



TIRTA NUSA STORE DRINKING WATER SALES ANALYSIS (2021-2023)

BACKGROUND

- Tirta Nusa Shop, located in Wonokusumo Village, Semampir District, Surabaya, is one of the well-known shops and is trusted by the local community to meet their drinking water needs.
- 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.
- Comprehensive sales analysis will provide Toko Tirta Nusa with important insights to remain competitive in the market and continue to grow according to customer needs and desires.

OBJECTIVE

- What are the monthly and yearly sales trends for each product?
- What are the best-selling and least-selling products?
- Who are our primary buyers based on demographic data?
- Is there a correlation between buyer location and products purchased?
- How does each product contribute to total revenue?
- What is the average customer transaction value?

METHOD

In this report, we use descriptive analysis method to evaluate Tirta Nusa Store sales data. Descriptive analysis aims to provide a clear and detailed picture of the characteristics of the sales data that has been collected.

DATA SOURCE

| | | | | | |
|-------|-----------|-----------|-------|--|--|
| 14962 | TRX014961 | 10-Okt-22 | M0N1o | | |
| 14963 | TRX014962 | 20-Jul-23 | j0K1L | | |
| 14964 | TRX014963 | 16-Agu-23 | j8K9L | | |
| 14965 | TRX014964 | 15-Sep-21 | 2b3C4 | | |
| 14966 | TRX014965 | 28-Nov-23 | D7E8F | | |
| 14967 | TRX014966 | 25-Jan-22 | 0b1C2 | | |
| 14968 | TRX014967 | 27-Sep-23 | Y2Z3a | | |
| 14969 | TRX014968 | 21-Feb-22 | S5T6u | | |
| 14970 | TRX014969 | 18-Dec-22 | S8T9u | | |
| 14971 | TRX014970 | 12-Agu-23 | G6h7I | | |
| 14972 | TRX014971 | 24-Mei-23 | 9Z5f3 | | |
| 14973 | TRX014972 | 23-Nov-22 | Y4Z5a | | |
| 14974 | TRX014973 | 15-Jul-22 | 9Z5f3 | | |
| 14975 | TRX014974 | 22-Nov-23 | G8h9I | | |
| 14976 | TRX014975 | 25-Agu-22 | v0W1x | | |
| 14977 | TRX014976 | 16-Feb-23 | G9h0I | | |
| 14978 | TRX014977 | 13-Agu-23 | G3h4I | | |
| 14979 | TRX014978 | 02-Nov-23 | 8b9C0 | | |
| 14980 | TRX014979 | 21-Mei-23 | M9N0o | | |
| 14981 | TRX014980 | 28-Jan-21 | S4T5u | | |
| 14982 | TRX014981 | 24-Dec-21 | S1T2u | | |
| 14983 | TRX014982 | 21-Okt-23 | j6K7L | | |
| 14984 | TRX014983 | 09-Mar-23 | S9T0u | | |
| 14985 | TRX014984 | 14-Nov-23 | 9b0C1 | | |
| 14986 | TRX014985 | 21-Jan-23 | 9Df3G | | |
| 14987 | TRX014986 | 16-Nov-22 | v4W5x | | |
| 14988 | TRX014987 | 03-Apr-23 | M3N4o | | |
| 14989 | TRX014988 | 30-Sep-22 | S1T2u | | |
| 14990 | TRX014989 | 06-Sep-23 | G5h6I | | |
| 14991 | TRX014990 | 14-Dec-21 | Y1Z2a | | |
| 14992 | TRX014991 | 29-Mei-23 | P9Q0r | | |
| 14993 | TRX014992 | 13-Okt-21 | M2N3o | | |
| 14994 | TRX014993 | 10-Jan-23 | P3Q4r | | |
| 14995 | TRX014994 | 07-Feb-21 | V8w9X | | |
| 14996 | TRX014995 | 02-Jul-21 | M0N1o | | |
| 14997 | TRX014996 | 27-Jun-23 | G8h9I | | |
| 14998 | TRX014997 | 12-Jan-22 | j6K7L | | |
| 14999 | TRX014998 | 28-Sep-21 | P2Q3r | | |
| 15000 | TRX014999 | 21-Okt-21 | G4h5I | | |
| 15001 | TRX015000 | 15-Feb-21 | i0J1K | | |

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produk

pembeli

transaksi

detail_transaksi

- The drinking water sales transaction data used was obtained from the sales transaction records of the Tirta Nusa Store for the period from January 2021 to December 2023 with a total of around 15,000 transactions.
- Data table : produk, pembeli, transaksi, detail_transaksi.

