

## DASHBOARD

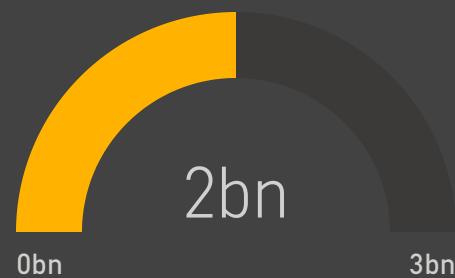
Transaction Report

Customer Analysis

Product Analysis

Churn Analysis

Promo Amount



## Transaction Report

State

Indonesia

Province

All

457bn

Total Amount

31,01K

Total Product

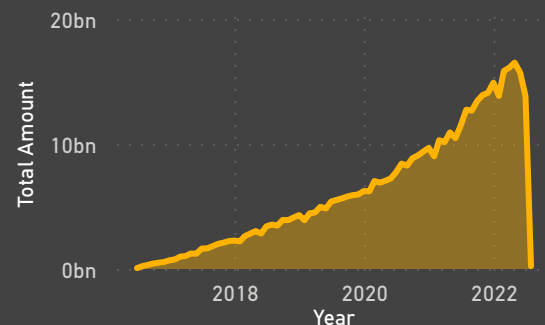
100,00K

Total Customer

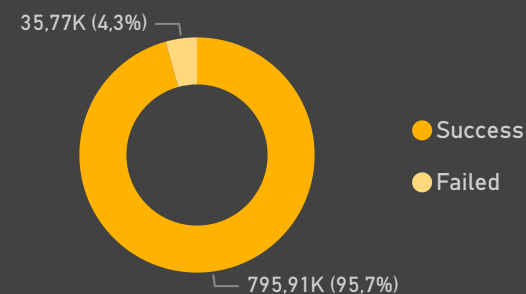
831,68K

Transaction

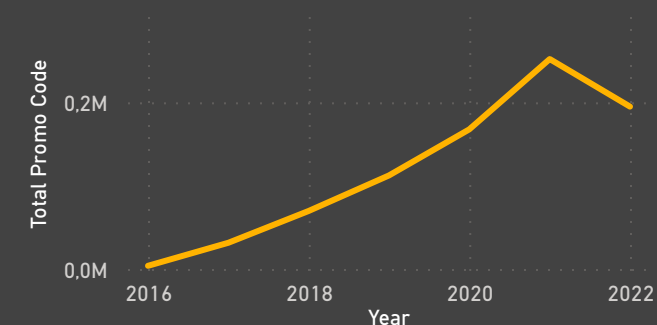
Total Amount by Year



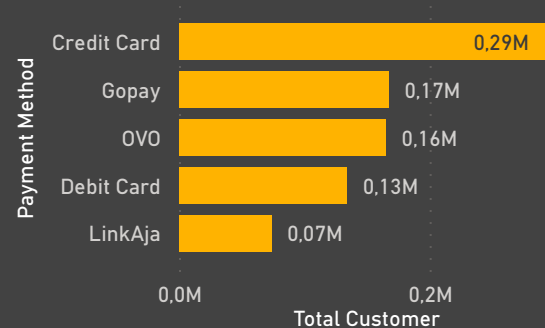
Payment Status



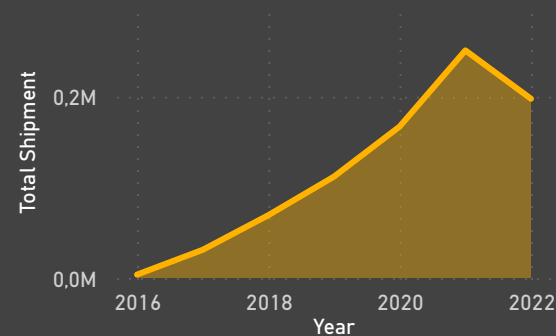
Promo Code by Year



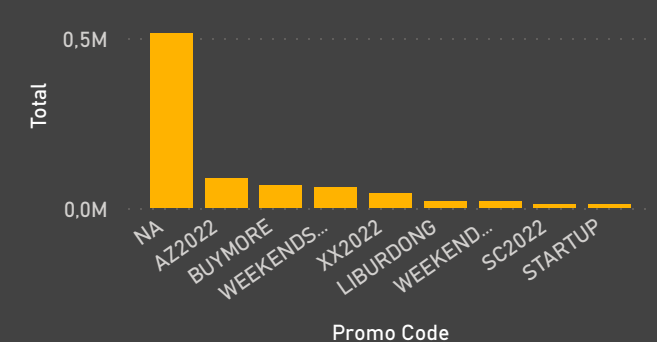
Payment Method



Shipment by Year



Sum of Promo Code



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Total Product

