

Virtual Internship Revolu x Astro

KPI DASHBOARD

Division 2
Team 6

Executive Summary

Objective

Create KPI management dashboard for C-Level, Mid-Level and Operational



Problem Statement

Experts need our help to create a KPI dashboard that Managers, VPs, and everyone in the company can use to evaluate the business performance.

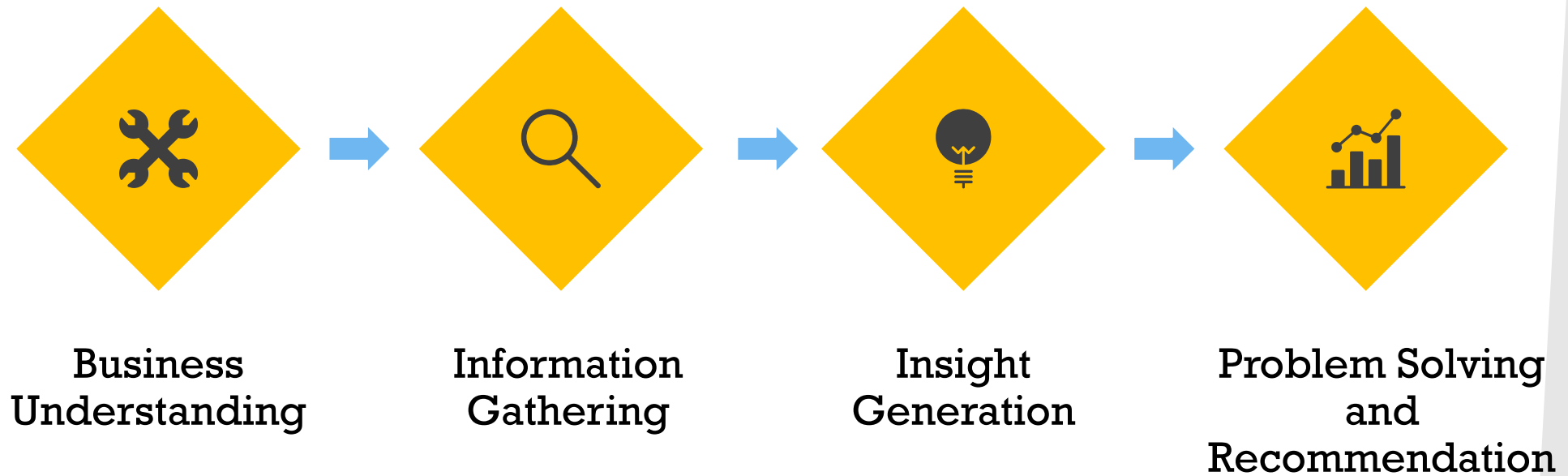


Conclusion

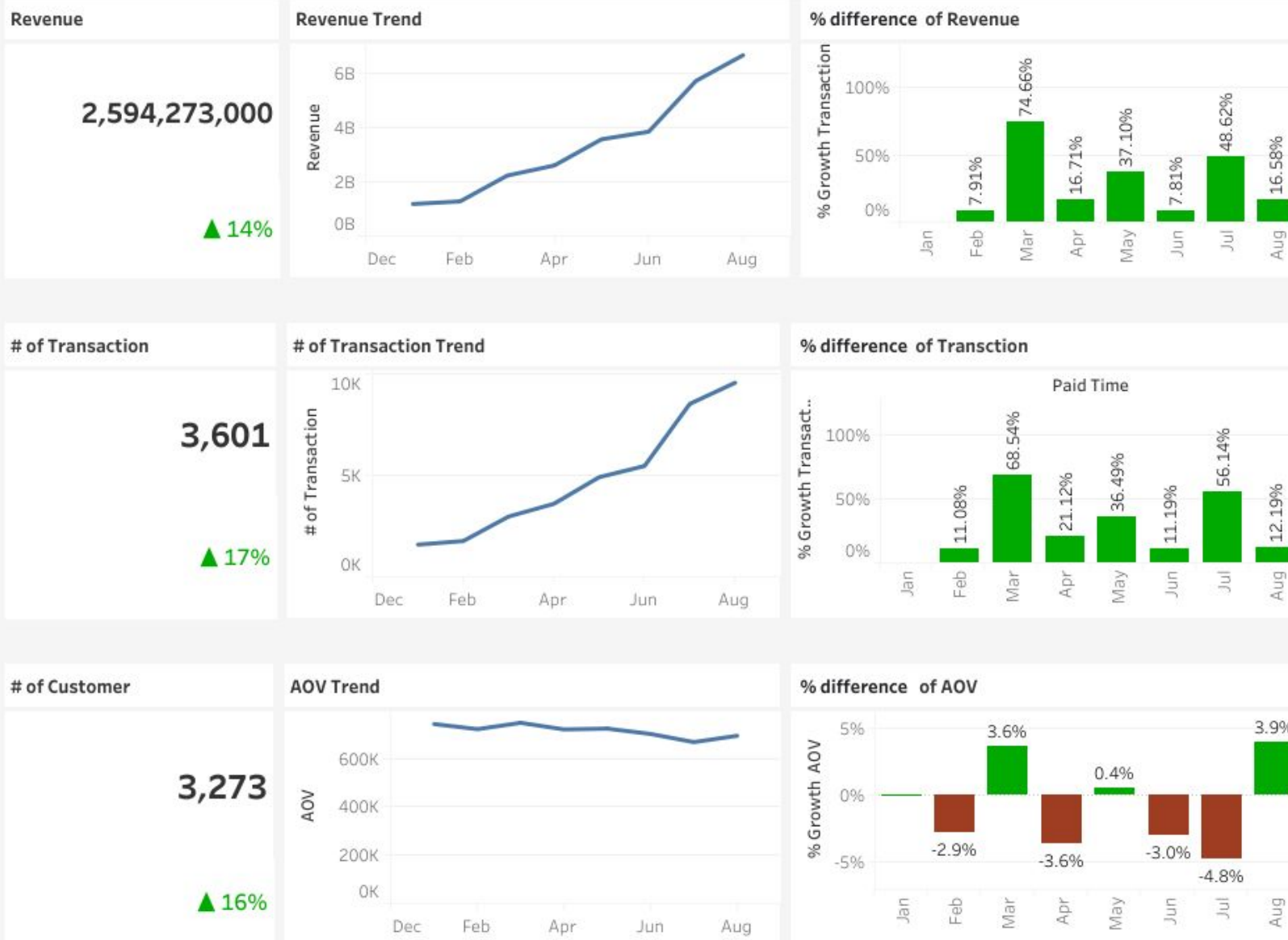
Difference metrics used for c level, mid level and operational level to evaluate business performance. From those metrics, we could generate insight and recommendations for business problems



