

Drinking Water Sales Analysis Report for Tirta Nusa Store

1. Introduction

1.1 Background

Tirta Nusa Store located in Wonokusumo Village, Semampir District, Surabaya, is one of the well-known stores and is trusted by the local community to meet their drinking water needs. This store provides various drinking water products such as gallon water, Cup bottled drinking water, and bottled drinking water. With the stable growth in demand for drinking water in Semampir District and Kenjeran District, Tirta Nusa Store has succeeded in attracting many loyal customers.

In today's competitive business world, it is important for Toko Tirta Nusa to not only maintain its existing market share but also to continue to grow and innovate. To achieve this goal, sales data analysis is a very important tool. By utilizing sales data, Toko Tirta Nusa can gain valuable insights that can be used to support better business decision making.

Comprehensive sales analysis will provide Toko Tirta Nusa with important insights to remain competitive in the market and continue to grow in accordance with customer needs and desires. Thus, Toko Tirta Nusa will be able to maintain and even improve its position as the main provider of drinking water needs in Semampir and Kenjeran Districts.

1.2 Objectives

The following are some of the analysis objectives that will be carried out on the sales of drinking water at the Tirta Nusa store:

1. What are the monthly and annual sales trends for each product?
2. What products are the best-selling and least-selling?
3. Who are our main buyers based on demographic data?
4. Is there a correlation between the buyer's location and the product purchased?
5. How does each product contribute to total revenue?
6. What is the average customer transaction value?

2. Data

2.1 Data Sources

The drinking water sales transaction data used was obtained from the recording of sales transactions of the Tirta Nusa Store with a time period from January 2021 to December 2023 with a total transaction of around 15,000 transactions. The structure of the Tirta Nusa store's drinking water sales data consists of various tables as follows:

- Product table containing product_id, product_name, product_category, product_selling_price.
- The buyer table contains buyer_id, buyer_name, sub-district, village.
- Transaction table containing transaction_id, time, buyer_id.
- Transaction details table containing detail_id, transaction_id, product_id, QTY, discount, total_price.

From this data, it is then collected into a digital file, then from this process the sales data will have an Excel file format which will then be moved to a database using Microsoft SQL Server.

2.2 Data Cleaning

The data from the previous generate process will be re-examined whether it is clean and suitable for the next analysis process. The data that has been obtained is then cleaned and adjusted by checking for data duplication, correcting data consistency, and finally adjusting the data format.

- Checking for data duplication is done in Excel file format by using the duplicate data checking function in the Excel feature to delete duplicate data in the drinking water sales dataset to minimize bias and inaccuracy in the analysis results.
- Correcting data inconsistencies is done in excel file format by checking and filtering data to check for inconsistent data and writing errors.
- Format adjustments are made to adjust data from the Excel file format which will later be moved into the database using Microsoft SQL Server so that the adjusted format can migrate smoothly into the database.

3. Method

3.1 Analysis Method

In this report, the analysis is conducted using descriptive analysis method to evaluate the sales data of Tirta Nusa Store. Descriptive analysis aims to provide a clear and detailed picture of the characteristics of the sales data that has been collected. The following is an explanation of the data analysis process using descriptive analysis method to achieve the analysis objectives that have been determined:

- Monthly and Yearly Sales Trends for Each Product.
Identifying monthly and annual sales patterns of each product sold at Tirta Nusa Store. The sales grouping process is carried out based on product and time period. Furthermore, sales trends are visualized using line graphs in Power BI to observe fluctuations and sales patterns over time. The calculation of sales trends is done using the following equation:

$$b = \frac{n(\sum xy) - (\sum x)(\sum y)}{n(\sum x^2) - (\sum x)^2}$$

$$a = \frac{(\sum y) - b(\sum x)}{n}$$

Where :

b = slope

a = intercept

x = month

y = sales

n = number of data

- Best Selling and Least Sold Products.

Determine which products sell the most and which sell the least. By calculating the total sales per product and identifying the best-selling and least-selling products. Then visualize the results with a bar chart in Power BI for visual comparison between products.

- **Top Buyers Based on Demographic Data.**
Identifying who the main buyers are based on demographic data of the Sub-district and Village locations. The process is carried out by grouping and analyzing data based on demographic categories of the sub-district and village locations. The results of the process are then visualized in demographic distribution using pie charts and treemaps in Power BI.
- **Correlation between Buyer Location and Products Purchased.**
Assess whether there is a relationship between the location of the buyer and the product purchased. The process is done by calculating the correlation between the location and the product purchased. Next, a treemap visualization is performed in Power BI to show the geographic correlation.
- **Contribution of Each Product to Total Revenue.**
Determine the contribution of each product to the total store revenue. The process of calculating the percentage contribution of each product to the total revenue is carried out.
- **Average Customer Transaction Value.**
Calculating the average transaction value made by each customer. The process is done by calculating the average value of customer transactions.

3.2 Analysis Process

In this report, we use descriptive analysis method to evaluate Tirta Nusa Store sales data. The analysis process involves several main stages, starting from data collection in Excel format, data cleaning, format adjustment, migration to database using Microsoft SQL Server, to visualization of results using Power BI. Here is a complete explanation of the data analysis process:

- **Data collection.**
Initial sales data is collected in Excel format. This dataset includes information on product table, buyer table, transaction table, transaction detail table.
- **Data Cleansing.**
The collected data often contains incomplete, duplicate, or invalid entries. Therefore, the data cleansing step is very important to ensure the quality of the data used in the analysis.
- **Data Format Adjustment.**
After data cleaning, the next step is to adjust the data format to match the database structure in Microsoft SQL Server. The format adjustment steps are as follows:
 - Design tables and columns that match the dataset in excel.
 - Make sure the data type in Excel matches the data type in SQL Server.

- Import data by changing the excel format to csv and then moving it to SQL Server.
- Data Analysis Using SQL.

The data that has been migrated to SQL Server is then analyzed using various SQL queries to gain the required insights. The following are the SQL queries performed to perform analysis on the drinking water sales dataset.

```
select
    tr.id_transaction,
    pe.buyer_name,
    sub-district,
    sub-district,
    tr.time,
    format(time,'MMMM') as month,
    format(time,'yyyy') as year,
    pr.product_name,
    pr.product_category,
    pr.product_selling_price,
    dt.QTY,
    (dt.discount*0.1) as purchase_discount,
    (pr.product_selling_price*dt.QTY) as original_price,
    ((product_selling_price*dt.QTY)*(dt.discount*0.1)) as discount_piece,
    ((pr.product_selling_price*dt.QTY)-
    ((pr.product_selling_price*dt.QTY)*(dt.discount*0.1))) as final_price
from
    transaction_detail1 as dt
inner join
    transaction as tr
on
    dt.id_transaksi=tr.id_transaksi
left outer join
    product as pr
on dt.produk_id=pr.produk_id
left outer join
    Buyer as pe
on
    tr.id_buyer=pe.id_buyer
order by
    tr.time
```

- Visualize Results with Power BI.

The analysis results from SQL Server are then visualized using Power BI to facilitate interpretation and decision making. The visualization process is done by connecting Power BI with the SQL Server database and importing the query results. Next, create various types of visualizations, such as line charts, bar charts, pie charts, heatmaps, and

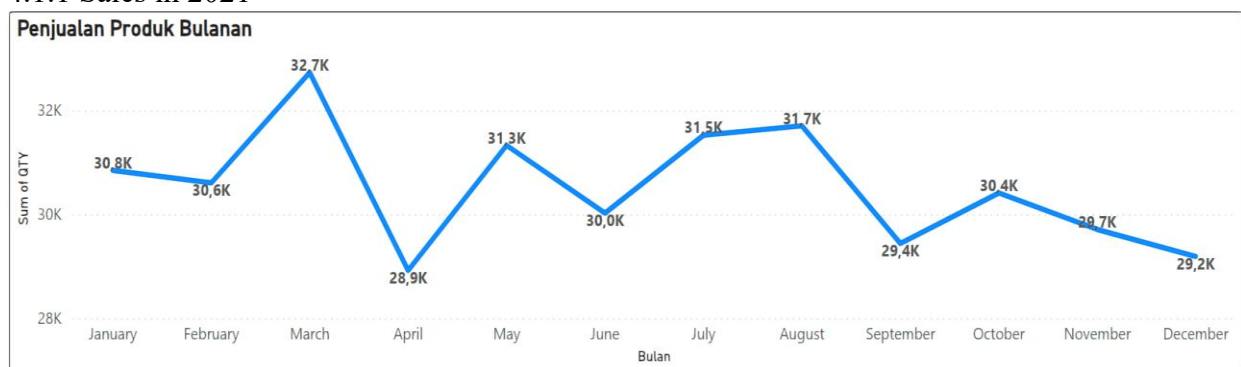
treemaps to display the analysis results. Add descriptions and explanations to each visualization to provide clear context and insight.

4. Results

4.1 Monthly and Yearly Sales Trends for Each Product.

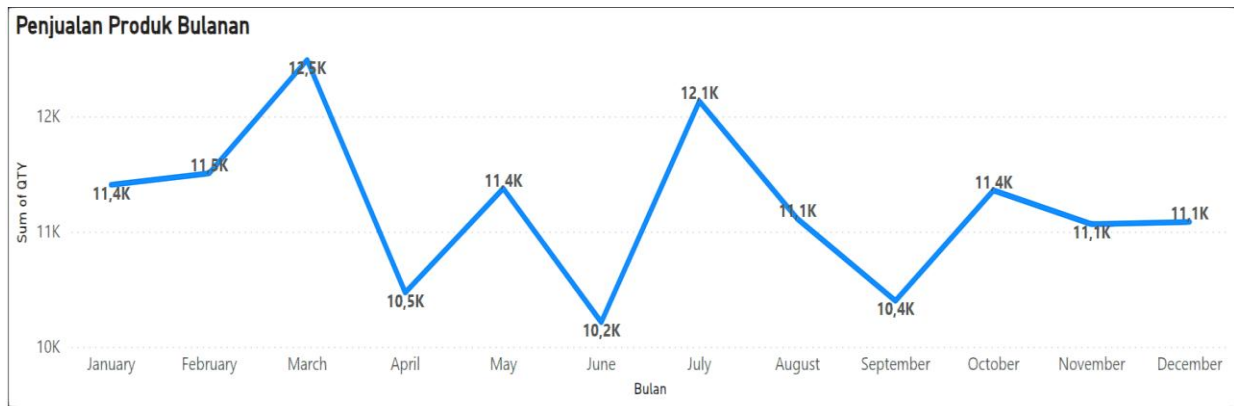
In the drinking water sales data at Tirta Nusa store, there are several products with different packaging. These products can then be categorized into two, namely gallon drinking water and bottled drinking water. For products in the gallon drinking water category, there are 4 products, namely Aqua, Cleo, Club, and LeMineral. In the bottled drinking water category, there are 7 products, namely Aqua Botol, Aqua Gelas, Cleo Botol, Club Botol, Club Gelas, LeMineral Botol and Santri Gelas. For explanations and sales details, they will be grouped by year and category. Here is an explanation of the results:

4.1.1 Sales in 2021



In 2021, the general trend of sales of drinking water products at Tirta stores can be seen in the graph above. The graph shows that sales started strong in January with 30,845 units sold. February recorded a slight decrease to 30,604 units, but March saw a significant spike to 32,727 units. In April, sales dropped to 28,291 units, before rising again in May to 31,325 units. June recorded a slight decrease with 30,022 units sold, but July and August again showed increases to 31,522 and 31,701 units sold respectively.

In September, sales declined to 29,438 units, followed by an increase again in October to 30,411 units. November recorded a small decline with 29,709 units, and the year ended with 29,190 units sold in December. The data shows an average decline of 658.03 units sold per month. Although there were months with significant sales increases, the overall trend shows a decline in sales throughout the year. This may reflect seasonal fluctuations or changes in market demand that affect overall sales. For a more detailed explanation of sales in the gallon drinking water category, see the graph below.

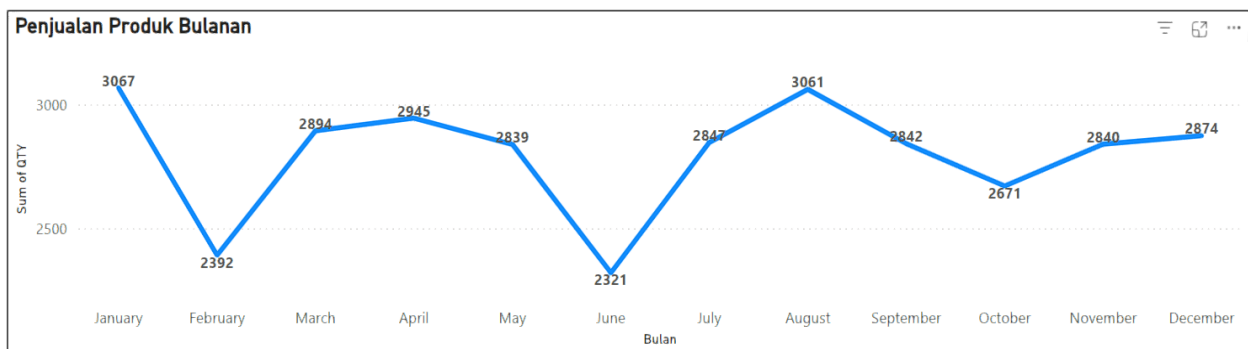


It can be seen for the sales of gallon drinking water category products in general in 2021, sales started well in January with 11,405 units sold, followed by a small increase in February to 11,504 units. In March, there was a significant spike with 12,488 units sold. However, sales dropped sharply in April to 10,470 units. May recorded a slight recovery with 11,372 units, but June fell again to 10,212 units.

In July, sales increased to 12,130 units, but August saw another decline to 11,109 units. September recorded a further decline to 10,398 units, while October recorded an increase to 11,356 units. Sales declined again in November to 11,063 units, and slightly increased in December with 11,082 units sold.

During the sales period in 2021, there was an average increase of 324.03 sales units per month. Although there were several months with significant sales declines, the overall trend showed a steady increase throughout the year. This indicates that there is quite strong market demand, despite monthly fluctuations.

- Aqua Drinking Water Gallon



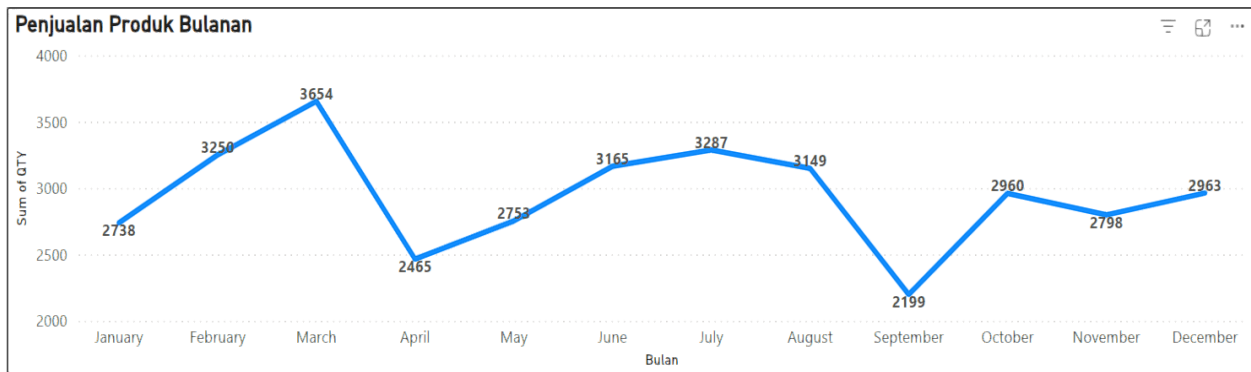
The sales data of Aqua gallon drinking water can be seen in the graph above. Sales throughout the year experienced significant fluctuations. January began with sales of 3067 units, but there was a sharp decline in February to 2392 units. In March, sales increased to 2894 units, and rose slightly again in April to 2945 units. May recorded a decline to 2839 units, and the decline continued in June to 2321 units.