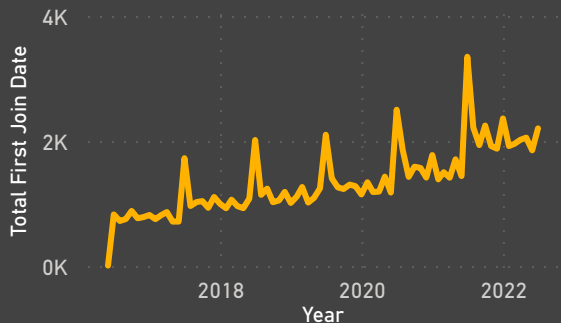
100,00K

Total Customer

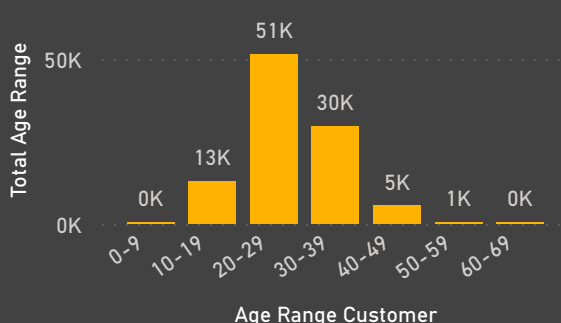
831,68K

Transaction

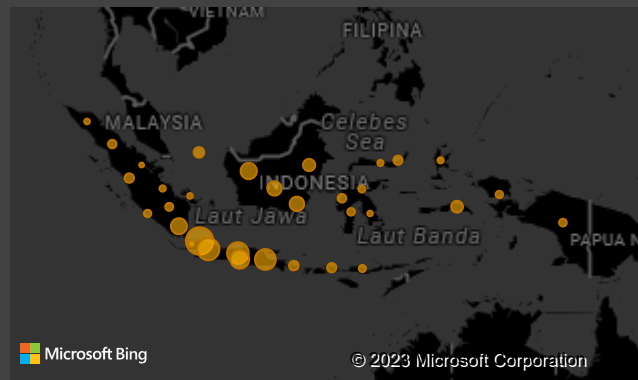
First Join Date by Year and Month



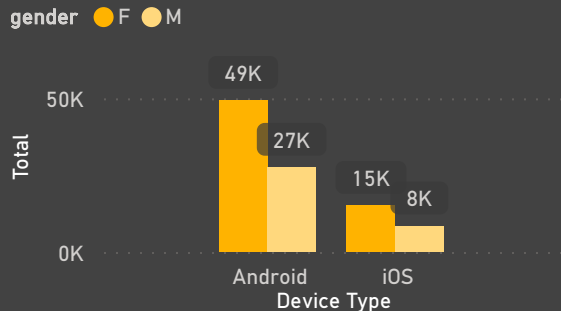
Customer Age Range



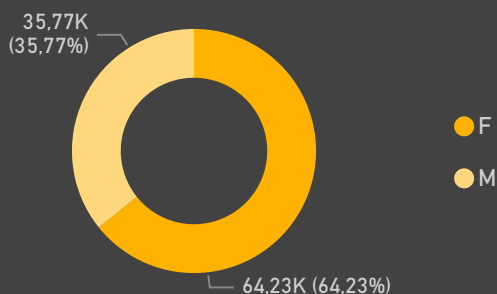
Customer Distribution Map



Device Type by Gender



Customer Gender



| Province         | Total Customer |
|------------------|----------------|
| Jakarta Raya     | 18715          |
| Jawa Barat       | 11486          |
| Jawa Tengah      | 10960          |
| Jawa Timur       | 9953           |
| Yogyakarta       | 7849           |
| Kalimantan Barat | 5603           |
| Lampung          | 5426           |
| Total            | 100000         |

