



Pisyang Shayang | 12/10/2024

 This presentation has live captioning.

Seasonal Trends and Sales Optimization

Tak Pisyang Maka Tak Shayang



Name of Project:
Pisyang Shayang Monthly Sales



Presented By:
Alfa Isa Dewa



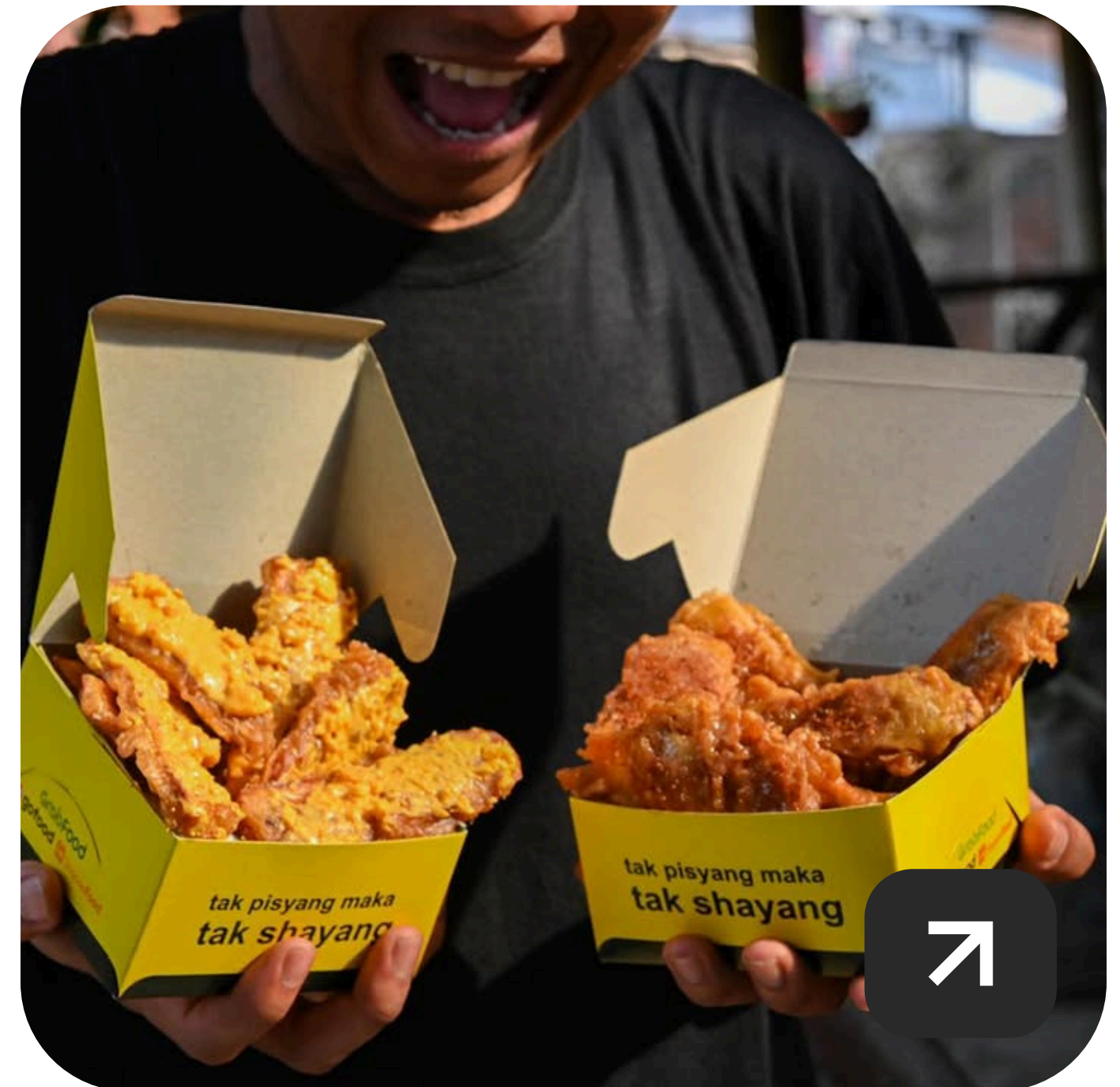
Presented To:
Business Owner



Overview

Pisyang Shayang adalah perusahaan di bidang food and beverages (F&B) yang fokus menjual pisang goreng dengan berbagai pilihan topping kreatif.

...





Problem Statements

Statement

#

How can Pisyang Shayang optimize its **sales strategy** by understanding **annual sales trends**, evaluating the **impact of the August 2024** price increase, and analyzing the performance of sales channels and product sizes?



Objectives and Goals

To optimize Pisyang Shayang's sales and revenue performance through strategic analysis of sales trends, pricing impacts, and sales channel diversification.

Goal

1

Identify high-potential sales periods and reduce low-season sales with effective promotional strategies.

Goal

2

Assess the impact of the August 2024 price increase to ensure revenue growth and maintain sales volume.

Goal

3

Enhance sales channel performance and align product offerings with customer preferences to maximize market reach and satisfaction.



