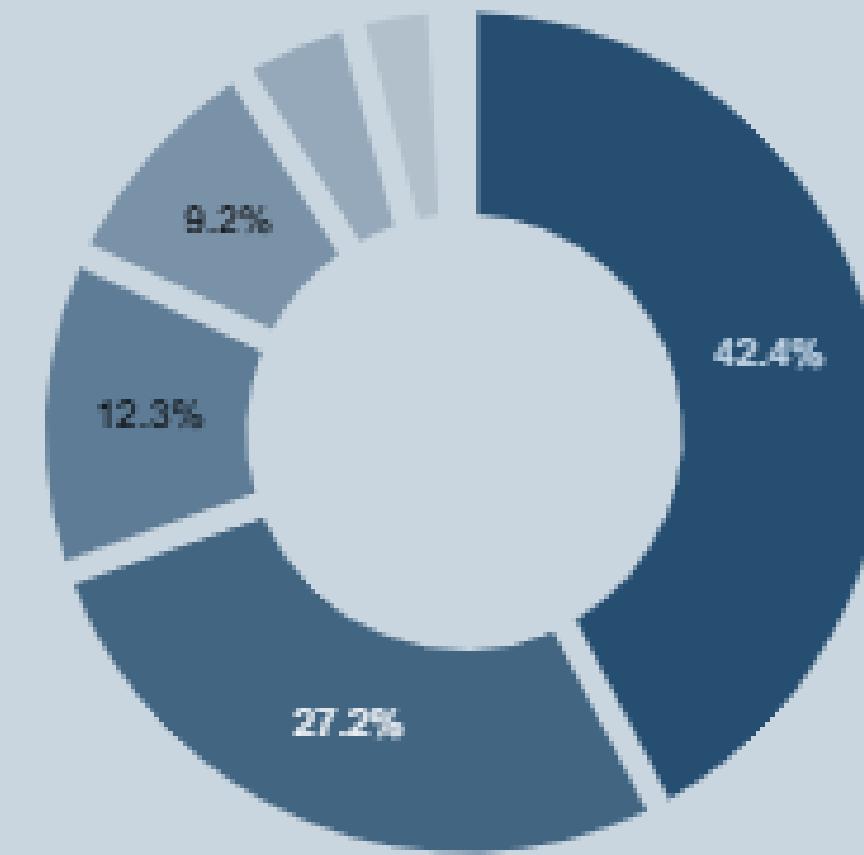
Identify customer behavior and retention patterns to enhance repeat purchase rates.



Evaluate geographic performance to inform market prioritization.



Develop actionable insights that support sustainable growth and category diversification.



- Robots
- Drones
- Robot Kits
- Drone Kits
- Training Videos
- eBooks
- Blueprints

