

PT. SEJAHTERA BERSAMA

2020 - 2021 Sales Recap



DASHBOARD | BUSINESS RECOMMENDATION

TOTAL SALES
1,754,750.57

TOTAL QTY
11,654

Filter
Data :

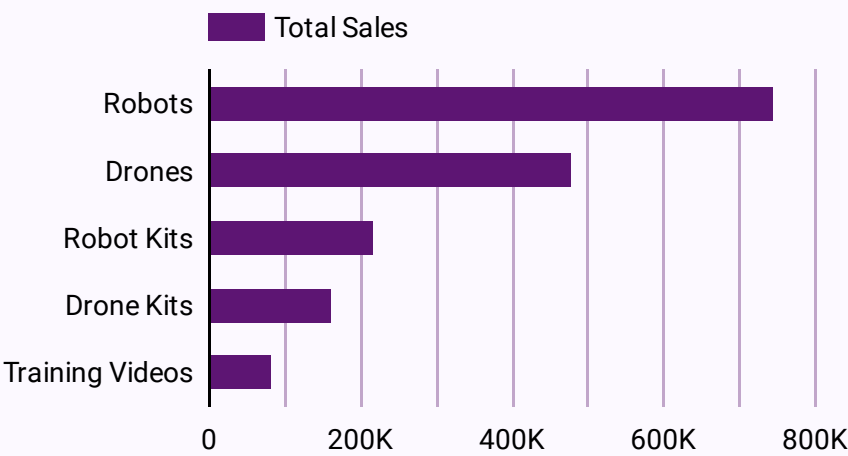
Select date range

Category

City

CATEGORY

Top 5

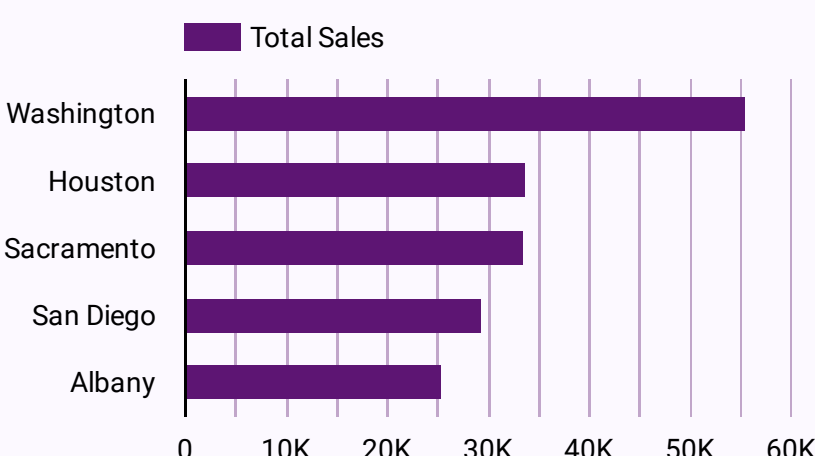


Summary

Category	Quantity	Total Sales, \$
Blueprints	1,618	16,434.51
Drone Kits	1,515	161,242.5
Drones	1,227	477,447
Robot Kits	1,037	216,437
Robots	1,053	743,505
Training Videos	2,081	80,716.15
eBooks	3,123	58,968.41