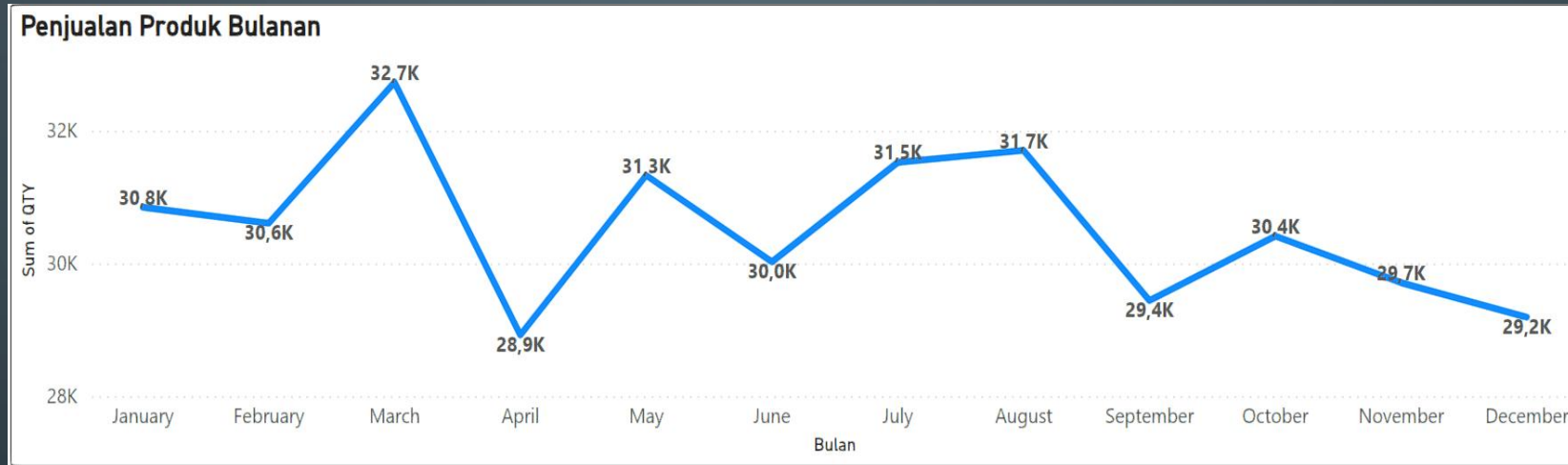
ANALYSIS PROCESS

- Data Collection
- Data Cleaning
- Data Format Adjustment
- Data Analysis Using SQL
- Result Visualization with Power BI

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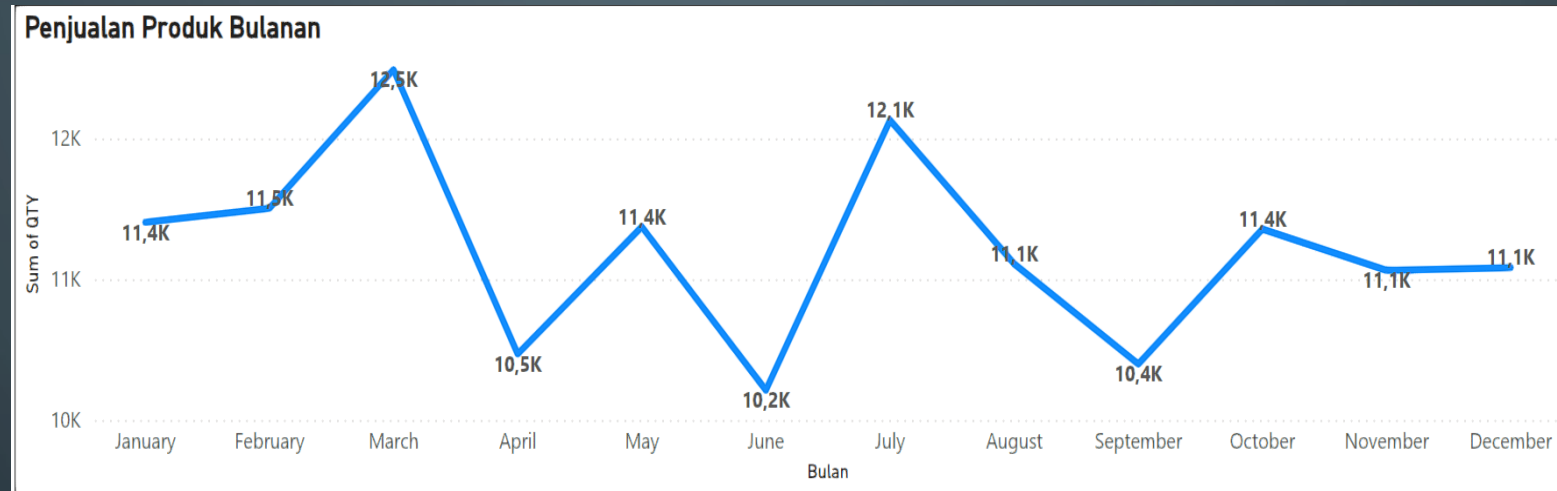
PRODUCT SALES TRENDS

2021 SALES TRENDS



The data shows an average decrease of 658.03 units of sales per month in general sales of drinking water products. Although there were months with significant sales increases, the overall trend showed a decline in sales throughout the year.

