



Performance Analytics

Kimia Farma 2020-2023

Insight Visualization: Sales · Profit · Customer Rating · Branch Performance

Year

Provi...

City

Prod...

Bran...

Branch ID

Total Sales

Total Profit

Total Trans

Rata-Rata T...

Total Branc...

Average Ra...

347.0B

98.5B

672.5K

516.3K

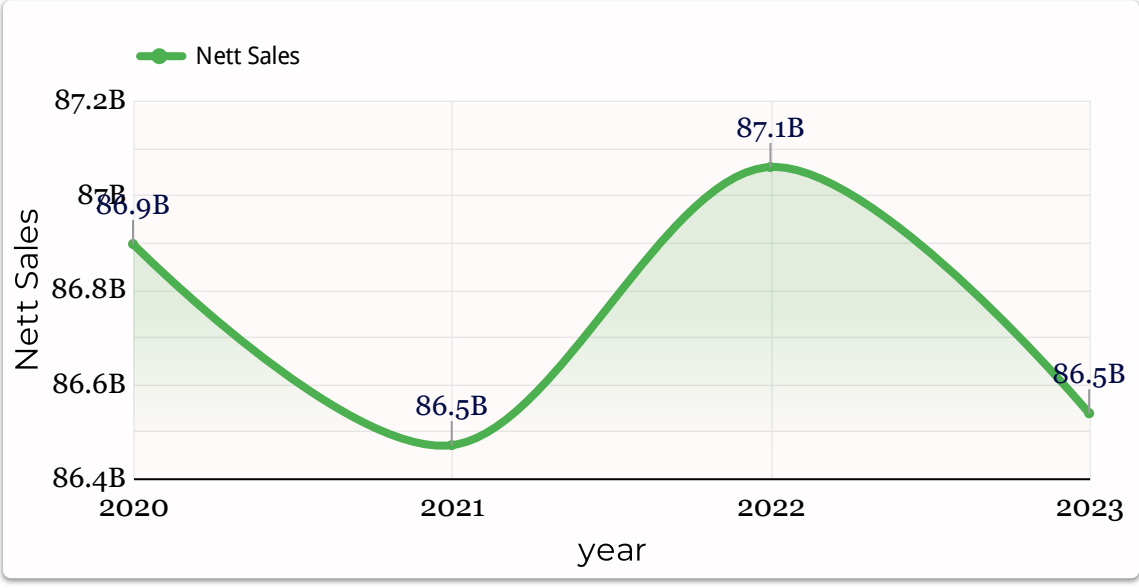
1.7K

4.0

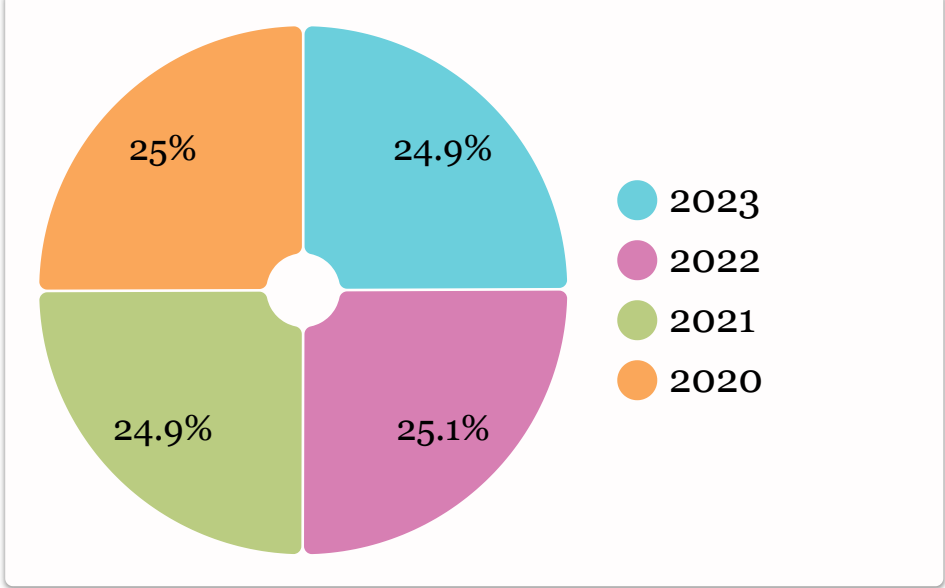
Snapshot of Branch Transactions

	Date	Branch Name	Provinsi	Product Name	Nett Sa...	Nett Profit	Trans Rate
1.	Dec 30, 2023	Kimia Farma - Apotek	Jawa Barat	Other analgesics and antipyretics, Pyr...	5.6M	1.7M	4.2
2.	Dec 30, 2023	Kimia Farma - Apotek	Jawa Barat	Antihistamines for systemic use	5.6M	1.7M	3.9
3.	Dec 30, 2023	Kimia Farma - Klinik-Apote...	Jawa Barat	Psycholeptics drugs, Anxiolytic drugs	5.4M	1.6M	4.0
4.	Dec 30, 2023	Kimia Farma - Apotek	Jawa Barat	Psycholeptics drugs, Anxiolytic drugs	5.1M	1.5M	3.8
5.	Dec 30, 2023	Kimia Farma - Klinik-Apote...	Jawa Barat	Other analgesics and antipyretics, Sali...	5M	1.4M	4.2
6.	Dec 30, 2023	Kimia Farma - Apotek	Jawa Barat	Anti-inflammatory and antirheumatic ...	4.6M	1.4M	4.3
7.	Dec 30, 2023	Kimia Farma - Klinik & Apot...	Jawa Barat	Psycholeptics drugs, Hypnotics and se...	4.2M	1.1M	3.7
8.	Dec 30, 2023	Kimia Farma - Klinik-Apote...	Jawa Barat	Psycholeptics drugs, Hypnotics and se...	3.6M	955.5K	4.1
9.	Dec 30, 2023	Kimia Farma - Klinik & Apot...	Jawa Barat	Drugs for obstructive airway diseases	3.5M	991K	3.9
