Dashboard Data Penjualan Tahun 2020-2021 Jumlah Negara Jumlah Transaksi **Total Produk Terjual Total ID Pengguna Total Pendapatan** 47 3.339 1.671 2.596.291,05 11.654 Total Penjualan di Tahun 2020-2021 Katagori Barang Jumlah 3123 180 100000 **Training Videos** 2081 Blueprints 1618 80000 **Drone Kits** 1515 1227 **Drones** 60000 Robots 1053 **Robot Kits** 40000 Frekuensi Katagori Barang Terjual 20000 **Robot Kits** 9% 27% 10% ---Jumlah Pendapatan (\$) Jumlah Transaksi Training Drone Kits Jumlah Produk Terjual Tahun 2020-2021 Videos 13% 18% Blueprints Al for Educators Polar Robots BYOR-1000 Jumlah Transaksi Per Hari BYOD-200 BYOD-220 630 Drone Video Techniques 503 540 479 458 463 464 451 Robotic Essentials 450 MICR-23K Robot MICR-564K Drone 360 RTF Drones 270 RQTE-554 Robot 180 **Understanding 3D Printing** Hexacopter Drone Blueprint 90 BYOR-4005 Panda Robot Blueprint Sunday Monday Tuesday Wednesday Thursday Friday Saturday SCARA Robots Helicopter Drones DTE-QFN20 Drone **Daftar Negara** DC-304 Drone Fixed Wing Drones Alabama Alaska Arizona Arkansas California Colorado BYOR-1500 Connect... Delaware District ... Florida Georgia Hawaii BYOD-400 Cat Robot Blueprint Idaho Illinois Indiana Iowa Kansas Kentucky 0 160 320 240 Louisiana Maryland Michigan Mississi.. Total Penjulan Setiap Negara Bagian per Tahun **2**020 2021 400 350 300 250 200 150 100 50

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