

# Performance Analytics Kimia Farma Business Year 2020-2023

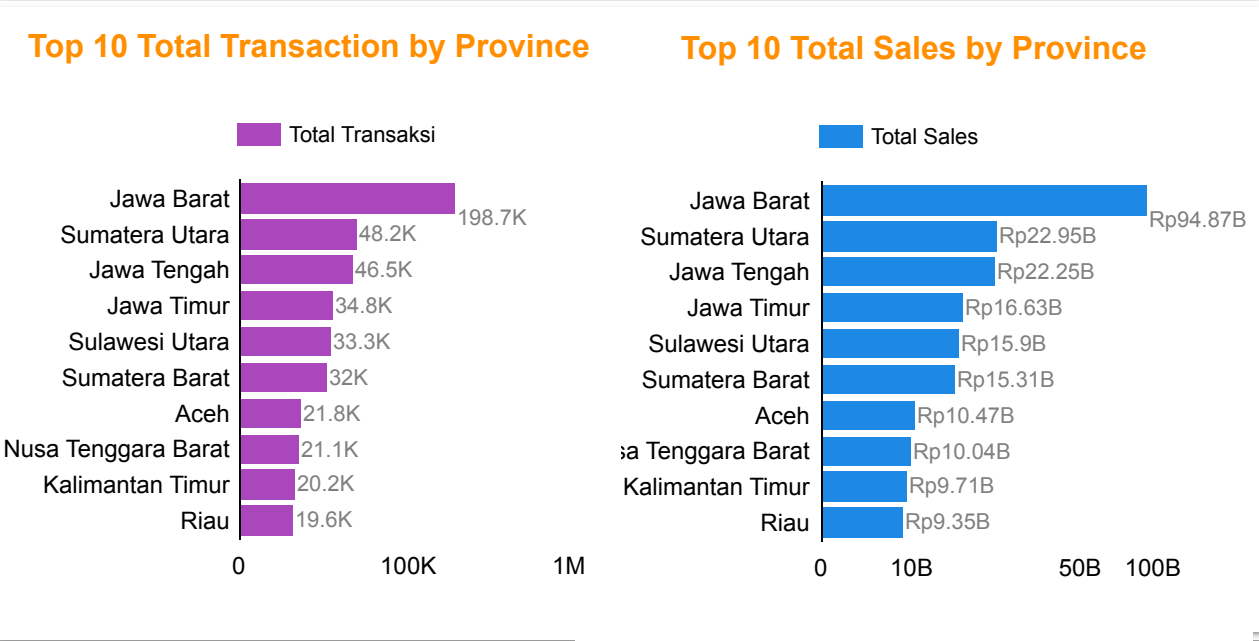
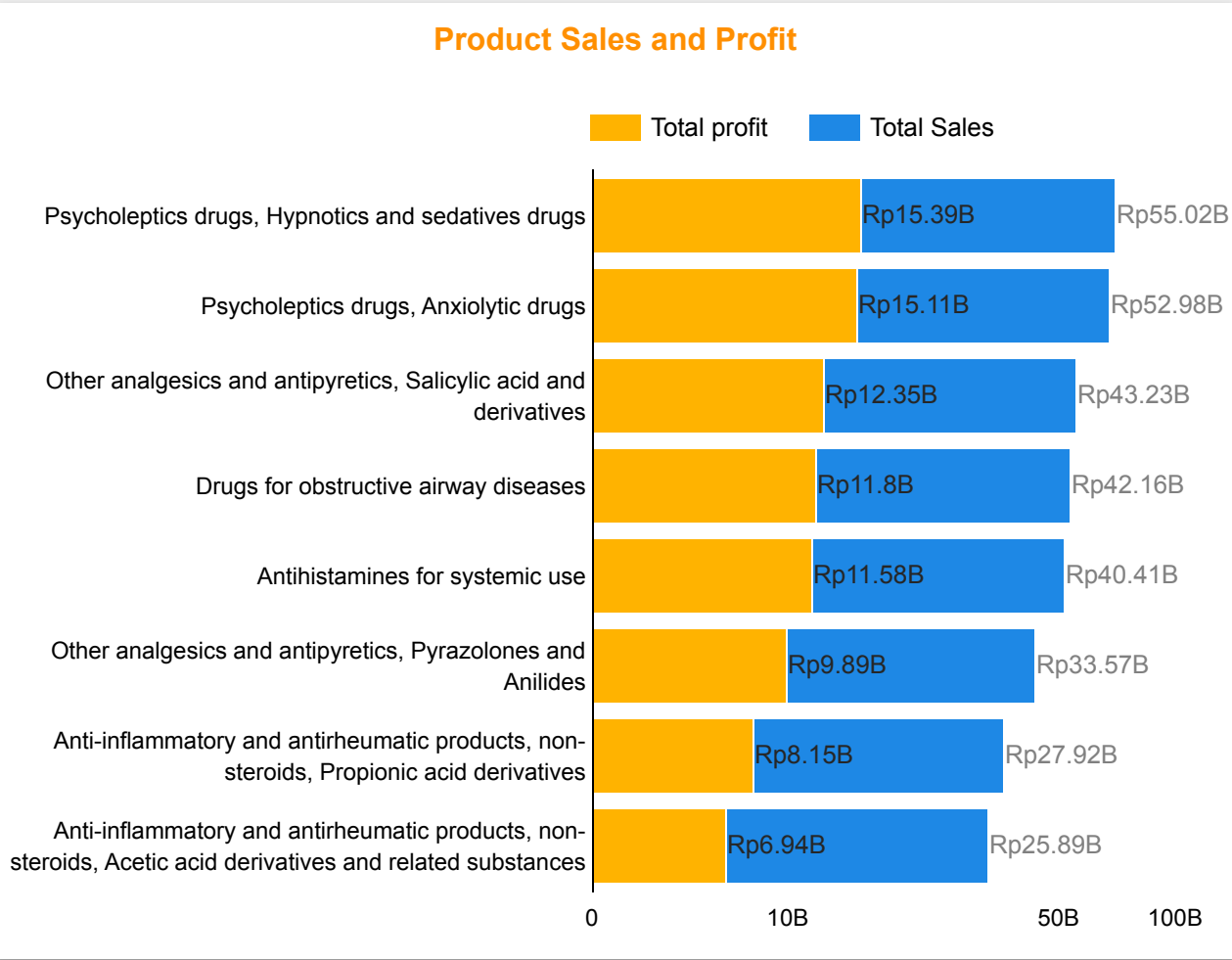
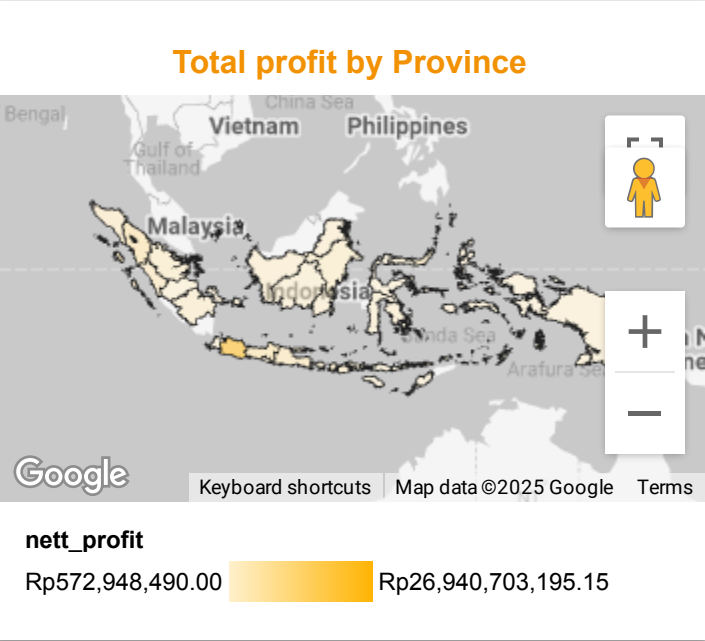
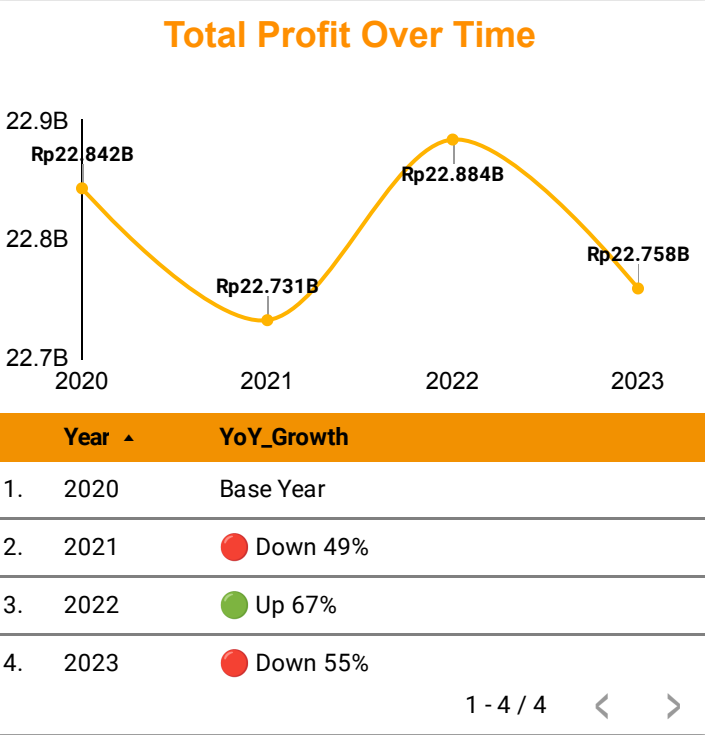


