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Ralali.com

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

PBL-17



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People at PBL-17 Group



Reihan Putra D.
SDAB-96



Deta Putri Kirana
SDAB-138



Wennestya W.
SDAB-360



Dicky Setiawan
SDAB-97



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Ralali.com is one of the largest business units in the Ralali ecosystem (Ralali.com, R-Connect, R-Agent) which operates as a Marketplace Platform where this platform connects users (buyers and sellers) for B2B business models in Indonesia.

Ralali Ekosistem

Ralali.com

Didirikan pada tahun 2013, Ralali.com adalah sebuah aplikasi B2B marketplace yang memberikan solusi melalui teknologi dan fitur terkini untuk membantu pemasok dan pembeli dalam mengembangkan bisnisnya. Ralali.com menghubungkan konsumen baik korporat ataupun individu dengan ribuan produk harga grosir dari ratusan pemasok terpercaya dan terkemuka.



Pelajari lebih lanjut tentang Ralali.com →

Partners



Ralali.com

Artikel Seputar Bisnis



5 Pilihan Usaha Franchise...

Anda suka minum kopi? Dan berpikiran untuk membuka warung kopi? Tenang saat ini ada solusi membuka warung kopi dengan cara...

Baca Selengkapnya →



7 Rekomendasi Bisnis...

Pizza merupakan salah satu makanan yang berasal dari Italia yang sudah mendunia. Sekarang ini, tentu saja Anda bisa dengan mudahnya...

Baca Selengkapnya →



5 Pilihan Franchise Frozen...

Bisnis makanan adalah salah satu ide bisnis terbaik saat ini, tak terkecuali bisnis frozen food. Frozen food sendiri merupakan makanan yang dibekukan...

Baca Selengkapnya →

Peluang Usaha Franchise...

Kulinier lokal yang satu ini tak pernah berhenti dibicarakan, apalagi dengan peminatnya yang semakin hari semakin bertambah. Ya, kulinier...

Baca Selengkapnya →



Ralali.com adalah Online B2B Marketplace yang memberikan kemudahan proses transaksi jual-beli melalui teknologi dan fitur yang dapat membantu Seller dan Buyer melakukan proses bisnis lebih mudah, aman, dan transparan. Ralali menghubungkan pembeli, baik korporat maupun individu, dalam menemukan ribuan produk untuk kebutuhan bisnis dan perusahaan dari ratusan supplier ternama dan terpercaya.

Temukan Kami :



Solusi Bisnis Ralali

Di Ralali, Anda akan didampingi para ahli dan profesional di bidangnya untuk menjawab segala tantangan bisnis dan usaha yang ada.

Pavilions

Tender

Direct

Agent

Plus

Ralali Pavilion

Ralali akan membantu pelaku bisnis dan usaha untuk memasarkan produk dan jasa yang ditawarkan melalui pavilion yang relevan, baik secara offline maupun online. Para pelaku bisnis dan usaha bisa mendapatkan peluang baru dengan mengikuti event gathering dan networking secara rutin yang diadakan oleh Ralali.

[Pelajari Lebih Lanjut](#)

Ralali.com

Kenali Ralali B2B Marketplace

Ralali.com adalah Online B2B Marketplace satu-satunya di Indonesia dengan cakupan wilayah distribusi bisnis ke seluruh wilayah dan pelosok Indonesia. Sebagai Online B2B Marketplace terbesar di Indonesia, Ralali.com berkomitmen untuk menciptakan transaksi B2B yang transparan dan aman dengan memanfaatkan teknologi terkini. Saat ini, Ralali.com hadir dengan fitur utamanya, yaitu vendor solution dan customer solution, untuk memberikan keamanan bisnis yang lebih mudah, simpel, efisien, dan akurat.

[Kunjungi Marketplace](#)



Project Requirement

Ralali requires several metrics and analysis which will later be used to measure transaction performance at Ralali.com. Students can provide insights and solutions for Ralali.



