



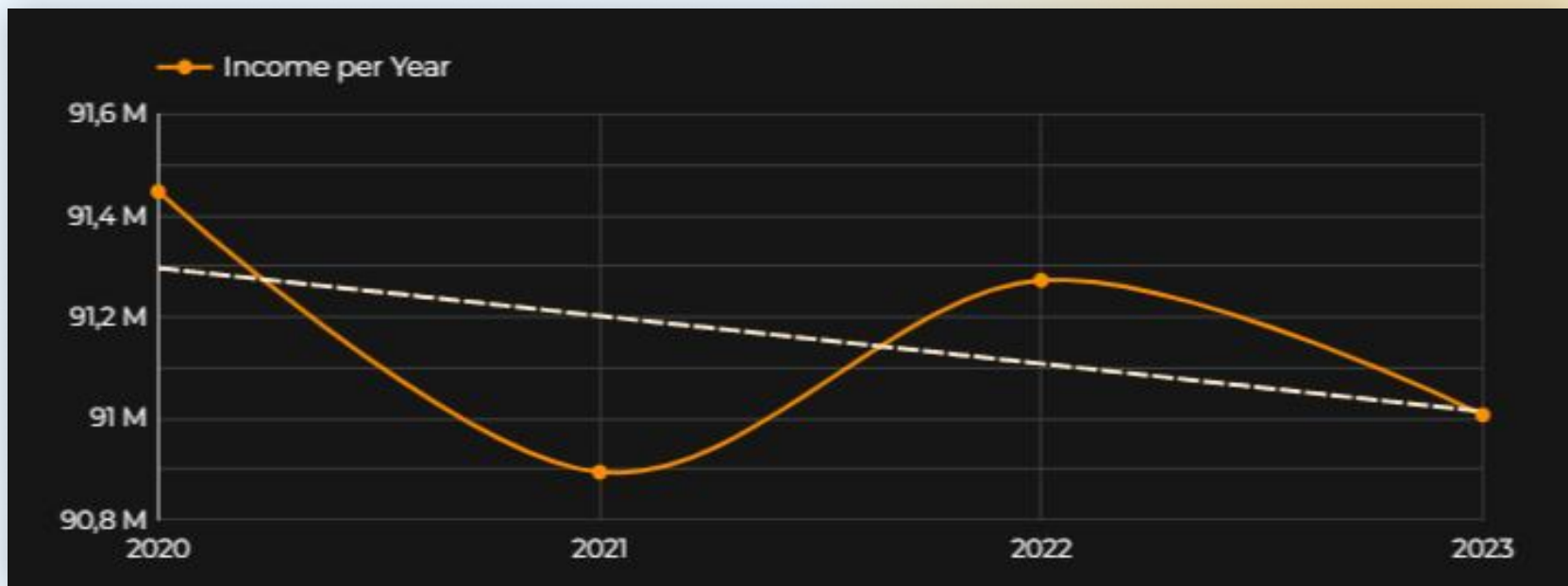
# Kimia Farma's Performance: Fluctuations, Peaks, And Gaps



Kimia Farma is the first state-owned **pharmaceutical company** in Indonesia, established in 1817. The company is engaged in the production, distribution, and sale of pharmaceuticals and other health products. **Kimia Farma** also **provides integrated healthcare services**, including pharmacies, health clinics, and clinical laboratories.

transaction_id	date	branch_id	branch_name	kota	provinsi
TRX6917505	2022-12-26	37602	Kimia Farma - Apotek	Garut	Jawa Barat
TRX4949710	2023-04-02	65948	Kimia Farma - Apotek	Tarakan	Kalimantan Utara
TRX2165480	2022-10-01	79972	Kimia Farma - Apotek	Mataram	Nusa Tenggara Barat
TRX9876181	2023-07-08	47344	Kimia Farma - Apotek	Tanjungpinang	Kepulauan Riau
TRX7734603	2021-10-28	31935	Kimia Farma - Apotek	Tangerang	Banten
TRX5046417	2022-03-22	42820	Kimia Farma - Apotek	Mataram	Nusa Tenggara Barat
TRX2246416	2020-09-15	49520	Kimia Farma - Apotek	Subang	Jawa Barat
TRX2165480	2022-10-01	79972	Kimia Farma - Apotek	Mataram	Nusa Tenggara Barat
TRX5777638	2021-02-20	11400	Kimia Farma - Apotek	Ambon	Maluku
TRX9380202	2020-11-26	98676	Kimia Farma - Apotek	Malang	Jawa Timur
TRX2616052	2022-05-22	31604	Kimia Farma - Apotek	Pontianak	Kalimantan Barat
TRX9996563	2021-06-01	43007	Kimia Farma - Apotek	Ciamis	Jawa Barat

This project aims to analyze **Kimia Farma's sales and transaction** performance in various provinces in **Indonesia during the period 2020 to 2023**. The dataset processed in BigQuery and visualized with Looker Studio, includes total transactions, net revenue, and net profit for each branch.



Based on the data obtained, **every year** Kimia Farma has **fluctuating revenues with a downward trend line**. In this case, the **highest revenue** was obtained in **2020** and the **lowest revenue** in **2021**. Although revenue had an increase in 2022, it fell back in 2023.