SALES TRENDS GALLON CATEGORY 2021

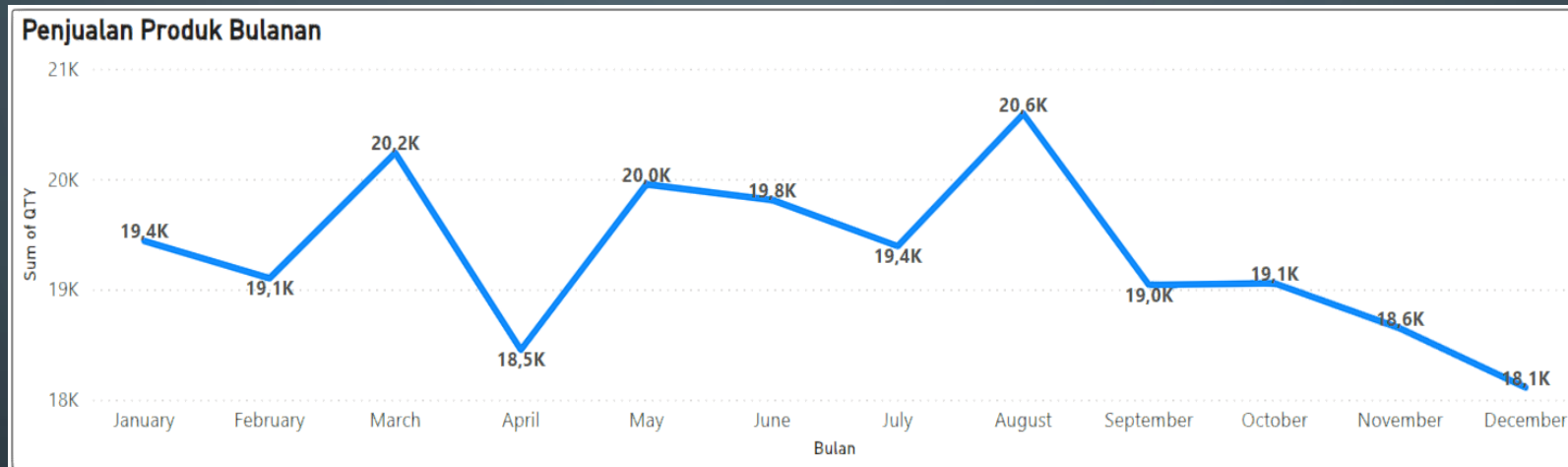


During the period of sales in 2021, there was an average increase of 324.03 units of sales per month. Although there were several months with significant sales declines, the overall trend showed a steady increase throughout the year.

SALES TRENDS PRODUCT CATEGORY GALLONS 2021

- Aqua Galon + 1.84 sales units per month
- Cleo Galon - 16.34 sales units per month
- Club Galon - 12.98 sales units per month
- LeMineral Galon - 9.65 sales units per month

SALES TRENDS PACKAGING CATEGORY 2021

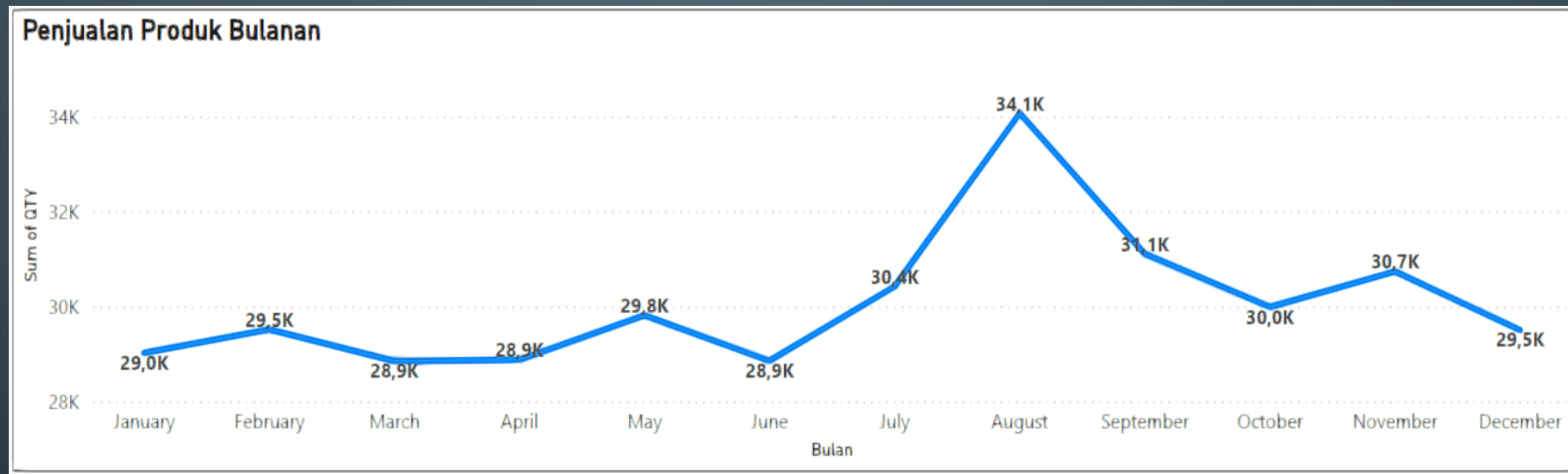


Overall, sales showed significant fluctuations throughout the year with some peaks and dips. There was a downward trend with an average of **98.68** units sold per month. Although there were some months with increased sales, the overall trend tended to show a decrease in sales throughout the year.