In July, sales rose again to 2,847 units, and continued to rise in August to 3,061 units. September recorded a slight decline to 2,842 units, while October fell again to 2,671

units. November rose slightly again with 2,840 units sold, and the year closed with a slight increase in December to 2,874 units.

Sales during 2021 showed an average increase of 1.84 units of sales per month. Although there were quite significant fluctuations, the overall trend showed stable sales throughout the year. This indicates a relatively constant market demand with some months experiencing temporary declines.

- Cleo Drinking Water Gallon

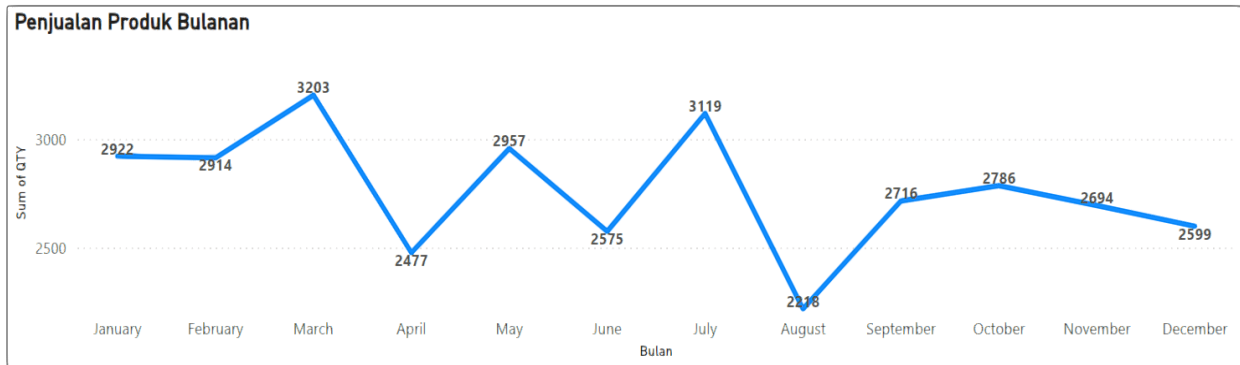


Sales started off strong in January, recording 2,738 units sold. In February, sales increased sharply to 3,250 units, indicating a strong boost in sales activity at the start of the year. This positive trend continued in March, with sales peaking at 3,654 units, showing a significant growth from the previous month. However, sales momentum slowed down quite drastically in April, dropping to 2,465 units. This decline could be due to seasonal factors or certain events affecting sales. In May, sales picked up again to 2,753 units, indicating a slight recovery from the April decline.

June saw a further increase with 3165 units sold, and this positive trend continued into July with sales reaching 3287 units. August saw a slight dip to 3149 units, before sales took a more significant dip in September to 2199 units, the lowest point so far this year. In October, sales rose again to 2960 units, showing a good recovery from the previous decline. November saw sales of 2798 units, and sales closed the year strongly in December with 2963 units sold.

Overall, the sales trend over the 12-month period shows a fairly sharp fluctuation. There are several months with significant increases, but also several months with quite sharp decreases. If we use linear regression analysis to determine the overall trend, we can see that there is an average decrease of 16.34 units per month, indicating a downward trend in overall sales.

- Club Gallon Drinking Water

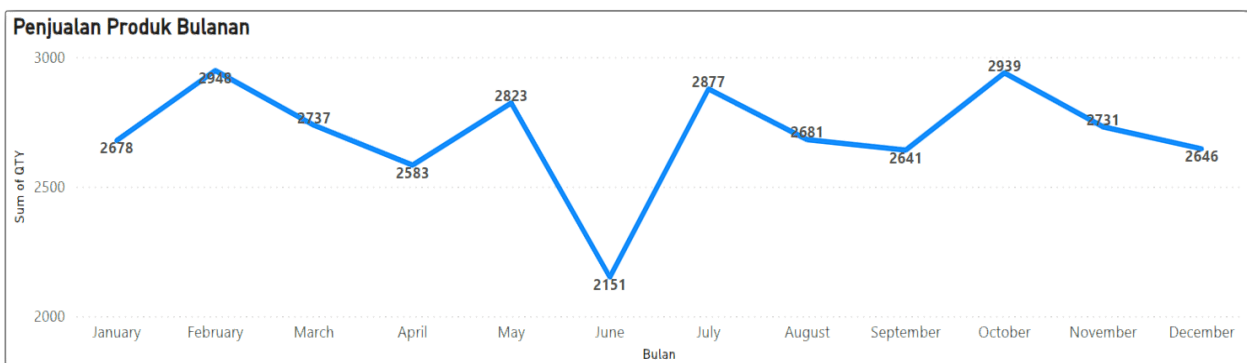


Sales started strong in January with 2922 units sold, but dipped slightly in February to 2914 units. March saw a surge in sales to 3203 units, the highest sales for the year. However, sales dropped significantly in April to 2477 units. May saw a recovery with 2957 units sold, but dropped again in June to 2575 units.

In July, sales rose sharply again to 3119 units before experiencing a major decline in August with only 2218 units sold. Sales rose again in September to 2716 units and continued to increase in October with 2786 units. November showed a slight decline to 2694 units, and sales closed the year with 2599 units sold in December.

Overall, the sales trend over the 12-month period shows significant fluctuations with peak sales occurring in March and the largest decline in August. There was an average decline of 12.98 sales units per month. Despite the significant fluctuations, the overall trend shows a decline in sales throughout the year.

- LeMinerale Drinking Water Gallon

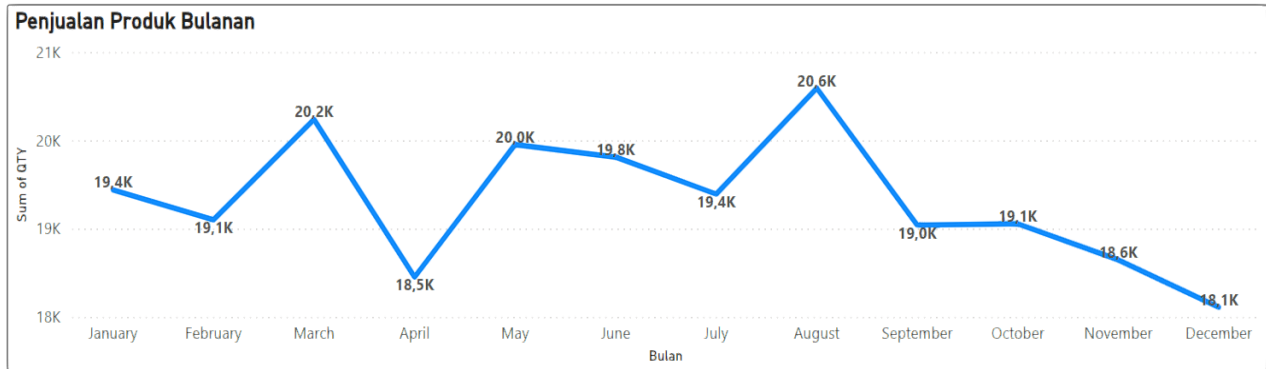


Sales started with 2678 units in January and increased to 2948 units in February. March saw a slight decline with 2737 units sold, followed by a further decline in April to 2583 units. May saw an increase to 2823 units, but June saw a significant decline to 2151 units, which was the lowest point so far this year.

In July, sales rose sharply again to 2877 units, then slightly declined in August to 2681 units. September and October recorded a gradual increase with 2641 and 2939 units sold respectively. Sales declined again in November to 2731 units, and closed the year with 2646 units sold in December.

Overall, the sales trend over the 12-month period shows significant fluctuations with no consistent pattern of increases or decreases. However, there is an indication of an average decrease of 9.65 units sold per month. Although there were a few months with increased sales, the overall trend tends to show a slight decrease in sales throughout the year.

Next is an explanation related to sales trends in the bottled drinking water product category.

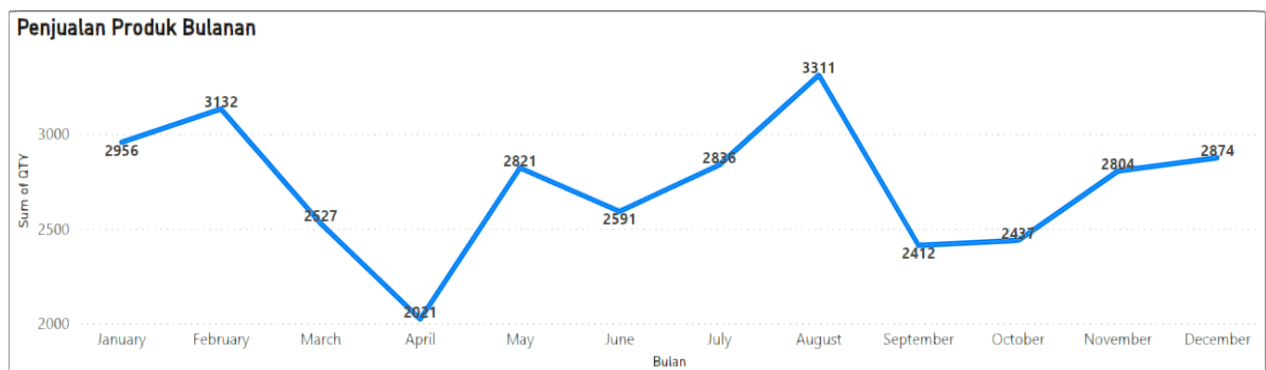


As can be seen in the graph above is the overall sales data in general for bottled water category products during 2021. Sales started strong in January with 19,400 units sold, but declined slightly in February to 19.1 thousand units. March showed a significant increase with 20.2 thousand units sold, but sales fell again in April to 18.5 thousand units. In May, sales increased again to 20 thousand units and declined slightly in June with 19.8 thousand units sold.

July recorded the same sales as January, at 19.4 thousand units, before peaking in August with 20.6 thousand units sold. Sales dropped again in September to 19 thousand units and stabilized in October with 19.1 thousand units. November showed a decline to 18.6 thousand units, and sales closed the year in December with 18.1 thousand units sold.

Overall, sales showed significant fluctuations throughout the year with some peaks and declines. There was a downward trend of 98.68 units sold per month on average. Although there were some months with increased sales, the overall trend tended to show a decrease in sales throughout the year. Below are the details of the sales trends for each bottled water product category.

- Aqua Bottle

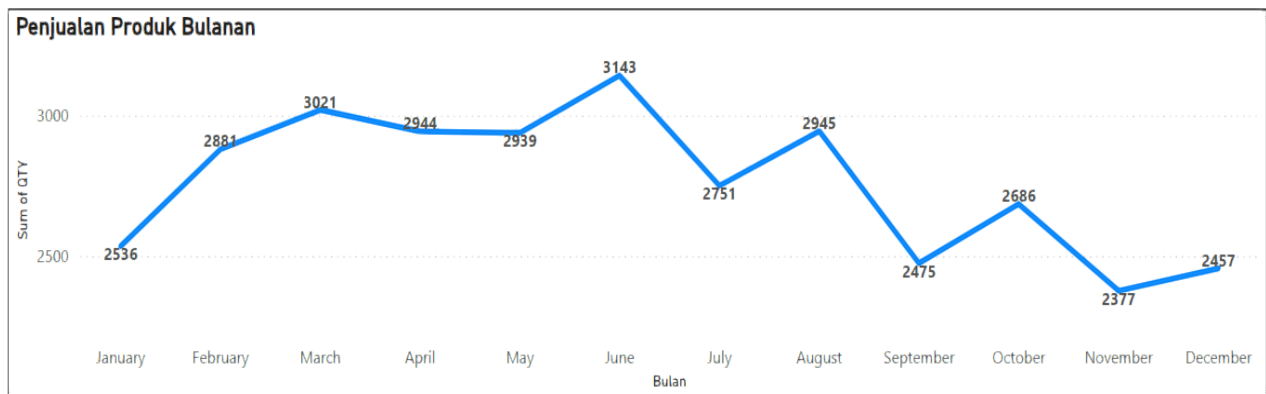


The year started well with sales in January with 2956 units sold, and increased in February to 3132 units. However, there was a dip in March with 2527 units sold and a further drop in April to 2021 units, which was the lowest point for the year. May showed a recovery with 2821 units sold, but again fell slightly in June with 2591 units.

Sales picked up again in July with 2,836 units sold, peaking in August with 3,311 units. However, September saw a sharp decline to 2,412 units, and a slight increase in October with 2,437 units. In November, sales rose again to 2,804 units, and closed the year with 2,874 units sold in December.

There was an average increase of 4.42 units of sales per month. Although there were significant fluctuations throughout the year, the overall trend tends to show a slight increase in sales.

- Aqua Cup

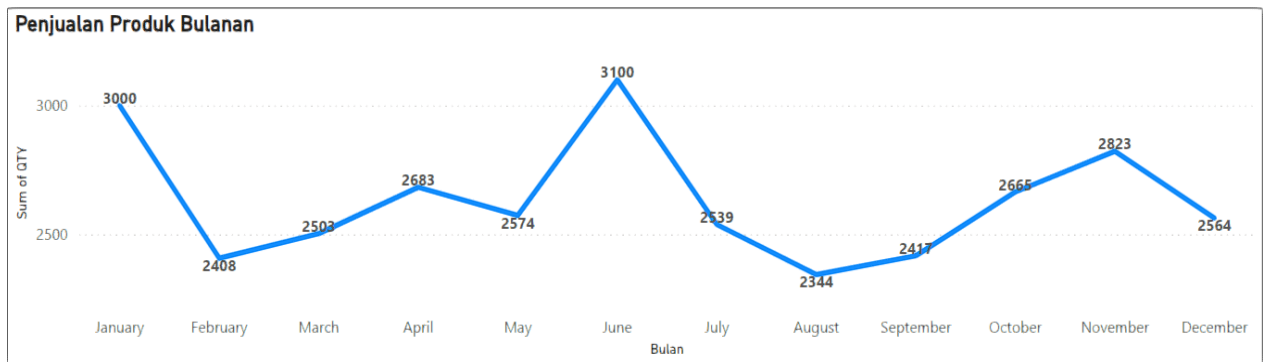


Sales started with 2536 units in January, and saw a significant increase in February to 2881 units. The upward trend continued in March, reaching 3021 units, the highest point in the first quarter. However, April showed a slight decline with 2944 units sold, which then stabilized in May with 2939 units. June marked another significant increase with 3143 units sold.

In July, sales dropped to 2751 units, but increased again in August with 2945 units. However, the decline occurred again in September with 2475 units sold. October recorded a small increase with 2686 units, but sales declined again in November to 2377 units, the lowest point for the year. The year closed with a slight increase in December, reaching 2457 units sold.

The sales pattern in 2021 shows an average decrease of 22.83 units sold per month. While there were a few months with increased sales, the overall trend tends to show a decrease in sales throughout the year.