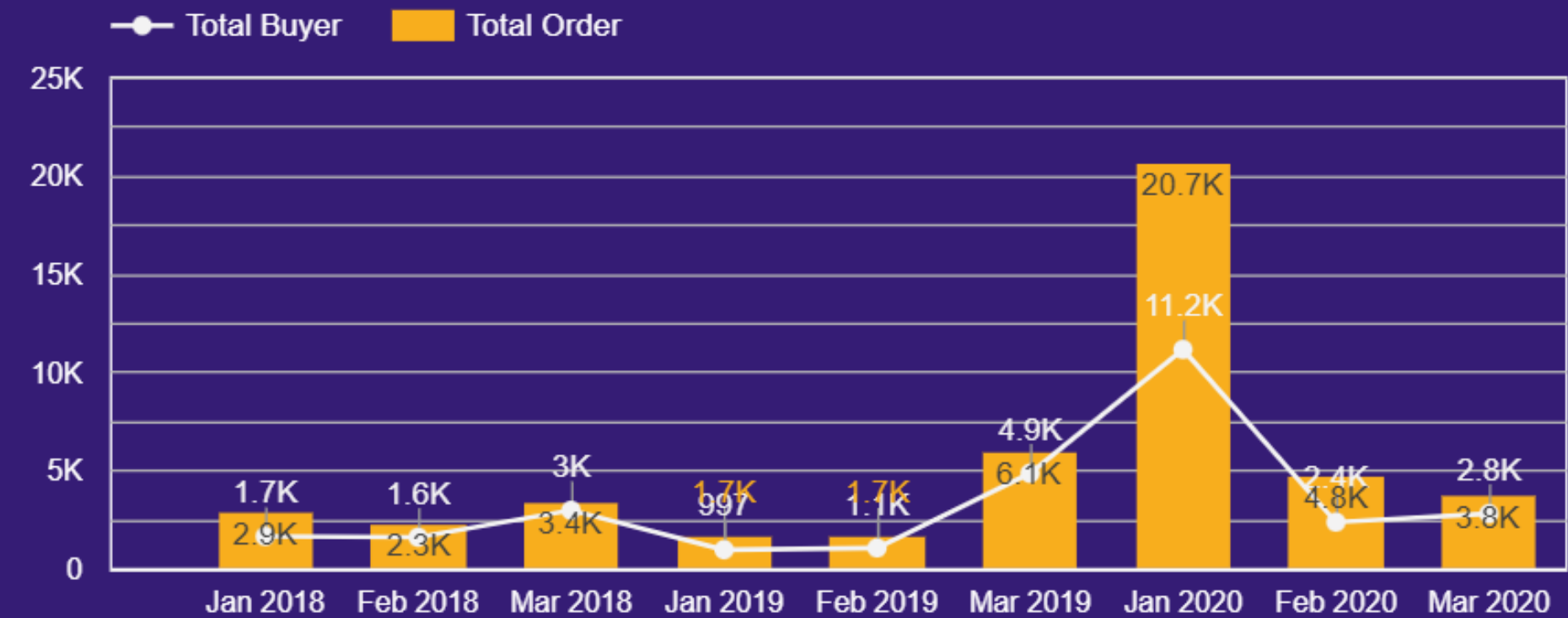
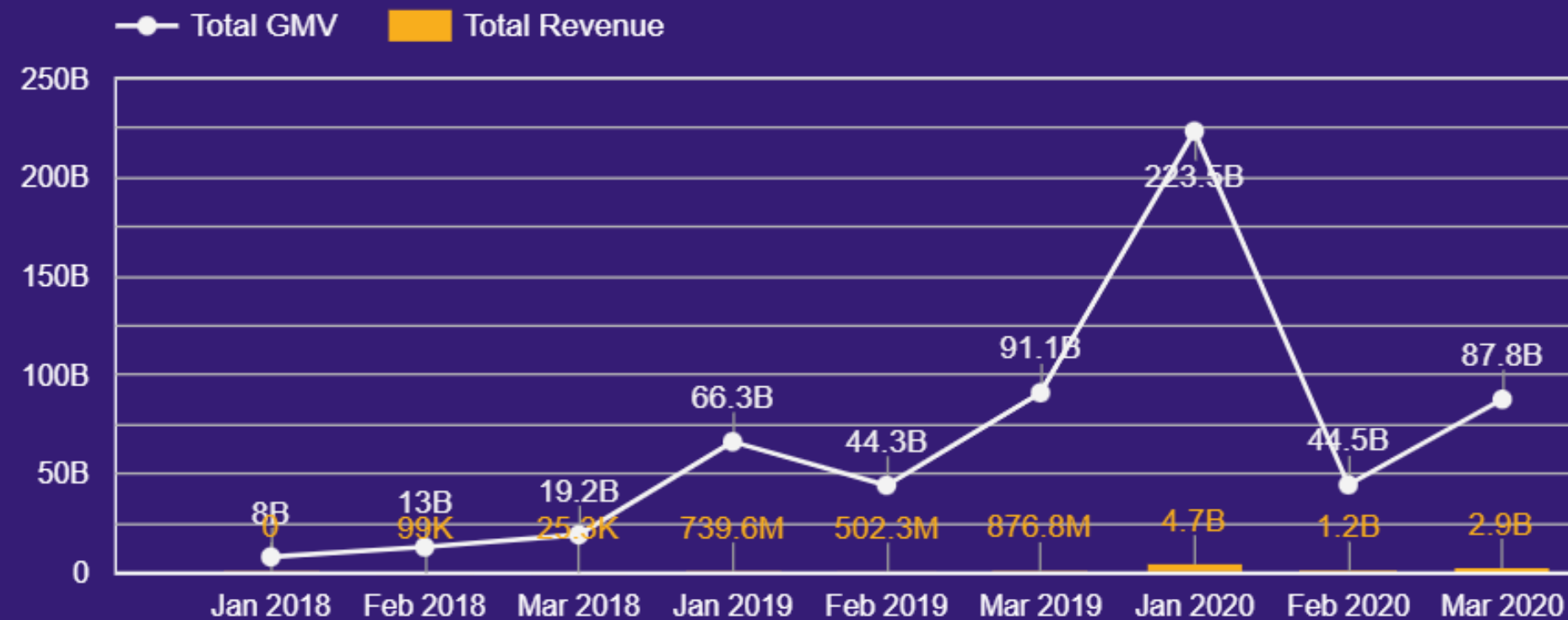
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Order Trend



