

Virtual Internship RevoU x Astro

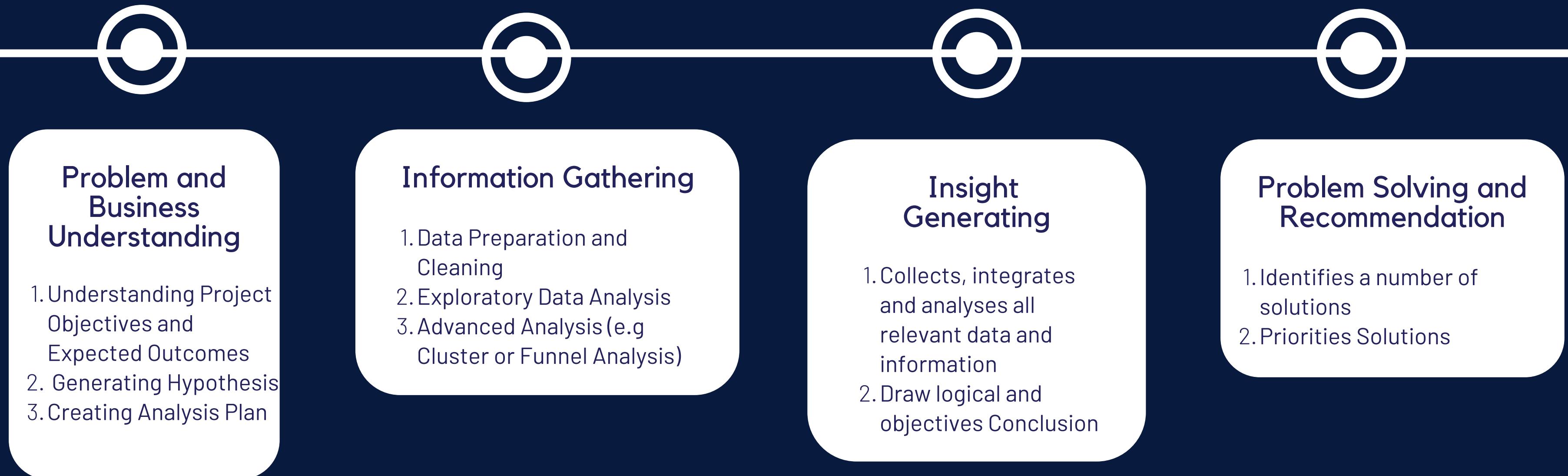
KPI Management Dashboard

Division 2 - Team 4

Table of Contents

- 01** Executive Summary
- 02** Methodology