Data Understanding

Nama Produk	Kategori	Kode Produk (SKU)	Jumlah Produk Terjual	Penjualan Kotor	Pajak	Penjualan
Coklat Keju Shayang - SHOPEE	Small		48 Pcs	1296000	0	1296000
Ori Shayang - SHOPEE	Small		40 Pcs	92000	0	92000
Chocomaltine Shayang - SHOPEE	Small		33 Pcs	924000	0	924000

June, 2023 to November, 2024 ,**2650** rows



Dataset

Features	Meaning	Data Type	Sample
Nama Produk	Name of products	Object	Ori Shayang - SHOPEE
Kategori	Product category	Object	Small, Large
Kode Produk (SKU)	Product Code	Float64	-
Jumlah Produk Terjual (Unit)	Number of product sold	Object	40 Pcs, 2 Pcs
Penjualan Kotor	Sales before Tax	Int64	146000,90000
Pajak	Tax (PPN)	Int64	-
Penjualan	Sales after Tax	Int64	146000,40000

Data Preparation And Cleaning

Formatting :

- Combine all data to be one dataset
- Add **Year** and **Month** Features
- Add **Method** Feature (payment method)
- Change **Reguler** Method into **OFFLINE**

Cleaning :

- Fix data types of **Jumlah Produk Terjual (Unit)**
- Delete **Payment Method** from **Nama Produk**
- Delete **Pajak** and **Kode Produk (SKU)** Features
- Turn Bundling Method into **QRIS**