Data Overview

Data Scope

Jan 2020 – Dec 2021

Data Structure



Customer.csv



Orders.csv



Products.csv



ProductCategory.csv

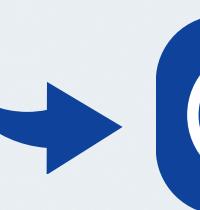
Data Processing



Raw
Data



Clean &
Valid



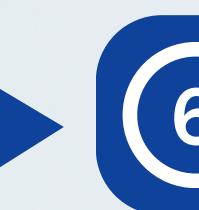
Staging
Layer



Master
Layer



Star
Schema



Analytics
Dashboard

Executive Overview

Total Revenue
\$1,75 M

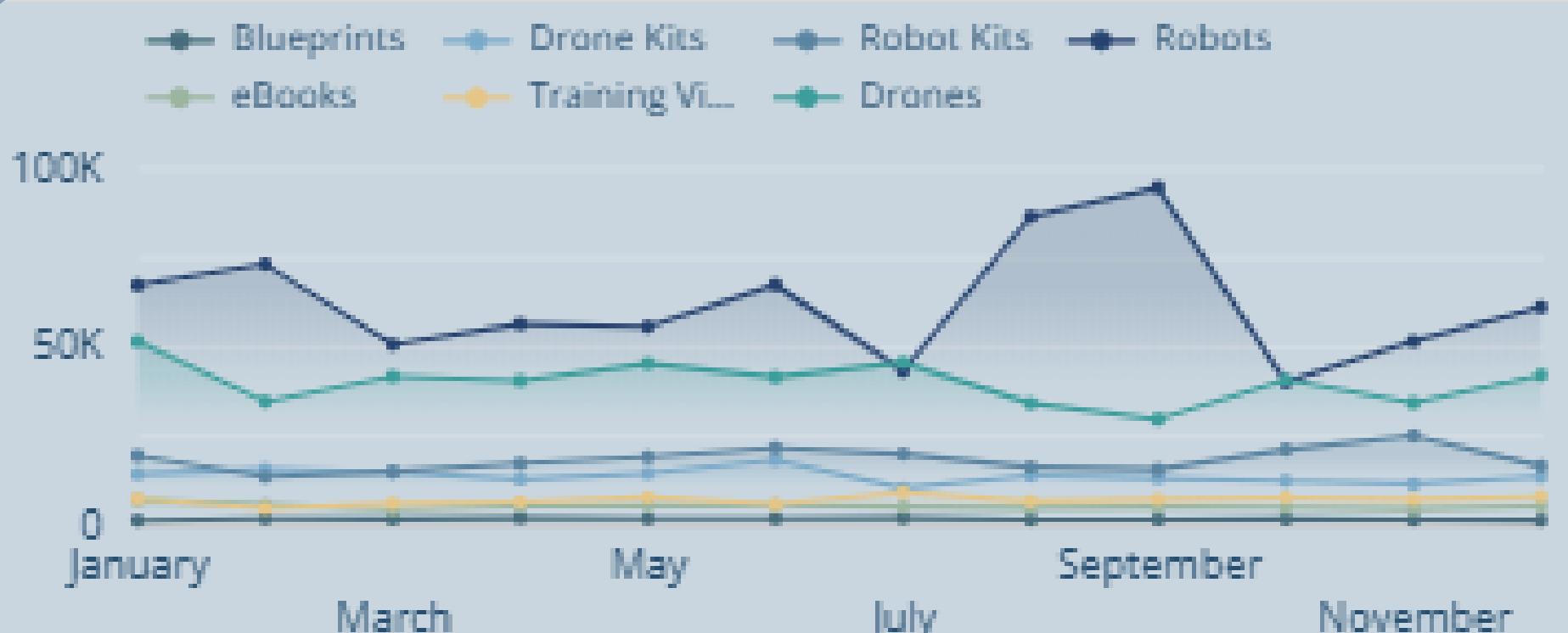
of Units Sold
11,7K

of Customers
2k

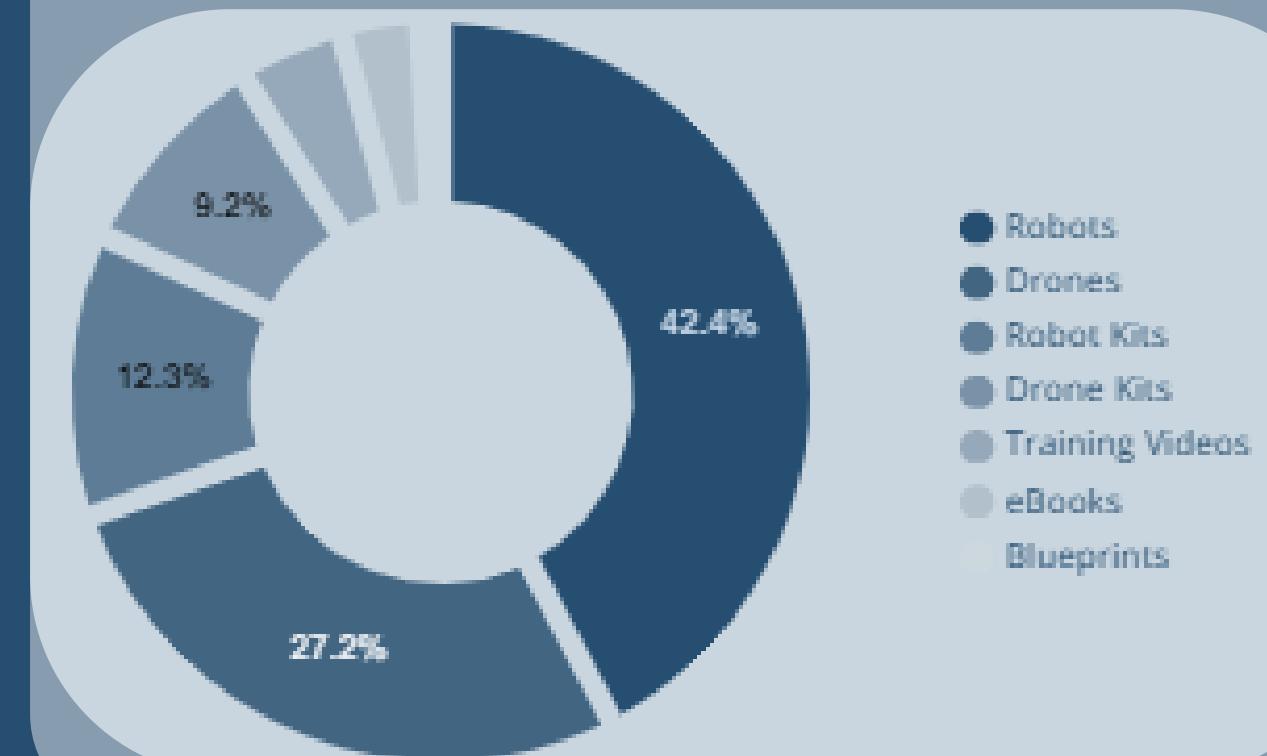
Repeat Rate
59,1%

Avg. Order Value
526

Monthly Sales by Category