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.



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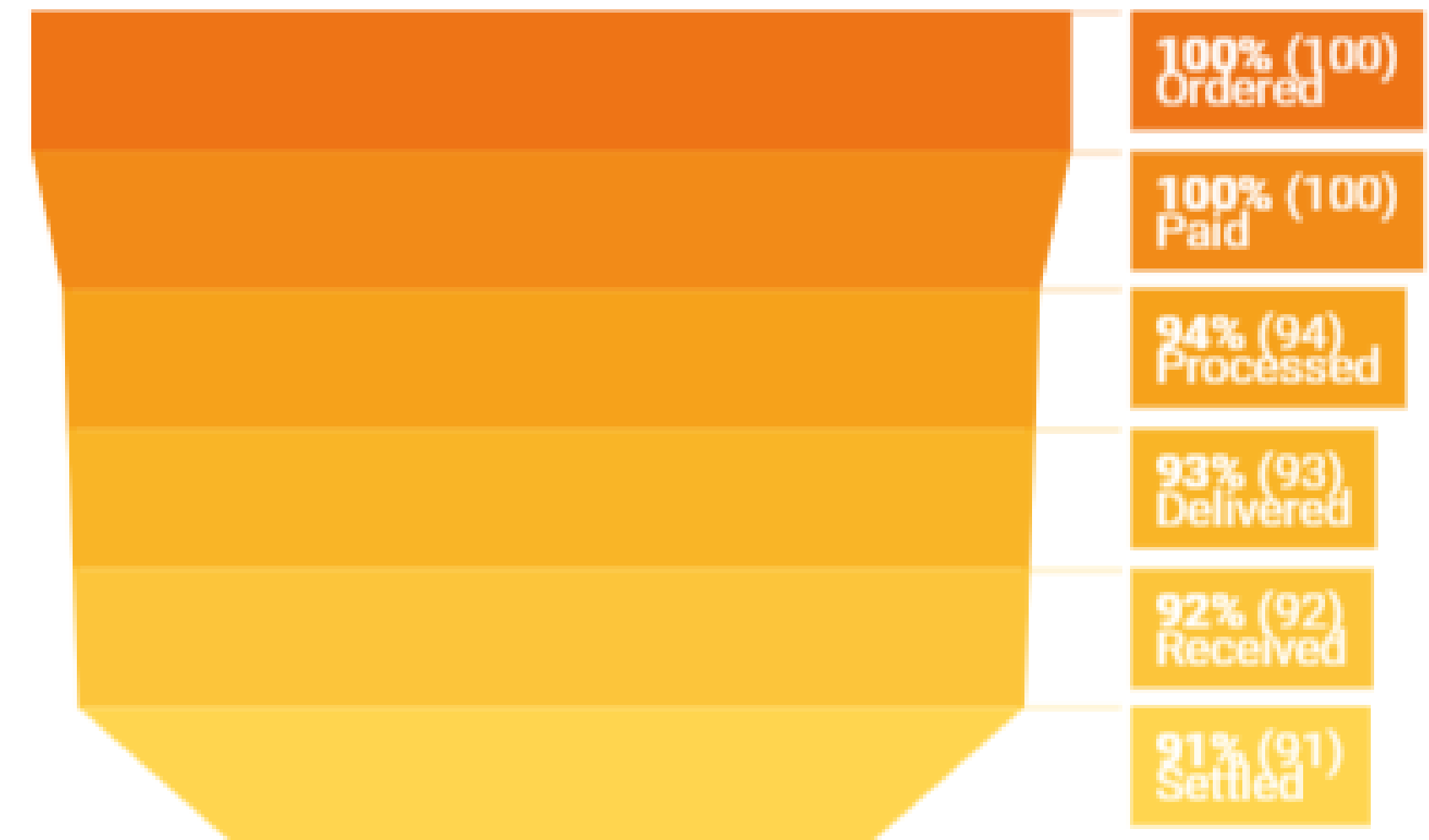
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