Promo Dashboard

ZEUS

Promo ▼ | Select date range ▼ | December 02

Overview Transactions

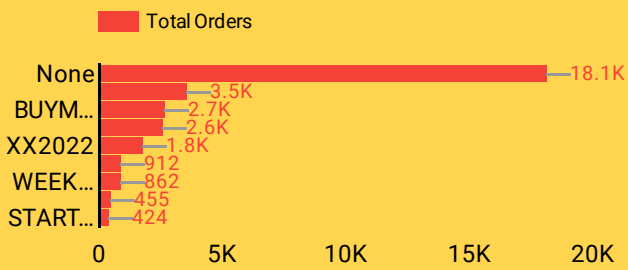| Total Orders	Total Income	Total Customer	AOV	Order Freq	CLV
31.4K	Rp17.24B	1.2K	Rp549.44K	27.3	Rp14.99M

"An analysis of overall sales in E-commerce is crucial to gather comprehensive and objective insights into the transactions."
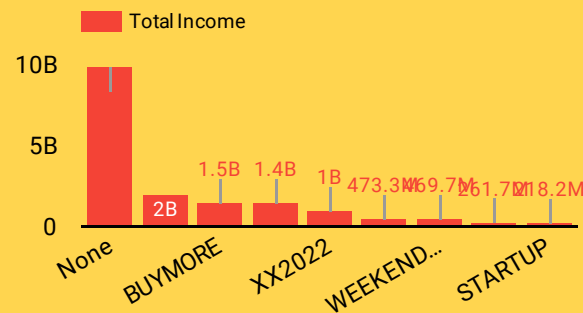
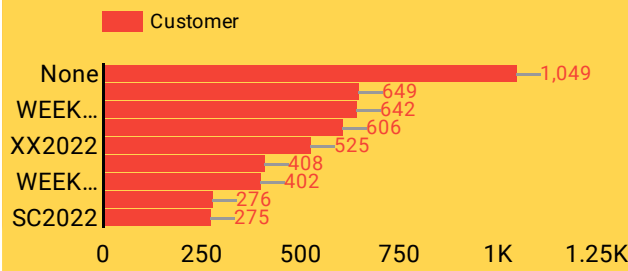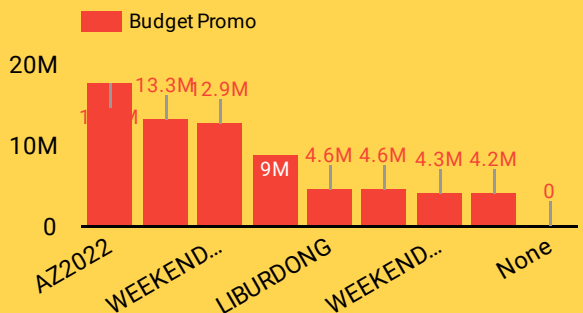## Promo Effectivity Analysis

Promo Code
9

Total Orders

None 18.1K
BUYM... 3.5K
2.7K
2.6K
XX2022 1.8K
912
WEEK... 862
455
START... 424

Total Income

None 10B
BUYMORE 2B
1.5B 1.4B
XX2022 1B
473.3M 469.7M 261.7M 218.2M
STARTUP

Total Customer

None 1,049
WEEK... 649
642
606
XX2022 525
408
WEEK... 402
276
SC2022 275

Budget Promo

AZ2022 13.3M 12.9M
9M
4.6M 4.6M 4.3M 4.2M
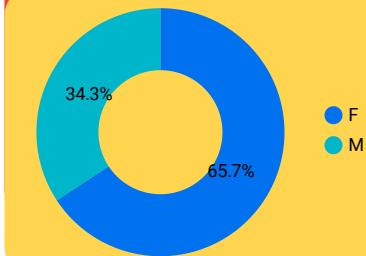WEEKEND... LIBURDONG WEEKEND... None 0