- Cleo Bottle

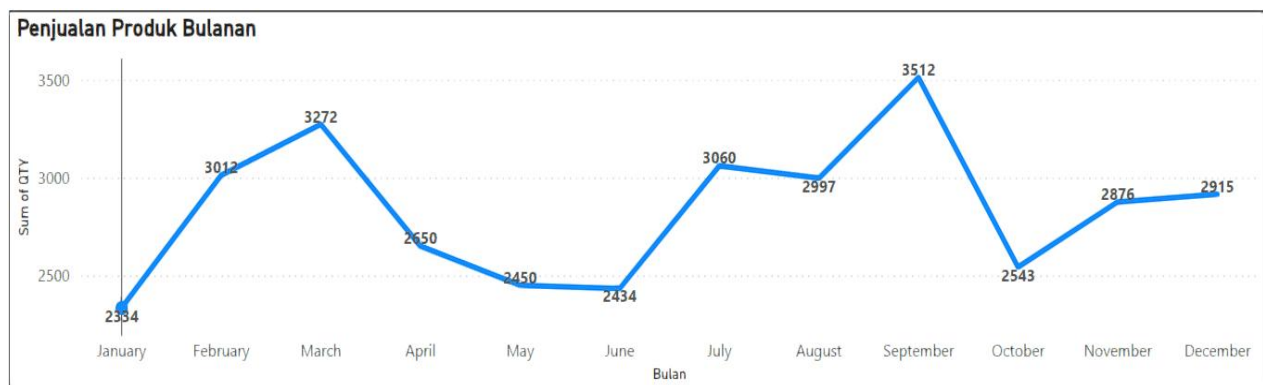


Sales started off strong in January with 3000 units sold. However, there was a significant drop in February to 2408 units. March saw a slight increase with 2503 units, followed by a further increase in April to 2683 units. Sales dropped slightly in May with 2574 units, but June saw a big increase to 3100 units, the highest ever for the year.

A sharp decline occurred in July with 2539 units, and continued to decline in August with only 2344 units sold. September showed a slight increase with 2417 units, and October continued the upward trend with 2665 units. November recorded a further increase with 2823 units sold, but sales declined again in December to 2564 units.

In general, Cleo bottle sales showed an average decline of 0.40 sales units per month. Although there were several months with increased sales, the overall trend tended to show a slight decline throughout the year.

- Bottle Club

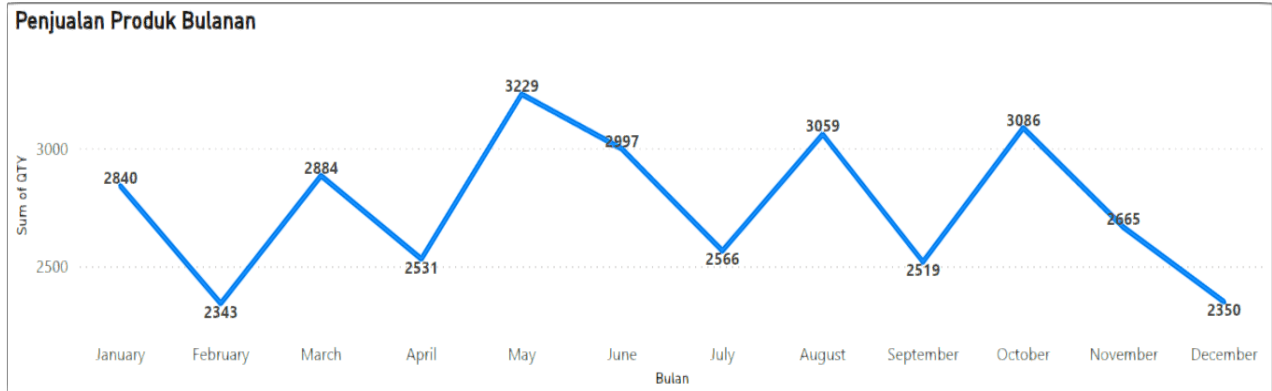


As seen in the Club bottle sales chart above, sales started with 2334 units in January. In February, there was a significant spike with 3012 units sold, and increased further in March to 3272 units. However, sales declined in April to 2650 units and continued to decline in May to 2450 units. June recorded a slight decline again with 2434 units sold.

Sales surged again in July with 3060 units sold and remained high in August with 2997 units. September saw the peak of sales for the year with 3512 units sold. However, sales dropped in October to 2543 units, before picking up again in November with 2876 units and ending the year with a slight increase in December reaching 2915 units.

From the data it can be shown that there is an average increase of 47.04 sales units per month. Although there are significant fluctuations throughout the year, the overall trend tends to show an increase in sales.

- Club Cup

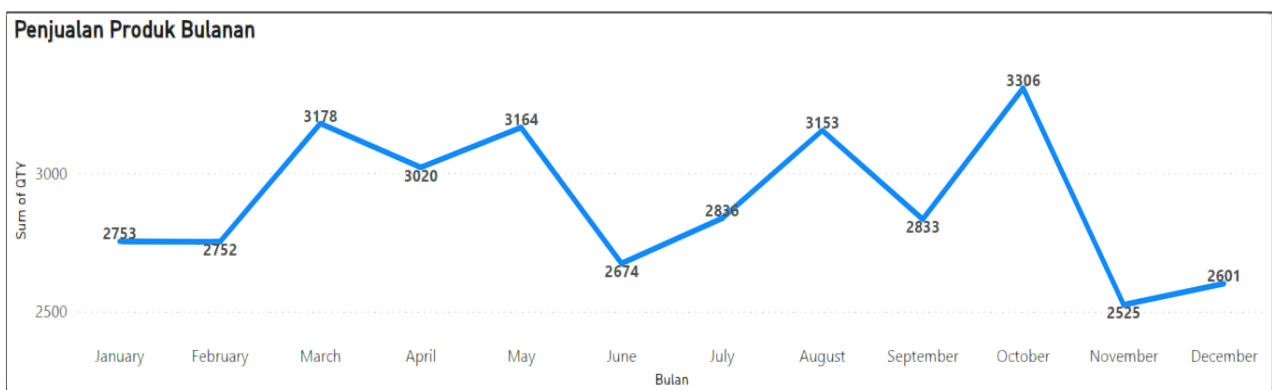


Sales started with solid numbers in January with 2840 units sold. However, there was a sharp decline in February to 2343 units. In March, sales rose again to 2884 units, but then fell again in April to 2531 units. May recorded a significant increase with 3229 units, the highest ever for the year.

June sales reached 2997 units, before declining in July to 2566 units. August saw sales surge again to 3059 units, but dropped in September to 2519 units. October saw another increase to 3086 units, but dropped again in November to 2665 units. The year ended with a decline in December to 2350 units sold.

There was an average increase of 42.80 units of sales per month. Although there were some months with declining sales, the overall trend tends to show increasing sales. This trend indicates consistent demand growth despite monthly fluctuations.

- LeMinerale Bottle

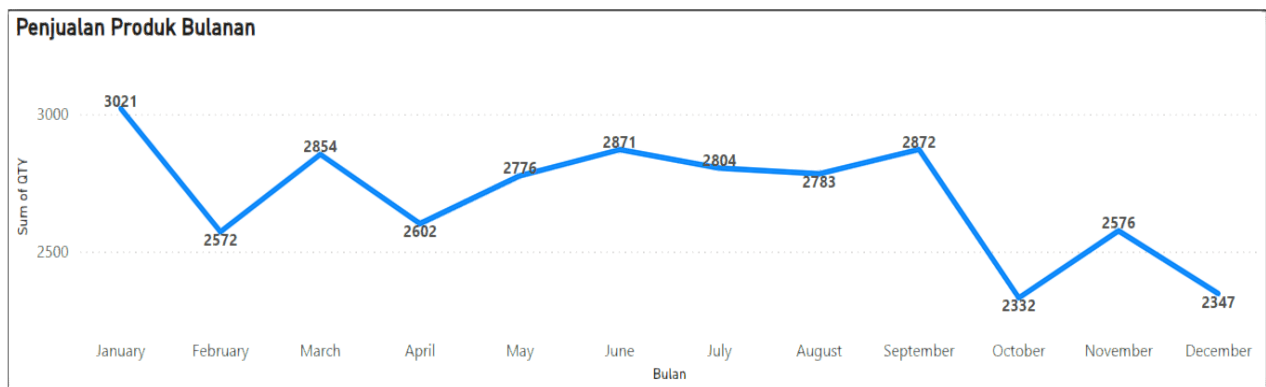


Sales started steadily in January with 2753 units sold, dropping slightly to 2752 units in February. March saw a significant spike with 3178 units sold, followed by a slight drop in April with 3020 units. In May, sales again increased to 3164 units, but dropped quite sharply in June with 2674 units.

July saw a recovery with 2836 units sold, and August saw a significant increase to 3153 units. Sales dropped again in September with 2833 units, but peaked in October with 3306 units sold. Sales dropped drastically in November to 2525 units, and closed the year with a further decline in December with 2601 units sold.

In the sales of LeMineral bottles during the year showed an average increase of 64.40 units of sales per month. Although there were some months with a decrease in sales, the overall trend tends to show an increase in sales. This trend indicates a consistent growth in demand despite monthly fluctuations.

- Cup of Santri

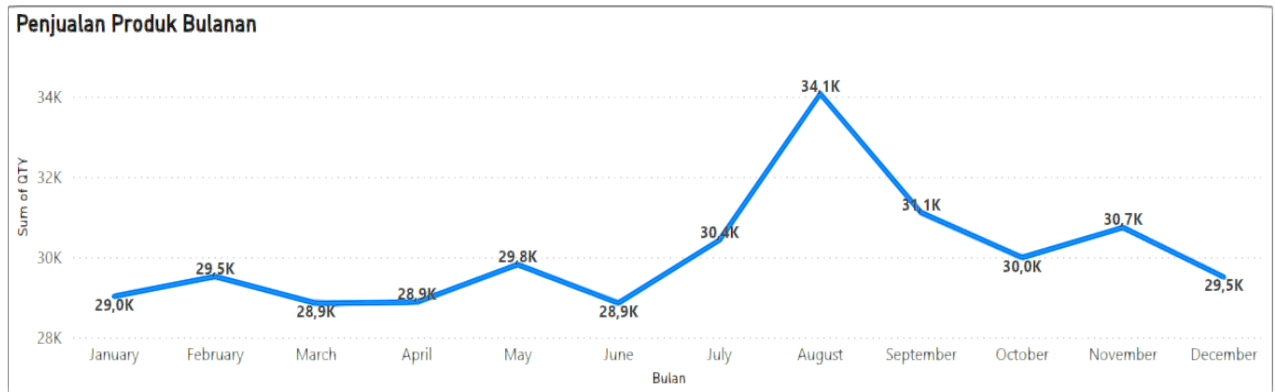


Sales of Santri gelas products started strong in January with 3021 units sold, but dropped sharply in February to 2572 units. March saw an increase to 2854 units, before dropping again in April with 2602 units. May recorded a slight increase with 2776 units, and this positive trend continued into June with 2871 units sold.

In July, sales dropped slightly to 2804 units, then dropped further in August to 2783 units. September showed a recovery with sales reaching 2872 units. However, October recorded a significant decline to 2332 units, and November saw a slight increase to 2576 units. The year ended with sales of 2347 units in December, showing a decline from the previous month.

The sales pattern of Santri gelas products in 2021 showed an average increase of 41.34 sales units per month. Although there were several months with declining sales, the overall trend tended to show an increase in sales throughout the year. This trend indicates a fairly consistent growth in demand despite monthly fluctuations.

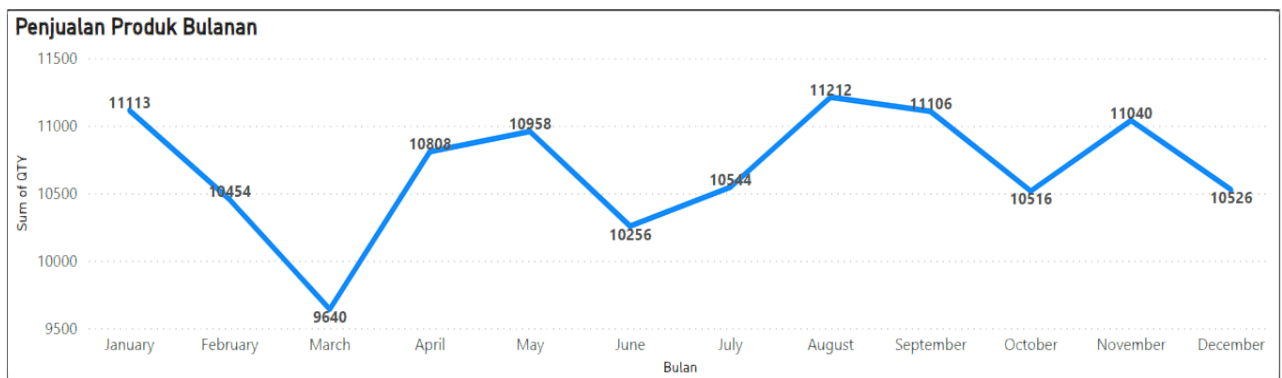
4.1.2 Sales in 2022



In 2022, the general trend of sales of drinking water products at Tirta stores can be seen in the graph above. Sales started strong in January with 29 thousand units sold and experienced a slight increase in February to 29.5 thousand units. In March, sales dropped slightly to 28,930 units and remained stable in April with 28,960 units sold. May recorded a significant spike to 29.8 thousand units. However, June saw a decline to 28.9 thousand units.

Sales peaked in July at 30.4 thousand units and experienced a sharp spike in August with 34.1 thousand units sold, the highest ever for the year. September saw a decline to 31.1 thousand units, followed by a further decline in October with 30 thousand units sold. November saw an increase to 30.7 thousand units before declining again in December to 29.5 thousand units sold.

From the data, a trend pattern is formed that shows an average increase of 3680.71 sales units per month. Although there were several months with a decrease in sales, the overall trend shows an increase in sales throughout the year. This trend indicates consistent demand growth despite monthly fluctuations. For a more detailed explanation of the sales of the gallon drinking water category, see the graph below.

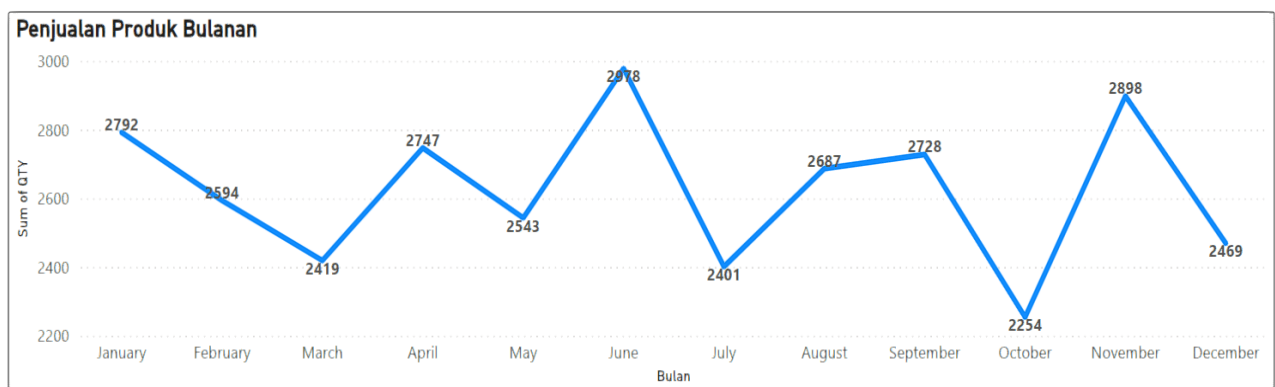


It can be seen for the sales of gallon drinking water category products in general in 2022, sales started with moderate numbers in January with 11,113 units sold, but decreased slightly in February to 10,454 units. March recorded an extraordinary increase with 96,450 units sold, far exceeding other months. In April, sales returned to more normal numbers with 10,808 units sold, and experienced a slight increase in May to 10,958 units. Sales decreased again in June with 10,256 units.