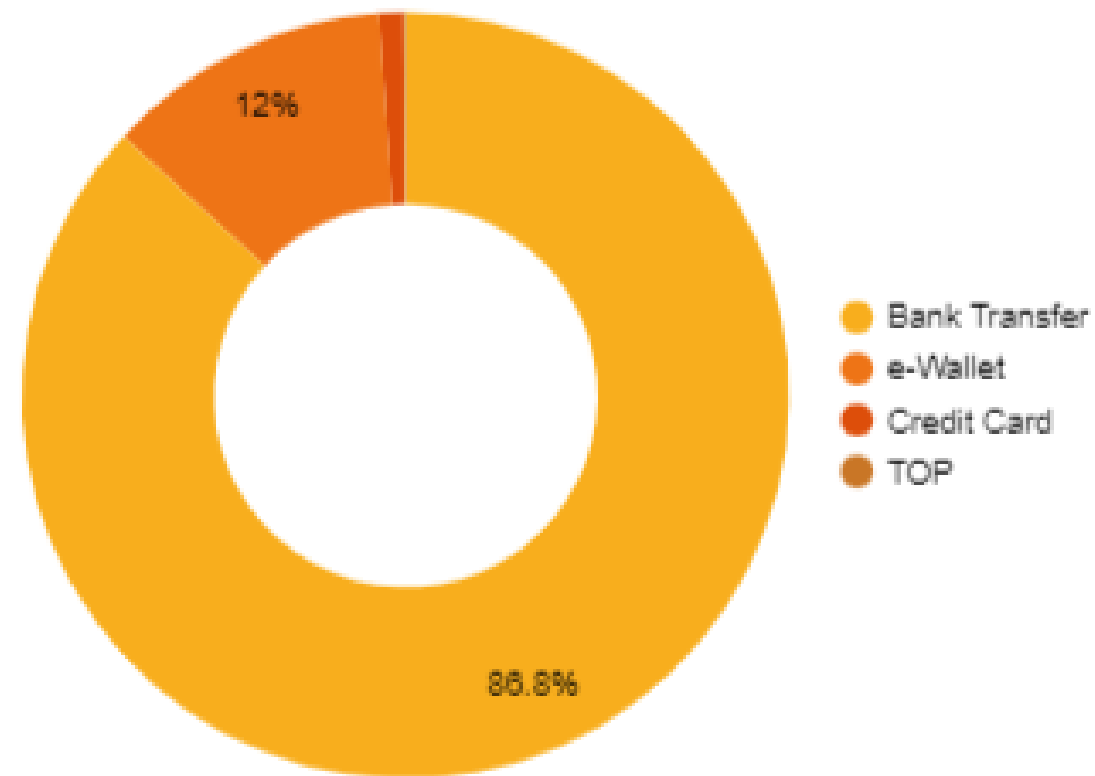
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Order Funnel

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.