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Total Product Display

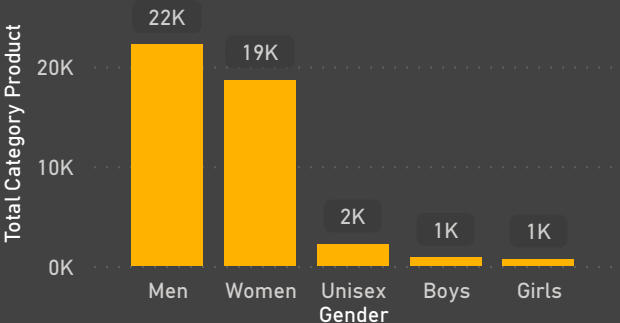
100,00K

Total Customer

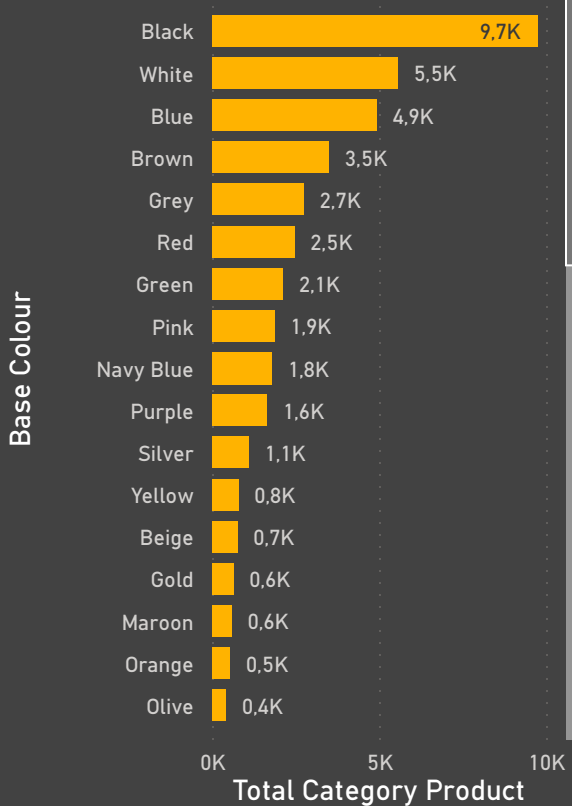
831,68K

Transaction

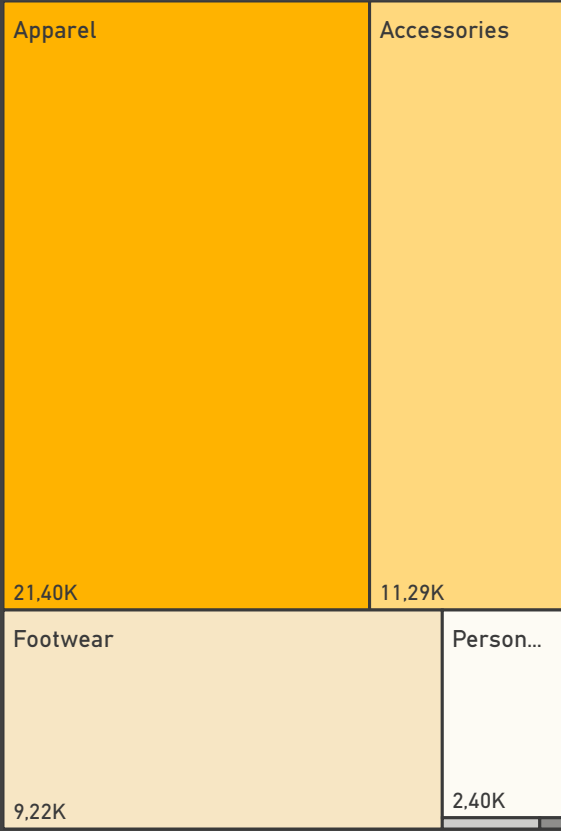
Total Category Product by Gender



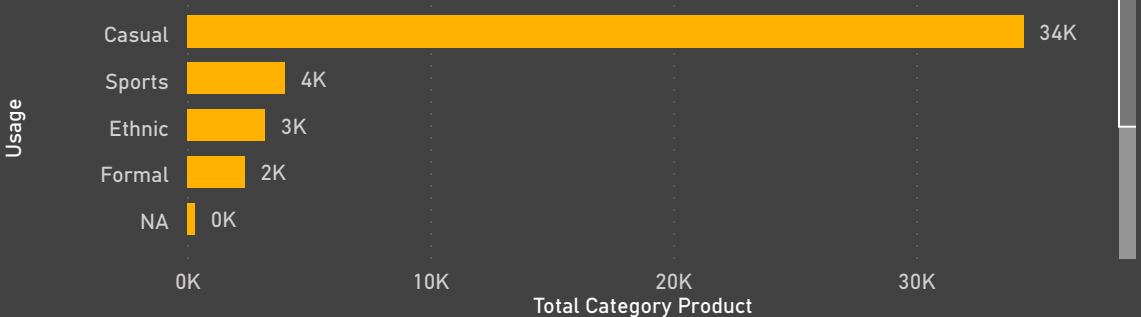
Total Category Product by BaseColour



Category Product



Total Category Product by Usage



## DASHBOARD

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Churn Analysis

