

January 2021 Business Analysis for Amanah Solusi

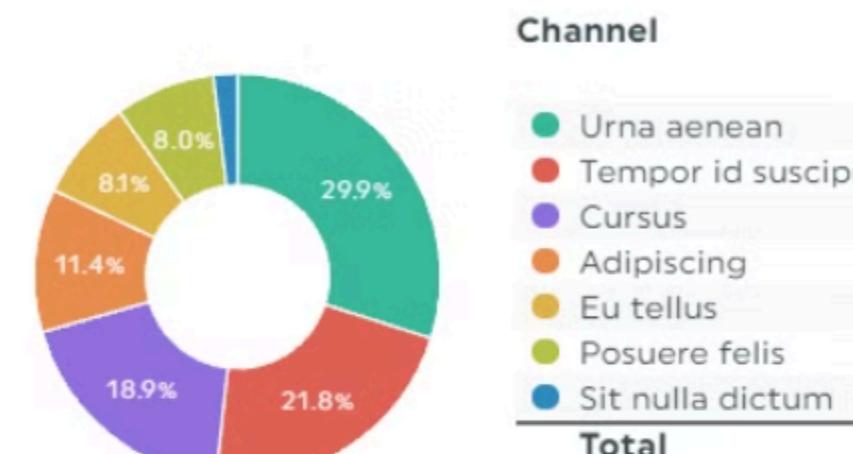
UKM

Comprehensive insights and recommendations to drive growth for Amanah Solusi UKM, a leading Indonesian small business solutions provider, based on an in-depth analysis of their January 2021 performance data.