July saw a small increase to 10,544 units, followed by a spike in August with 11,212 units sold. September and October saw relatively stable sales with 11,106 and 10,516 units sold respectively. November saw an increase to 11,040 units, before dropping again in December with 10,526 units sold.

In general, sales of gallon drinking water in 2022 showed an average increase of 196.94 units of sales per month. Although there was a big spike in March that greatly affected the data, the overall trend showed an increase in sales throughout the year. This trend indicates a fairly consistent growth in demand despite significant fluctuations in some months. The following is a detailed sales trend for each drinking water product in the gallon drinking water category.

- Aqua Gallon

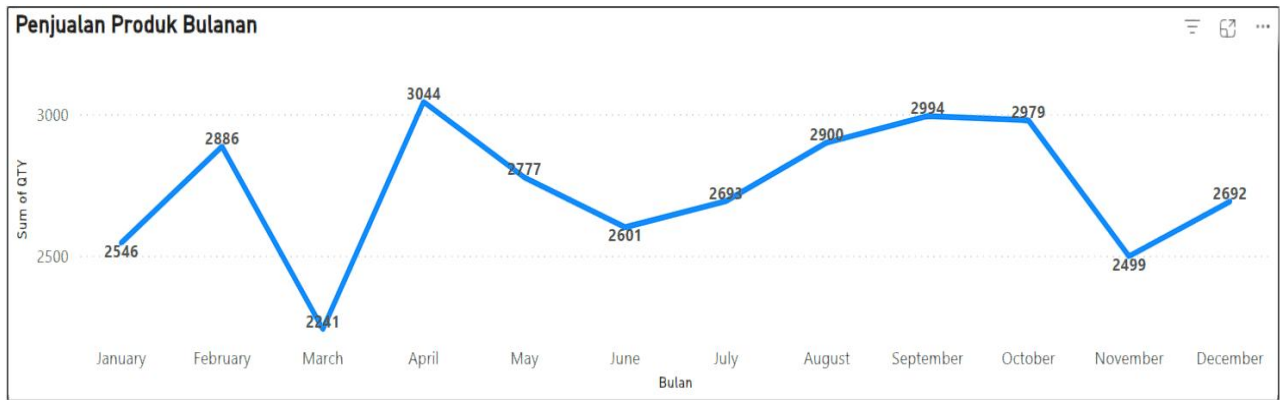


Sales started well in January with 2,792 units sold. Then there was a slight decline in February to 2,594 units and then in March to 2,419 units. April was slightly better, starting with 2,747 units sold, but dropped again in May to 2,543 units. June recorded the biggest increase of the year with 2,978 units sold.

However, in July, it dropped again drastically to 2,401 units. August showed a slight increase to 2,687 units, and September recorded another increase to 2,728 units. Sales dropped sharply in October to 2,254 units. November saw another significant increase to 2,898 units, before dropping again in December with 2,469 units sold.

In Aqua gallon sales until 2022, there was an average increase in sales of 0.97 units per month. Although there were several months with declining sales, the overall trend this year tends to show a very small increase in sales. This trend indicates stability in demand but allows for monthly fluctuations.

- Cleo Gallon

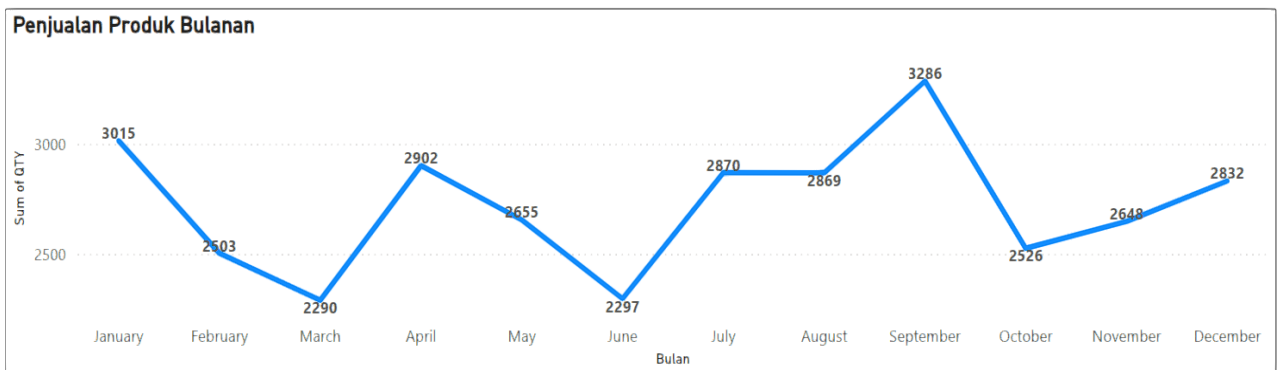


The data from the graph above is monthly sales for one year of Cleo gallon products. January began with sales of 2546 units, sales increased slightly in February to 2886 units. However, in March, there was a major decline to 2241 units. In April, a sharp increase was recorded in sales of 3044 units, sales went well until May with sales of 2777 units. In June, there was a decline with sales of 2601 units before increasing slightly in July with sales of 2693 units.

Sales in August were better with sales of 2900 units, and the increase continued in September with sales of 2994 units. Sales remained stable in October with sales of 2979 units before dropping slightly in November to 2499 units. The year ended with sales of 2692 units in December.

This year's sales showed an average increase of 30.06 units per month. Although there were some months with declining sales, the overall trend tends to show an increase in sales throughout the year. This trend indicates a fairly consistent growth in demand despite monthly fluctuations.

- Club Gallon



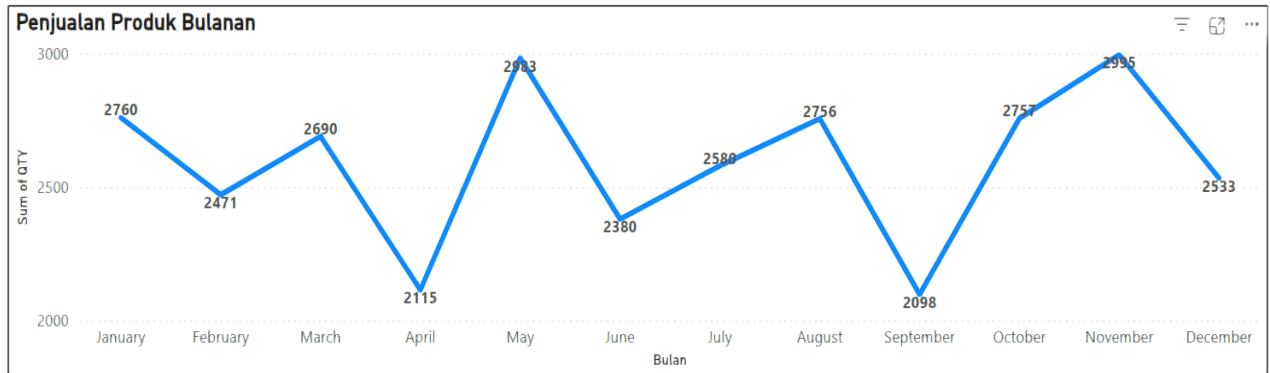
January started with a strong sales record of 3015 units, but dropped to 2603 units in February and then to 2290 units in March. Sales picked up again in April with 2902 units, then dropped again to 2655 units in May. The lowest figure was recorded in June with 2297 units sold.

The upward trend in July saw sales increase to 2870 units. In August, sales remained stable at 2869 units sold. September saw a significant increase with the highest number

to date: 3286 units sold. Sales dropped sharply in October to 2526 units and increased slightly again in November to 2648 units. December closed with 2832 units sold.

Club gallon sales on a monthly basis in 2022 showed an average increase of 78.49 units sold per month. Although there were some months with declining sales, the overall trend showed a significant increase in sales throughout the year. This trend indicates consistent demand growth despite monthly fluctuations.

- LeMineral Gallon

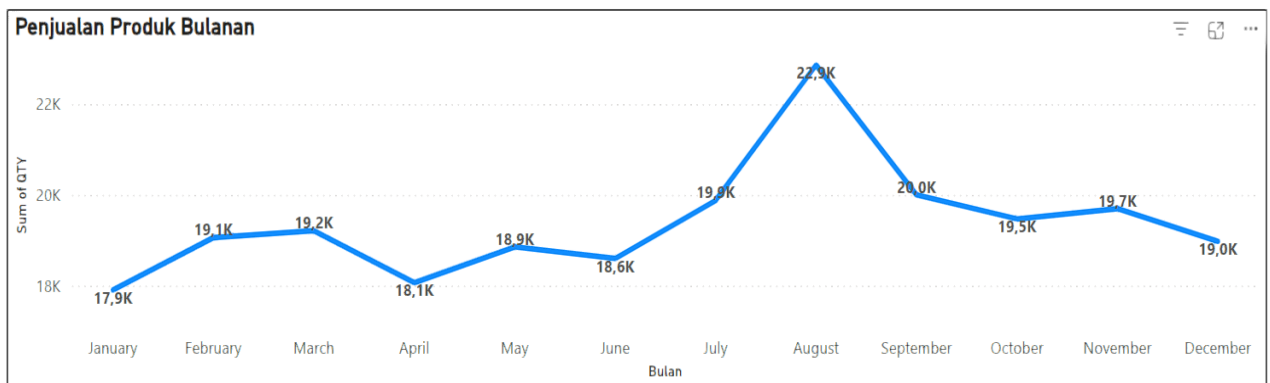


Sales started off quite well in January with 2760 units sold, but dropped in February to 2471 units. In March, sales increased again to 2690 units, but dropped drastically in April with 2115 units sold. May saw a significant increase with 2983 units sold, but sales dropped again in June to 2380 units.

July showed a slight increase with 2580 units sold, and August recorded similar figures to January at 2756 units. September dropped drastically to 2098 units, but rose again in October with 2757 units sold. November recorded the highest sales of the year with 2995 units, but dropped again in December with 2533 units sold.

In 2022, monthly sales of LeMineral gallons showed an average decrease of 6.20 sales units per month. Although there were some months with increased sales, the overall trend showed a decrease in sales throughout the year. This trend may reflect fluctuations in market demand or other factors that affect overall sales.

Next is an explanation related to sales trends in the bottled drinking water product category.

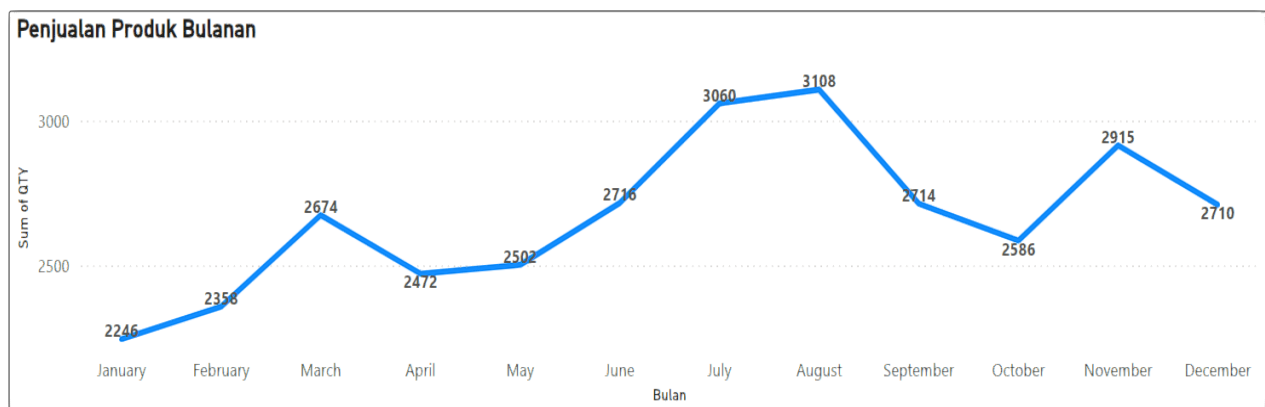


In general, sales of bottled drinking water products in 2022 on a monthly basis at Tirta Nusa stores can be seen in the graph above. Sales started with 17.9 thousand units in January, increased to 19.1 thousand units in February, and reached 19.2 thousand units in March. In April, sales fell to 18.1 thousand units but rose again in May with 18.9 thousand units sold. June recorded a slight decline to 18.6 thousand units.

July saw a big increase with 19.9 thousand units sold, and the peak was in August with 22.9 thousand units. In September, sales were 20 thousand units and dropped to 19.5 thousand units in October. Sales increased slightly in November to 19.7 thousand units and ended the year with 19 thousand units sold in December.

In the sales of bottled drinking water products in 2022, there was an average increase of 961.78 sales units per month. The overall trend shows a significant increase in sales throughout the year. This indicates consistent demand growth, despite monthly fluctuations. The following is a detailed sales trend for each bottled drinking water product.

- Aqua Bottle

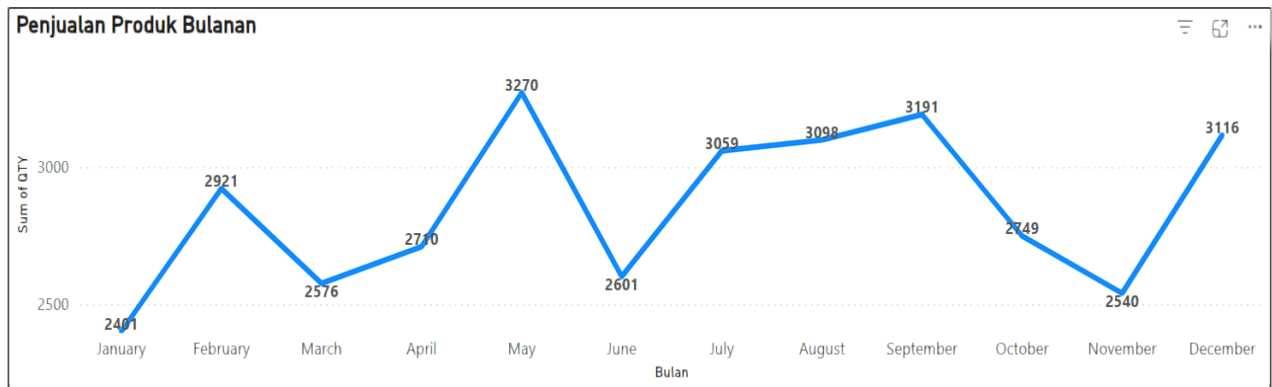


Sales started well in January with 2246 units sold. The figure increased in February to 2358 units, and continued to increase in March to 2674 units. However, in April there was a decline to 2472 units. In May, sales increased slightly to 2502 units and rose again in June with 2716 units sold.

July recorded a significant increase with 3060 units sold, the highest figure throughout the year. Sales continued to increase in August reaching 3108 units. However, sales dropped in September to 2714 units and slightly decreased again in October with 2586 units sold. November recorded another increase with 2915 units, before slightly decreasing in December with 2710 units sold.

In 2022 sales, Aqua bottled products experienced an average increase of 3.45 sales units per month. Although there were several months with declining sales, the overall trend showed a very small increase in sales throughout the year. This trend indicates stability in demand with minor monthly fluctuations.