- 03** Insights

Methodology

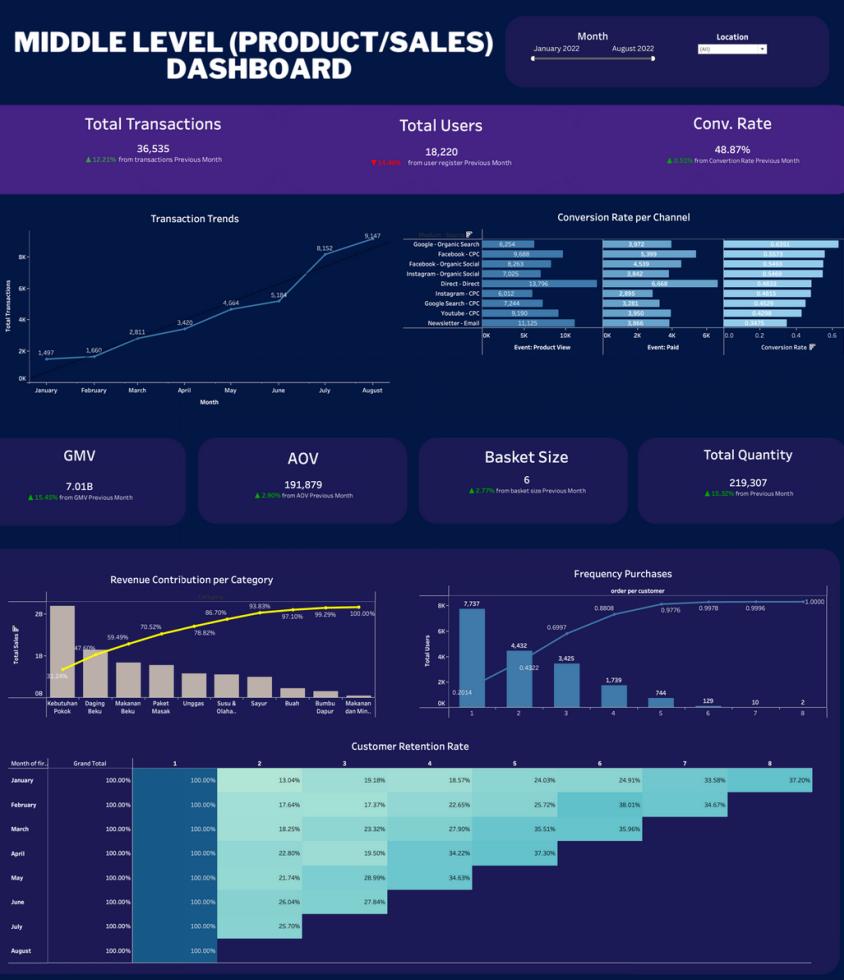


Executive Summary

C-LEVEL DASHBOARD

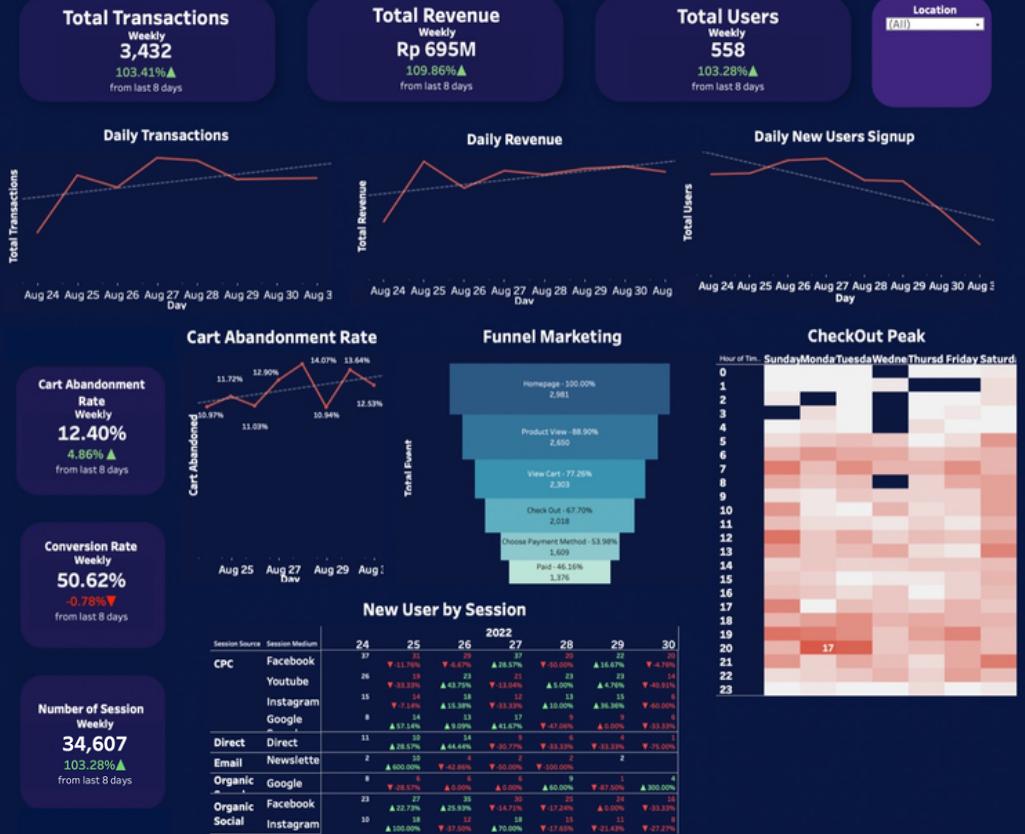


C-Level
(Executive)