SALES TRENDS PRODUCT PACKAGING CATEGORY 2021

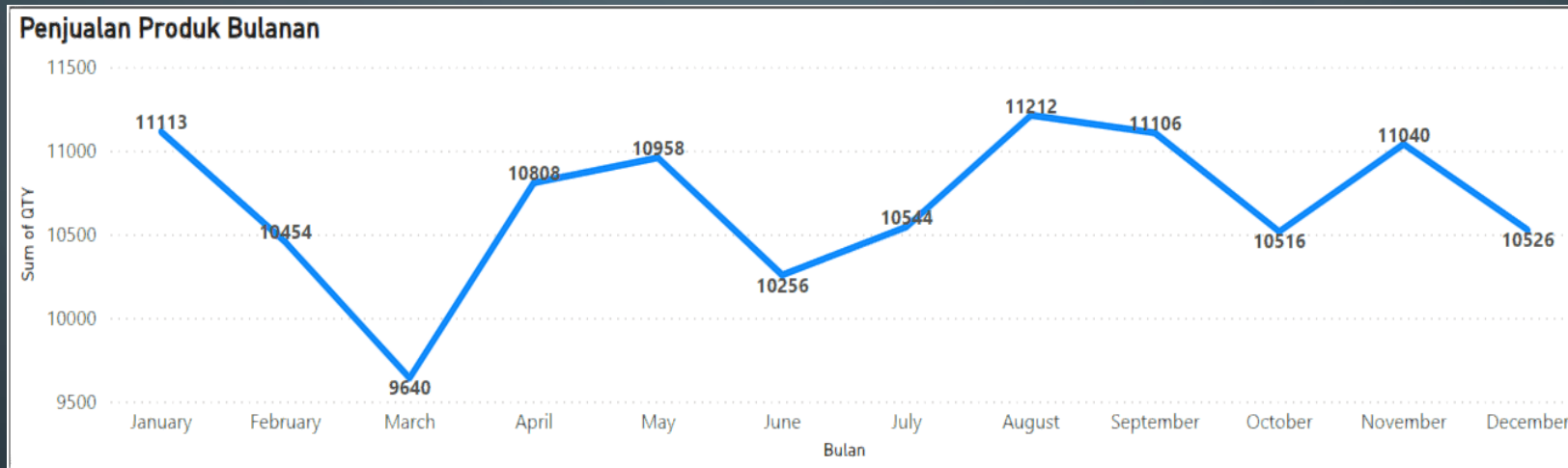
- Aqua Botol + 4.42 sales units per month
- Aqua Gelas - 22.83 sales units per month
- Cleo Botol - 0.40 sales units per month
- Club Botol + 47.04 sales units per month
- Club Gelas + 42.80 sales units per month
- LeMineral Botol + 64.40 sales units per month
- Santri Gelas + 41.34 sales units per month

SALES TRENDS IN 2022



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.

SALES TRENDS GALLON CATEGORY 2022

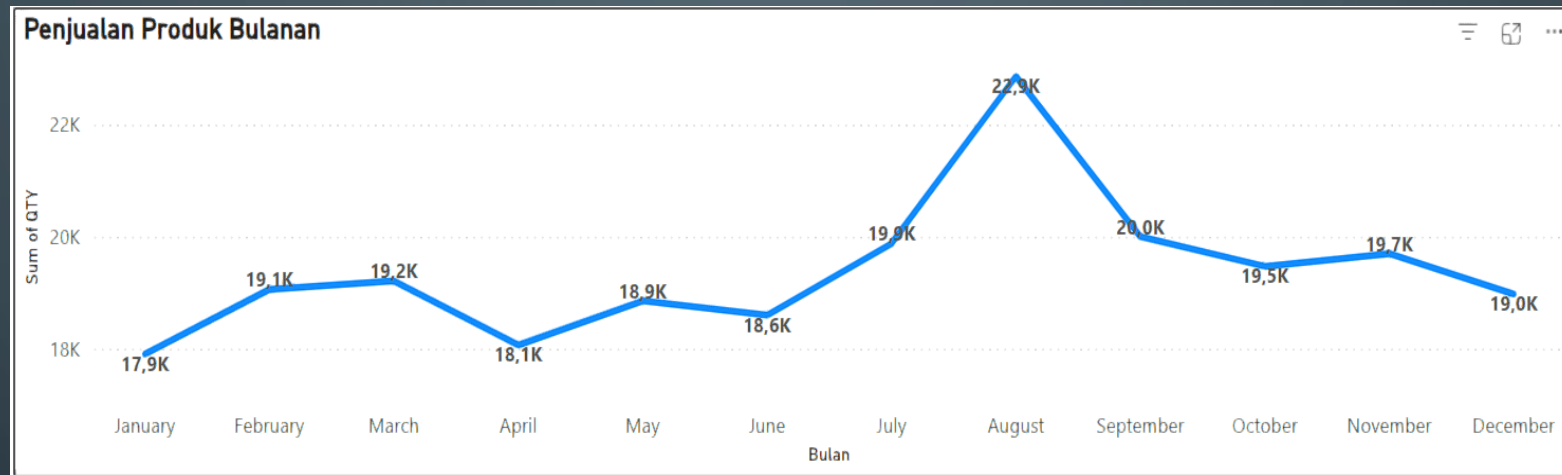


In general, sales of gallon drinking water in 2022 showed an average increase of 196.94 sales units per month. Although there was a large spike in March that greatly affected the data, the overall trend shows an increase in sales throughout the year.

SALES TRENDS PRODUCT CATEGORY GALLONS 2022

- Aqua Galon + 0.97 sales units per month
- Cleo Galon + 30.06 sales units per month
- Club Galon + 78.49 sales units per month
- LeMineral Galon - 6.20 sales units per month