- Aqua Cup

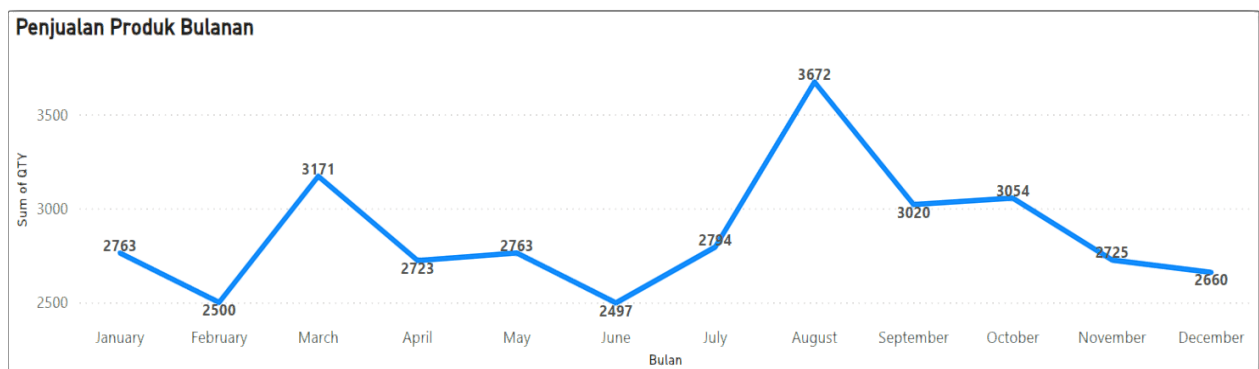


Sales started with 2,401 units in January, then really skyrocketed in February to 2,921 units. Sales in March dropped to 2,576 units, while sales picked up again in April to 2,710 units. May showed the biggest increase of the year with sales of 3,270 units.

Looking at June, there was a decline in sales to 2,601 units. In July and August, sales continued to increase, to 3,059 and 3,098 units respectively. Sales increased again in September to 3,191 units but dropped to 2,749 units in October. Sales dropped again in November to 2,540 units and ended the year with an increase to 3,116 units in December.

The sales pattern for 2022 shows an average decrease of 25.80 units sold each month. While it is true that there were some months with exceptional sales increases, overall, the overall trend was downward throughout the year. This may reflect some seasonal fluctuations relevant to changes in market demand that affected total sales.

- Cleo Bottle

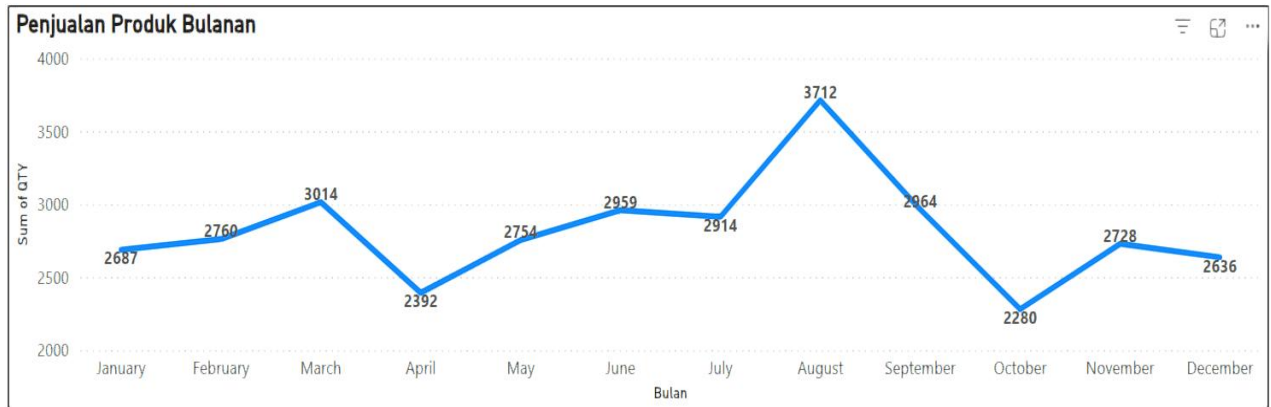


Sales started well in January with 2763 units sold. However, there was a dip in February to 2500 units. March saw a sharp increase to 3171 units, before falling again in April to 2723 units. May matched January's sales figures with 2763 units sold, but fell again in June to 2497 units.

In July, sales increased to 2794 units and saw a significant spike in August with 3672 units sold, the highest ever for the year. September saw a decline to 3020 units, while October saw a slight increase to 3054 units. Sales declined again in November to 2725 units, and closed the year with 2660 units sold in December.

In general, Cleo bottle sales during 2022 showed an average increase of 3.66 sales units per month. Although there were significant fluctuations throughout the year, the overall trend showed a small increase in sales. This indicates a steady growth in demand despite several months of declining sales.

- Bottle Club

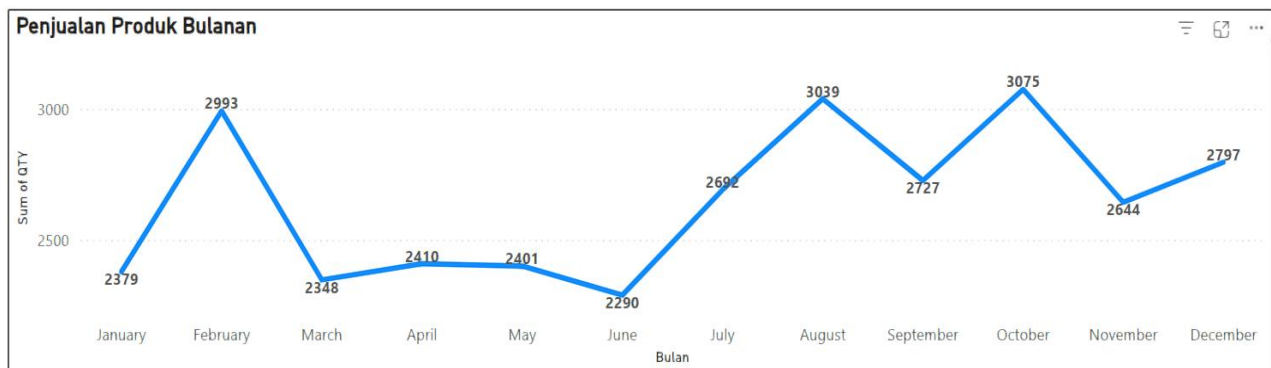


January marked the start of sales with 2687 units sold, February showed a slight increase with 2760 units sold, while March saw the biggest increase with 3014 units sold. Sales dropped drastically in April to 2392 units. In May, there was a recovery to 2754 units sold and further increased in June with 2959 units.

In July, there was a slight dip in sales to 2914 units, followed by a big jump in August with the highest sales for the year, at 3712 units. There was a dip in September to 2964 units and an even bigger dip in October, to 2280 units. The numbers rose again in November to 2728 units sold and ended the year with 2636 units sold in December.

From the recorded sales data, it can be observed that there was an average increase of 34.01 units of sales per month. Although there were significant fluctuations throughout the year, the overall trend shows a steady sales growth. This can further imply that there is a relatively strong market demand, despite the decline in sales in some months.

- Club Cup

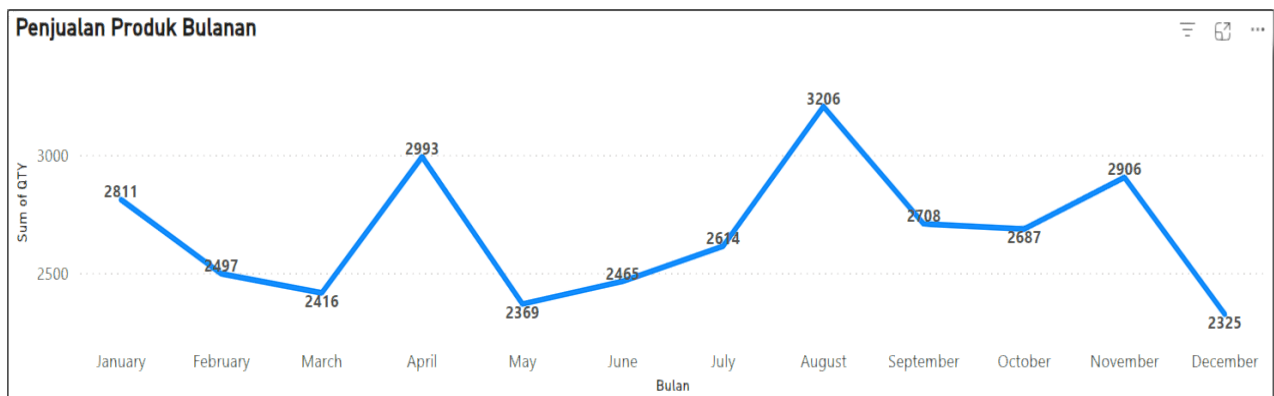


In sales during 2022 calculated over a monthly period of Club product sales Cup started with 2379 units in January. February recorded a significant increase to 2993 units, but dropped in March with 2348 units sold. April showed a slight recovery with 2410 units, while May recorded similar sales with 2401 units. June showed a further decline to 2290 units.

In July, sales rose to 2692 units, and recorded a significant jump in August with 3039 units, the highest ever for the year. Sales dropped slightly in September to 2727 units, but picked up again in October with 3075 units sold. Sales dropped in November to 2644 units, but the year ended with an increase in December reaching 2797 units sold.

In Club Cup sales during 2022, there was an average increase of 25.91 sales units per month. Although there were several months with declining sales, the overall trend showed sales growth throughout the year. This trend indicates a fairly strong market demand with relatively moderate fluctuations.

- LeMineral Bottle

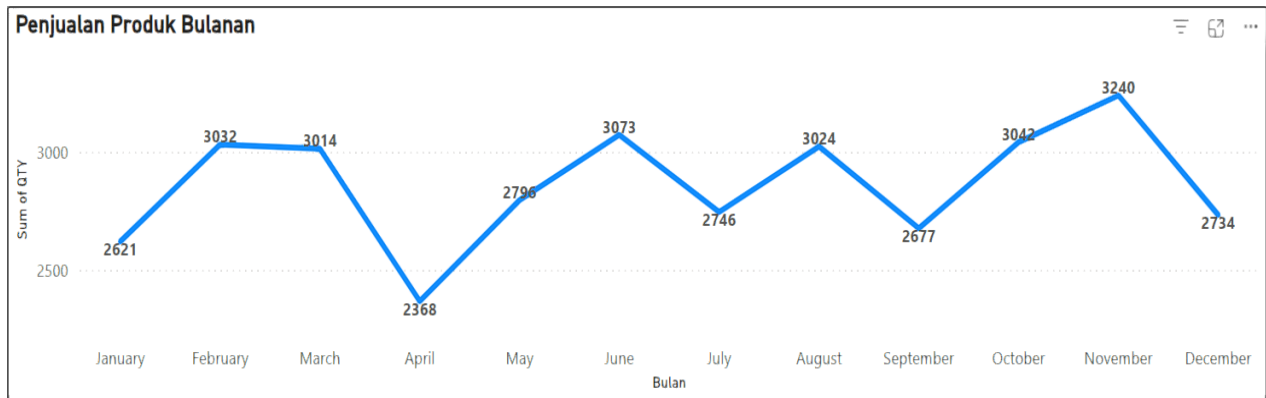


Sales started well in January with 2,811 units sold, but dropped in February to 2,497 units. In March there was another slight drop to 2,416 units. In April there was a big increase to 2,993 units. However, in May, sales dropped to 2,369 units. In June, they improved slightly again to 2,465 units.

In July, sales increased to 2,614 units; in August, there was a sharp increase to 3,206 units, which was an all-time high. In September, sales fell to 2,708 units and in October they fell further to 2,687 units. There was a slight recovery in November with sales of 2,906 units, but sales fell again in December to 2,325 units.

During the 12-month period in 2022, LeMinerale bottle sales showed an upward trend with a monthly average of 54.73 units. Although sales declined for a few months, the overall trend was very strong for most of the year. This indicates stable market demand with moderate fluctuations from month to month.

- Cup of Santri

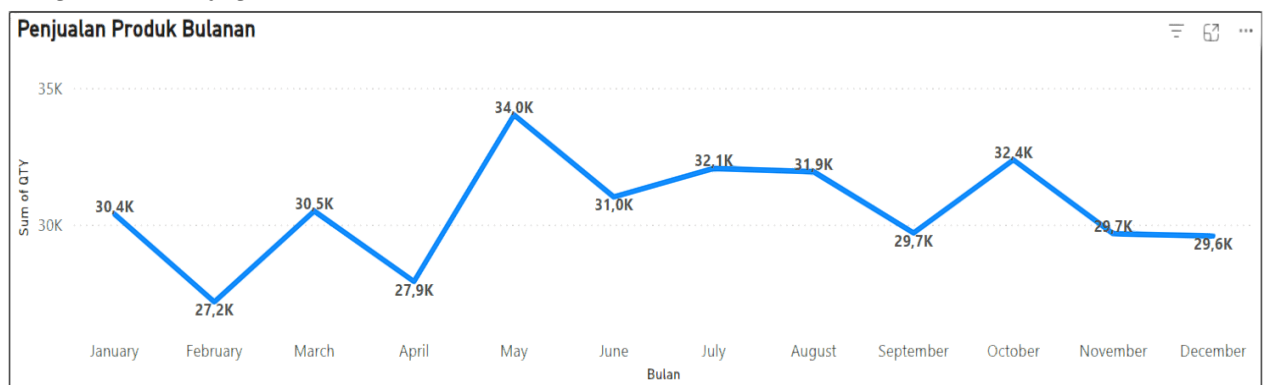


Within a year of sales of Santri gelas products, sales started quite well in January with 2621 units sold, then increased sharply in February with 3032 units. March maintained high sales figures with 3014 units sold. However, in April, there was a significant decline to 2368 units. Sales rose again in May with 2795 units sold and peaked in June with 3073 units.

In July, sales dropped to 2746 units, but rose again in August with 3024 units sold. September saw another decline to 2677 units, while October saw a spike in sales to 3042 units. November recorded the highest sales of the year with 3240 units, before finally dropping in December with 2734 units sold.

Sales of Santri gelas products in general in 2022 showed an average decline of 20.70 units of sales per month. Although there were several months with significant sales increases, the overall trend showed a slight decline in sales throughout the year. This trend may reflect seasonal fluctuations or external factors affecting market demand.

4.1.3 Sales in 2023

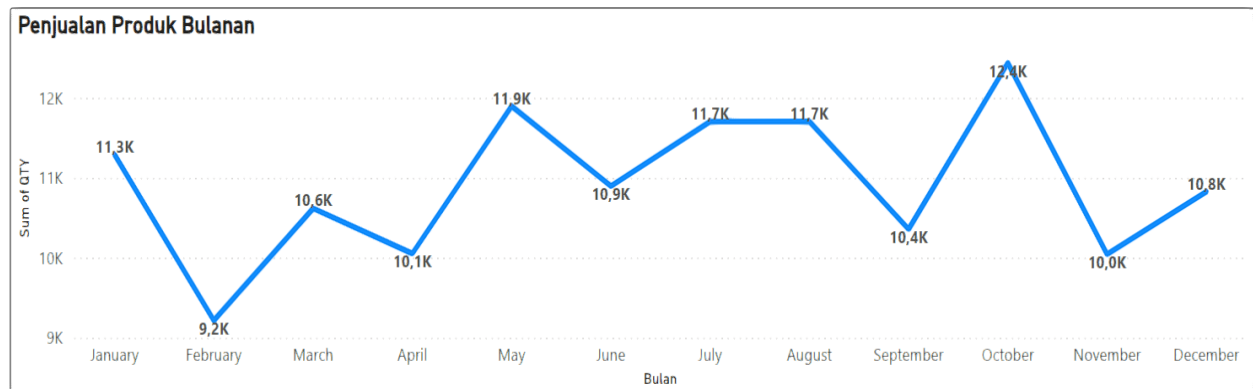


In 2023, the general trend of sales of drinking water products at Tirta stores can be seen in the graph above. Sales in January were quite good, namely 30,400 units. However, in February, there was a sharp decline to 27,200 units. In March, it again showed an increase of 30,500 units, but fell in April to 27,900 units. In May, it again showed a rapid increase and sales reached 34,000 units, the highest in that year.

