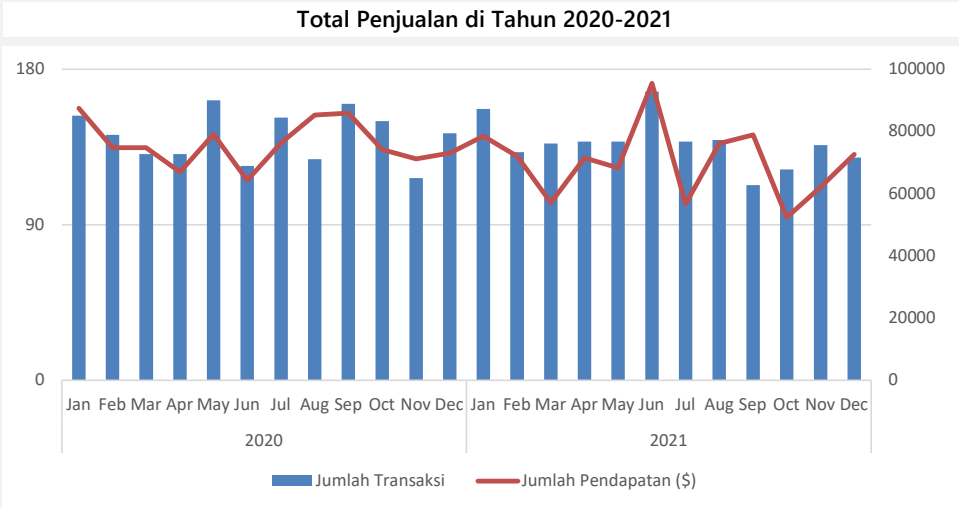
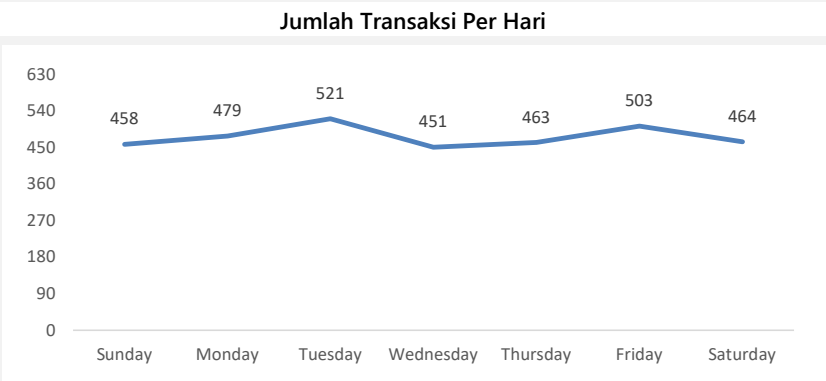
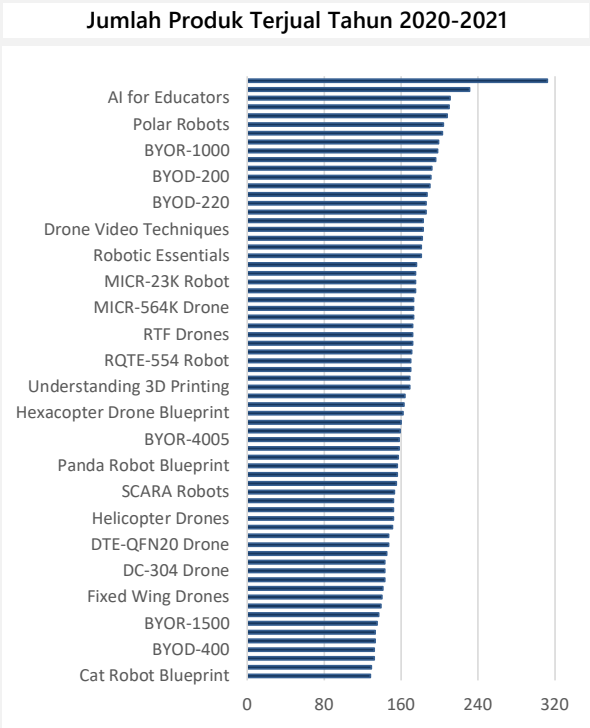
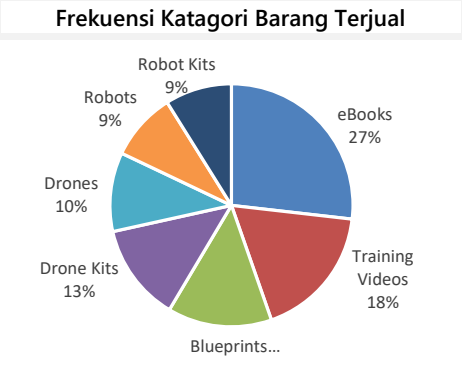