10.	Dec 30, 2023	Kimia Farma - Klinik-Apote...	Jawa Barat	Other analgesics and antipvretics, Pyr...	3.5M	1M	4.3

YoY SALES GROWTH



Net Revenue by Year (2020-2023)



“West Java Province contributed 42% of total transactions with an average rating of 4.3 — the highest in 2023.”

Top 10 Net Sales by Province Branches

	Provinsi	Branch Name	Revenue Total
1.	Maluku	Kimia Farma - Klinik-Aptek-Laboratorium	238.8M
2.	Jawa Tengah	Kimia Farma - Klinik & Apotek	237.8M
3.	Sumatera Utara	Kimia Farma - Klinik & Apotek	236.2M
4.	Nusa Tenggara Barat	Kimia Farma - Apotek	236.2M
5.	Sumatera Utara	Kimia Farma - Klinik-Aptek-Laboratorium	235.4M
6.	Kalimantan Timur	Kimia Farma - Klinik & Apotek	234.7M
7.	Jawa Tengah	Kimia Farma - Apotek	233.9M
8.	Sulawesi Utara	Kimia Farma - Klinik-Aptek-Laboratorium	232.2M
9.	Sulawesi Utara	Kimia Farma - Apotek	230.8M
10.	Jawa Barat	Kimia Farma - Apotek	228.9M

Top 10 Provinces by Total Branch Transactions

	Provinsi	Branch Name	Total Trans
1.	Sumatera Utara	Kimia Farma - Klinik-Aptek-Laboratorium	453
2.	Sumatera Utara	Kimia Farma - Klinik & Apotek	446
3.	Jawa Tengah	Kimia Farma - Klinik & Apotek	445
4.	Sulawesi Utara	Kimia Farma - Apotek	445
5.	Nusa Tenggara Barat	Kimia Farma - Apotek	435
6.	Kalimantan Timur	Kimia Farma - Klinik & Apotek	434
7.	Maluku	Kimia Farma - Klinik-Aptek-Laboratorium	433
8.	Sulawesi Utara	Kimia Farma - Klinik-Aptek-Laboratorium	429
9.	Jawa Tengah	Kimia Farma - Apotek	419
10.	Jawa Barat	Kimia Farma - Apotek	414