Sales by Category



Product Performance

of Products

69

Avg Price

\$149,05

of Units Sold

12K

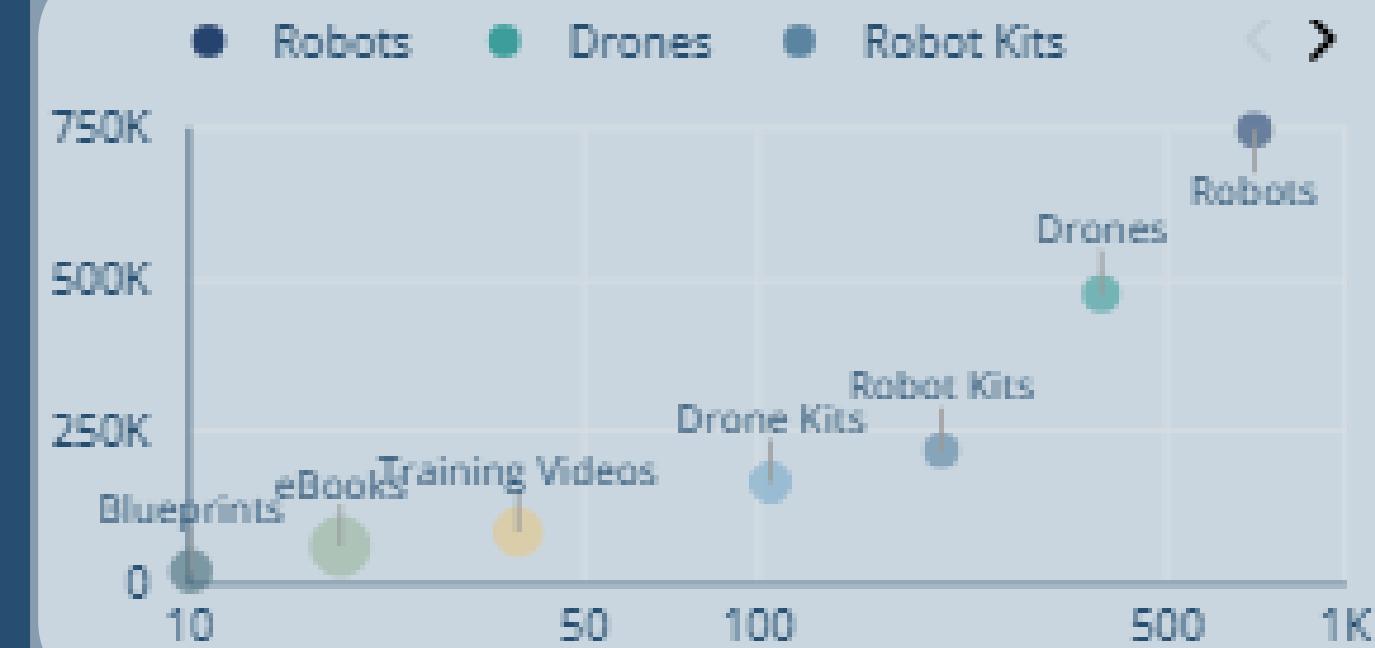
Total Revenue

\$1,75

Top 10 Products by Revenue

product_name	Total Revenue	Order Qty	Price
MICR-23K Robot	\$157.33K	175	\$899
RWW-75 Robot	\$120.97K	137	\$883
RLK-9920 Robot	\$120.93K	173	\$699
RQTE-554 Robot	\$116.28K	170	\$684
RCB-889 Robot	\$114.19K	208	\$549
RXW-9807 Robot	\$113.81K	190	\$599
DTI-84 Drone	\$105.11K	231	\$455
MICR-564K Drone	\$86.33K	173	\$499
DTD-7000 Drone	\$76.95K	171	\$450
DA-SA702 Drone	\$67.83K	170	\$399