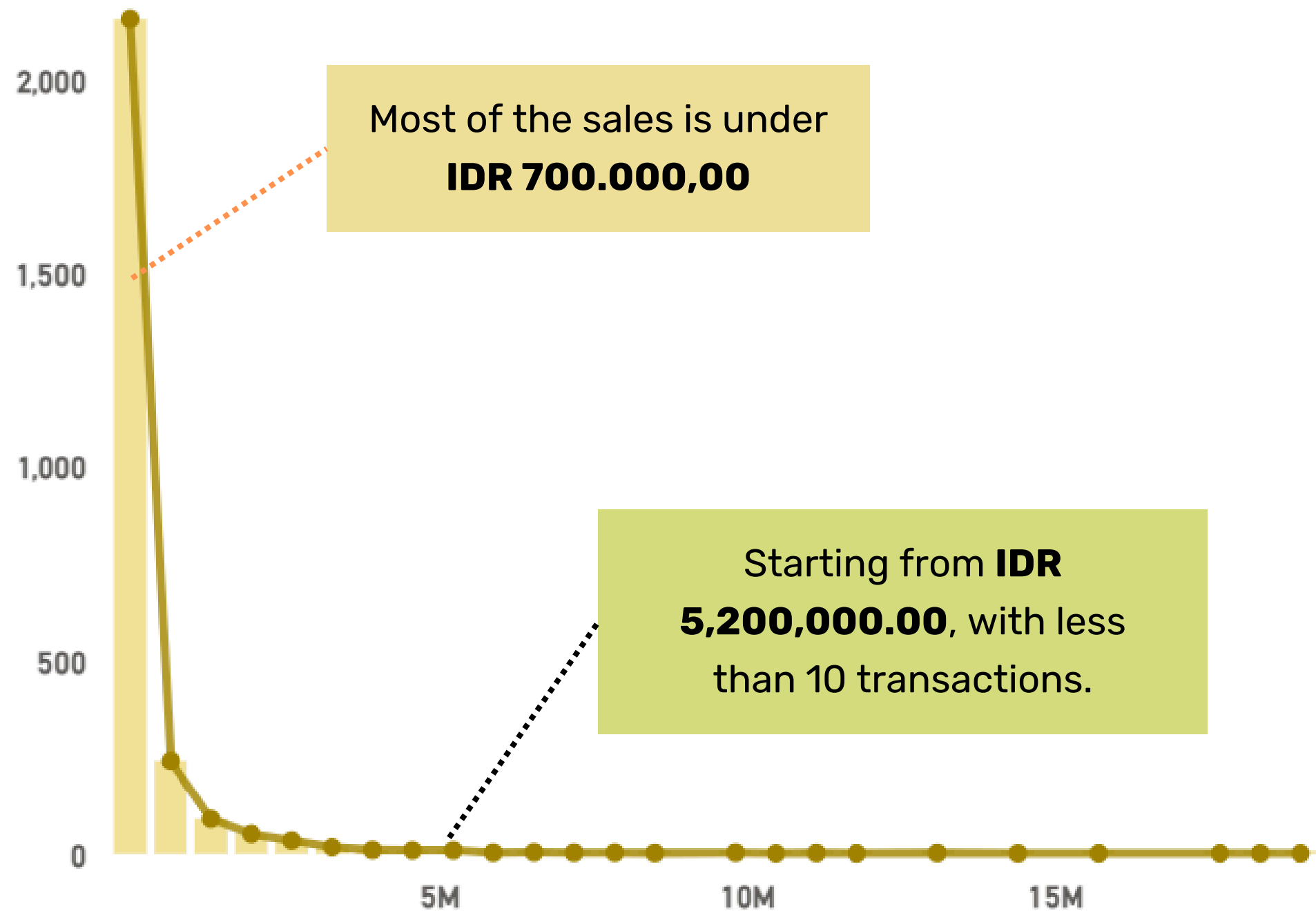


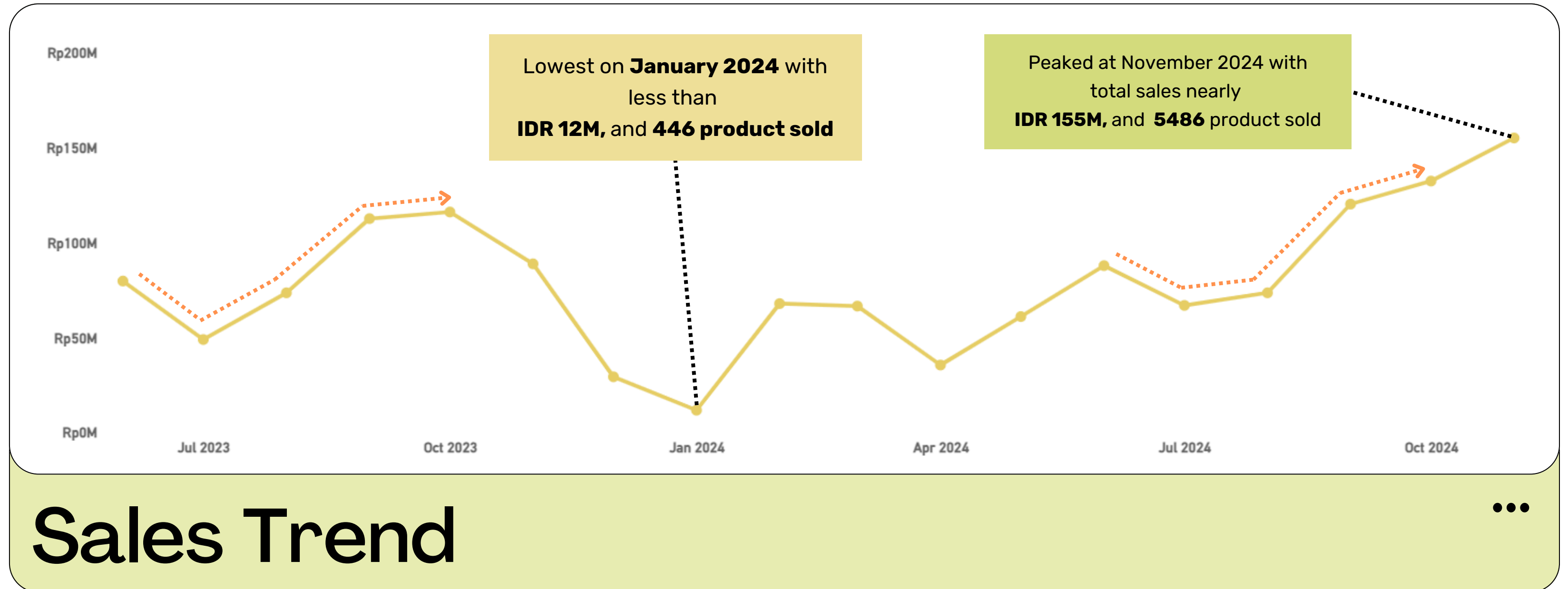
Clean Dataset

Nama Produk	Kategori	Jumlah Produk Terjual	Penjualan Kotor	Penjualan	Year	Month	Method
Ori - ori	Large	48	1296000	1296000	2023	Desember	SHOPEE
Chocomaltine	Small	20	92000	92000	2024	Juli	GRAB
Greenteacrunch	Small	15	924000	924000	2024	Januari	QRIS

Sales Distribution

Heavily right skewed







Why?

November 2023 and November 2024 has different trends?



Nov 2023



The closure of the first store and struggles with the second, along with the transition to a new location in Tembalang

Nov 2023 to Januari 2024



The sales decline was further exacerbated by a lack of marketing strategy.