Middle Level
(Sales/Product)

OPERATIONAL DASHBOARD



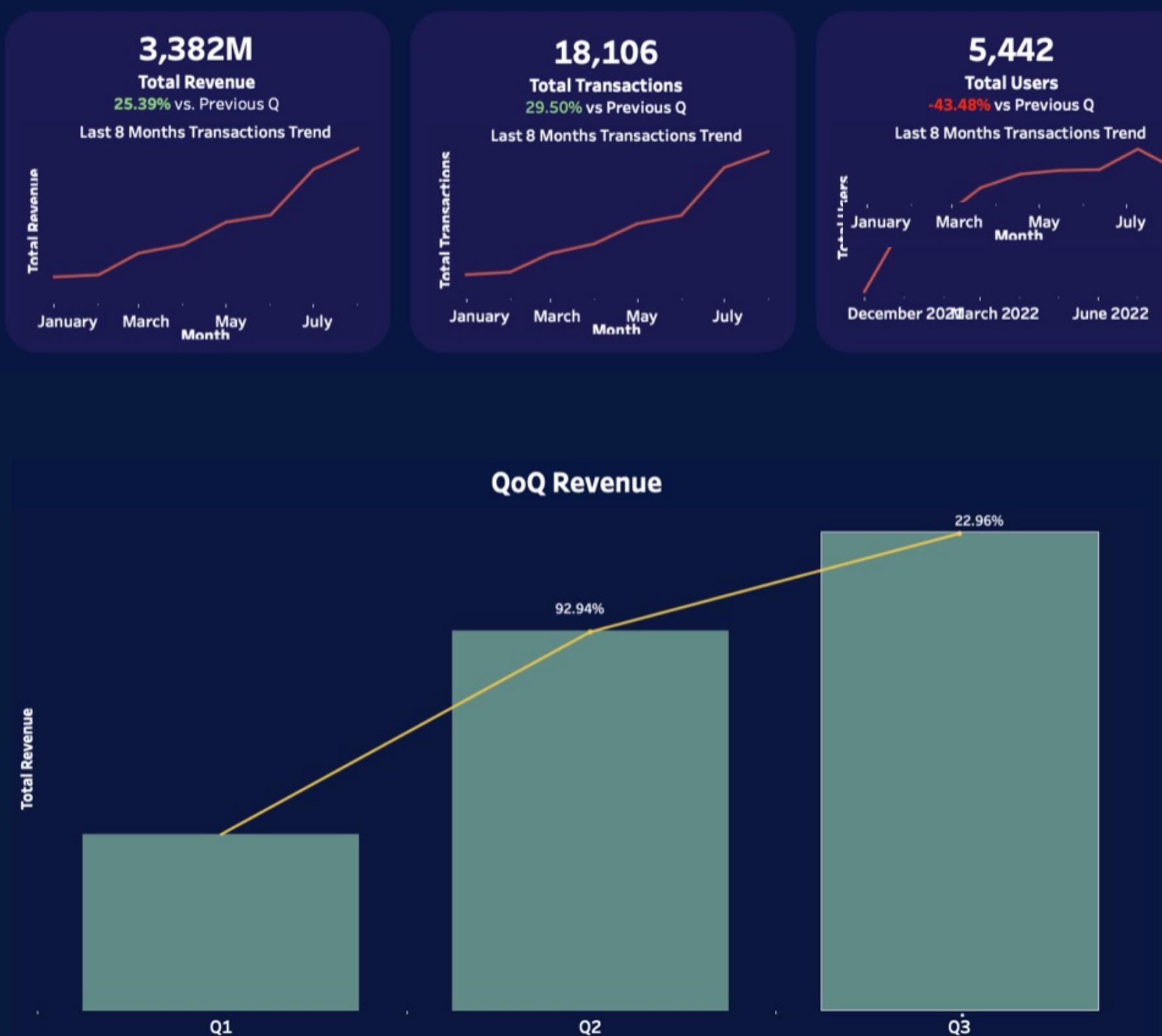
Operational Level
(Marketing)