In June, there was a slight decrease to 31,000 units, but then increased again in July to 32,100 units. In August it showed the same figure with 31,900 units. However, there was a slight decrease in September to 29,700 units. In October it showed an increase again with 32,400

units sold; however, sales fell in November and December with 29,700 and 29,600 units sold respectively.

The following is a summary of sales data in 2023 for Tirta Nusa stores, with an average decline in sales of 183.19 units per month. Although there were months with significant increases in sales, the general trend throughout the year was a decline. This trend may be due to seasonality or changes in market demand. For a more detailed explanation of sales in the gallon drinking water category, see the graph below.

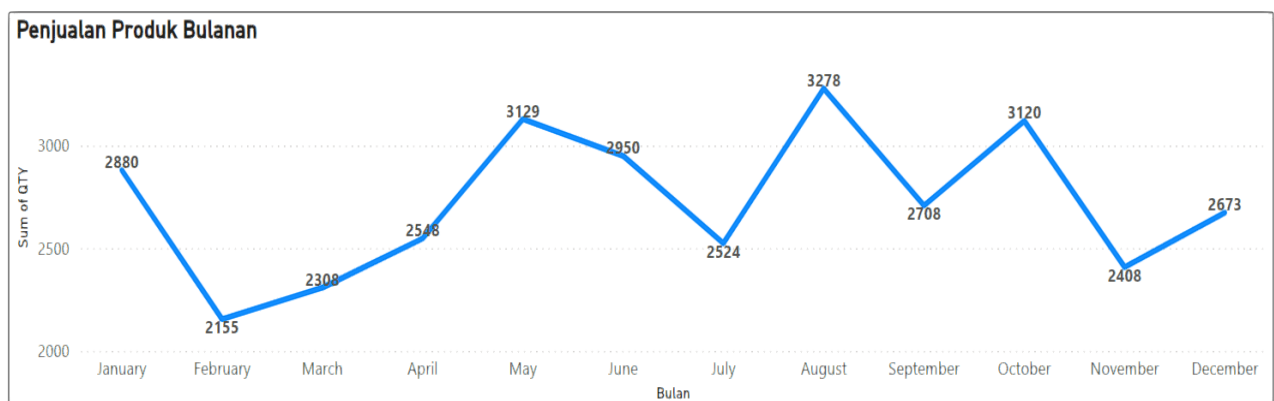


It can be seen that sales of gallon drinking water category products in general in 2023 started with 11,300 units sold in January, sales dropped drastically in February to 9,200 units. In March, the number rose to 10,600 units, and in April it dropped slightly to 10,100 units. In May there was a spike in sales of 11,900 units but dropped again in June to 10,900 units.

Sales rebounded in July to 11,700 units and remained nearly level in August with 11,705 units sold. Sales dipped slightly in September to 10,400 units but rebounded in October to 12,400 units, the highest number for the year. Sales fell sharply in November to 10,000 units, and ended the year with an increase in December to 10,900 units.

On average, during the 2023 sales period, there was an increase in sales of 331.72 units per month. The decline in sales occurred evenly in each month, but overall, sales increased rapidly throughout the year. This shows relatively stable demand growth with monthly fluctuations. The following is a detailed sales trend for each drinking water product in the gallon drinking water category.

- Aqua Gallon

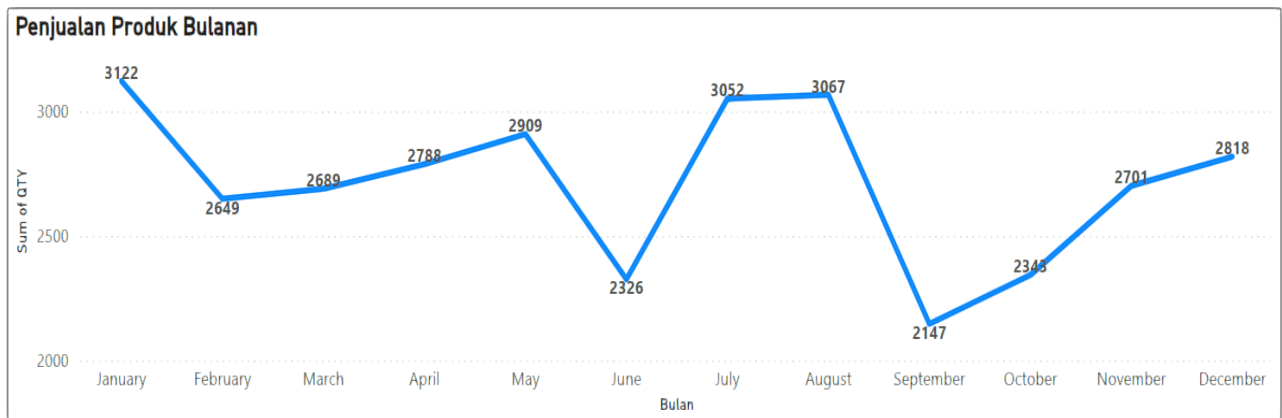


Sales started strong in January with 2880 units sold, but saw a sharp decline in February to 2155 units. March saw a slight increase with 2308 units, and continued to rise in April to 2548 units. May saw a significant surge with 3129 units sold, while June saw a slight decline to 2950 units.

July saw a decline to 2,524 units, but sales surged in August to 3,278 units, the highest ever for the year. Sales dropped again in September to 2,708 units, then picked up in October with 3,120 units sold. November saw another decline to 2,408 units, but the year ended with a slight increase in December with 2,673 units sold.

In the 2023 period, sales showed an average decline of 24 units per month. Although there were a few months with significant increases, the overall trend shows a decline in sales throughout the year. This may reflect seasonal fluctuations or changes in market demand.

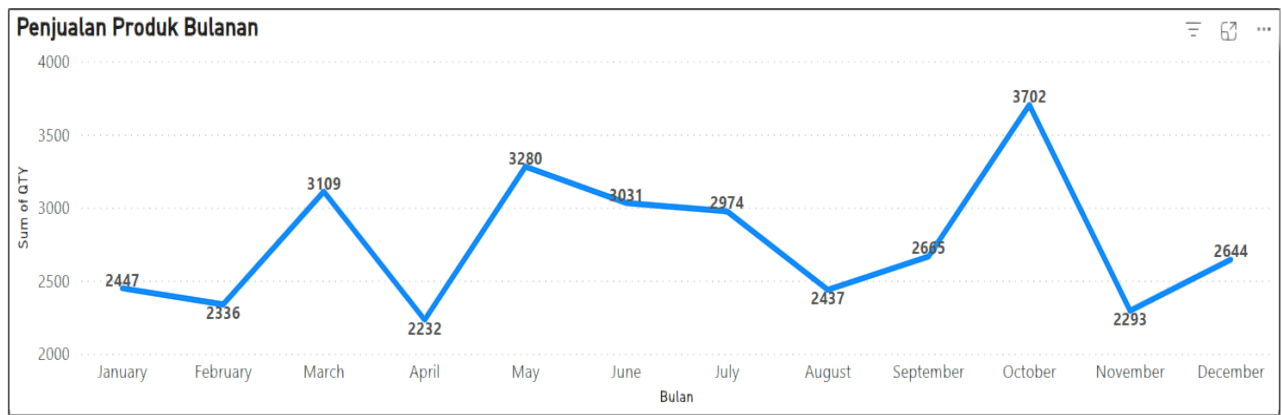
- Cleo Gallon



January started the year with strong sales of 3,122 units, but dropped to 2,649 units in February. March saw a slight increase to 2,689 units sold and a further increase in April to 2,788 units. Sales continued to increase in May to 2,909 units but dropped drastically in June to 2,326 units. July saw this number increase drastically to 3,052 units; August saw a slight increase to 3,067 units sold. There was a substantial drop in September with sales of just 2,147 units. It improved slightly in October when 2,343 units were sold. It rose again in November to 2,701 units and ended the year in December with 2,818 units sold.

Over the 12-month period, sales in 2023 showed an average increase of 24.80 units per month. There were a few months that experienced significant declines, but the overall trend was an increase throughout the year. This trend indicates relatively stable market demand with some monthly fluctuations.

- Club Gallon

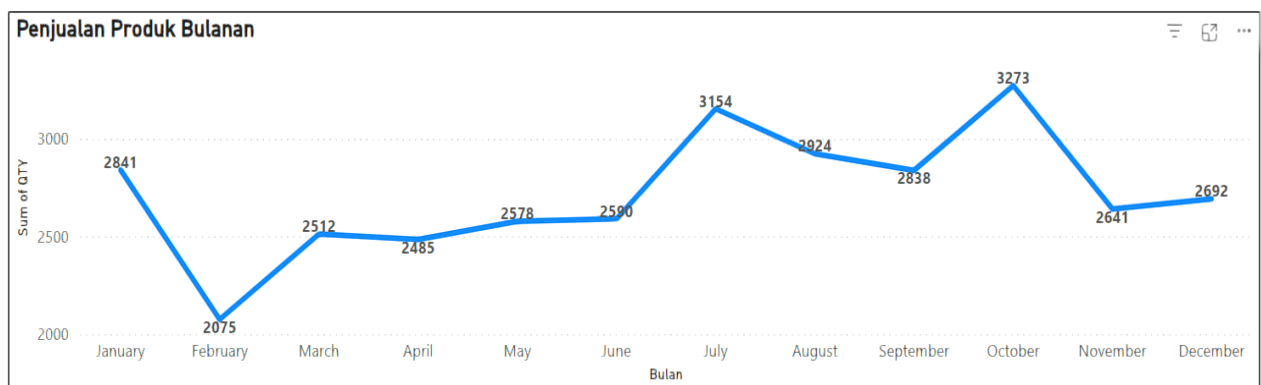


During the 2023 Club gallon sales period, it started with 2,447 units sold in January, followed by a small decline in February to 2,336 units. March saw a significant increase to 3,109 units, but sales dropped again in April to 2,232 units. In May, sales jumped to 3,280 units, followed by a decline in June to 3,031 units. July saw another small decline to 2,974 units, and sales continued to decline in August to 2,437 units.

However, September saw an increase to 2665 units, and October saw a sharp spike with 3702 units sold, the highest ever for the year. Sales dropped sharply in November to 2293 units, before picking up slightly in December with 2644 units sold.

From the Club gallon sales data during 2023, there was an average increase of 30.51 sales units per month. Although there were quite significant fluctuations, the overall trend showed an increase in sales throughout the year. This trend indicates consistent market demand with several months showing a temporary decline.

- LeMineral Gallon



Sales started with 2841 units in January, but dropped sharply to 2075 units in February. In March, the number of units sold increased to 2512, and again in April, albeit slightly, to 2485. In May, sales rose to 2578 units and again slightly in June to 2590 units.

In July there was a big increase to 3154 units, but it dropped in August to 2924 units. In September there was a slight decrease to 2838 units, before sales peaked in October with 3273 units sold. Sales dropped in November to 2641 units and the year ended with 2692 units sold in December.

LeMineral gallon sales in the 2023 period showed an average increase of 22.21 sales units per month. Although there were several months with declining sales, the overall trend showed an increase in sales throughout the year. This trend indicates that there is quite strong market demand, although there are monthly fluctuations.

Next is an explanation related to sales trends in the bottled drinking water product category.

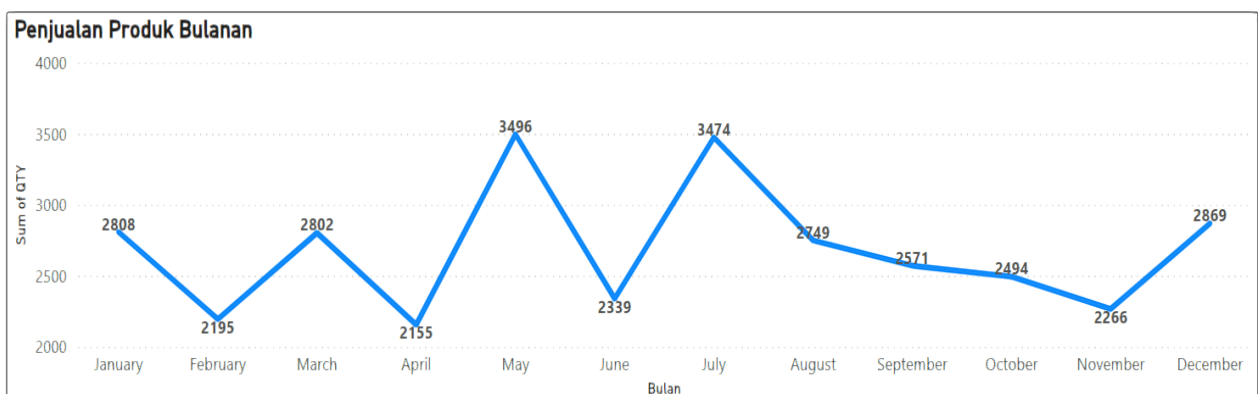


In general, sales of bottled drinking water products in 2023 on a monthly basis at Tirta Nusa stores can be seen in the graph above. Sales started with 19.1 thousand units in January and decreased to 18 thousand units in February. In March, sales increased again to 19.9 thousand units, but fell again to 17.9 thousand units in April. May recorded a significant spike with 22.1 thousand units sold, the highest throughout the year. June saw a slight decrease to 20.1 thousand units, and sales remained stable in July with 20.4 thousand units.

In August, sales fell slightly to 20.2 thousand units, while September saw a further decline to 19.3 thousand units. October saw a rebound to 19.9 thousand units, but sales fell slightly to 19.6 thousand units in November. The year ended with a decline in December to 18.8 thousand units sold.

In the sales of bottled drinking water products in 2023, there was an average increase of 360.37 sales units per month. Although there were several months with declining sales, the overall trend showed a steady increase throughout the year. This indicates a fairly strong market demand with moderate monthly fluctuations. The following is a detailed sales trend for each bottled drinking water product.