Analysis of the Effectiveness of Promotions on Sales, as seen from the chart above,
The majority of revenue generated in this E-commerce is due to the Promo Codes provided.
Therefore, Promotions are highly beneficial in boosting sales and encouraging transactions.
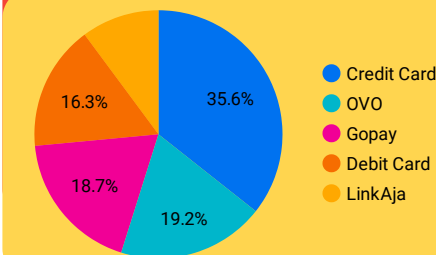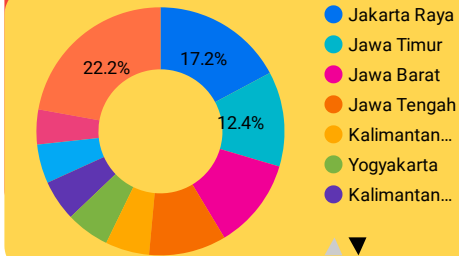
Customer Overview

Total Budget Promo
70.6M

Gender Customer

34.3% F
65.7% M

Payment Method

35.6% Credit Card
16.3% OVO
18.7% Gopay
19.2% Debit Card
LinkAja

Home Location

17.2% Jakarta Raya
22.2% Jawa Timur
12.4% Jawa Barat
Jawa Tengah
Kalimantan...
Yogyakarta
Kalimantan...

Analysis of transactional customer preference insights.

KPI Promo

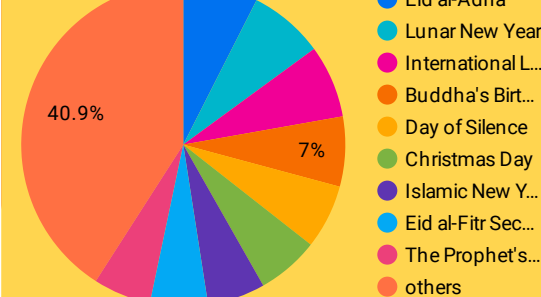| Promo Code	Income	Budget	Customer	Orders	AOV	OrderFreq	CLV	Burn Rate	Z-score
None	9.9B	0	1K	18.1K	547.5K	17.3	9.5M	0	-0.5
AZ2022	2B	17.7M	649	3.5K	552.6K	5.5	3M	1.9	0.6
BUYMORE	1.5B	13.3M	606	2.7K	556K	4.4	2.5M	1.9	0.7
WEEKENDSE...	1.4B	12.9M	642	2.6K	560.9K	4	2.3M	1.9	0.6
XX2022	1B	9M	525	1.8K	555.7K	3.5	1.9M	1.9	0.6
LIBURDONG	473.3M	4.6M	408	912	518.9K	2.2	1.2M	2	0.7
WEEKENDMA...	469.7M	4.3M	402	862	544.9K	2.1	1.2M	1.9	0.6
SC2022	261.7M	4.6M	275	455	575.2K	1.7	951.6K	3.8	1.8

Analyzing the Key Performance Indicators of the promotions provided by the E-commerce, it's evident that each promo has varying
effectiveness. Some significantly boost sales, while others show low impact. Understanding these KPIs enables us to review and refine
promotion strategies tailored to diverse segments / Cluster, aiming to enhance sales and improve promotional effectiveness.
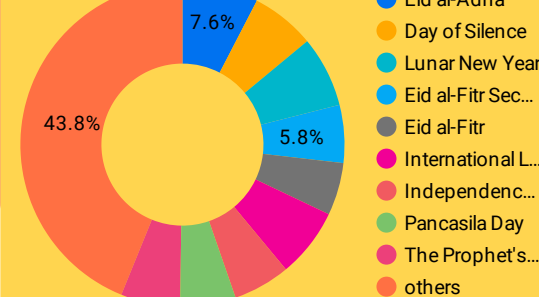
National Holiday Analytic

Total Income

72.5M
60.1M
51.5M 51.3M 50.1M 50M 49.2M 48M 46.7M 44.8M
Lunar New... Eid al-Adha The Prophe... Internation... Eid al-Fitr S...