Year

Product Category

Province

Branch Category



Total Profits	Profit Margin (%)	Avg Branch Rating
Rp91.21B	28.40	4.45
Total Sales	Total Transactions	Avg Transaction Rating
Rp321.17B	672.46K	4.00

Top 5 Branches: High Overall Rating, Low Transaction Rating

ID	Branch Category	City	Branch Rati...	Transaction Rating
1. 40671	Klinik & Apotek	Dumai	5	4
2. 70952	Klinik & Apotek	Malang	5	3.98
3. 69438	Klinik & Apotek	Surabaya	5	4
4. 36953	Apotek	Cilacap	5	4
5. 27583	Apotek	Denpasar	5	3.96

Performance Highlights (2020-2023):

Inconsistent Growth Trend

YoY profit fluctuated, with declines in 2021 & 2023 despite stable revenue volumes. Requires deeper root cause diagnosis.

Regional Dependence Risk

Jawa Barat and Sumatra Utara dominate over 50% of the total profit and transaction share. An expansion strategy is needed in Eastern Indonesia.

Branch Experience Gaps

Top-rated branches (Tarakan, Kupang) have low transaction ratings, hinting at service or queue-time issues. Site-specific analysis recommended.

Tail-end Provinces in Top 10

Aceh, NTB, and Riau rank at the bottom of the Top 10. While not underperforming, they may hold untapped market potential.