Methodology

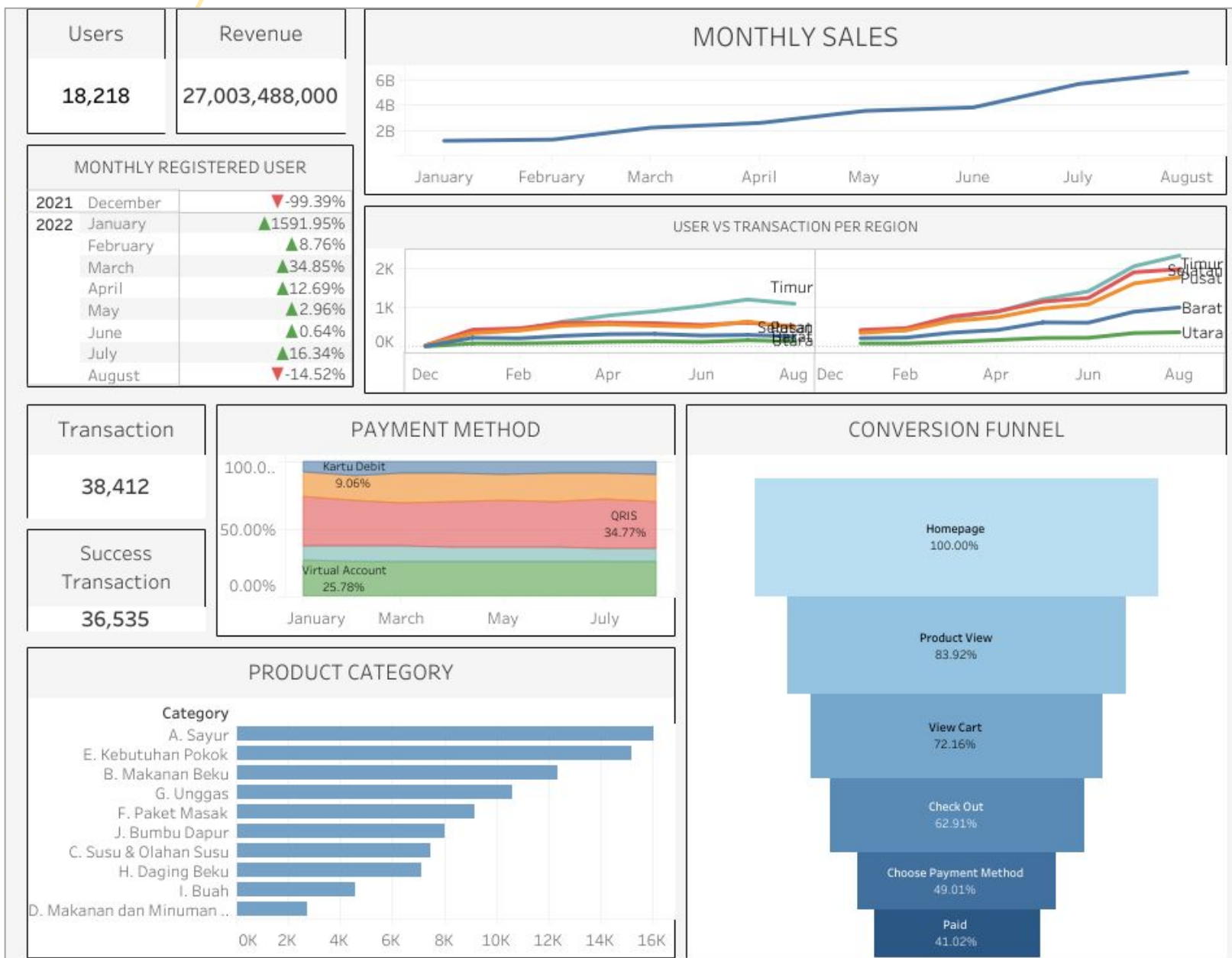


Top Level Management Dashboard



- Compound monthly **revenue** growth rate **increase 27%** from **January to August 2022**.
- Compound monthly **transaction** growth rate **increase 14%** from **January to August 2022**.

Middle Level Management Dashboard



- **QRIS and virtual account** are the 2 top payment method.
- Only **40% of total users** who go through all sessions until they **made a transaction**.
- **Vegetable** is the top selling product category and **8 times more popular** compared to snack which the least favorite product category.
- New **registered user** decreasing **14% in August**.
- From 38,412 transactions, **10% failed** to make payment

Operational Level Management Dashboard

Total Revenue

27.003.488.000

▲16,6%

Total Transaction

106.747

▲35,5%

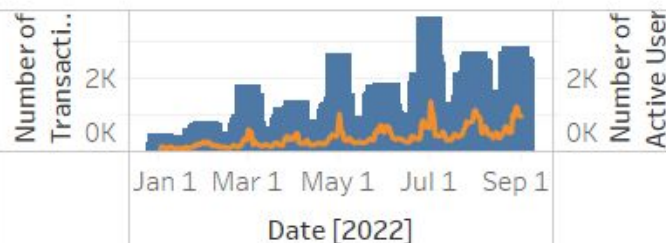
Revenue & Transaction Graph



Active User

18.218

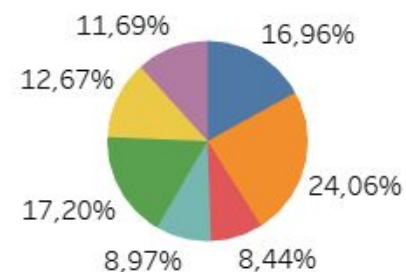
Number of Active User VS. Number of Transaction Graph



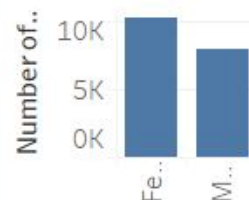
Average Transaction Per User

6

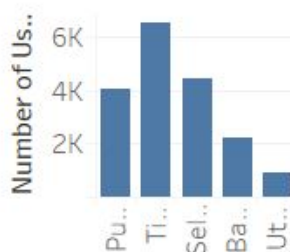
Session Medium



Number of User per Gender



New User per Area



Number of Registered User



- **Number of transactions** are always **50% higher** than the number of user.
- **More than 20%** of users opened the homepage from **Facebook**.
- **More than 50%** of users are **female**.

Insight

- ❖ Our application are growing **but not followed by the growth of user**
- ❖ **Less than half of total user** who stay loyal using the application
- ❖ User more likely to buy **vegetable or other raw food product** than instant food
- ❖ The profile of users are **mostly female** and prefer to **use mobile payment method**
- ❖ There are **no significant differences** between the session mediums, but Facebook is engaging

Recommendation

To attract new user:

- Create **referral reward**
- **Boost ads** on Engaging session medium like **facebook** instead of the less engaging session medium like google and google search

To maintain active user:

- Create **loyalty rewards**
- Create **affiliate program**

To increase revenue:

- Create **weekly** product category **promotion**
- Create **discount**, **cashback**, **BOGO**, and **partnership** payment method with **bank/e-wallet promotion**

Appendix

- [Top Level Management Dashboard](#)
- [Mid Level Management Dashboard](#)
- [Operational Level Management Dashboard](#)
- [DA Process Documentation](#)



THANK
YOU

If you have any question, feel free to contact our team



 [Bintang](#)



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