Total Order

40.9% Eid al-Adha
7% Lunar New Year
International L...
Buddha's Birt...
Day of Silence
Christmas Day
Islamic New Y...
Eid al-Fitr Sec...
The Prophet's...
others

Total Customer

43.8% 7.6%
5.8%
Eid al-Adha
Day of Silence
Lunar New Year
Eid al-Fitr Sec...
Eid al-Fitr
International L...
Independenc...
Pancasila Day
The Prophet's...
others
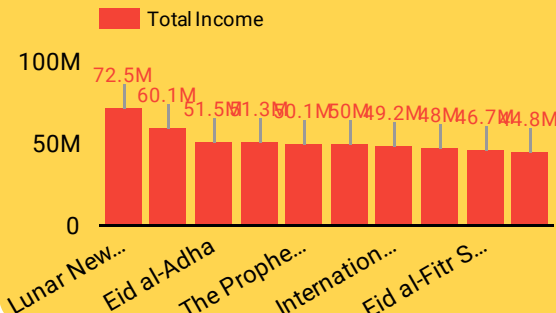
Examining the influence of national holidays and comprehending their comprehensive impact on the total sales figures.
to determine the right day to provide promotions, so that Promo can be effective for increasing total sales

Cluster Dashboard

Promo ▾ | Select date range ▾ | December 02

Overview Transactions

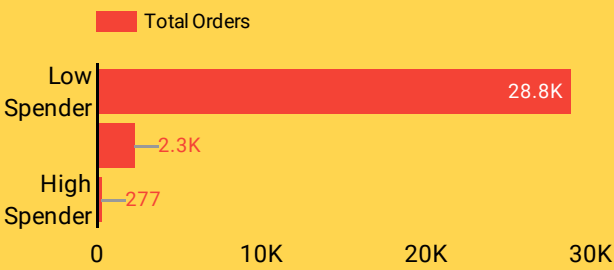| Total Orders	Total Income	Total Customer	AOV	Order Freq	CLV
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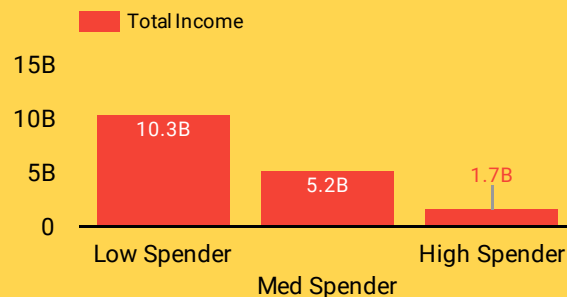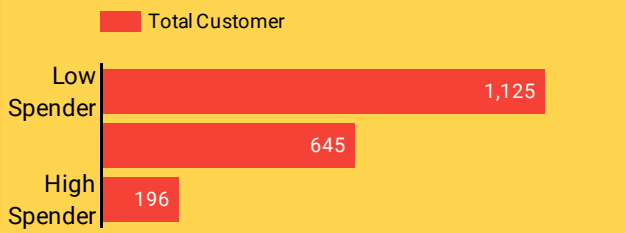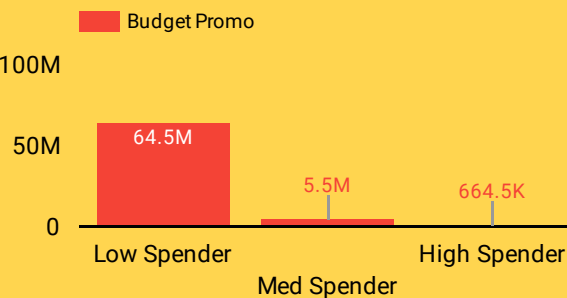
Cluster Analysis