## Churn Analysis

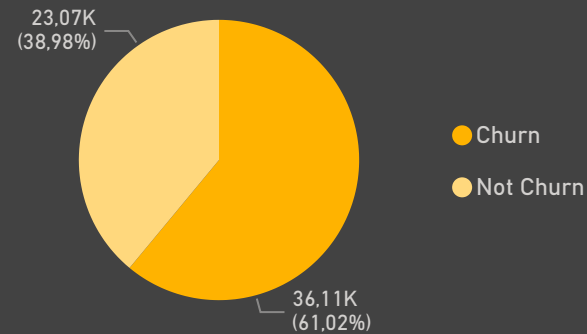
State

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Province

All

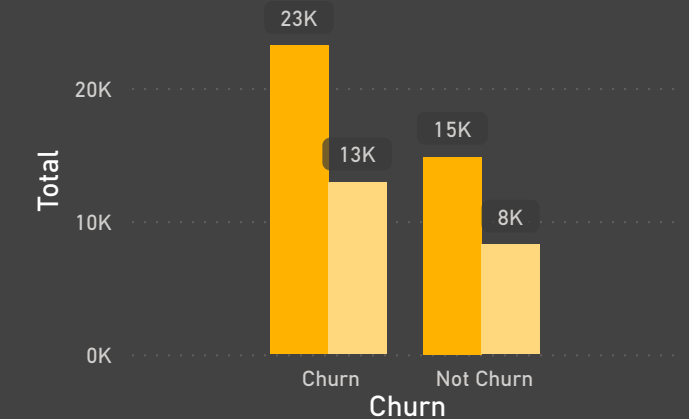
### Churn and Not Churn Comparison



Out of 100,000 customers, only 59,187 customers made transactions and indicated churn or not churn.

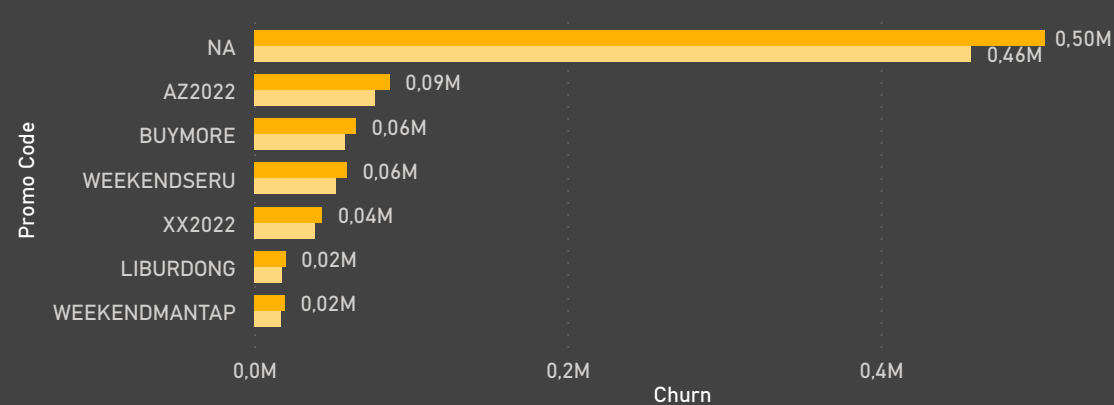
### Churn and Gender Comparison

● F ● M



### Churn and Promo Code Comparison

churn ● Churn ● Not Churn



### Churn and Payment Method Comparison

churn ● Churn ● Not Churn

