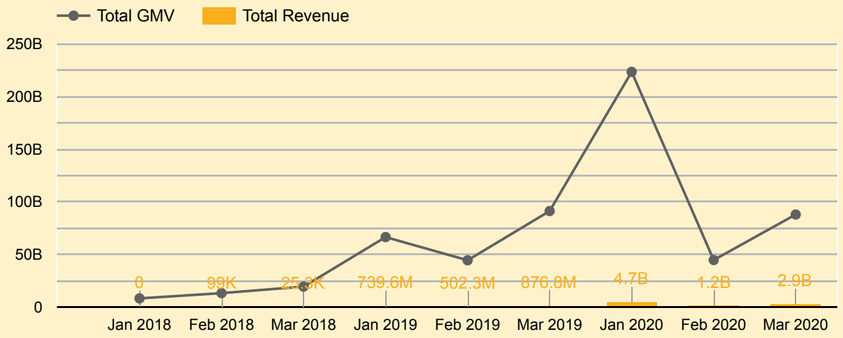
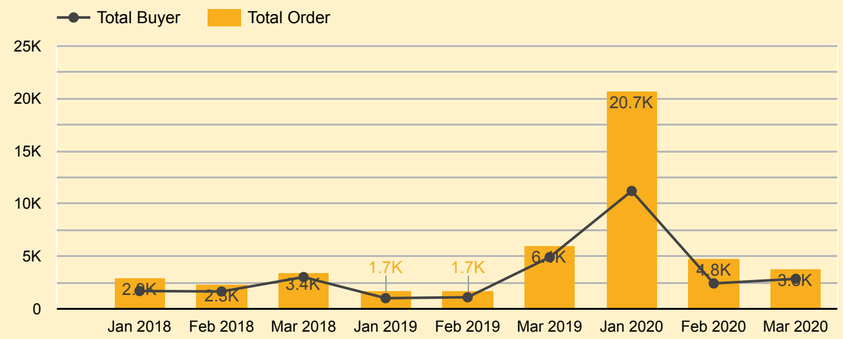
Demand Trend Analysis and Transaction Conversion Rate for Providing Better Customer Satisfaction

Total Order	Total GMV	Total Revenue	Total Unique Buyers	Total Unique Sellers
56,999	597.7B	10.9B	26.0K	1.2K

Order Trend

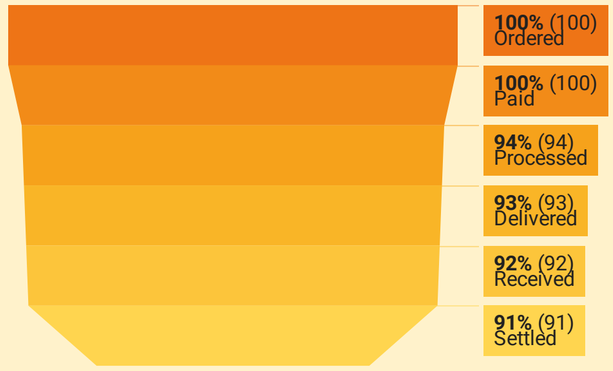




Total Orders and GMV Go Up, Revenue Definitely Go Up

It can be seen that when the number of orders and GMV increases, Revenue will also increase. Beginning of 2020 is the year when Ralali recorded the highest number in all lines. This proves that there has been a significant transformation in online shopping.