3rd Quarter of 2024

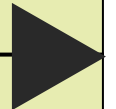


Succesfully make the accidental mistake, into total big engagement

4th Quarter of 2024

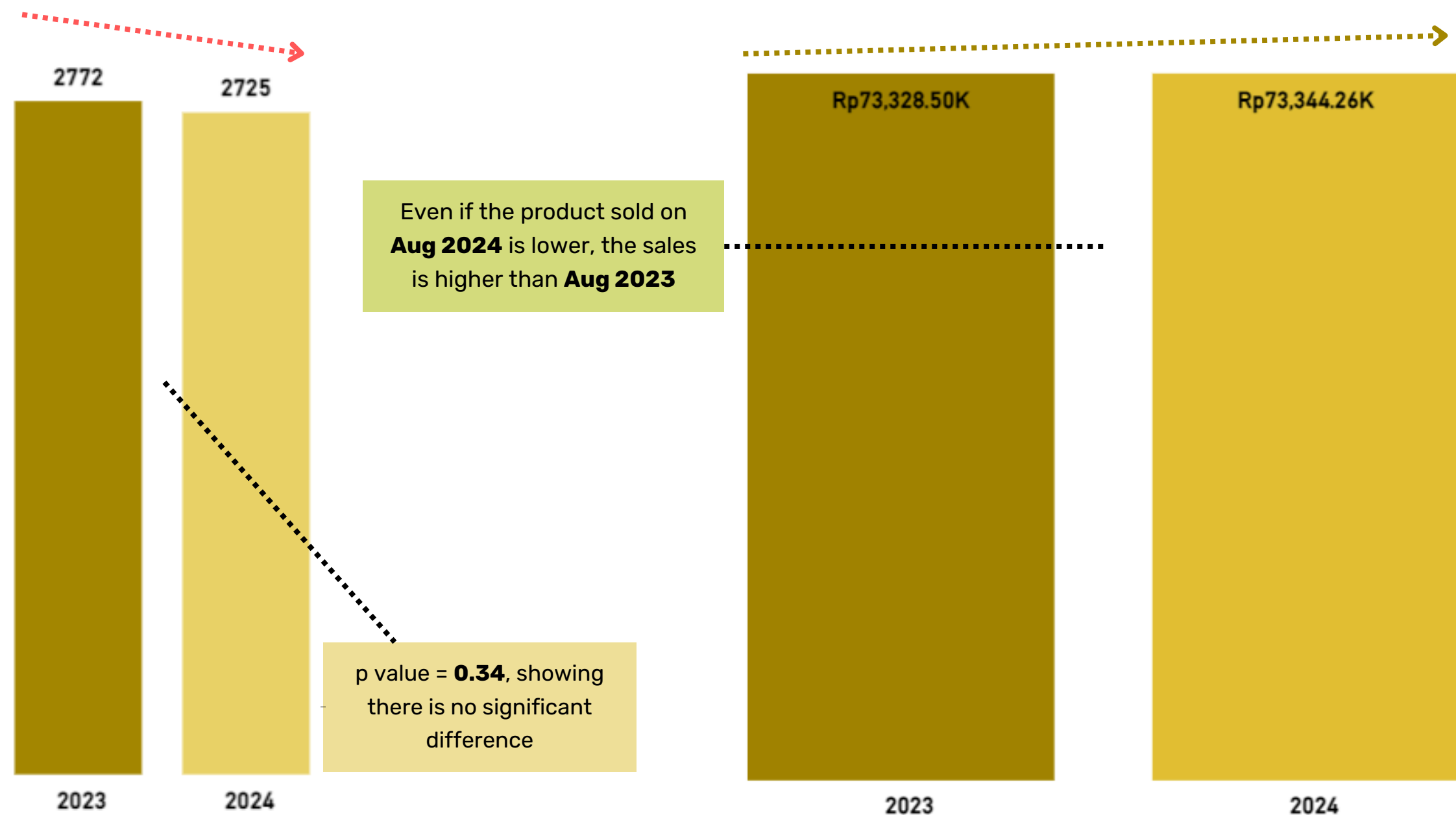


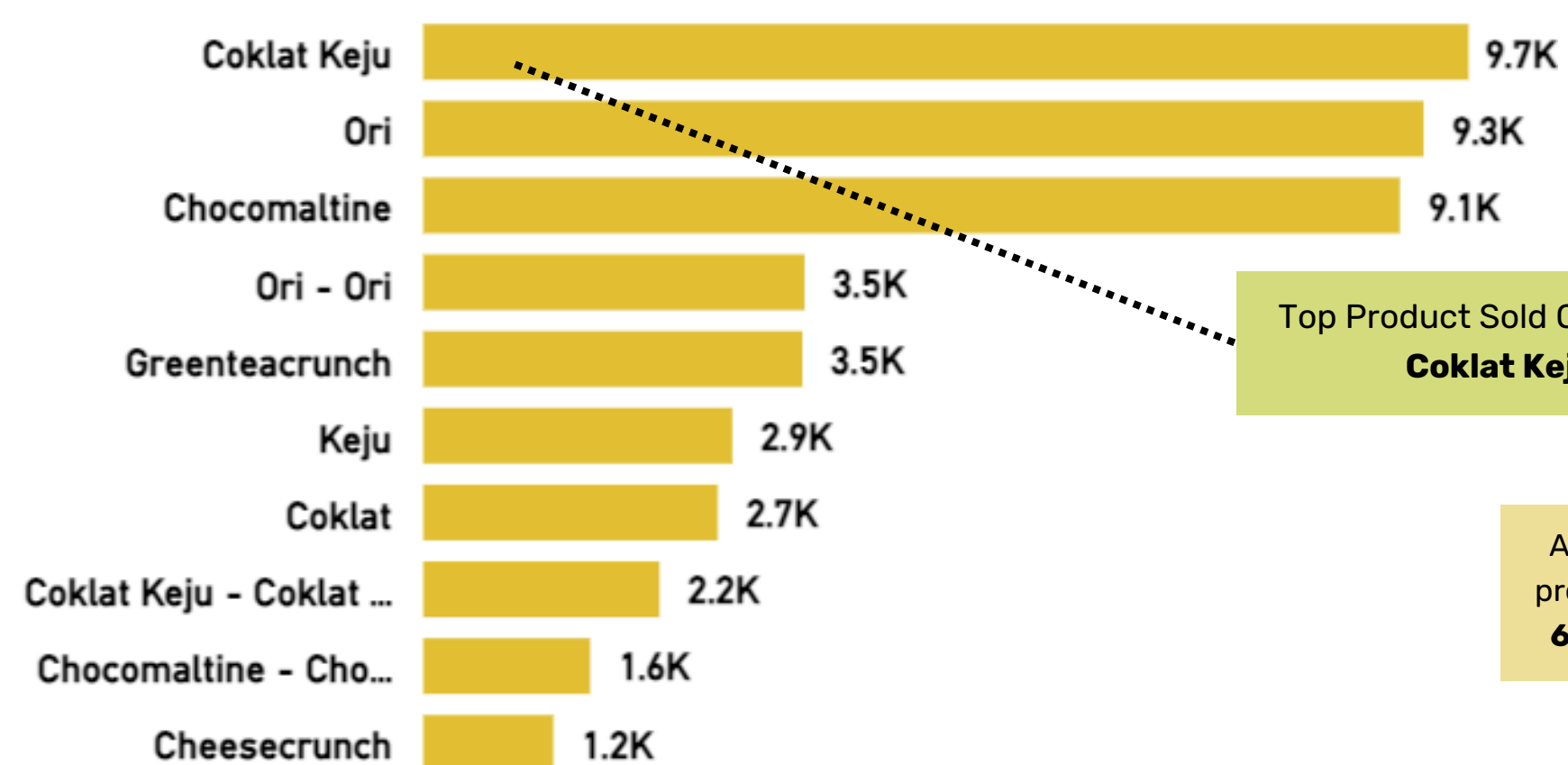
Finally the seasons sales works as it's should