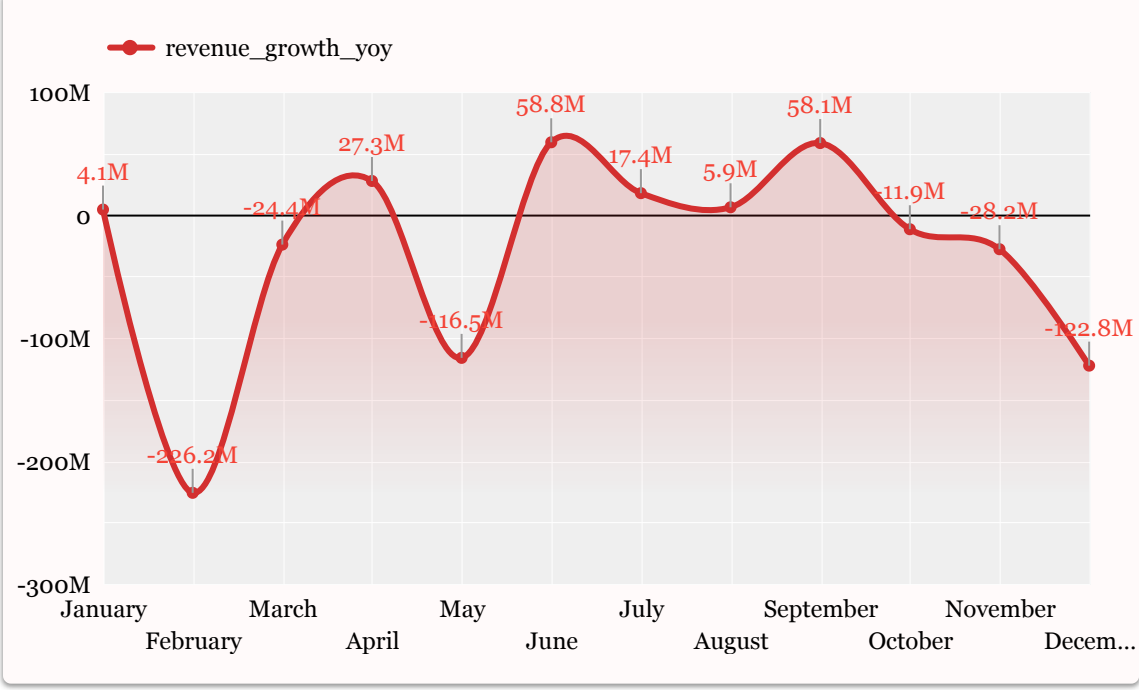
Top 5 Branches with Excellent Ratings but Low Sales Activity

	Provinsi	Branch Name	Total Transactions	Branch Rate	Transaction Rate	Rating Gap
1.	Kepulauan Riau	Kimia Farma - Klinik & Apotek	415	5.0	3.9	1.1
2.	Kalimantan Utara	Kimia Farma - Klinik & Apotek	408	5.0	3.9	1.1
3.	Bangka Belitung	Kimia Farma - Klinik & Apotek	369	5.0	3.9	1.1
4.	Bali	Kimia Farma - Klinik-Aptek-Laboratorium	398	5.0	4	1.0
5.	Sulawesi Utara	Kimia Farma - Apotek	354	5.0	3.9	1.1