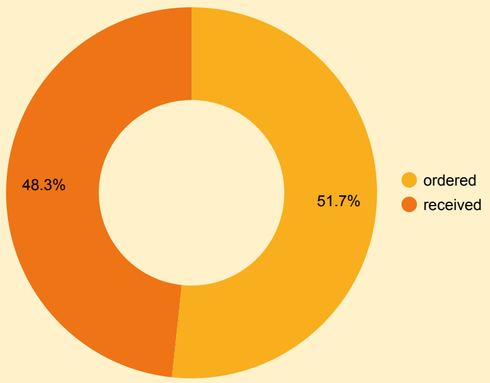
Order Funnel



Ralali's Performance Still Needs Improvement

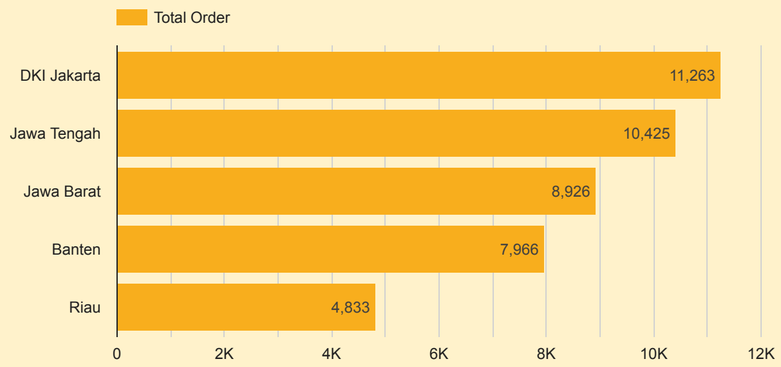
Out of 100% of order transactions that have been made and paid for by buyers, only 94% have been processed by Ralali. Then only 93% were sent, and only 92% were received. So that there are still around 9% of the total orders that have not been completed, therefore there is still a need for improvement to make it more optimal.

Order Performance



Of the several orders that have been made by buyers, there are still orders that have not been received. This means that there is still an imbalance between the two, and there are still things that need to be fixed.

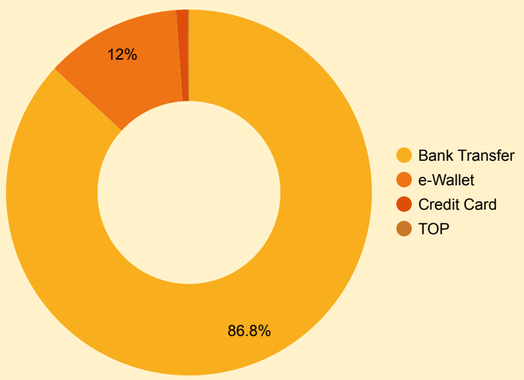
Top 5 Order by Provinces



The Biggest Province Contributed the Most Number of Orders

The province with the advanced category and can be said to have the largest population, certainly contributes the highest number of orders. It appears that DKI Jakarta Province to Riau Province recorded the largest number of orders placed.

Percentage of Payment Method Group



Large Payments by Bank Transfer

The payment method via Bank Transfer dominates several other methods, namely as much as 86.8%. Because Ralali is an application that provides convenience in wholesale purchases, of course buyers will buy goods in large quantities and with large amounts of money. Therefore the method via bank transfer is an effective choice.

Category Performance

	Category	Total Order ▾	Total GMV	Total Revenue	Total Unique Buyers	Total Unique Sellers
1.	Agriculture & Food	28,655	47,838,702,850	1,108,239,475.61	13,150	390
2.	Computer & Communication	13,460	232,271,643,053	4,674,947,540.37	6,511	218
3.	Automotive & Transportation	2,989	236,512,309,403	3,680,248,759.85	2,386	78
4.	Beauty, Sport & Fashion	2,951	6,367,520,546	49,432,906.79	2,015	297
5.	Office & Store Supplies	2,016	1,974,981,457	61,040,248.22	977	98
6.	Furnitures & Decorations	1,676	9,145,007,181	33,800,371	1,111	142
7.	Services	1,648	2,757,077,300	1,877,470	769	23
8.	Electronics	1,250	14,000,848,506	373,019,336.48	672	82
9.	Health & Medical	1,048	4,196,065,307	100,170,766.35	858	77
10.	Building Materials	888	17,072,890,891	281,824,133.35	450	20
11.	Machinery & Industrial Parts	372	25,416,347,995	513,947,693.56	221	61
12.	Horeca	46	148,294,900	2,834,571.5	39	13

1 - 12 / 12

Likes Reflect On What Is Purchased

The categories most purchased by users in Indonesia are about Agriculture and Food. This reflects that Ralali as a B2B is suitable and answers the primary needs of the Indonesian people. Then followed by the Computer and Communication category in second place, also proving that Indonesian people are now more technologically literate and need things like this. Followed by other categories that recorded other total orders as well.