Fathurrahman Hernanda Khasan
Weekly Assignment 7

CE

TOP CHANNELS BY SESSIONS



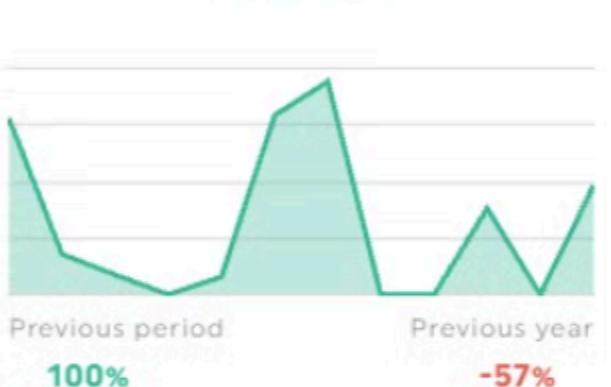
PRODUCT DETAIL VIEWS

2,311



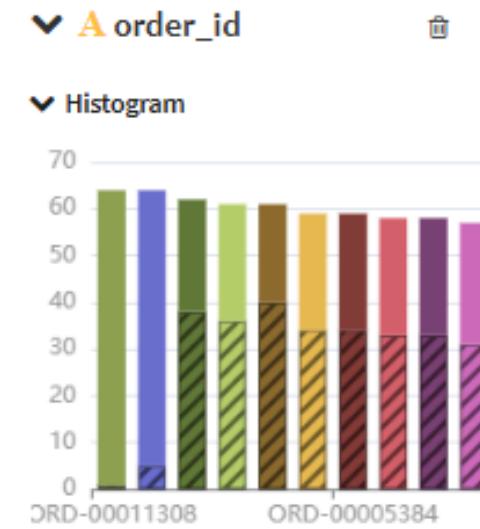
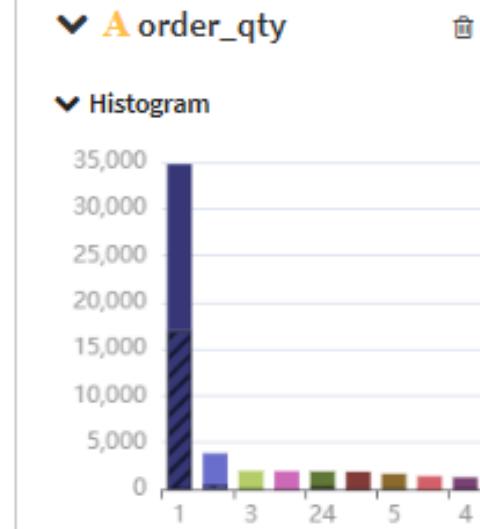
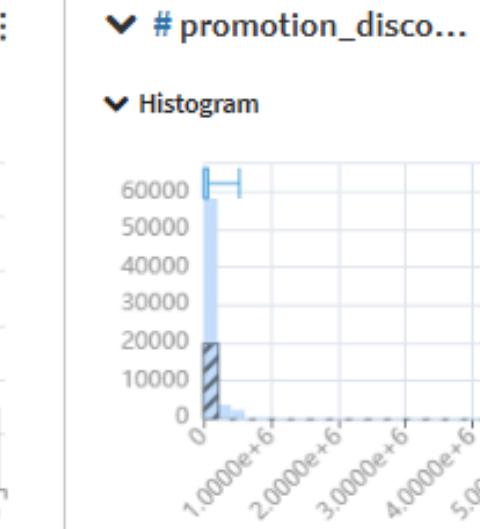