Total Profit Distribution per Province in Indonesia



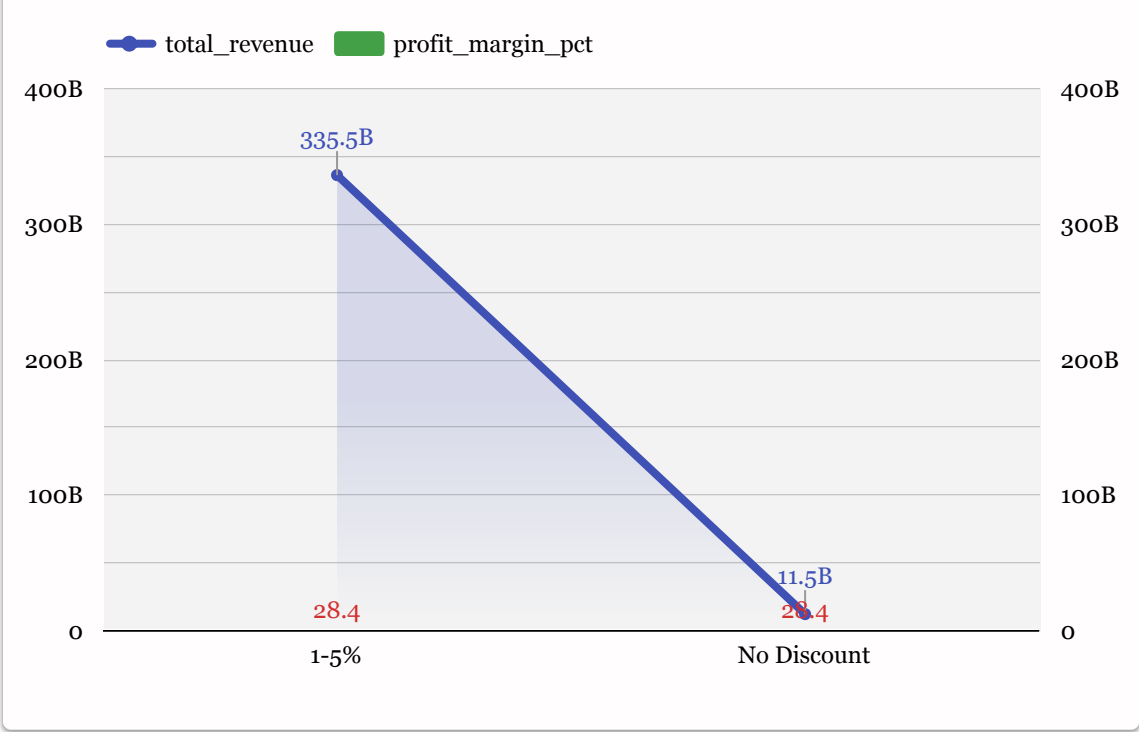
Revenue Growth YoY Over Time



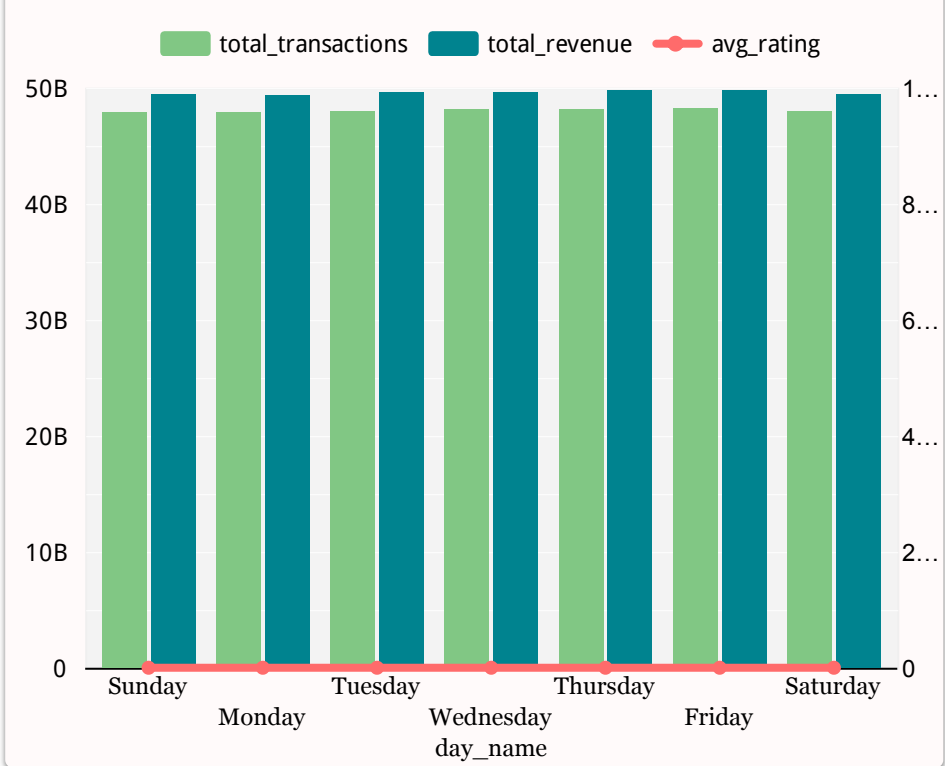
Top 10 VIP Customers by Total Transactions

	Cust Name	Cust Segmen	Loyalty Status	Total Trans
1.	Michael Smith	VIP	Loyal	316
2.	Michael Johnson	VIP	Loyal	219
3.	David Smith	VIP	Loyal	215
4.	John Smith	VIP	Loyal	198
5.	James Smith	VIP	Loyal	198
6.	Jennifer Smith	VIP	Loyal	191
7.	Michael Brown	VIP	Loyal	184
8.	Michael Jones	VIP	Loyal	183
9.	Michael Williams	VIP	Loyal	182
10.	Christopher Smith	VIP	Loyal	175

Total Revenue and Profit Margin by Discount Range



Weekly Performance Analysis



Revenue Distribution by Rating Category