- Aqua Bottle

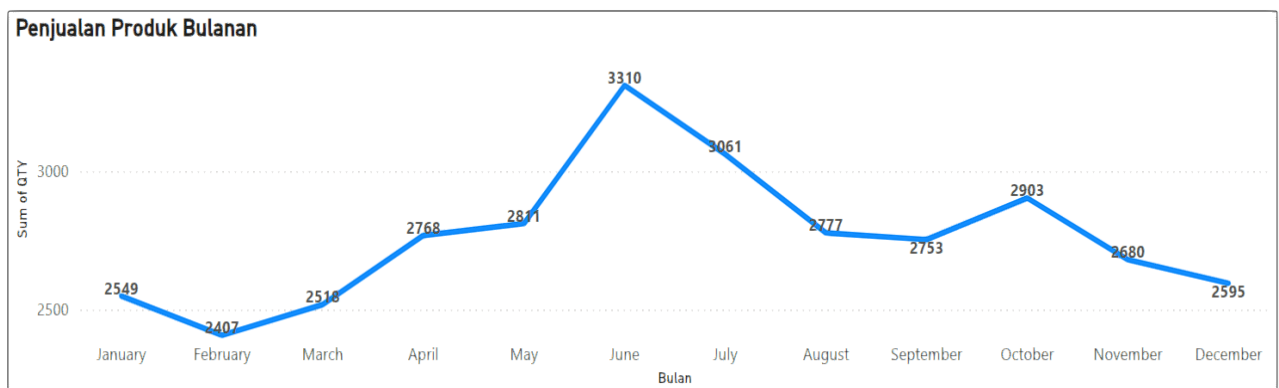


Sales started the year strong in January with 2,808 units sold, but dropped sharply to 2,195 units in February. In March, sales rose again to 2,802 units; however, April dropped again to 2,135 units. Units sold jumped again in May to 3,496, although June dropped again to 2,339 units.

Sales increased drastically in July to 3,474 units, then August dropped to 2,749 units. September continued with another drop to 2,571 units and October dropped again at 2,494 units sold. November sales dropped to 2,266 units while December showed a slight increase with sales of 2,869 units.

During the period 2023, Aqua bottled sales decreased by an average of 8.24 units per month. In some months, there was a large increase in sales, but throughout the year, the trend was down. This may simply indicate fluctuations in market demand or other factors outside of this data that affected sales.

- Aqua Cup

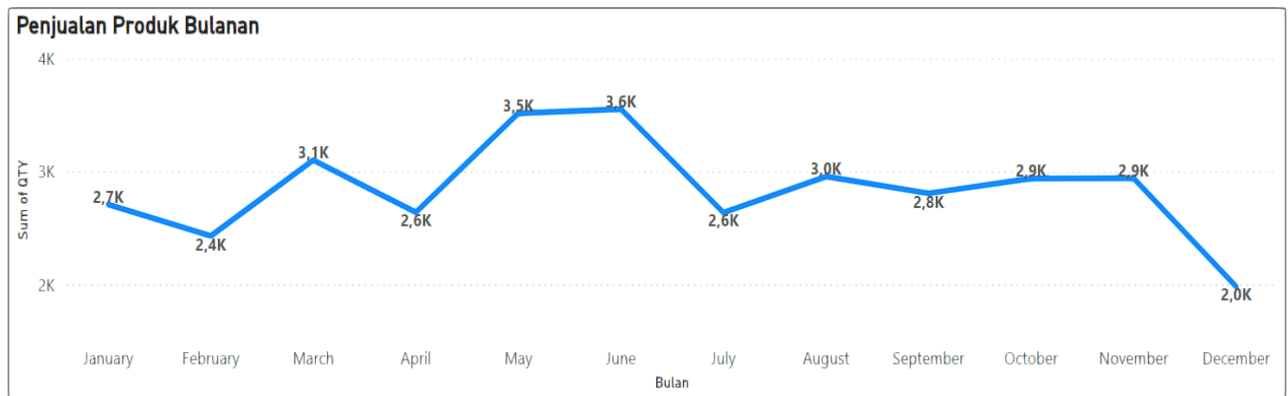


From the graph above showing Aqua gelas sales data during the 2023 period, it can be seen that sales started well in January with 2549 units sold, but decreased in February to 2407 units. March recorded a slight recovery with 2518 units sold, and sales continued to increase in April to 2768 units. In May, sales continued to rise to 2811 units, and June recorded a significant spike with 3310 units sold, the highest throughout the year.

July saw a slight decline with 3061 units sold, while August saw a further decline to 2777 units. September saw a slight decline with 2753 units sold, but October saw a rebound with 2903 units. November saw another decline to 2680 units, and the year ended with 2595 units sold in December.

In Aqua Cup sales showed an average increase of 24.07 units of sales per month. Although there were significant fluctuations throughout the year, the overall trend showed a steady increase in sales. This indicates strong demand growth with some months experiencing a temporary decline.

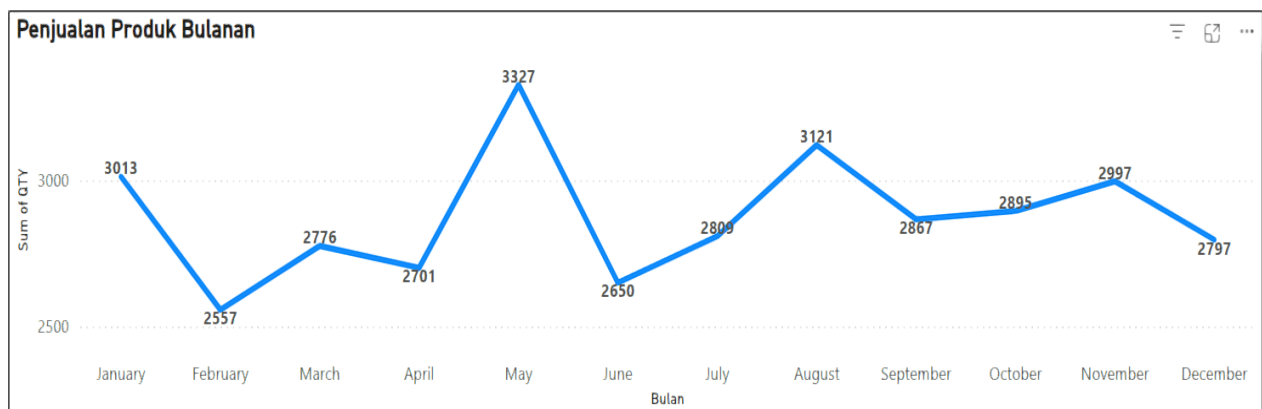
- Cleo Bottle



Sales started with 2,708 units in January and declined in February to 2,430 units. In March, there was a significant increase to 3,101 units, but in April, sales declined again to 2,639 units. May and June recorded the highest sales figures with 3,516 and 3,552 units sold respectively. However, in July, sales declined again to 2,637 units. In August, there was a slight increase to 2,956 units, followed by a decline in September to 2,807 units. In October and November, sales remained good at 2,939 and 2,941 units respectively, but sales dropped drastically in December to 1,981 units.

In the 2023 sales period, there was an increase in the average sales of Cleo bottled products by 27.36 sales units per month. Although it shows large fluctuations, the overall trend is that sales continue to increase throughout the year. This may be a sign of fairly strong market demand, although in certain months, the product experiences a brief decline.

- Bottle Club



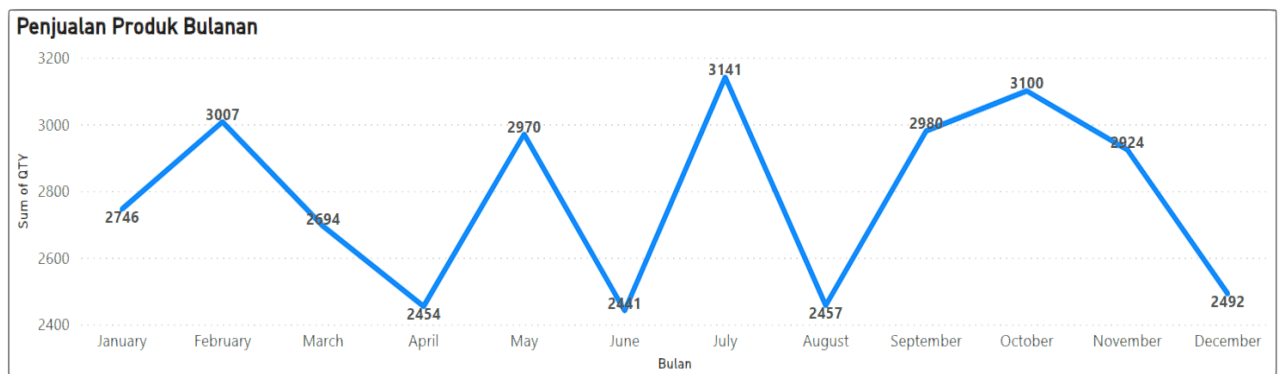
On the Club bottle sales chart for 2023, it started with a fairly high number in January with 3013 units sold, but experienced a sharp decline in February to 2557 units. In March, sales recovered slightly with 2776 units, before declining again in April to 2701 units. May recorded a significant increase with 3327 units sold, although June fell again to 2650 units.

July saw a slight increase with 2809 units sold, and August saw a spike to 3121 units, before dropping again in September with 2867 units sold. October and November saw

steady sales with 2895 and 2997 units sold respectively, but sales dropped again in December with 2797 units sold.

In the 12-month sales period, there was an average increase of 17.92 sales units per month. Although there were quite significant fluctuations, the overall trend showed an increase in sales throughout the year. This indicates a relatively stable market demand with some months experiencing a temporary decline.

- Club Cup

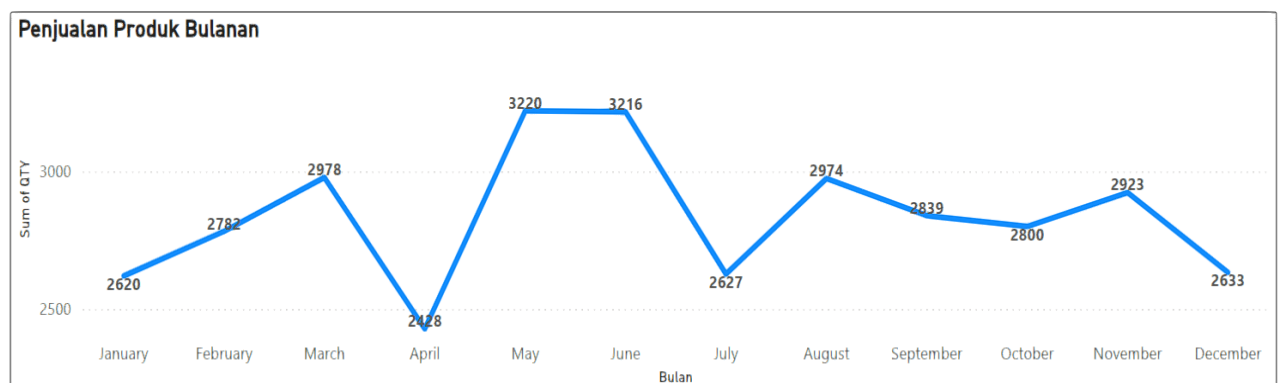


Sales fluctuated quite a bit throughout the year. Starting at 2,746 units in January, sales increased to 3,007 units in February. Then in March and April, sales dropped to 2,694 and 2,454 units respectively. In May, there was a big increase to 2,970 units before dropping in June to 2,441 units.

Sales really picked up in July to 3,141 units, the highest for the year. August dropped sharply to 2,457 units and September saw another increase to 2,980 units. October reached the second highest peak with 3,100 units sold followed by a drop in November to 2,924 units, ending the year with 2,492 units sold in December.

Sales data for 2023 shows an average decline of 5.01 units sold per month. While there were months with very large increases, the overall trend shows a decline in sales throughout the year. This may be due to changes in market demand or other external factors affecting sales.

- LeMineral Bottle

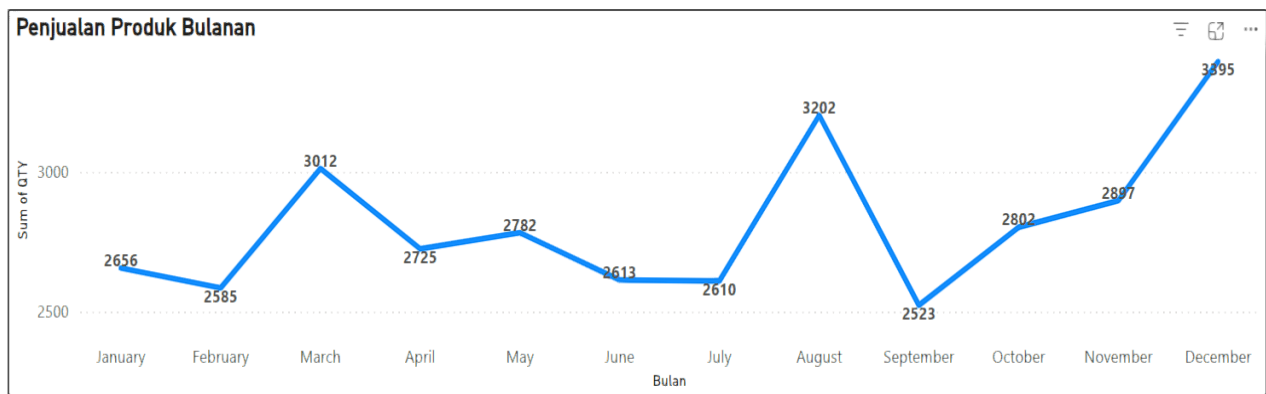


From the graphic data shown above regarding LeMineral bottle sales during 2023, it was found that sales started stably in January with 2620 units sold. In February, sales increased to 2782 units and continued to rise in March with 2978 units. However, sales decreased in April to 2428 units. May showed a significant spike reaching 3220 units, and the figure remained high in June with 3216 units sold.

In July, sales dropped again to 2627 units, before increasing again in August to 2974 units. September and October recorded stable sales figures with 2839 and 2800 units sold respectively. November recorded a small increase to 2923 units, but decreased again in December with 2633 units sold.

In LeMineral bottle sales during 2023 showed an average decrease of 11.76 sales units per month. Although there were several months with significant sales increases, the overall trend showed a decrease in sales throughout the year. This may be due to fluctuations in market demand or other external factors affecting sales.

- Cup of Santri



Sales were very erratic throughout the year. Starting out, January had sales of 2656 units, before dropping slightly to 2585 units in February. In March, sales jumped to 3012 units, before dropping again to 2725 units in April. Sales were slightly higher in May with 2782 units, but dropped again in June to 2613 units and flatlined in July with 2610 units sold. August saw a big spike in sales, with 3202 units sold, before a sharp drop in September to 2523 units. Sales picked up again in October with 2802 units and November with 2897 units. The year ended with a sharp rise in December to 3395 units sold, the highest ever.

From the sales data during the 2023 period, there was an average increase of 26.14 sales units per month. There were quite large fluctuations, but in general, the trend shows a steady increase in sales throughout the year, which means that the market is very strong and only experienced a few months with a temporary decline.

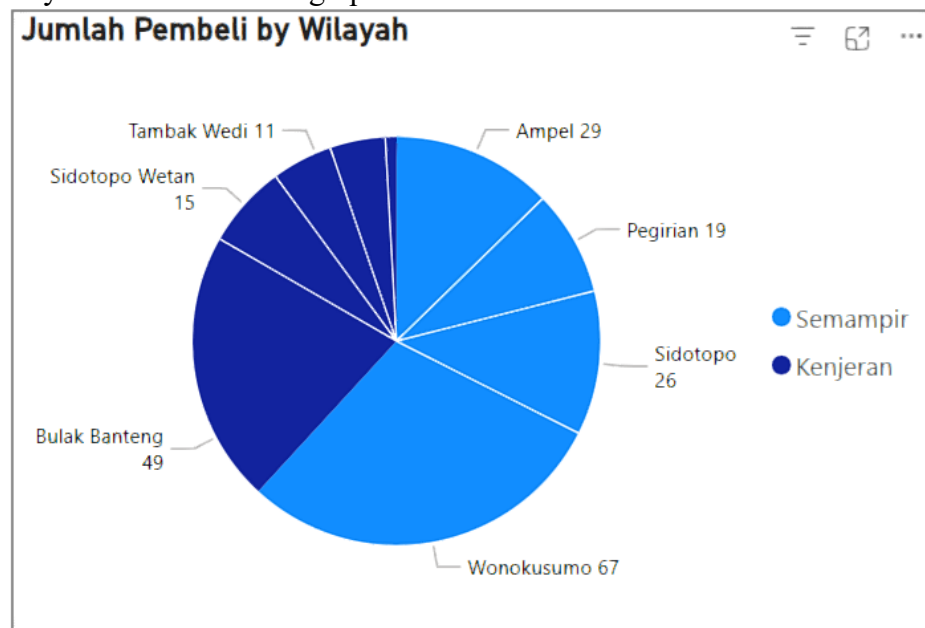
4.2 Best Selling and Least Sold Products.