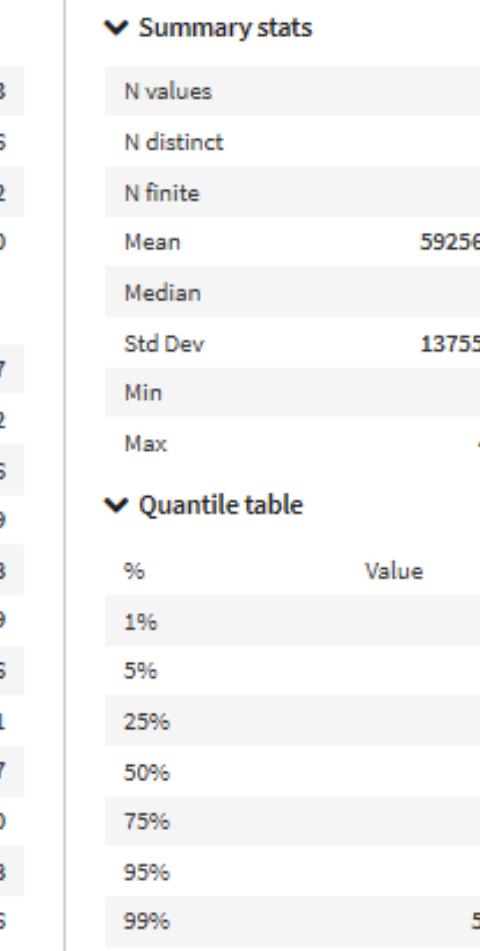
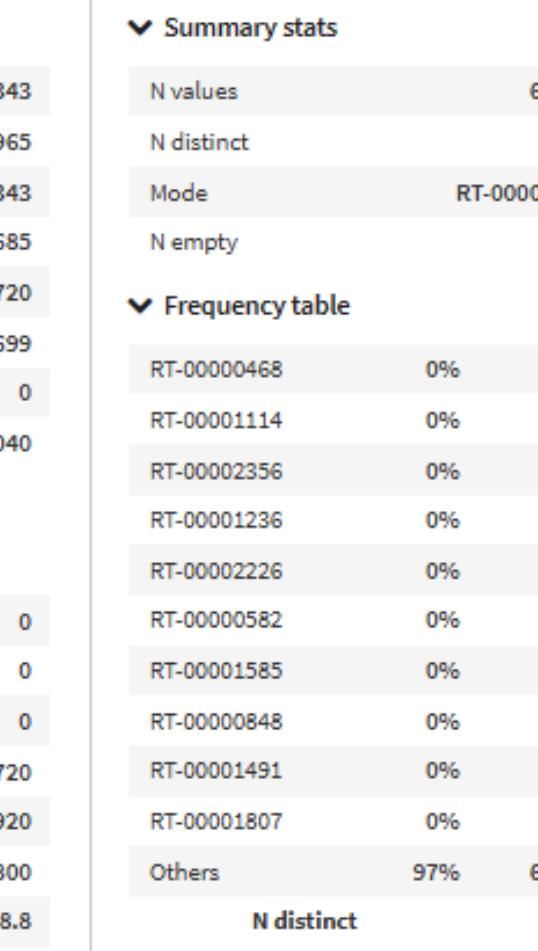
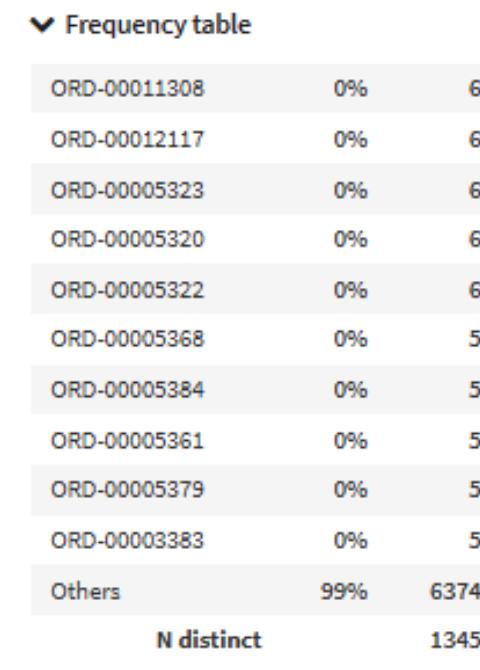
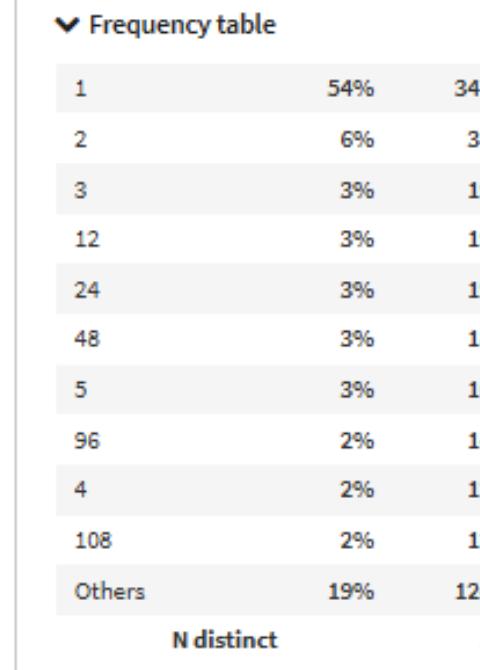
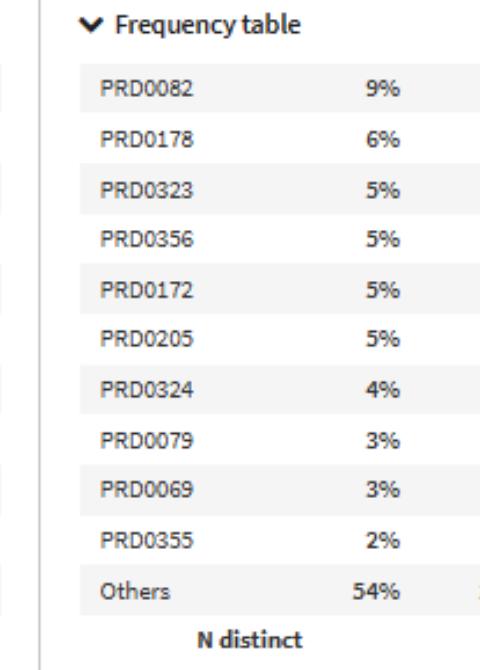
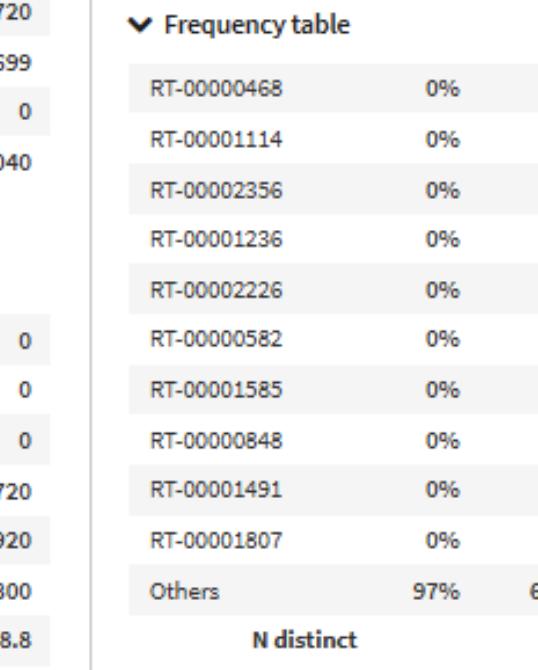
PRODUCT ADDS TO CART