Price vs Sales



Customer Behavior

Active Customers

1.7K

Repeat Customers

987

Repeat Rate

59.1%

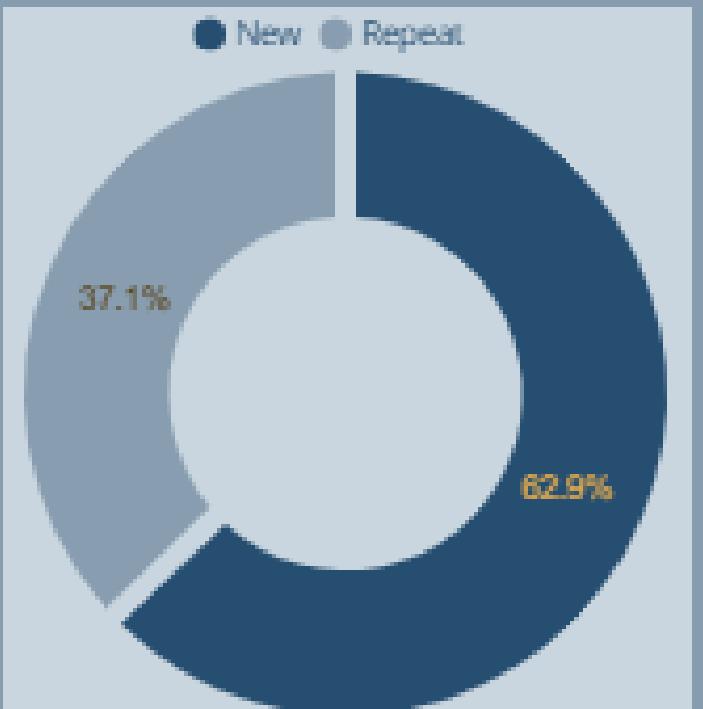
Average LTV

\$1.36K

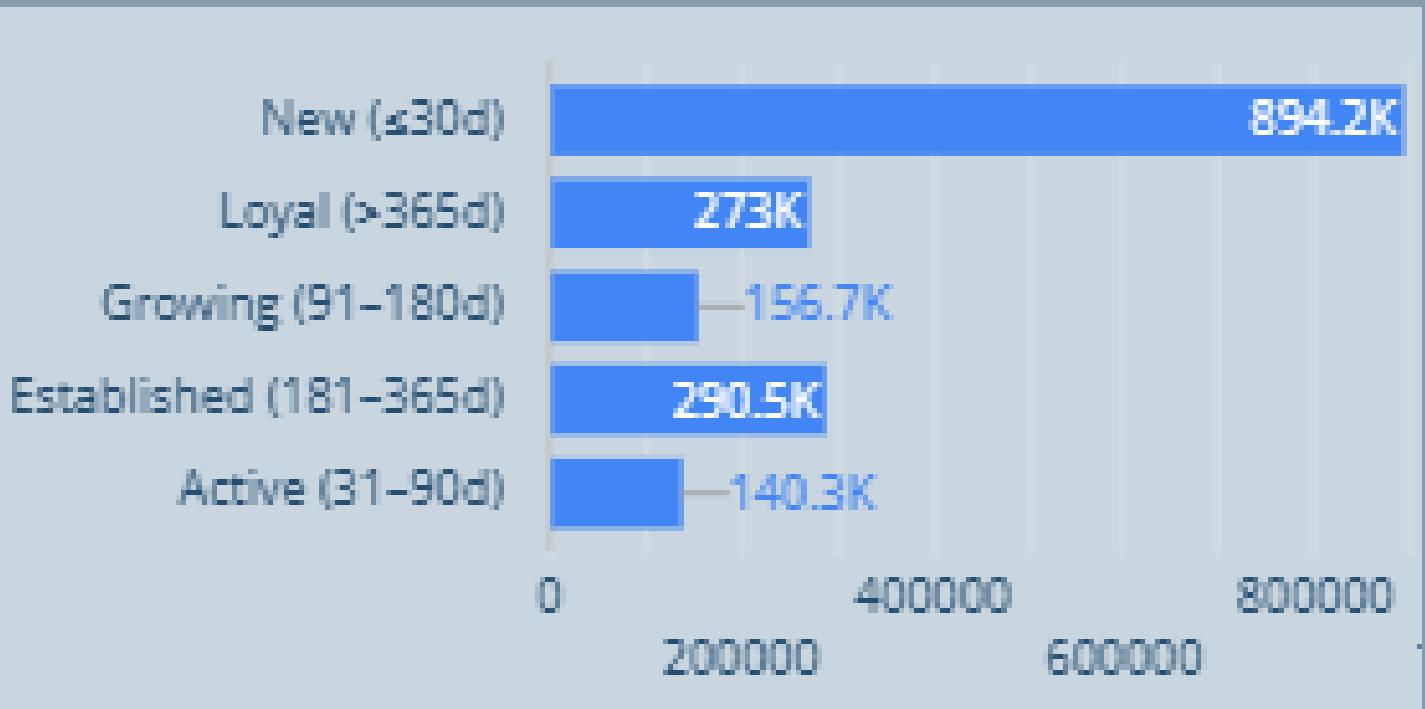
Avg. Orders/Cust

2.6

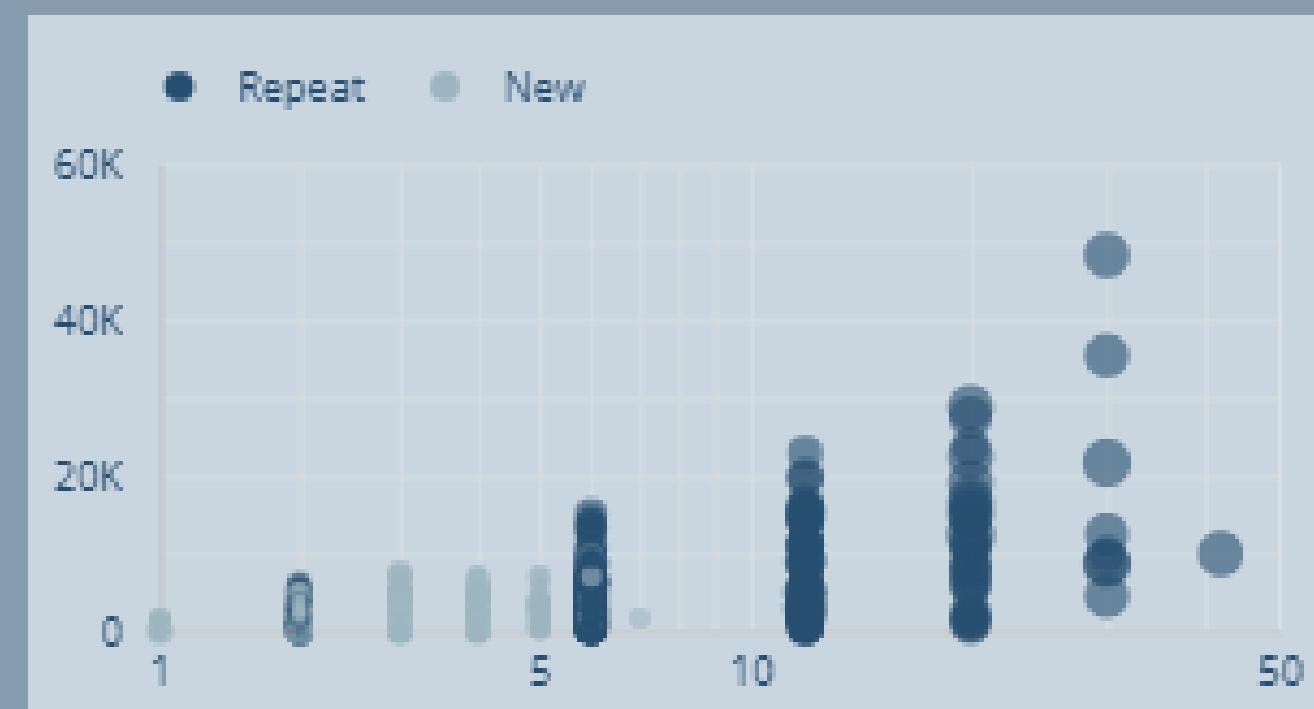
New vs Repeat Customer



Tenure vs Revenue & Customers



Cust Freq vs LTV



Retention & Cohort Analysis

Repeat Rate

59,1%

Avg LTV

\$1,36K

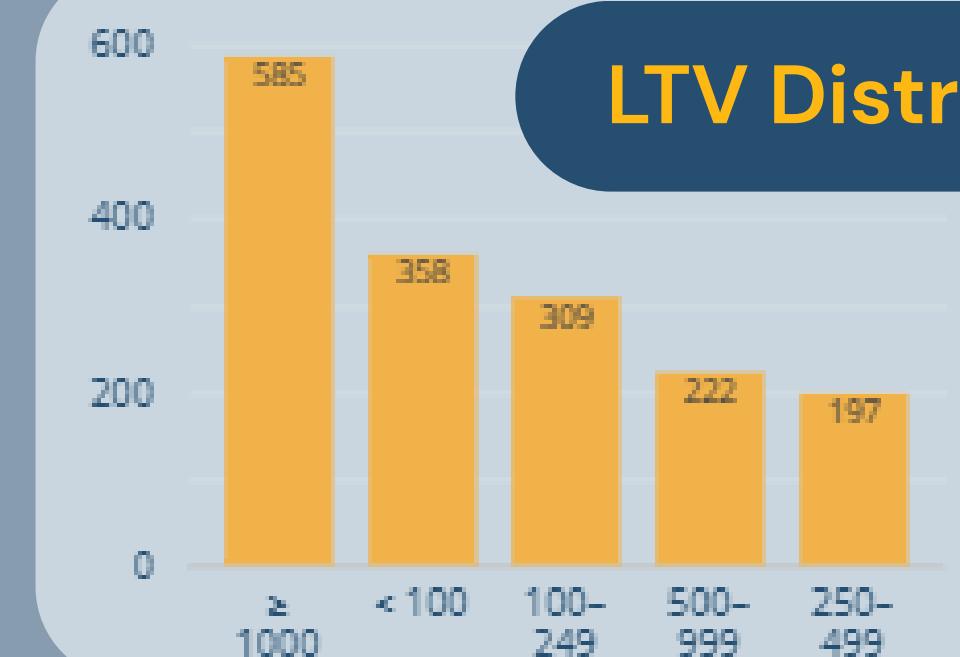
Top 10% Cust

40% of Total
Revenue

Early Retention Window