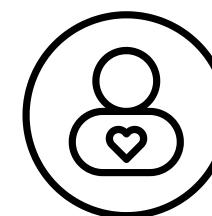
Insights

INSIGHTS

C-LEVEL (EXECUTIVE) DASHBOARD



The transactions and revenue trends throughout the months have an uptrend. In this quarter we have revenue of **3,382 billion** with a total of **18,106 transactions**, this value has increased by **25.39%** in revenue and also has an increase of **29.50%** in total transactions from the previous quarter, this shows that our Application has become an option of e-commerce in public.



The growth of new users who registered in this quarter has **decreased slightly**, but this is because there is **no new user data that register in September**, during the first and second quarters we always have a high increase number of new users.



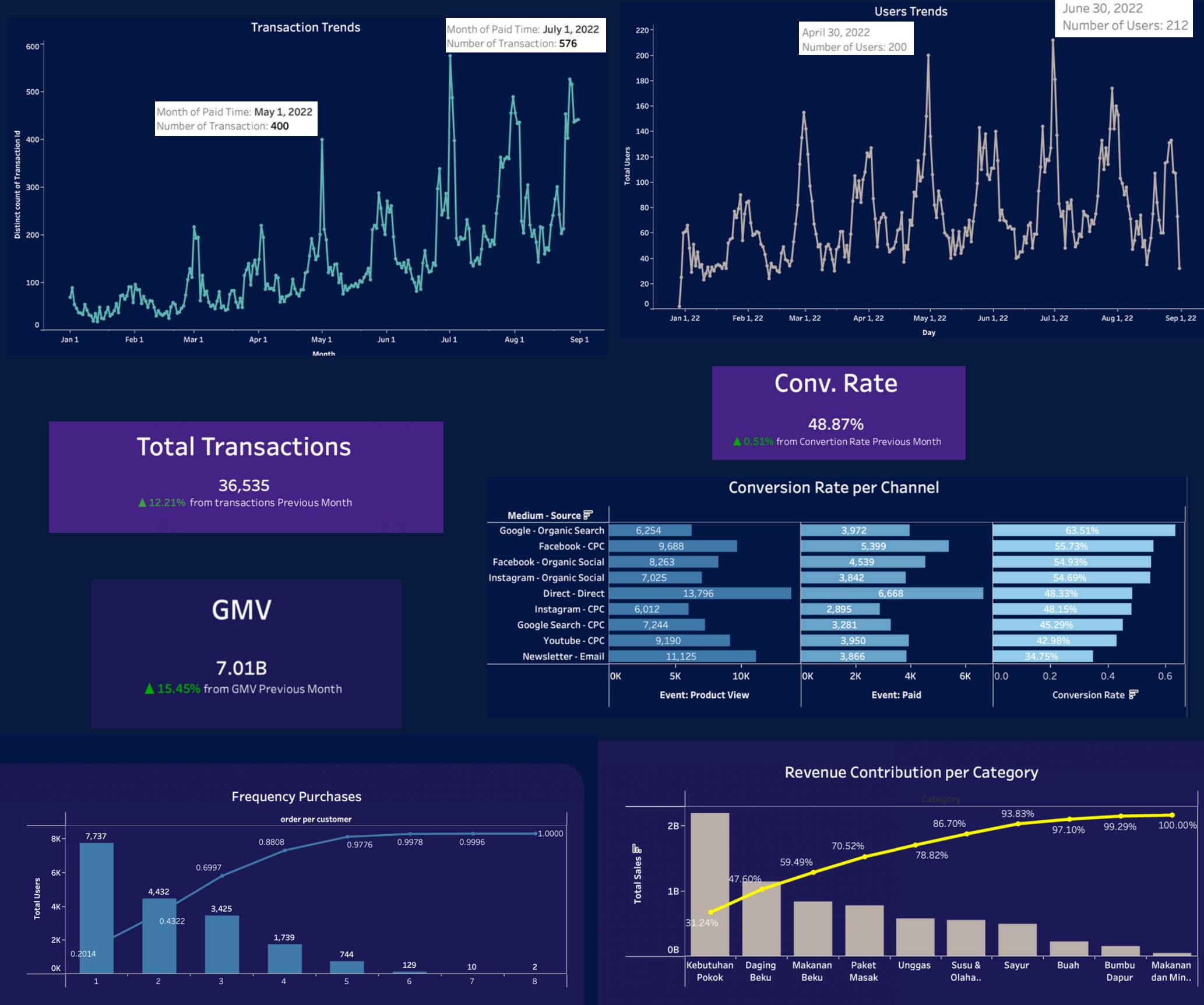
In every aspect of our company, we show a high increase in the number, from the increase in the number of users, the number of transactions, and revenue. It means **the company's performance is on the right track**