Price Increase Impact

August 2023 and August 2024





Top Product Sold Quantity is
Coklat Keju

Across the years, these
product not even touchin
60 pcs on product sold

Keju - Tiramisucrun...	56
Keju - Coklat Keju	52
Bundling 2 Ori Small	44
Coklat - Cheesecrun...	33
Keju - Cheesecrunch	24
Tiramisucrunch - Ch...	20
Bundling Merdeka D...	12
Chocomaltine Small ...	10
Add On Coklat	7
Ori Small - TEBUS M...	2

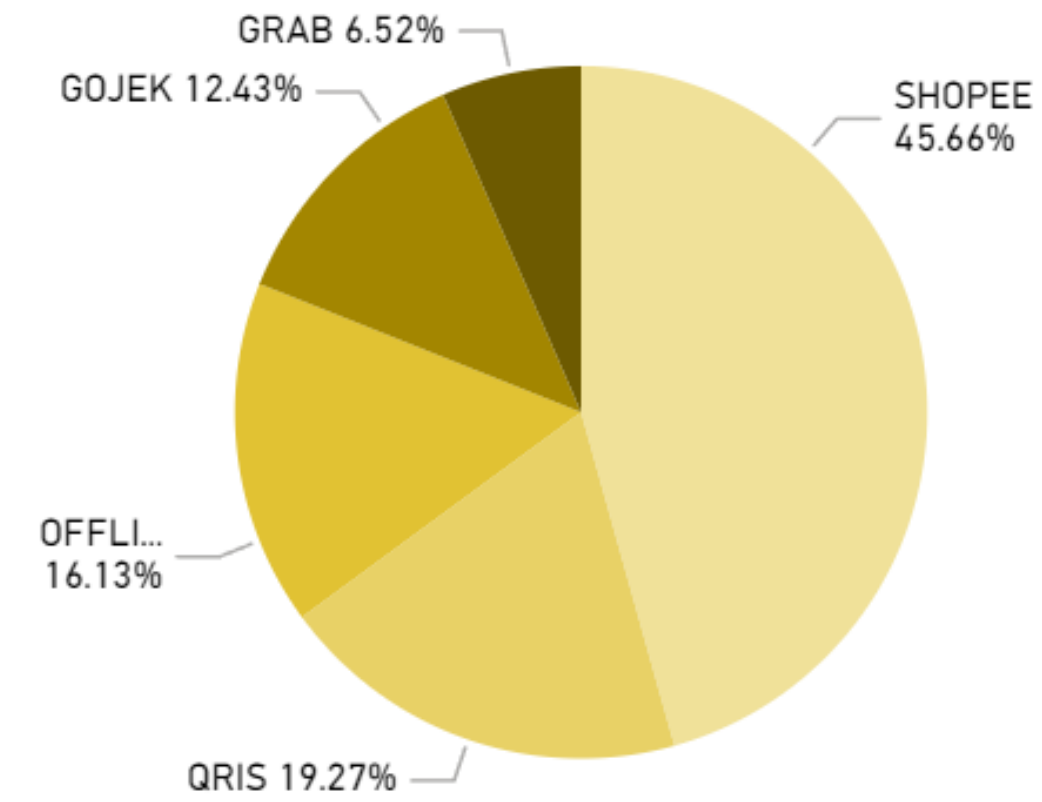