2,883

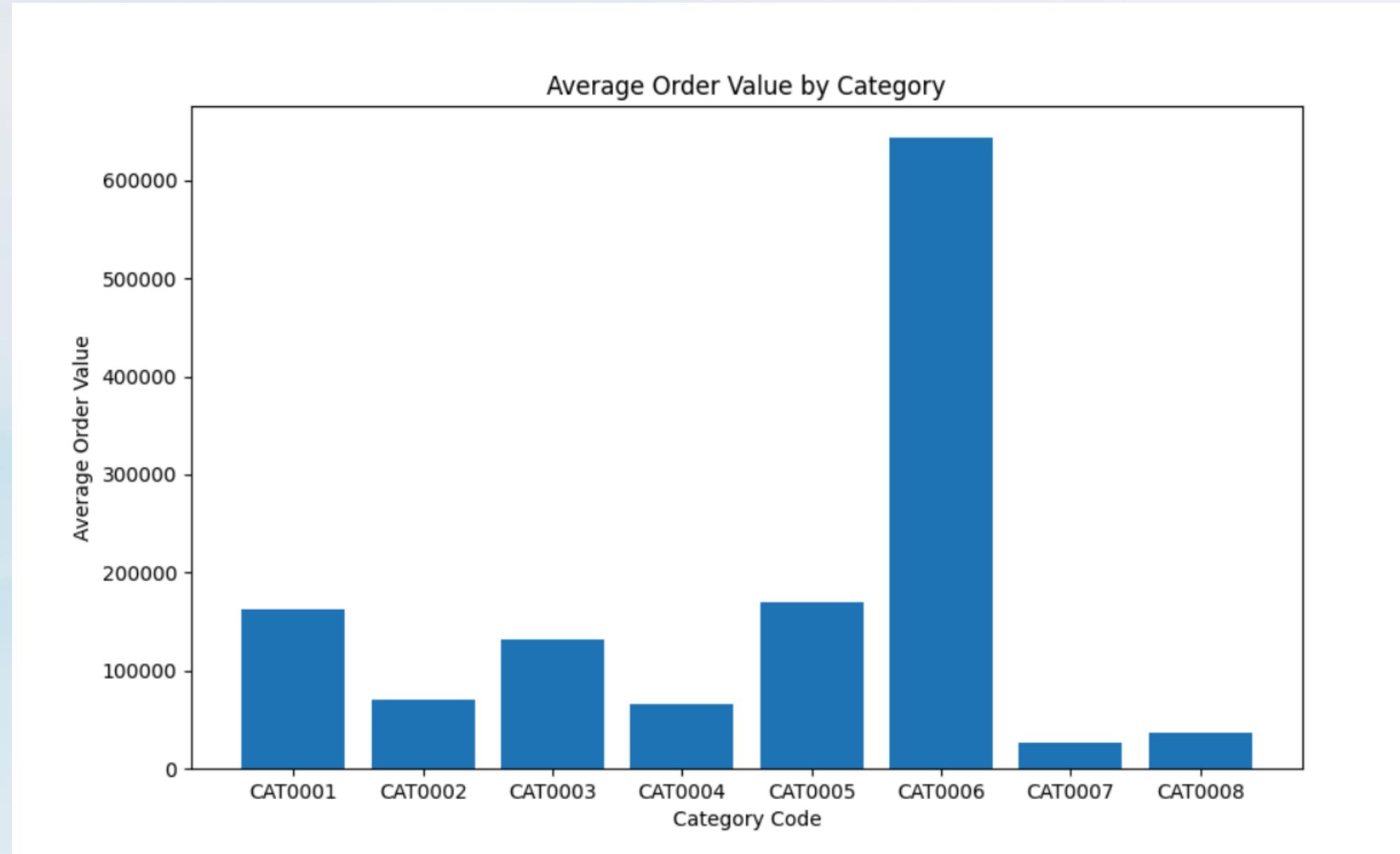


	Sessions ▾	Detail Views	A
	99	+85	134
	68	-25	30
	63	-31	49
	59	+21	94
	57	-49	150
	54	-76	46
	52	-39	4
	52	-114	54
	46	-3	-208
	43	+19	191
			+138

Data Overview

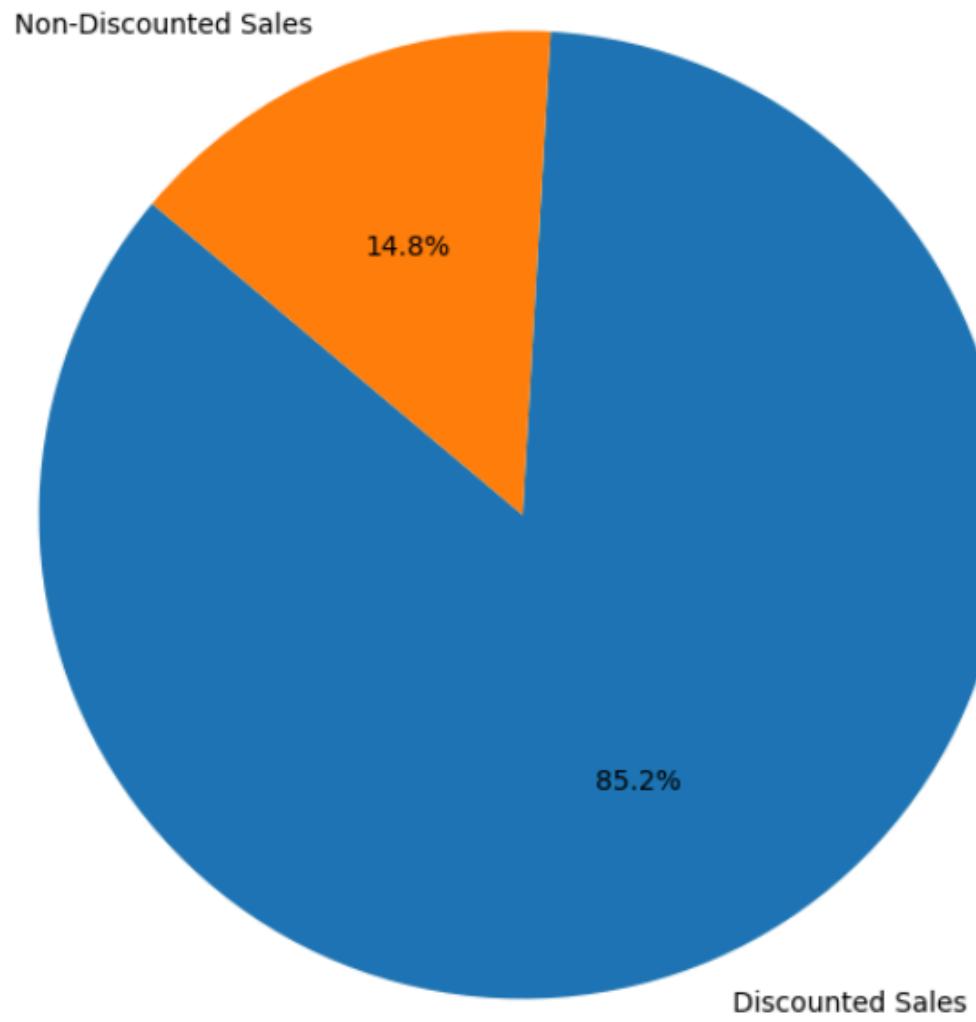
order_date	order_id	order_qty	product_code	# promotion_discount	retailer_id
					