Insights

INSIGHTS

MID-LEVEL (SALES/PRODUCT) DASHBOARD



We have **a positive transaction trend** every month with a total of **36,535 transactions**, we always had an increase in the number of transactions every month. Also, there's a pattern between new registered users and sales, **peak new registered users** always show **at the end of the month** and **#transactions** always show **on the first day of the month**.



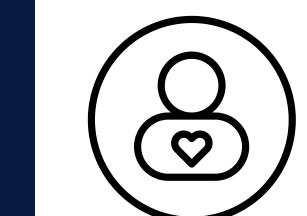
The region with the **highest** number of sales and user activities is **South Jakarta** and the **lowest** in **North Jakarta**.



The **highest** level of user conversion is from **Google** with **organic search**, but most user transactions and activities are direct to the apps. The **lowest medium** is **Instagram**, but the **lowest conversion** rate is also from **newsletters sent via email**.



Our **Revenue is 7.01 billion**, with Revenue increasing every month, similar to the monthly increase in transactions. Also with **only 3 Categories** (out of 10), it gave us **59.49%** (more than half of our overall Revenue) within 8 months.



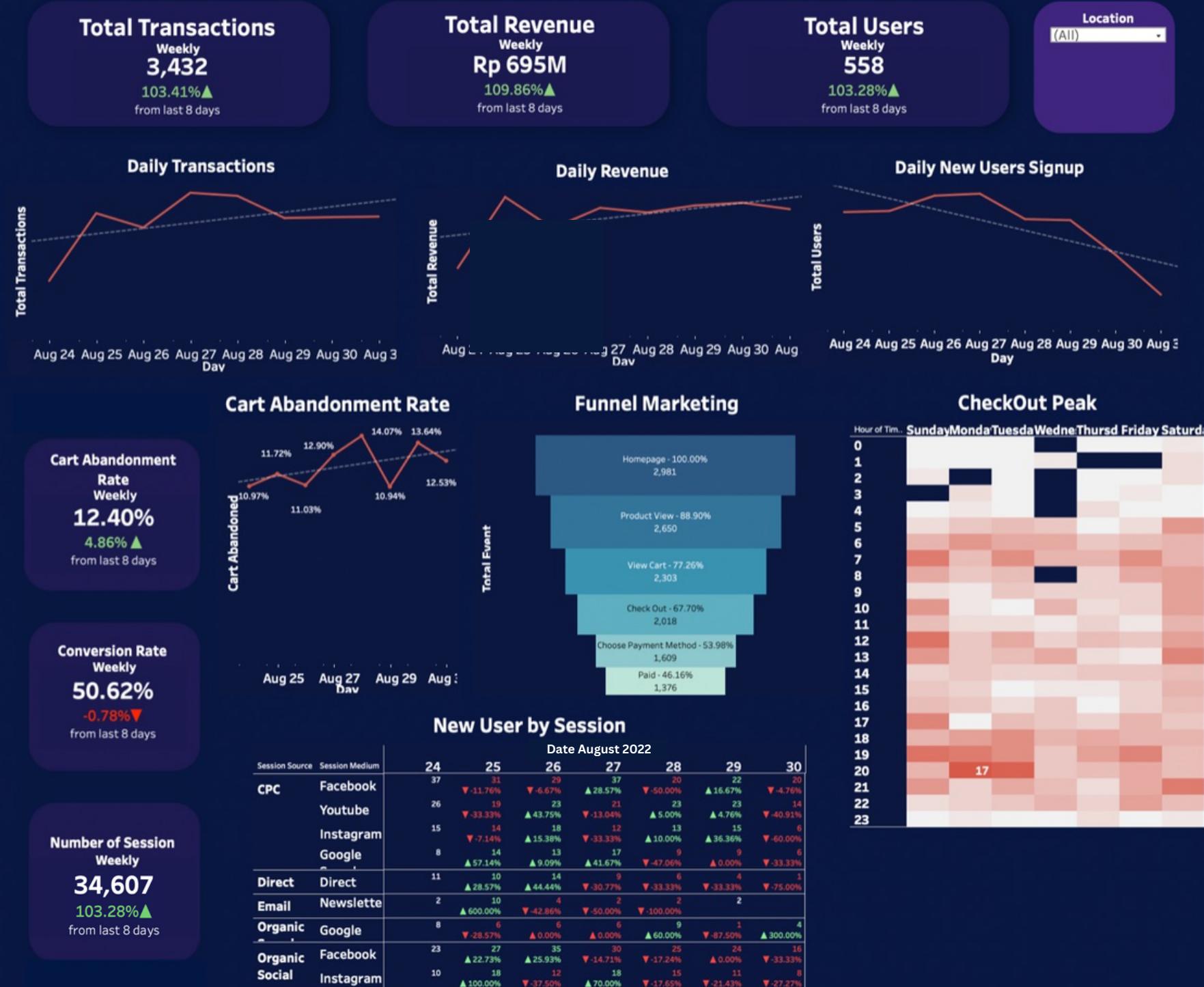
Despite an increase in transactions, we have **low-frequency purchases**. Most of our users tend to make only **3 transactions** within 8 months.



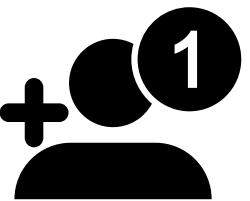
Insights

INSIGHTS

OPERATIONAL LEVEL (MARKETING) DASHBOARD



This week we have a total of **3,432 transactions**, showing an increase of **103.41%** from last week. Total revenue also increased by **109.86%** which was **695Mio**. It happened because the transaction trend always had an increase when it starts from the end of the month to the beginning of the month.



The number of new users experienced a high increase, There were **558 new users**, an increase of **103.29%** from last week, and the trend at the end of the month and the beginning of the month has increased. **This can happen because that date is payday, and the user chooses to shop at our application.**



We have a **12.40%** cart abandonment rate this week, an increase of **4.86%** from last week. This is not a good thing because the user has not completed the transaction. Users only save the product in their cart but do not check out until payment. **Therefore we can prepare a strategy to notify users to complete their transactions**



Sessions by users this week have **34,607 sessions**, this is an increase of **103.28%** compared to last week. If we want to invest in our Customer Acquisition Cost for the next week it would be a wise choice if we use a Facebook Ads.



Insights

Thank you!