Dashboard Data Penjualan Tahun 2020-2021

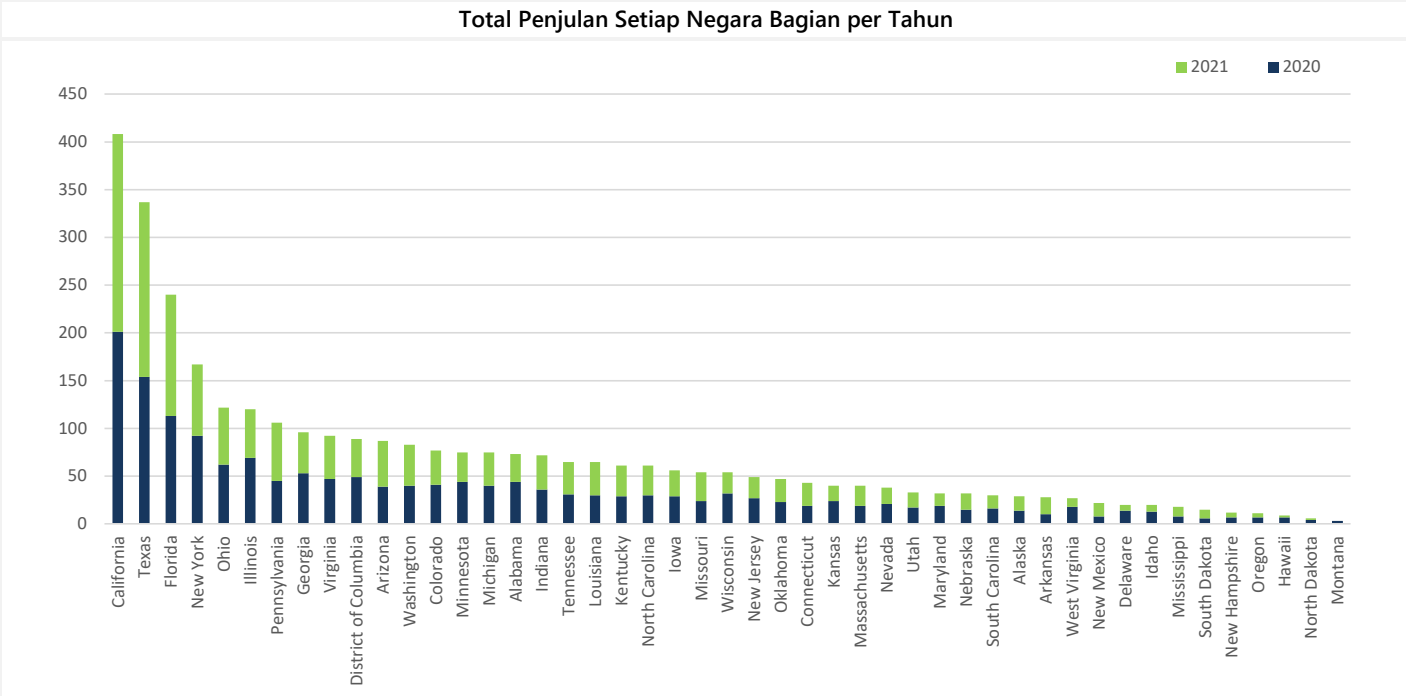
Jumlah Negara	Jumlah Transaksi	Total Produk Terjual	Total ID Pengguna	Total Pendapatan
47	3.339	11.654	1.671	\$ 2.596.291,05



Kategori Barang	Jumlah
eBooks	3123
Training Videos	2081
Blueprints	1618
Drone Kits	1515
Drones	1227
Robots	1053
Robot Kits	1037



Daftar Negara					
Alabama	Alaska	Arizona	Arkansas	California	Colorado
Connect...	Delaware	District ...	Florida	Georgia	Hawaii
Idaho	Illinois	Indiana	Iowa	Kansas	Kentucky
Louisiana	Maryland	Massach...	Michigan	Minnes...	Mississi...



- Suggestion to improve sales :
1. Maximizing customer email information as a method to keep in touch with the customers
 2. Segmenting customers into several segments based on total purchases over a certain time span and providing attractive offers for each customer segment
 3. Maximizing cross-selling and upselling. Cross-selling is used to recommend other items when a customer buys an item
 4. Opening new branches to reach more areas or marketing products through e-commerce to reach areas where it is no longer possible to open branches and to reduce operational costs.
 5. Analyze the reasons behind the absence of transactions in the State of Montana in 2021, and also other countries that experience a decrease in transactions in 2021