Cluster
3

Total Orders

- Low Spender: 28.8K
- Med Spender: 2.3K
- High Spender: 277

Total Income

- Low Spender: 10.3B
- Med Spender: 5.2B
- High Spender: 1.7B

Total Customer

- Low Spender: 1,125
- Med Spender: 645
- High Spender: 196

Budget Promo

- Low Spender: 64.5M
- Med Spender: 5.5M
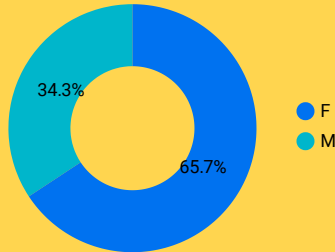- High Spender: 664.5K

Transaction analysis across each cluster reveals that Low Spender Cluster has a higher total number of transactions compared to other clusters, contributing significantly to the revenue in this E-commerce.
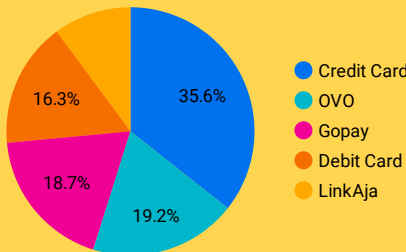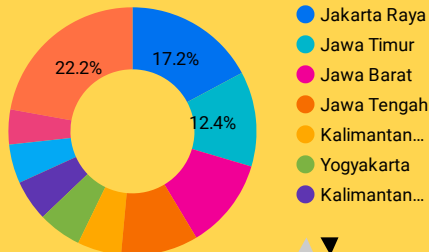
Customer Overview

Total Budget Promo
70.6M

Gender Customer

- F: 65.7%
- M: 34.3%

Payment Method

- Credit Card: 35.6%
- OVO: 19.2%
- Gopay: 18.7%
- Debit Card: 16.3%
- LinkAja

Home Location

- Jakarta Raya: 17.2%
- Jawa Timur: 12.4%
- Jawa Barat
- Jawa Tengah: 22.2%
- Kalimantan...
- Yogyakarta
- Kalimantan...

Analysis of transactional customer preference insights.

KPI Cluster

Cluster	Income	Budget	Customer	Orders	AOV	OrderFreq	CLV	Burn Rate	Z-score
Low Spender	10.3B	64.5M	1.1K	28.8K	357.7K	25.6	9.1M	0.9	0
Med Spender	5.2B	5.5M	645	2.3K	2.2M	3.6	8.1M	0.1	-0.5
High Spender	1.7B	664.5K	196	277	6.2M	1.4	8.8M	0	-0.5

Analyzing Key Performance Indicators for each cluster to gain valuable insights.

Characteristics Detail of Clusters

cluster_labels	Price / item	Total Item	Quantity / Item	Burn Rate	AOV	Total Orders
High Spender	266.1K	8.6	2.4	0.04	6.6M	277
Med Spender	263.2K	4	2.1	0.11	2.5M	2.3K
Low Spender	244.9K	1.2	1.2	0.83	425.5K	28.8K

Analyzing cluster characteristics reveals similar purchasing power but distinct differences in total item, quantity, and varying burn rates based on average order value within each cluster.

Profiling Cluster

Cluster ▾

Nama	Total Item	Quantity / Item	Item Price	Total Orders
Rini	1.4	1.5	250.1K	490
Salimah	1.4	1.5	251.7K	482
Puspa	1.5	1.4	247.2K	472
Salwa	1.5	1.4	244.7K	404
Cavadi	1.6	1.3	246.1K	396

Analyzing the profile of each cluster shows that there are real differences in the characteristics of customer transactions in each cluster

ZEUS
CLUSTER DASHBOARD TEAM zeus Analytics