The objective is to identify key trends, patterns, and anomalies in Kimia Farma's financial performance. Key questions include:

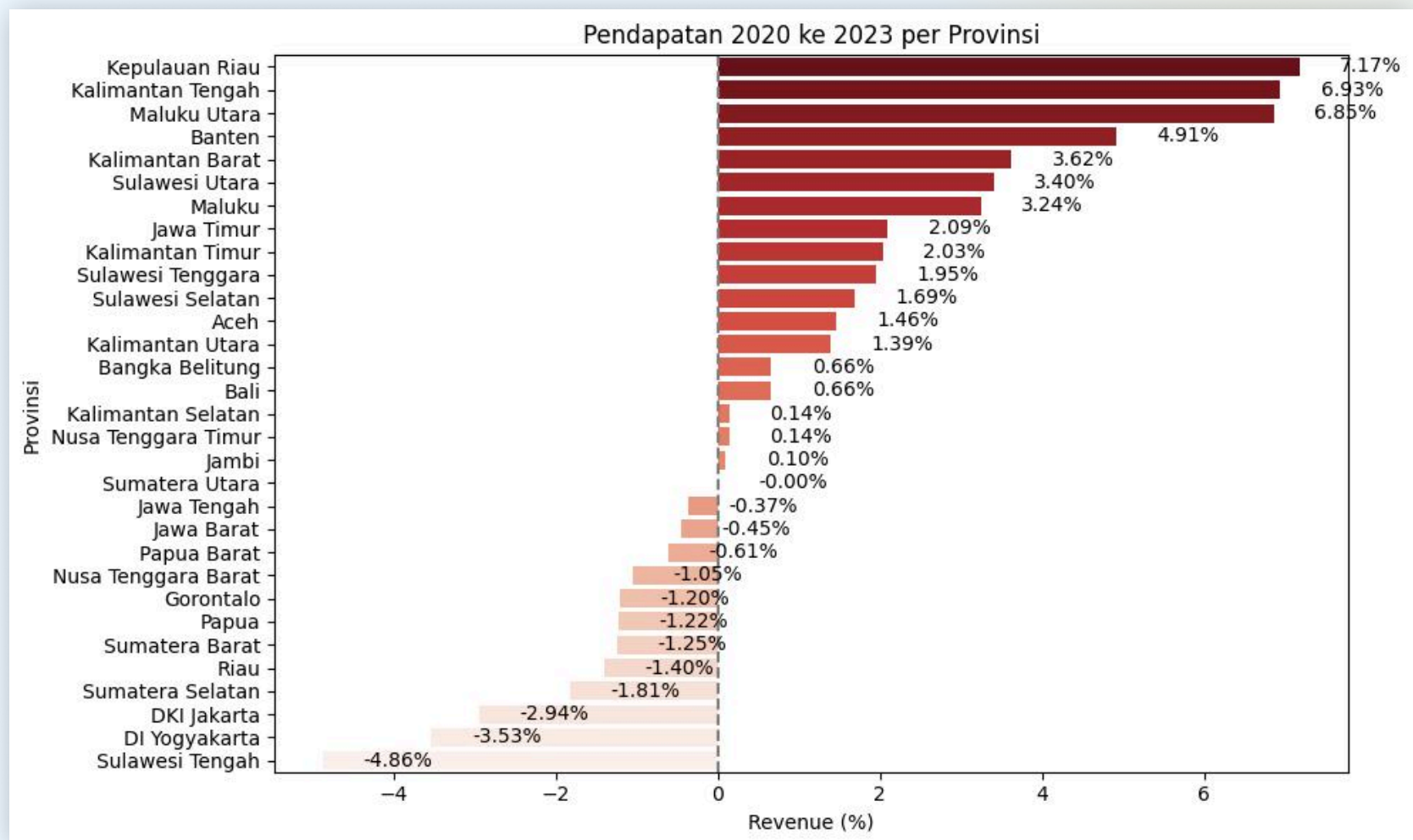
- What **caused** the **revenue peak in 2020**?
- Which **regions** contributed **most/least** to revenue growth?
- **How should** Kimia Farma adjust regional **strategies** going forward?



- **Revenue peaked in 2020 (Rp 91.4B)**, likely driven by heightened demand for pharmaceutical products during the early **COVID-19 pandemic**.
- In 2021, **revenue dropped sharply**—indicating potential overstock, price drops, or policy changes.
- Java, especially **West Java**, contributed the **largest revenue** share—potentially due to population density and infrastructure.
- Branch **rating scores show weak correlation** to transaction volume, suggesting inconsistencies in customer satisfaction metrics or service quality.



Although **2020** marked a **revenue peak**, the **subsequent decline in 2021** and 2023 suggests post-pandemic saturation or operational inefficiencies. Without additional operational or market data, the exact causes remain speculative, but the timing aligns with pandemic response cycles and changing consumer behavior.



As can be seen in the visualization results above, **the province with the lowest income decline is Center Sulawesi (-4.86%)** followed by DI Yogyakarta, DKI Jakarta, South Sumatera, and Riau. The results of this analysis can help the company to **focus on increasing sales in the area**. Especially in regions with **revenue decline but high population** (e.g., DKI Jakarta), prioritize **marketing and service** quality improvement.