SALES TRENDS PACKAGING CATEGORY 2022

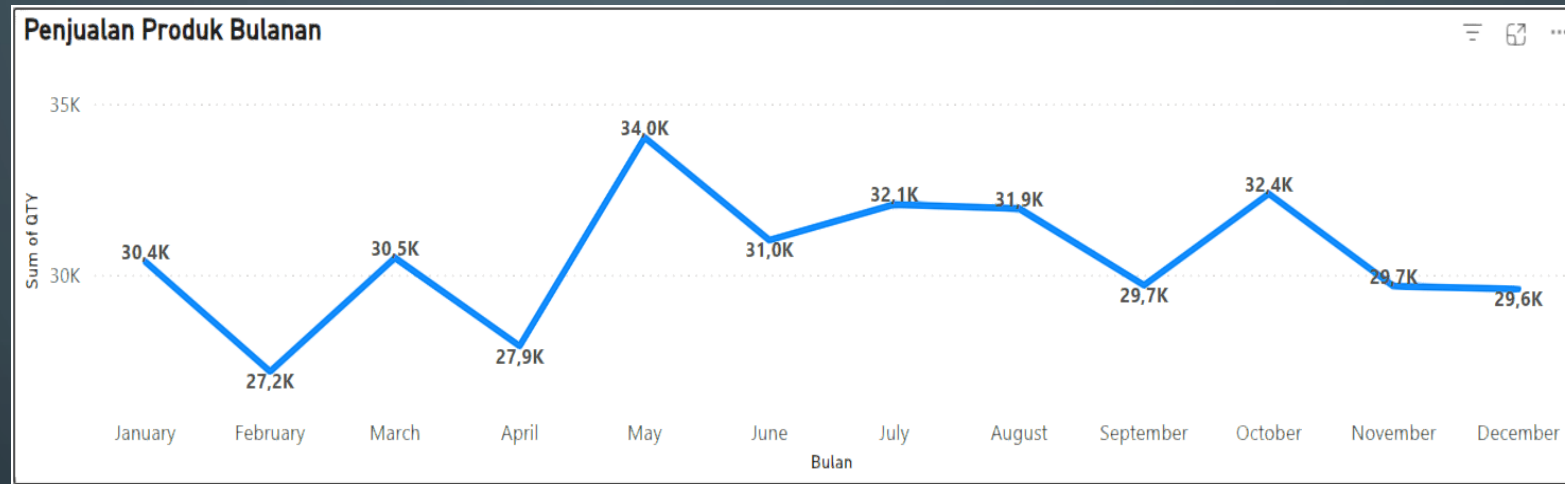


In the sales of bottled water products in 2022, there was an average increase of 961.78 sales units per month. The overall trend shows a significant increase in sales throughout the year.

SALES TRENDS PRODUCT PACKAGING CATEGORY 2022

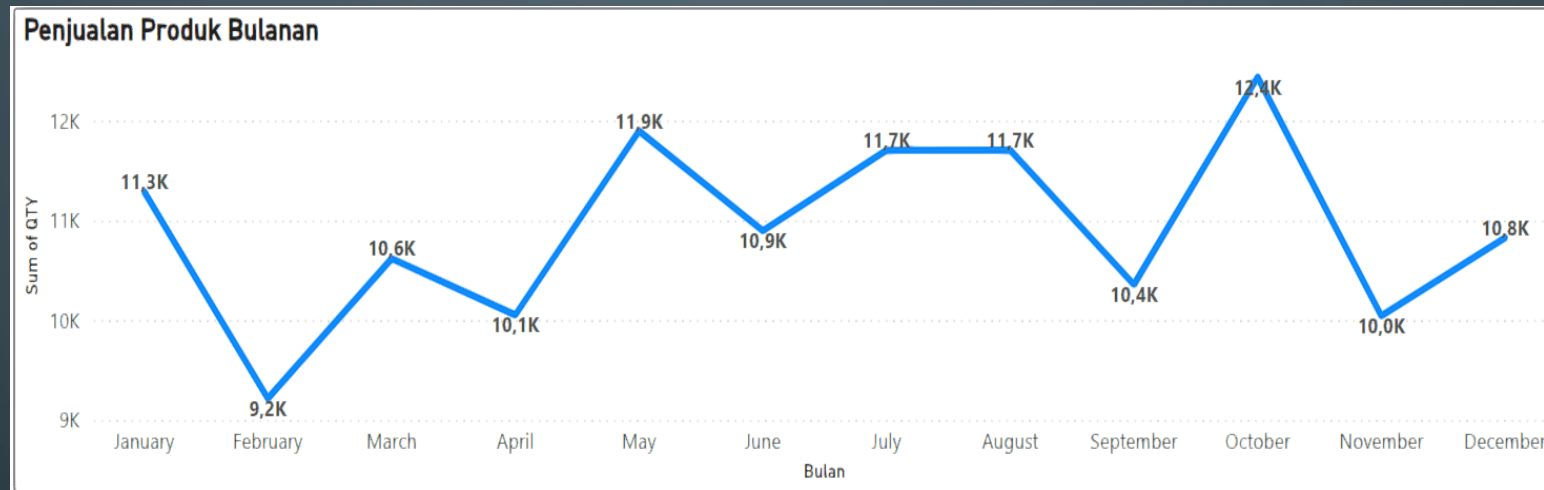
- Aqua Botol + 3.45 sales units per month
- Aqua Gelas - 25.80 sales units per month
- Cleo Botol + 3.66 sales units per month
- Club Botol + 34.06 sales units per month
- Club Gelas + 25.91 sales units per month
- LeMineral Botol + 64.40 sales units per month
- Santri Gelas + 41.34 sales units per month

SALES TRENDS IN 2023



Here is a summary of sales data for 2023 for Tirta Nusa stores, with an average sales decline of 183.19 units per month. Although there were months with significant sales increases, the overall trend throughout the year was a decline.