Percentage of Payment Method Group

Large Payments by Bank Transfer

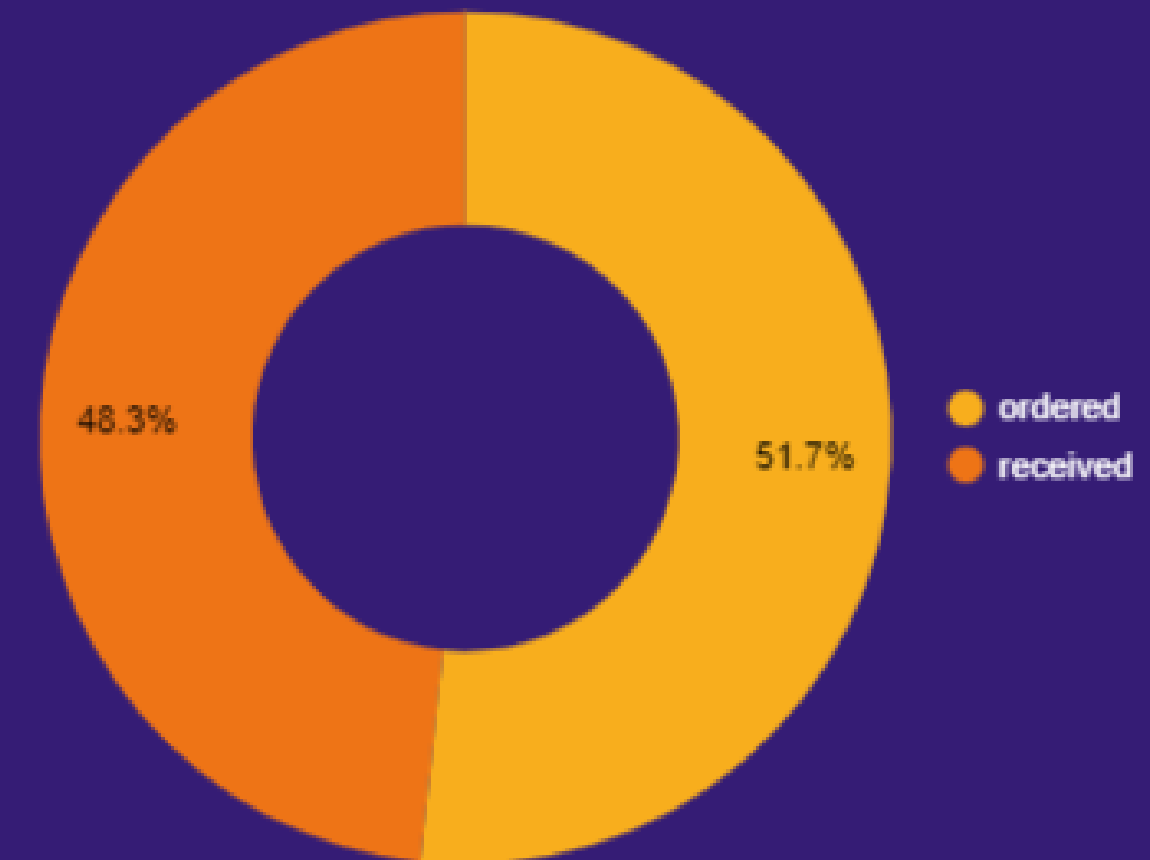
The payment method via Bank Transfer dominates several other methods, namely as much as 86.8%. Because Ralali is an application that provides convenience in wholesale purchases, of course buyers will buy goods in large quantities and with large amounts of money. Therefore the method via bank transfer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



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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.