Favorite Product



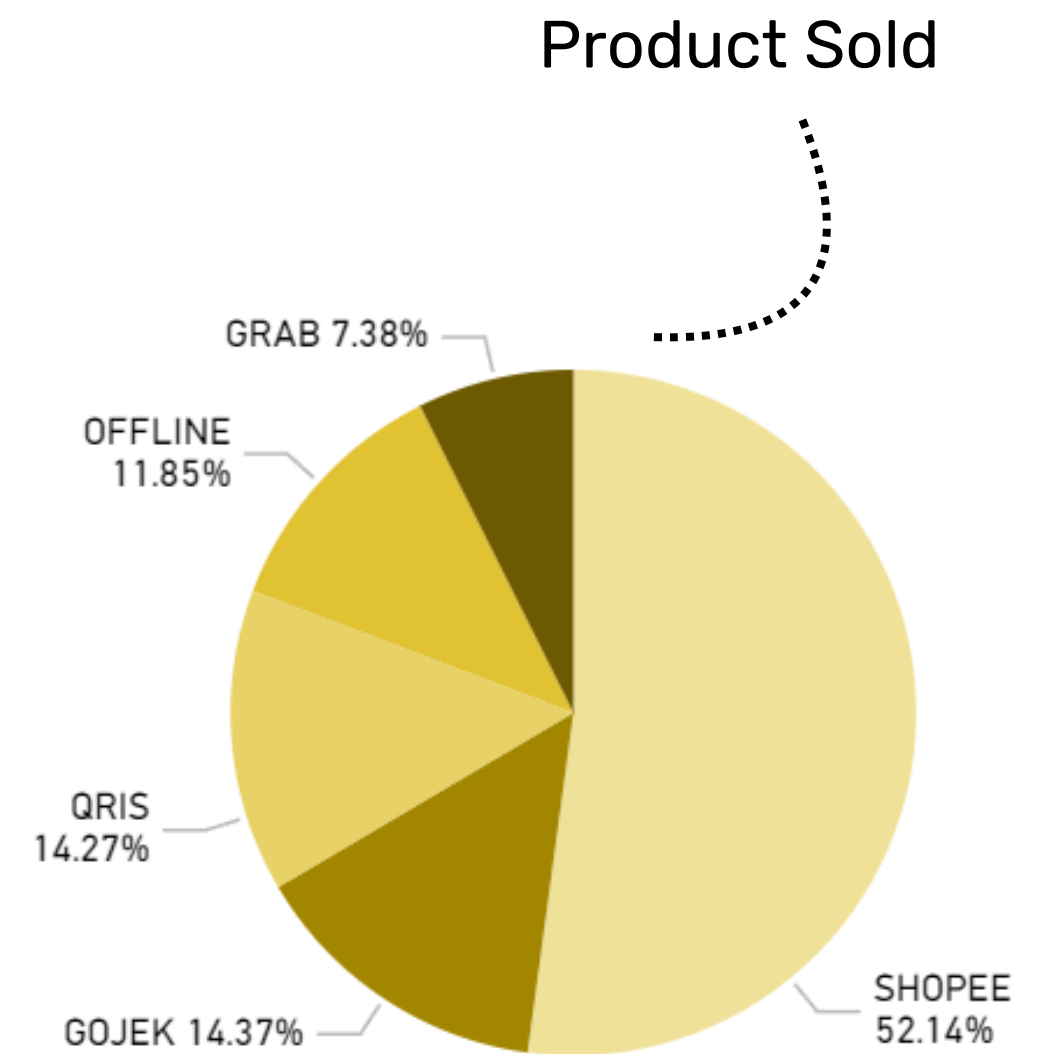
Sales

Diversification

Payment Methods



Sales
Contribution

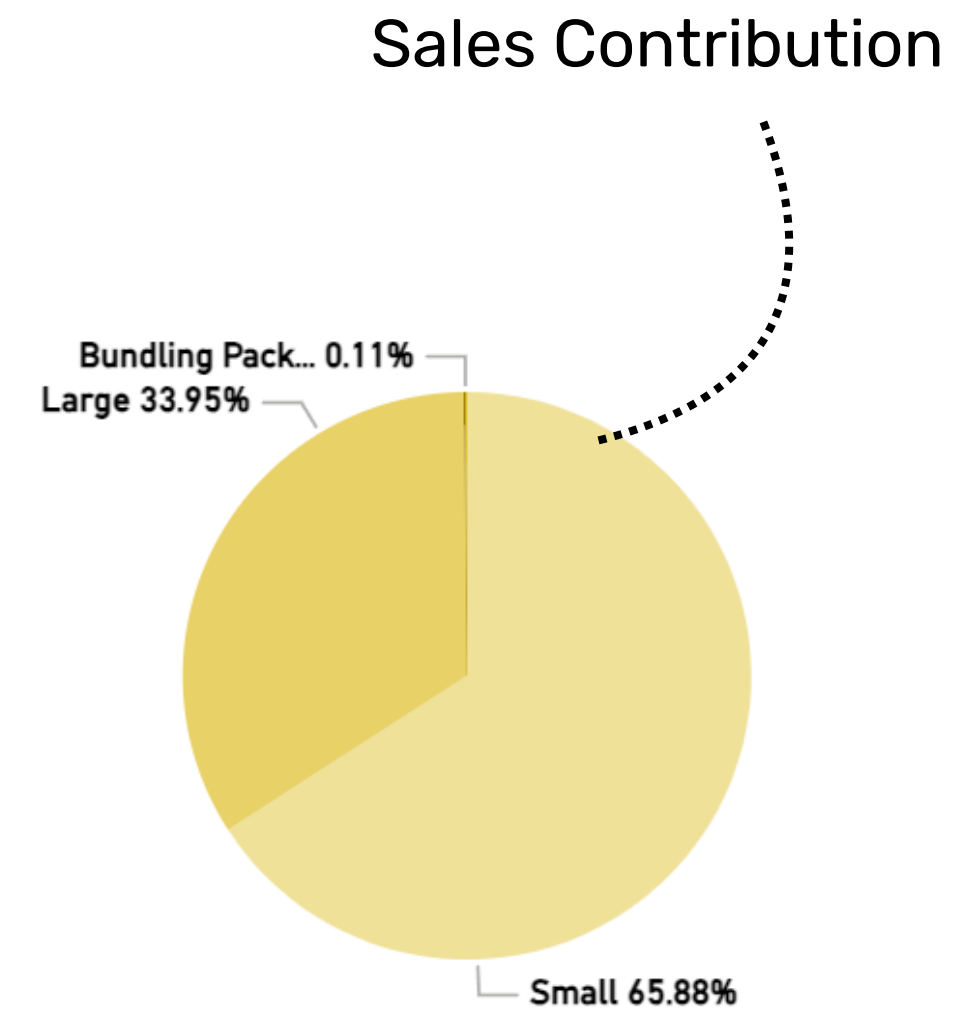
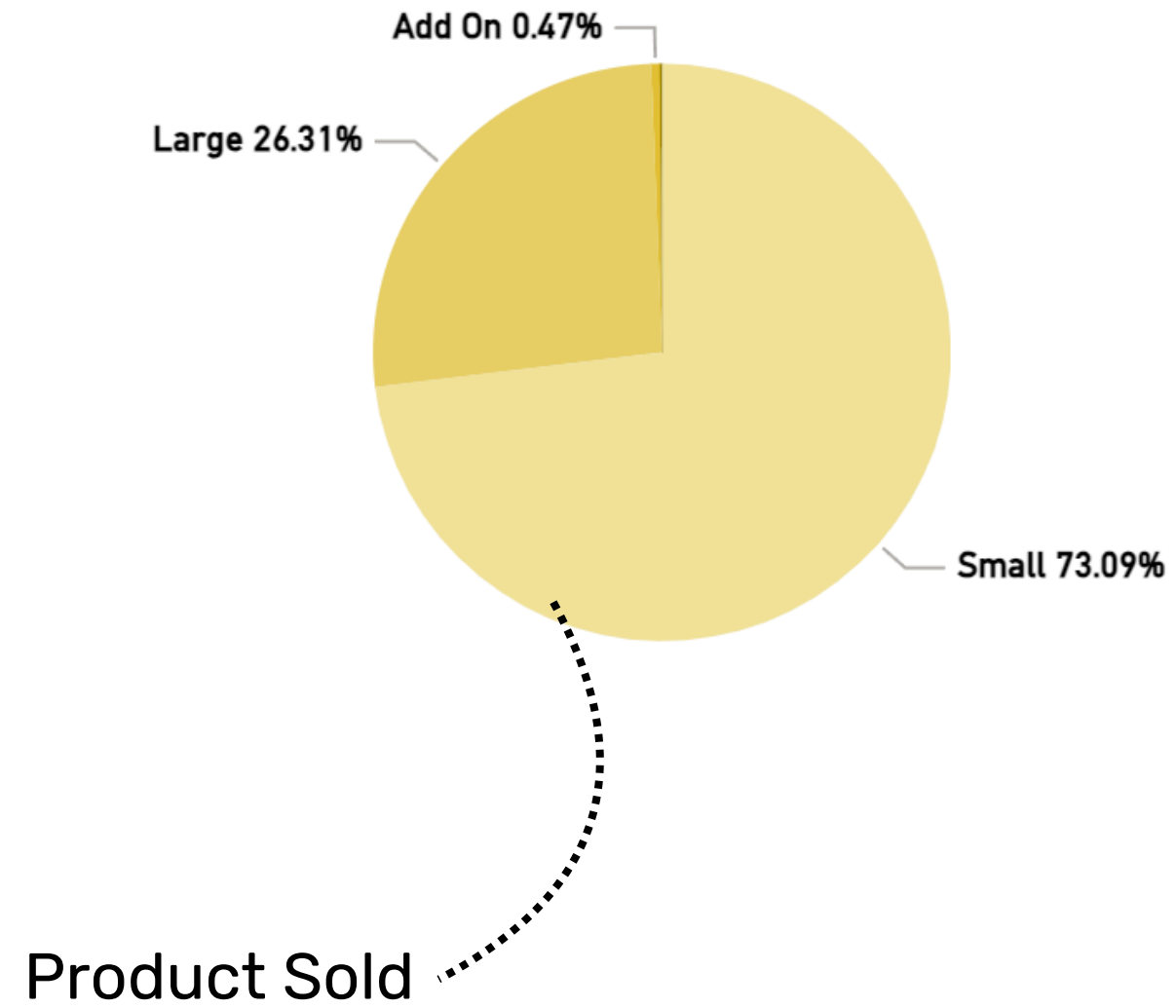