					
					
Others 52% 33406	Others 99% 63740	Others 19% 12487	Others 54% 34678	95% 324800 99% 527788.8	Others 97% 62625 N distinct 2610
N distinct 31	N distinct 13456	N distinct 169	N distinct 356		

Insights - Average Order Value by Category



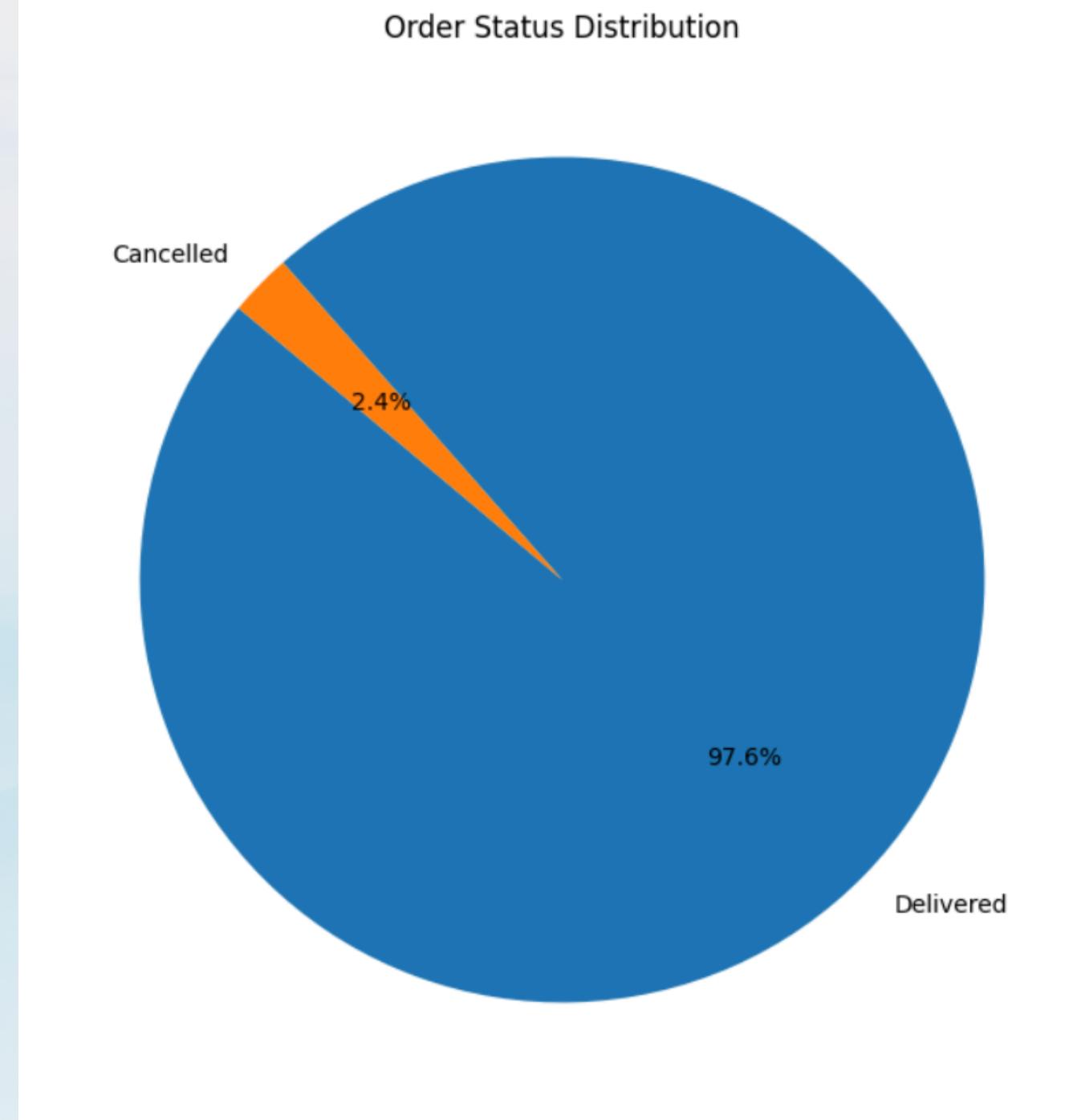
Products in category "CAT0006" have the highest average order value, indicating potential for higher-priced items or strong customer appeal. **This insight suggests focusing marketing efforts and product development strategies to capitalize on this category's profitability.**