0 - 90 days determines
long-term loyalty

LTV Distribution

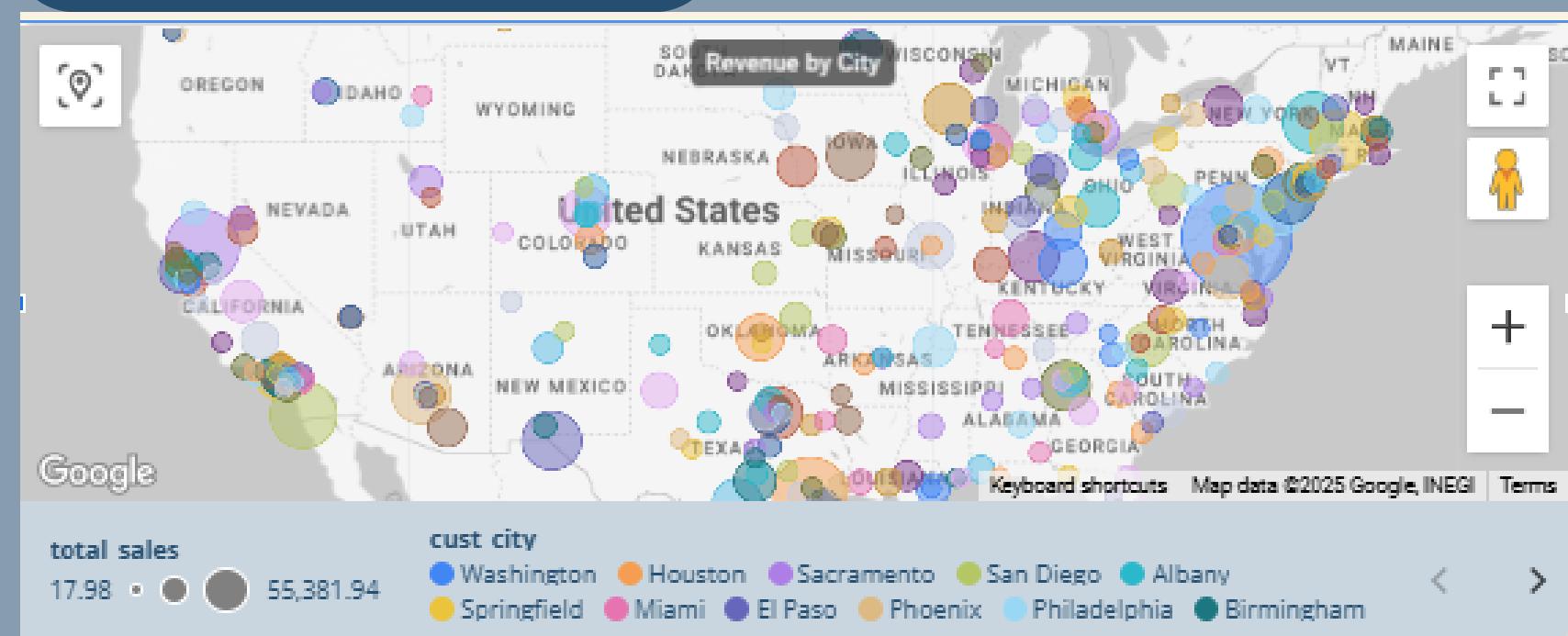


First Purchase Cohort
Volume & Repeat Share



Regional Sales Distribution

Revenue by City



City Tier Performance

city_tier	Total Revenue	Order Qty	Avg Price	Repeat Customers
1... Tier 1 (Top)	1,361,824.4	8,132	167.46	688
2... Tier 2	328,540.16	2,425	135.48	204
3... Tier 3 (Emerging)	64,386.01	1,097	58.69	95

Key insight

- **\$1.75M revenue**, driven mainly by Robots (42%) and Drone Kits (27%).
- **Top 10 products** = ~60% of total sales → concentrated portfolio.
- 59.1% repeat rate & \$1.36K avg. LTV indicate strong retention.
- **Early retention (0–90 days)** shapes long-term loyalty.
- **Tier 1 cities** generate >75% revenue; Tier 3 shows untapped potential.



Total
Revenue

\$1,75M



Repeat
Rate

59,1%



Strategic Recommendations

Sales & Product

- Focus on Robots & Drones; phase out low-volume SKUs.
- Apply dynamic pricing (\$500–\$800 range) to balance demand and margin.

Customer Retention

- Launch loyalty & referral programs for high-LTV segments.
- Strengthen onboarding & engagement within first 90 days.

Market Expansion

- Optimize logistics & marketing spend in Tier 1 cities.
- Pilot targeted campaigns for Tier 2–3 to drive growth.

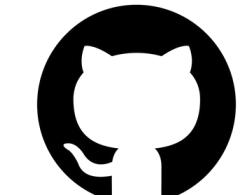


Project Showcase & Deliverables



Looker Studio

[Looker Studio](#)
[Dashboard](#)



GitHub

[GitHub](#)
[Repository](#)



[Video](#)
[Presentation](#)

Let's Work Together



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