Category Diversification



Category

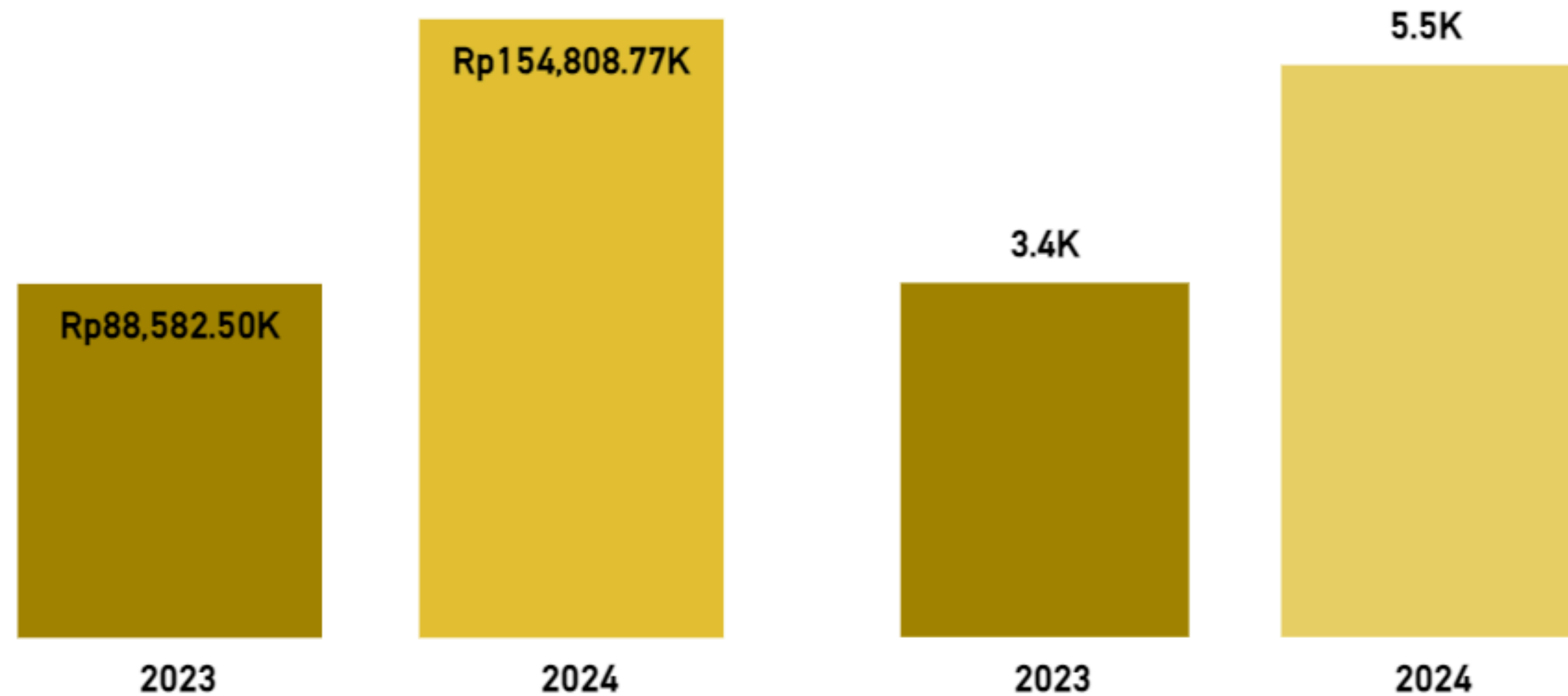




Promos Impact



November



This growth is not because of the promos, this is because the settlement after chaos in last quarter of 2023

Conclusion

after analyzing the data, here's what we can conclude

Sales

- The most sales this company ever gain is on November 2024 with nearly **IDR 155M**
- High potential sales period is on 4th Quarter, starting from October to December.
- Low potential month is on **January** until **April**

Price Increase Impact

- Increasing Price **doesn't affect** the **sales** nor **product sold quantity**.

Promos Impact

- Promos doesn't give much of an impact.

Diversification

- The top product sold **Coklat Keju Smal**, and the least it **Tiramisucrunch - Cheesecrunch**
- The top payment method used is SHOPEE with contributing **45.7%** on sales, and **52%** on product sold.
- **Small** category is leading at both Sales and Product Sold.

Reccomendations

based on the conclusions, these are the reccomendations

Incentivize repeat purchases by offering loyalty rewards or discounts to regular customers. **Create a coupon.**

Offer **Holiday promotions** like **"Buy 1, Get 1 Free"** or discounts on items often bought as gifts. You can create a "Christmas Countdown Sale" leading up to the holiday.

Share content or stories around **different holiday traditions**, highlighting how your products can fit into the celebration.

Collaborate more with Indonesian influencers who align with the holiday spirit, either for gift recommendations or for promoting special holiday products.

- Schedule regular data updates (e.g., daily or weekly) to ensure accuracy in reports and dashboards.
- For products with sporadic demand, explore dropshipping to avoid overstocking and reduce storage costs



Thank You