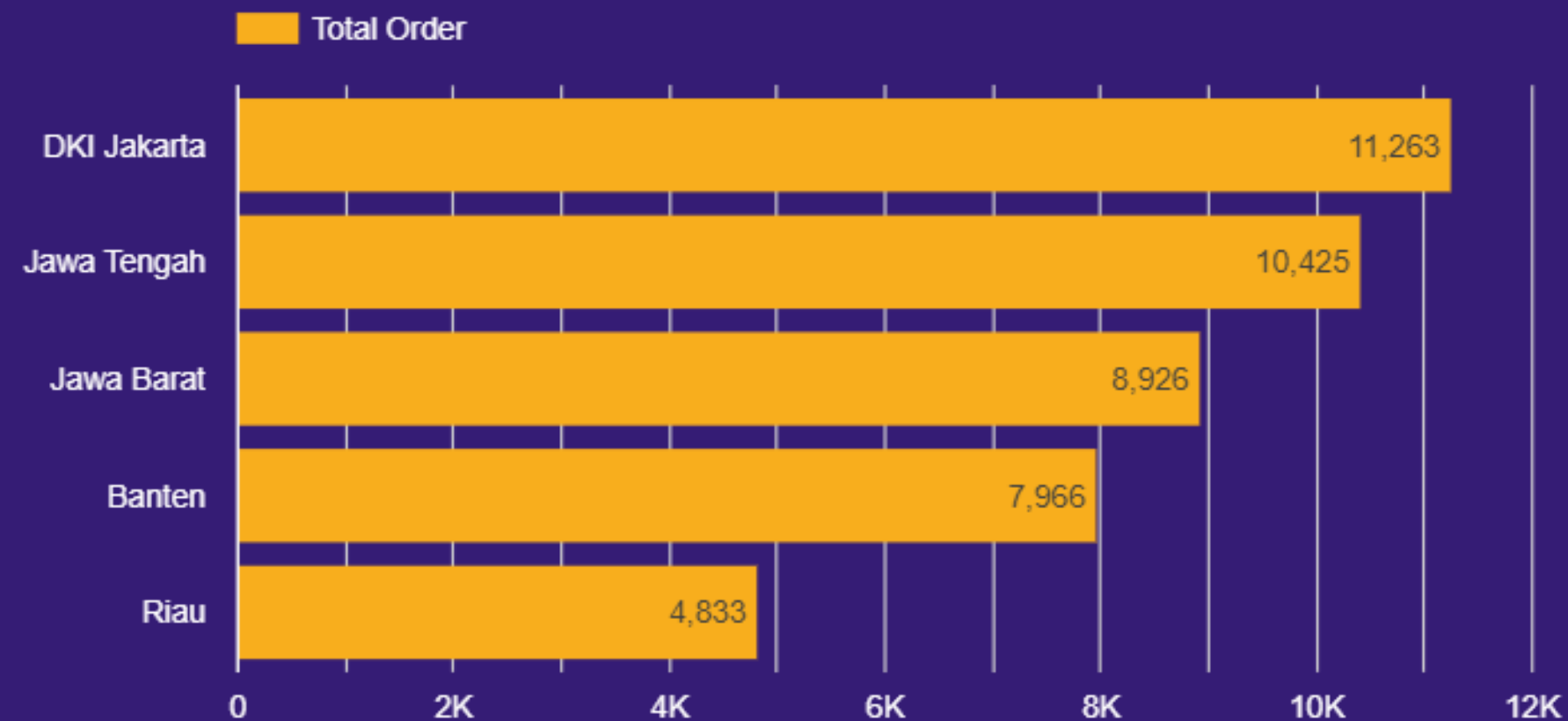
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Top 5 Order by Provinces



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.



Category Performance

	Category	Total Order ▾	Total GMV	Total Revenue	Total Unique Buyers	Total Unique Sellers
1.	Agriculture & Food	28,855	47,838,702,850	1,108,239,475.61	13,150	390
2.	Computer & Communication	13,480	232,271,843,053	4,674,947,540.37	6,511	218
3.	Automotive & Transportation	2,989	236,512,309,403	3,680,248,759.85	2,388	78
4.	Beauty, Sport & Fashion	2,951	6,387,520,546	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	789	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	513,947,693.58	221	61
12.	Horeca	46	148,294,900	2,834,571.5	39	13

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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.



Ralali.com