SALES TRENDS GALLON CATEGORY 2023

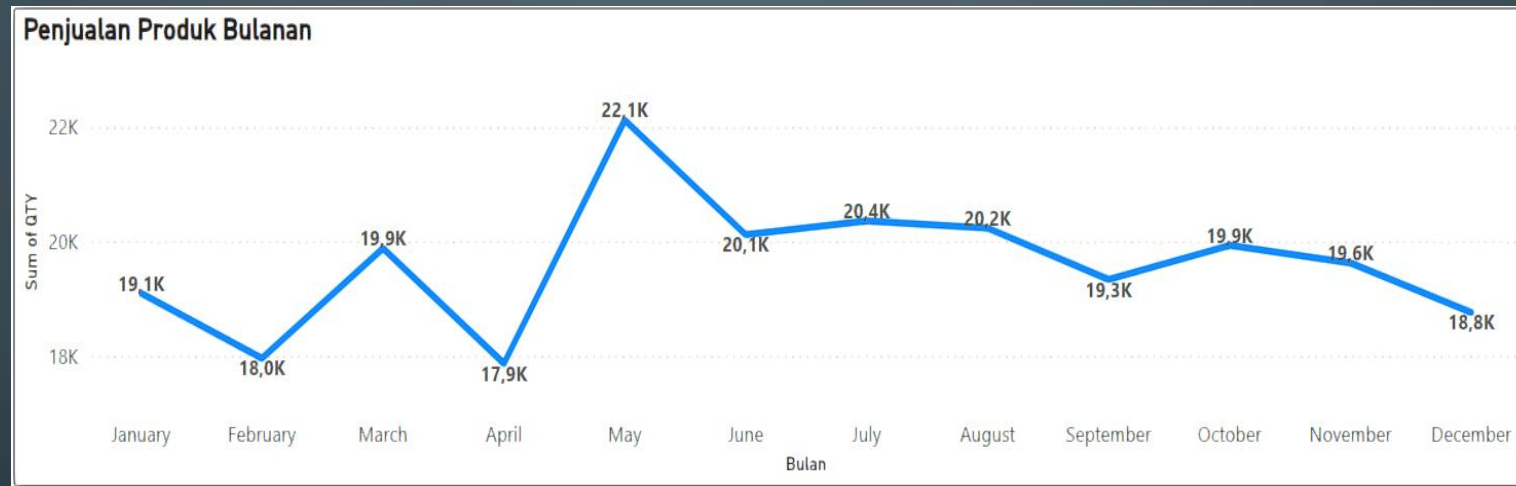


On average, during the 2023 sales period, there was an increase in sales of 331.72 units per month. Sales declines occurred evenly across the months, but overall, sales increased strongly throughout the year.

SALES TRENDS PRODUCT CATEGORY GALLONS 2023

- Aqua Galon - 24 sales units per month
- Cleo Galon + 24.80 sales units per month
- Club Galon + 30.51 sales units per month
- LeMineral Galon + 22.21 sales units per month

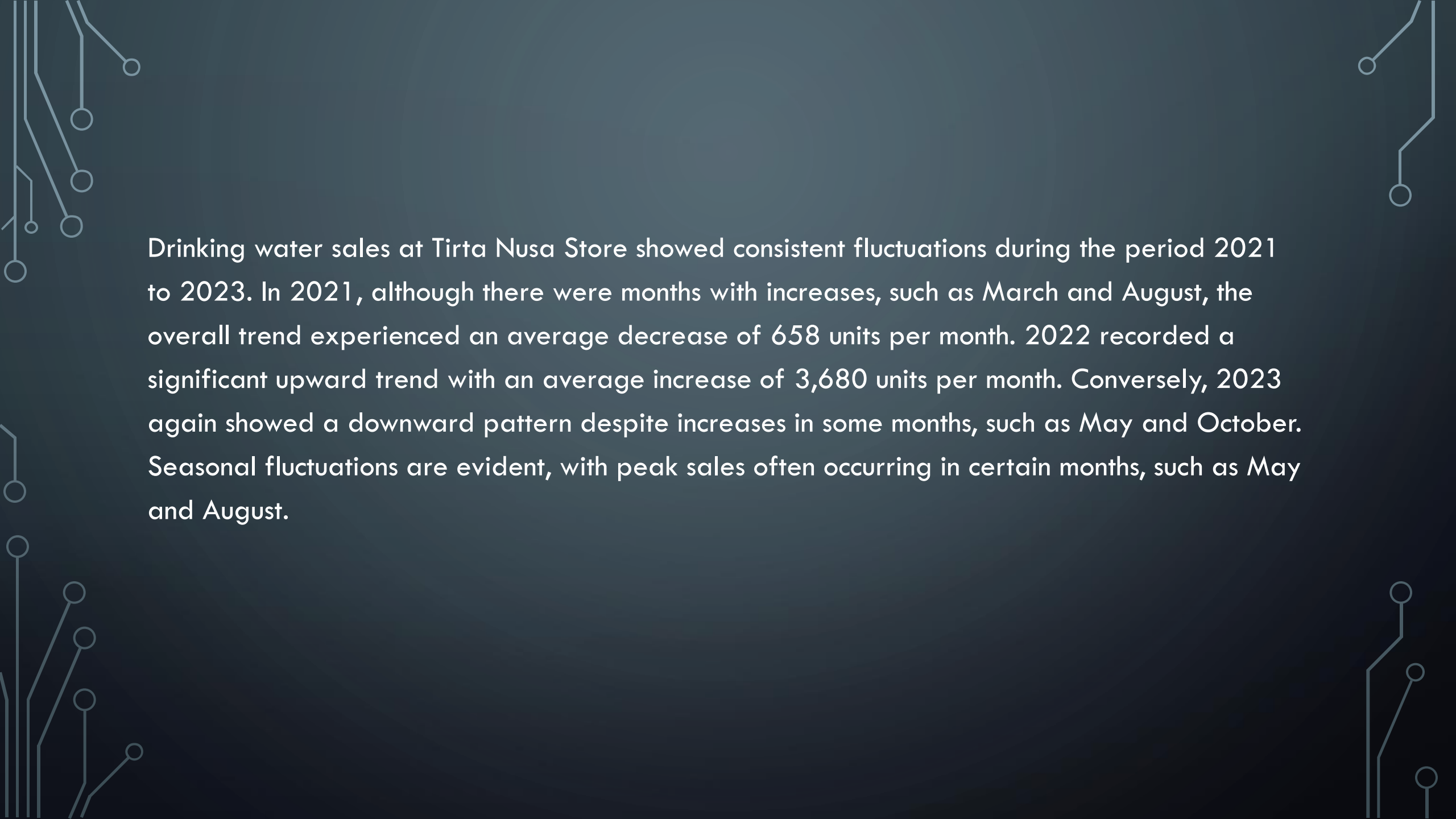
SALES TRENDS PACKAGING CATEGORY 2023



In the sales of bottled water products in 2023, there was an average increase of 360.37 sales units per month. Although there were several months with a decrease in sales, the overall trend showed a steady increase throughout the year.