Proportion of Total Sales Generated by Discounted Products



Significant Contribution of Discounted Products to Overall Sales:

- Discounted Sales: **85.2%**
- Non-Discussed Sales: **14.8%**
- The data shows that a vast majority (**85.2%**) of the total sales were generated from discounted products, highlighting the effectiveness of promotions.
- This insight suggests that implementing strategic promotional campaigns can significantly boost sales and should be a key component of the marketing strategy.

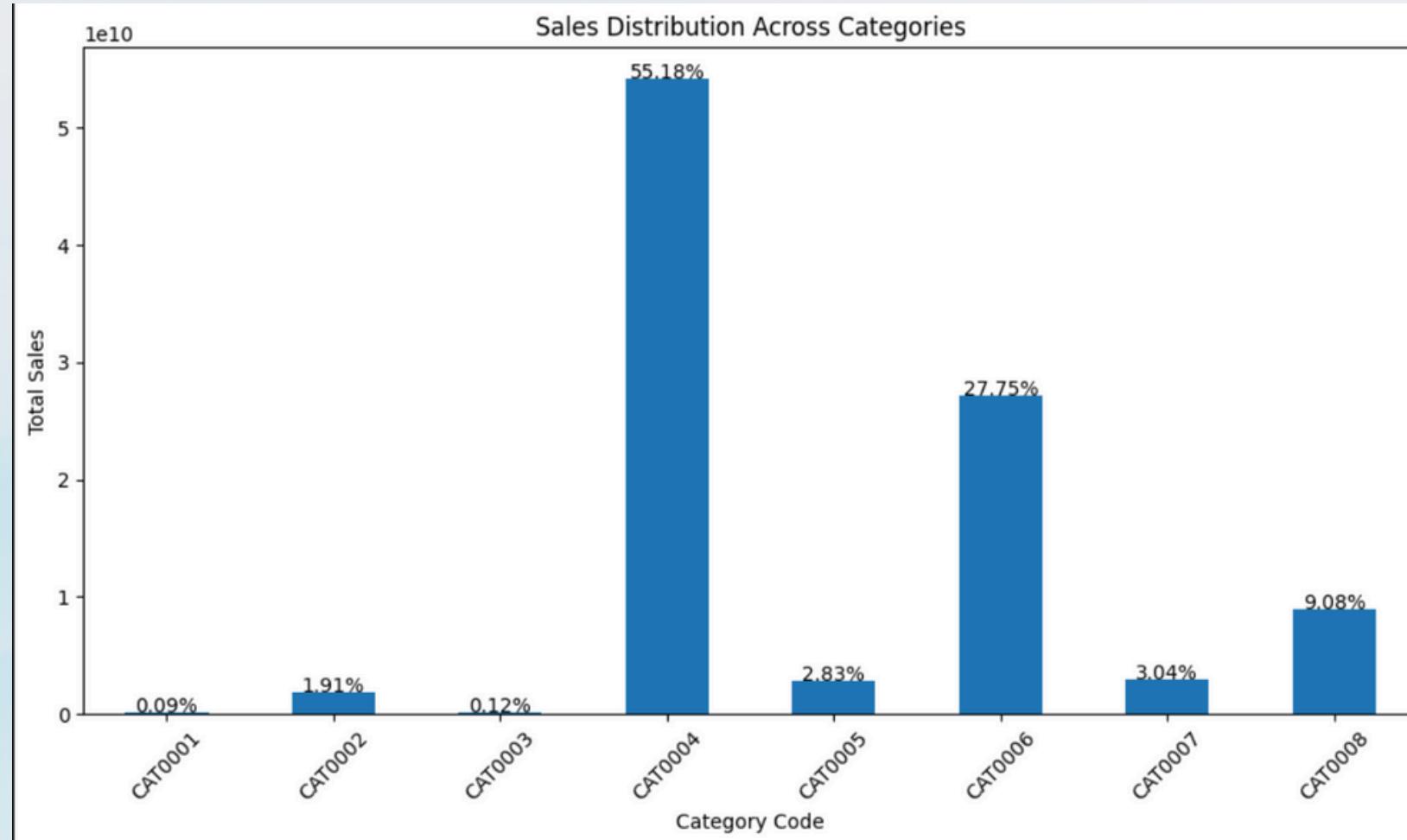


Insights - Order Status Distribution

The Order Status Distribution visualization reveals that **97.6%** of orders are marked as "Delivered" while **2.4%** are categorized as "Cancelled".

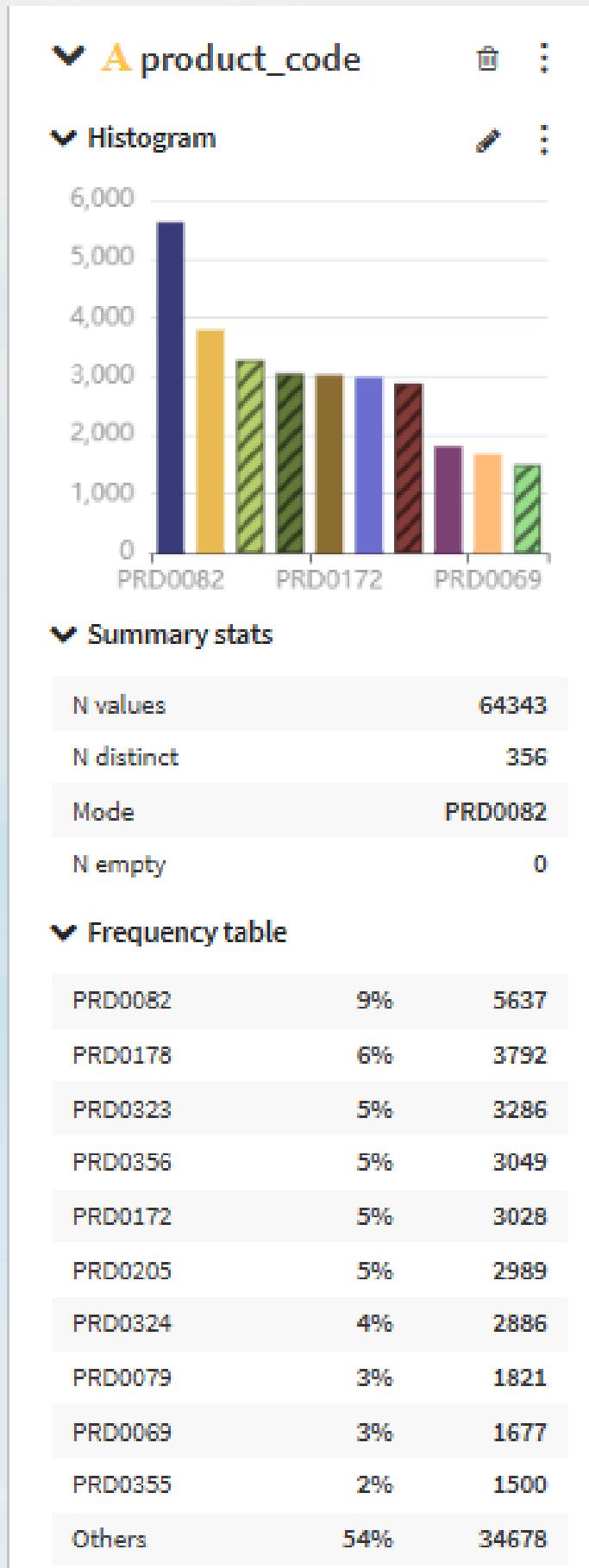
This distribution highlights a predominantly successful order fulfillment rate with a minority of cancellations, indicating overall efficiency in the delivery process.