In the period from 2021 to 2023, the mineral water market in the area around the Tirta Nusa store showed interesting dynamics, with various products competing for consumer attention. Based on sales data, the best-selling product during this period was the Club bottle product, which managed to sell 102.37 thousand units and generate IDR 3,315.21 million. This

figure shows that Club bottles have managed to attract more consumer interest than other products, perhaps because of their practical packaging and recognized quality.

On the other hand, the product with the least sales is LeMineral gallon, which only sold 96.16 thousand units and generated Rp. 1,870.86 million. This lower sales could be due to several factors, such as consumer preferences for other products with easier-to-use packaging or perhaps the lack of effective promotion for this product.

4.3 Major Buyers Based on Demographic Data.

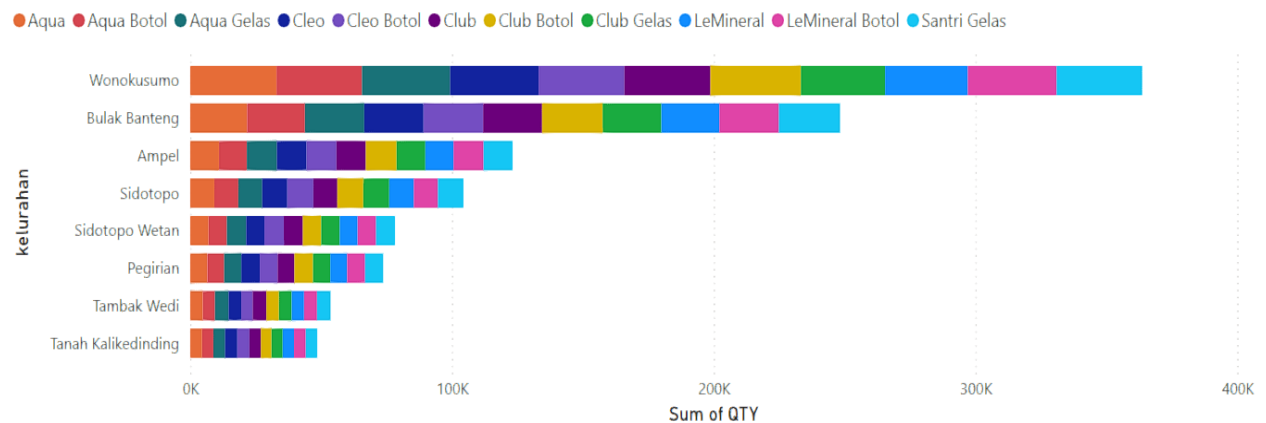


Tirta Nusa drinking water shop located in Wonokusumo Village, Semampir District, Surabaya City, has been one of the main choices for the surrounding community. From the demographic data of buyers, the patterns and characteristics of customers who shop at this store can be seen. Of the total buyers recorded in the diagram above, 141 buyers came from Semampir District, which is the largest group of buyers. This proves that Tirta Nusa Shop has a strong customer base in this area, possibly due to geographical proximity and ease of access. From Semampir District, 67 buyers came from Wonokusumo Village, where this store is located, this shows strong support from the local community for the existence of this store.

On the other hand, there are 85 buyers from Kenjeran District, this shows that this shop is in demand by consumers from other areas. In Kenjeran District, there are 49 buyers from Bulak Banteng Village which borders Wonokusumo Village. Thus it can be seen that the interaction between the two areas is very good, where the Kenjeran community feels quite comfortable shopping at Tirta Nusa. In addition, in Semampir and Kenjeran Districts there are also buyers from other districts, although the number is not that many. For example, Sidotopo District in Semampir District recorded 26 buyers, while from Pegirian District only 19 buyers. On the other hand, from Kenjeran District there are Sidotopo Wetan, Tambak Wedi, and Tanah Kali Kedinding Districts with 15 buyers, 11 buyers, and 10 buyers respectively. Although the number of buyers in these districts is still relatively small, the market share of the shop is still quite large.

4.4 Correlation between Buyer Location and Purchased Products.

Penjualan Produk by Wilayah



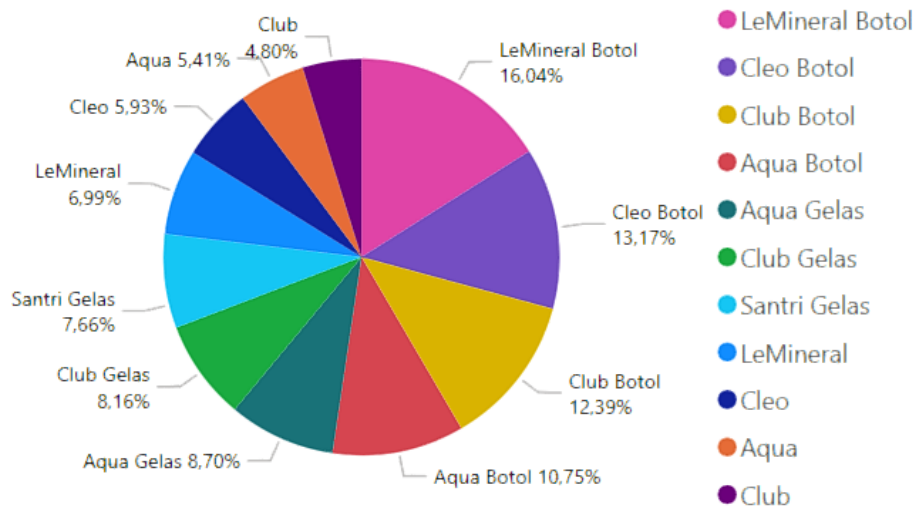
Tirta Nusa Store, located in Wonokusumo Village, Semampir District, is one of the distribution centers for drinking water in various packages in the area. This analysis evaluates the relationship between buyer location and preference for types of drinking water products based on sales data. The following are the results of sales by product:

- **Wonokusumo sub-district** shows the dominance of product sales:
 - Aqua gallons: 32,970 units.
 - Cleo gallon: 33,812 units.
 - Bottle club: 34,547 units.
 - Cleo and Club products have a large market share, reflecting the preferences of shoppers around the store location.
- **Bulak Banteng sub-district**, which is adjacent to Wonokusumo:
 - Aqua bottles: 22,127 units.
 - Cup students: 23,339 units.
 - The high sales figures for Aqua bottles and Santri Cupes indicate buyers' preference for practical packaging products.
- **Ampel and Sidotopo Subdistricts** :
 - Has a lower sales trend compared to Wonokusumo and Bulak Banteng.
 - Sales of Aqua and LeMineral gallons stand out compared to other types.

The highest sales occurred in Wonokusumo, which is the location of the store, indicating a strong correlation between geographical proximity and purchase volume. Bulak Banteng, as a neighboring area, also had high sales figures, especially for bottled products. Areas further from the store, such as Tambak Wedi and Tanah Kali Kedinding, showed lower sales figures, reflecting the effect of distance on buyer preferences.

4.5 Contribution of Each Product to Total Revenue.

Kontribusi Produk Terhadap Total Pendapatan



Tirta Nusa drinking water store has successfully created a diverse product portfolio, which contributes to its total sales revenue. By understanding the contribution of each product to the total revenue of Rp. 26,762,968,300, we can identify which products are most influential in improving the store's financial performance. The following is an analysis of the contribution of each product based on the percentage of total sales value. The following are details of the sales contribution of each product:

- **LeMineral Bottle Sales 16.18%**
LeMineral bottles are the highest contributing products, indicating that consumers really like this product. LeMineral's quality and brand reputation may be the main factors driving high sales.
- **Cleo Bottle Sales 13.17%**
Cleo bottles also showed significant contribution. This shows that this product has a strong appeal among consumers, perhaps due to its practical packaging and competitive price.
- **Bottle Club Sales 12.39%**
Bottle club recorded a significant contribution, indicating that the product was also well received by the market. Effective marketing strategies can be one of the reasons behind good sales.
- **Aqua Bottle Sales 10.75%**
Aqua bottles, as one of the most recognized brands, continue to show solid contributions. Although not the highest, this product remains the main choice for many consumers.
- **Aqua Cup Sales 8.70%**
Cup Aqua showed a good contribution, reflecting stable demand for products in Cup packaging. This may be due to consumer preference for more environmentally friendly packaging.
- **Club Cup Sales 7.66%**

Santri gelas, although not as big as other products, still makes a significant contribution. This shows that there is a consumer segment that is loyal to this brand.

- LeMineral Gallon Sales 6.99%

LeMineral gallons showed a good contribution, although lower compared to bottles. This shows that gallon products still have stable demand.

- Cleo Gallon Sales 5.93%

Cleo gallons recorded a lower contribution, which may be due to consumer preference for bottled packaging.

- Aqua Gallon Sales 5.41%

Aqua gallon, despite being a well-known brand, shows a smaller contribution compared to other products. This may reflect a shift in consumer preference towards more practical packaging.

- Club Gallon Sales 4.80%

Club gallon has the lowest contribution among other products. This indicates that this product may need a more aggressive marketing strategy to increase its sales.

4.6 Average Customer Transaction Value.

Rp26.762,97M	1093,54K	Rp256,55K	104,32K
Total Penjualan	Total Barang Terjual	Rata-rata Penjualan	Total Jumlah Transaksi

Tirta Nusa drinking water store has successfully recorded impressive sales performance with total sales reaching Rp. 26,762,968,300. With a total of 1,093,542 units of goods sold and a total transaction of 104,320, we can analyze the average customer transaction value to gain deeper insight into consumer purchasing behavior. The average transaction value of Rp. 256,546.86 indicates that each customer who transacts at Tirta Nusa Store spends around that amount. This indicates that customers tend to buy more than one unit of product in one transaction, reflecting positive purchasing behavior.

With total sales reaching more than IDR 26.7 billion, and total goods sold of 1,093,542 units, this store shows good efficiency in sales. The relatively high average transaction value can indicate that customers not only buy products in small quantities, but also tend to choose products with higher values, such as gallons or bottle packaging. The results of the average customer transaction value at Tirta Nusa Store show that customers tend to make significant purchases in one transaction, with an average reaching IDR 256,546.86. This reflects the store's success in attracting customers and encouraging them to buy more products.

5. Interpretation

Drinking water sales at Tirta Nusa Store showed consistent fluctuations during the period 2021 to 2023. In 2021, although there were months with increases, such as March and August, the overall trend experienced an average decrease of 658 units per month. 2022 recorded a significant upward trend with an average increase of 3,680 units per month. Conversely, 2023 again showed a downward pattern despite increases in some months, such as May and October. Seasonal fluctuations are evident, with peak sales often occurring in certain

months, such as May and August. These seasonal factors may be related to the weather or increased community activities during that period.

Club Botol became the best-selling product with total sales reaching 102.37 thousand units over three years, generating revenue of Rp 3.31 billion. Practical packaging and brand appeal are likely the reasons for its popularity. LeMineral Galon recorded the lowest sales, namely 96.16 thousand units with revenue of Rp 1.87 billion. Consumer preference for bottle packaging or lack of effective promotion could be factors causing low sales.

The majority of buyers came from Semampir District (141 buyers), especially Wonokusumo Village, where the store is located. Geographical proximity clearly influences purchasing decisions. Neighboring areas such as Bulak Banteng Village in Kenjeran District also showed high purchase figures, especially for practical packaging products such as Aqua Botol and Santri Gelas. Areas further from the store, such as Tambak Wedi and Tanah Kali Kedinding, had lower sales figures. This reflects the impact of distance on purchasing preferences.

With total revenue of Rp 26.76 billion over three years, product contributions to revenue vary widely. LeMineral Botol contributed 16.18%, making it the product with the highest contribution. Cleo Botol and Club Botol contributed 13.17% and 12.39% respectively, confirming the popularity of bottle packaging. Gallon products such as Aqua Galon and Cleo Galon contributed less, at 5.41% and 5.93% respectively.

The average customer transaction value is Rp 256,546.86. This shows that customers tend to buy in large quantities or choose products with higher values in each transaction. This sales efficiency supports the success of the store in attracting customers to make significant purchases.

From the explanation of the interpretation that can be taken, the following are several steps and strategies in the sale of drinking water by the Tirta Nusa store in the future:

- **Gallon Product Promotion**
Increase promotion for gallon products, especially LeMineral Galon, in high potential areas such as Bulak Banteng. Discount offers or bundling packages can attract more buyers.
- **Stock Optimization**
Prioritize the availability of best-selling products such as Club Botol and LeMineral Botol to anticipate increasing demand.
- **Regional Strategy Diversification**
Use a region-based approach. For example, focus on promoting convenient packaging products in areas that tend to buy bottles, such as Bulak Banteng.
- **Seasonal Analysis**
Identify seasonal factors that impact sales and design marketing campaigns tailored to low sales periods, such as February and November.

- **Developing Customer Loyalty**
Launch a loyalty program for regular customers in Semampir and Kenjeran areas to strengthen the core customer base.

6. Conclusion

Drinking water sales report at Tirta Nusa Store during the period 2021 to 2023 provides important insights into sales trends, product performance, and customer preferences. Here are some conclusions that can be drawn from the results of the analysis of drinking water sales at Tirta Nusa Store.

- **Sales Trends :**

- Sales of drinking water at Tirta Nusa Store showed significant fluctuations from 2021 to 2023.
- In 2021, there was an average decline in sales of 658 units per month, while in 2022, there was an average increase of 3,680 units per month.
- 2023 again shows a downward pattern, although there are spikes in sales in certain months.

- **Best Selling and Least Sold Products :**

- The best-selling product during the period was Club Botol with total sales of 102.37 thousand units and revenue of Rp 3.31 billion.
- In contrast, LeMineral Galon recorded the lowest sales with 96.16 thousand units and revenue of IDR 1.87 billion.

- **Buyer Demographics :**

- The majority of buyers come from Semampir District, especially Wonokusumo Village, which shows the influence of geographical proximity on purchasing decisions.
- Neighboring areas such as Bulak Banteng also showed high purchasing figures, especially for practical packaging products.

- **Product Contribution to Revenue :**

- LeMineral Botol contributed the highest amount of 16.18%, followed by Cleo Botol (13.17%) and Club Botol (12.39%).
- Gallon products such as Aqua Galon and Cleo Galon have a smaller contribution.

- **Average Transaction Value :**

- The average customer transaction value is Rp 256,546.86, indicating that customers tend to buy in large quantities or choose products with higher value.

- **Strategic Recommendations :**

- Increase promotion for gallon products, especially LeMineral Gallon.
- Optimizing stock of best-selling products and implementing region-based marketing strategies.
- Launching a loyalty program to strengthen customer base.

By implementing this strategy, Toko Tirta Nusa can increase its competitiveness and maximize existing market potential, both in the short and long term.