SALES TRENDS PRODUCT PACKAGING CATEGORY 2023

- Aqua Botol - 8.24 sales units per month
- Aqua Gelas + 24.07 sales units per month
- Cleo Botol + 27.36 sales units per month
- Club Botol + 17.92 sales units per month
- Club Gelas - 5.01 sales units per month
- LeMineral Botol - 11.76 sales units per month
- Santri Gelas + 26.14 sales units per month



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.

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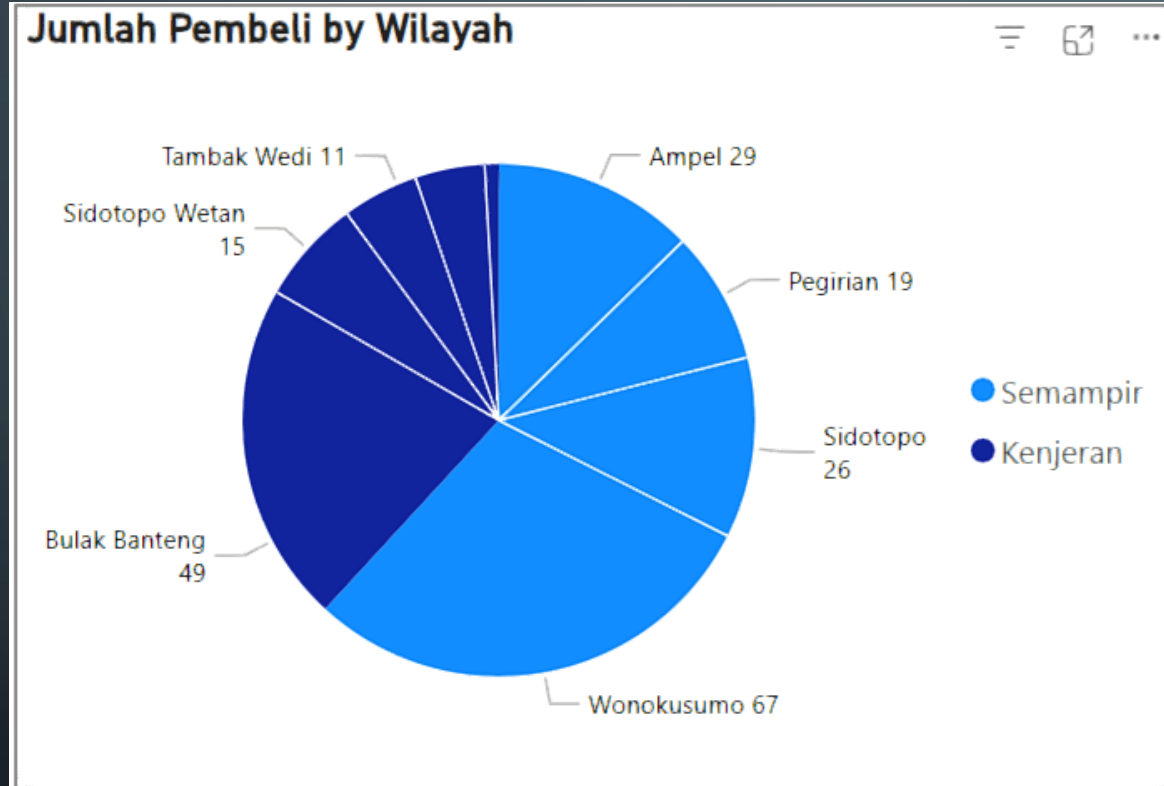
BEST SELLING AND LEAST SELLING PRODUCTS

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 Rp. 3,315.21 million. This figure shows that Club bottles managed to attract more consumers than other products, perhaps because of their practical packaging and recognized quality.

On the other hand, the product with the fewest sales was **LeMineral gallons**, which only sold 96.16 thousand units and generated Rp. 1,870.86 million.

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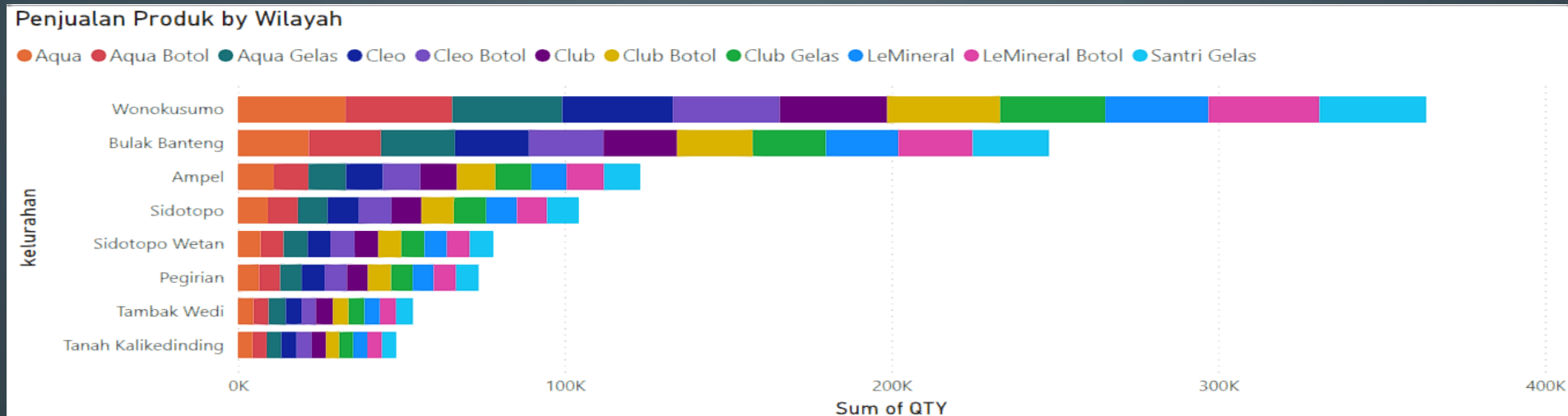
BUYER DEMOGRAPHICS