Insights - Sales Distribution Across Categories



Category	Sales Percentage
CAT0004	55%
CAT0006	28%
CAT0008	9%
Other Categories	8%

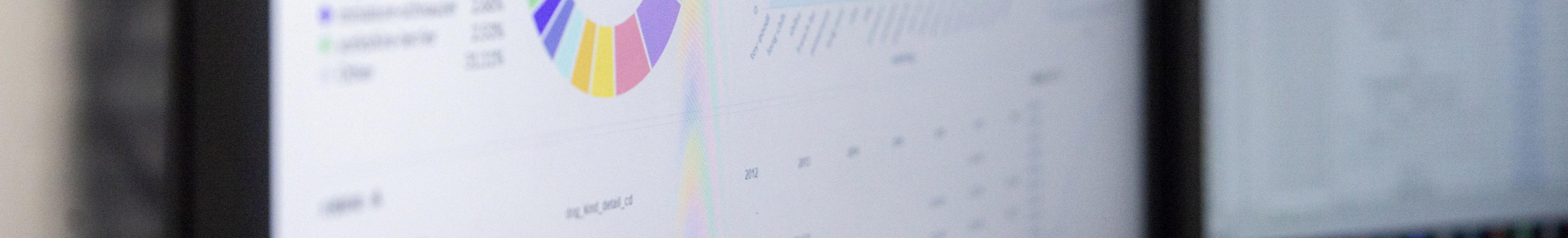
Our in-depth analysis of sales data reveals the distribution of revenue across the key product categories. The top-performing categories are **CAT0007**, **CAT0004**, and **CAT0006**, which together account for over 90% of total sales.



Insights - Top-Performing Products

Our analysis reveals that the top-performing products in the Amanah Solusi UKM inventory were in the **PRD0082**. These product lines generated the highest revenue and sales volume over the January.

- **Inventory Management:** Optimizing stock levels for high-demand bulk order products ensures availability and prevents lost sales.
- **Targeted Marketing:** Focusing on products frequently ordered in bulk allows for tailored marketing efforts, maximizing sales and profitability.



Recommendations

- Invest in marketing and inventory for top categories (CAT0007, CAT0004, and CAT0006)
- Focus on High-Performing Categories and Products
- Ensure Availability of Top-Performing Products
- Enhance Promotion Strategies



15% 10% 50%

✓✓✓
STRATEGY
TEAMWORK

CREATIVITY

PLANNING

Invest in marketing and inventory for top categories (CAT0007, CAT0004, and CAT0006)

Boost Visibility

Invest in targeted marketing campaigns to increase brand awareness and drive traffic to the top-performing product categories CAT0007, CAT0004, and CAT0006.

Optimize Inventory

Ensure sufficient inventory levels for the high-demand items in these key categories to meet customer needs and capitalize on sales opportunities.

Enhance User Experience

Create captivating product displays and curate personalized recommendations to deliver an exceptional shopping experience in the top categories.

Focus on High-Performing Categories and Products



Sales Growth

Identify top-selling categories and products to focus on marketing and inventory efforts.



Profitability

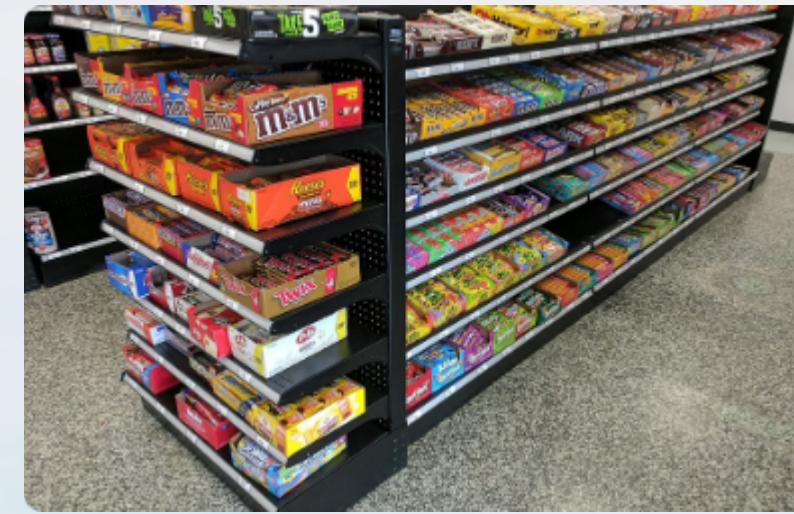
Analyze the profit margins of products to prioritize the most lucrative items.



Customer Demand

Understand which products are most popular with customers to ensure adequate supply.

Ensure Availability of Top-Performing Products



Optimize Inventory

Closely monitor sales data to identify the top-selling products and ensure adequate inventory levels to meet customer demand. This will help avoid stockouts and missed sales opportunities.

Enhance Shelf Space

Allocate more prominent shelf space and visibility to the high-performing products. This will make them more accessible to customers and drive increased sales.

Streamline Replenishment

Implement efficient replenishment processes to quickly restock top-selling items as they are sold. This will maintain product availability and capitalize on customer demand.



Enhance Promotion Strategies

Targeted Campaigns

Implement focused promotional campaigns that cater to the preferences and buying habits of key customer segments.

Omnichannel Approach

Leverage a mix of online and offline channels to reach customers through their preferred touchpoints.

Seasonal Promotions

Time your promotions to align with peak shopping seasons and holidays to maximize engagement and sales.

Thank You