- The majority of buyers came from Wonokusumo Subdistrict (67 people)
- Other significant buyers: Bulak Banteng, Ampel, Sidotopo
- Geographic proximity clearly influences purchasing decisions.

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LOCATION AND PRODUCT PREFERENCE CORRELATION

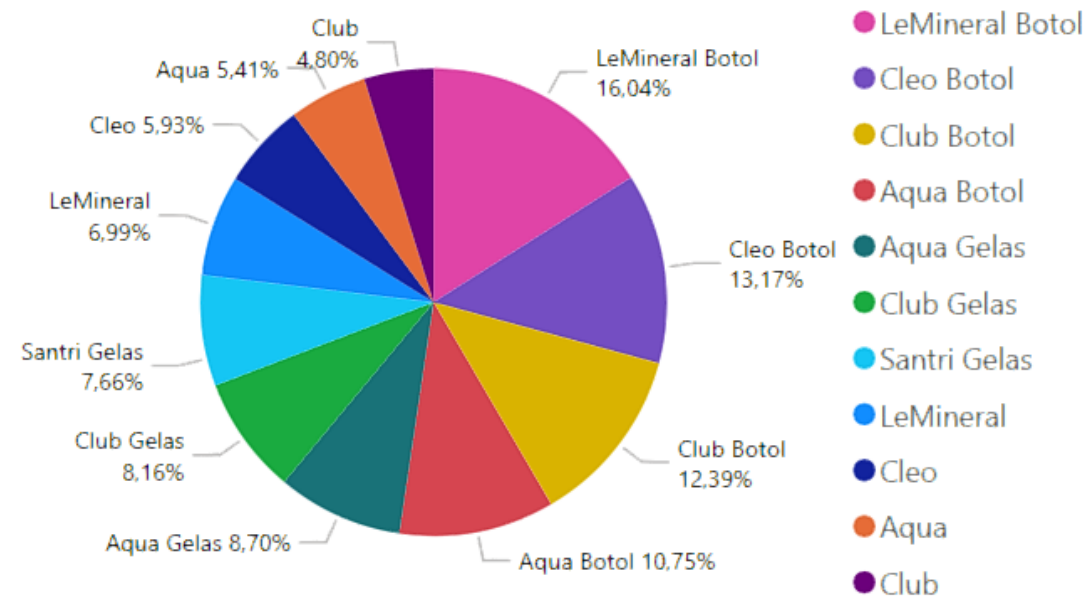


- Wonokusumo : Cleo and Club products have a large market share, reflecting the preferences of shoppers around the store location.
- Bulak Banteng : The high sales figures for Aqua bottles and Santri glasses show buyers' preference for practical packaging products.
- Ampel dan Sidotopo : Sales of Aqua and LeMinerale gallons stand out compared to other types

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PRODUCT CONTRIBUTION TO REVENUE AND AVERAGE TRANSACTION

Kontribusi Produk Terhadap Total Pendapatan



With total revenue of Rp 26.76 billion over three years

- Bottled LeMineral 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 bottled packaging.
- Gallon products such as Aqua Galon and Cleo Galon have a smaller contribution, at 5.41% and 5.93% respectively.

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

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.

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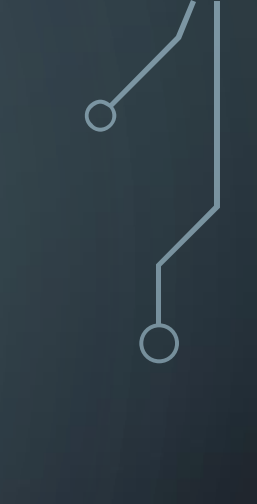
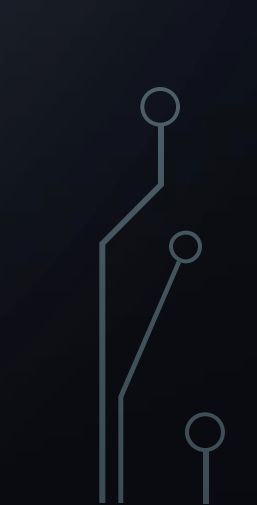
CONCLUSION AND RECOMMENDATIONS



Conclusion

- Sales trends show growth opportunities in packaging category
- Best-selling products leverage promotional momentum in strategic locations
- Key buyer demographics support geographic marketing targets

Recommendation

- Focus on promoting packaged products in areas such as Bulak Banteng
 - Increase LeMineral Galon promotion to increase market share
 - Seasonal fluctuation analysis for stock planning
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THAT IS ALL AND THANK YOU