CITY

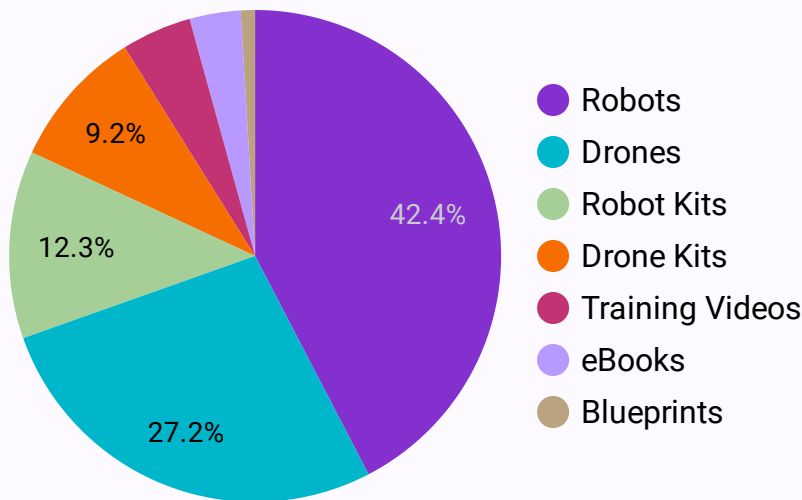
Top 5



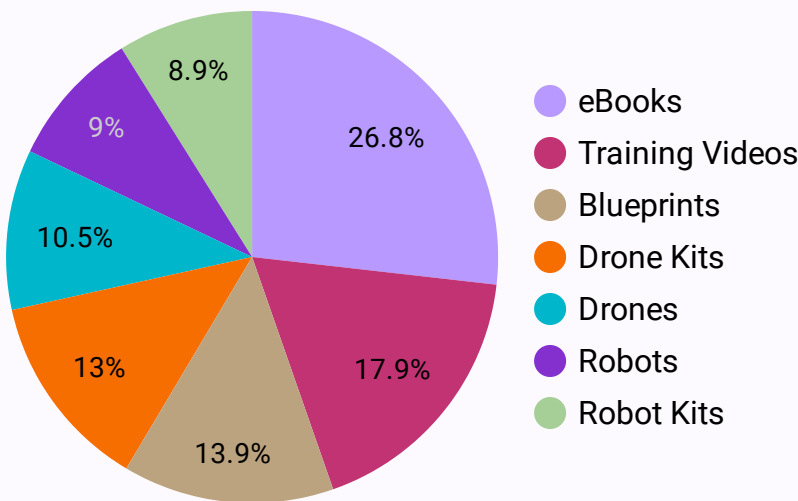
Summary

City	Quantity	Total Sales, \$
Abilene	14	2,478.89
Aiken	13	2,260.9
Akron	30	1,927.82
Albany	109	25,405.88
Albuquerque	44	7,025.31
Alexandria	8	1,185.97
Alhambra	18	6,726.95

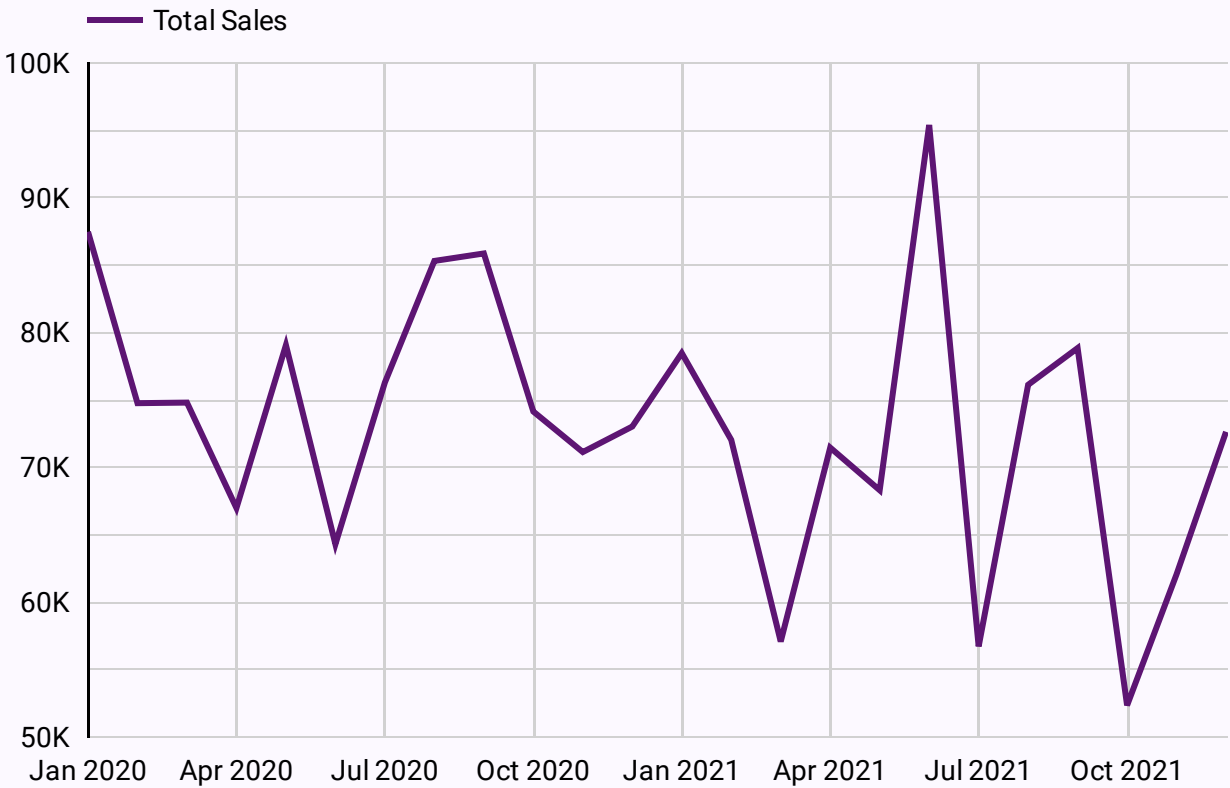
Total Sales



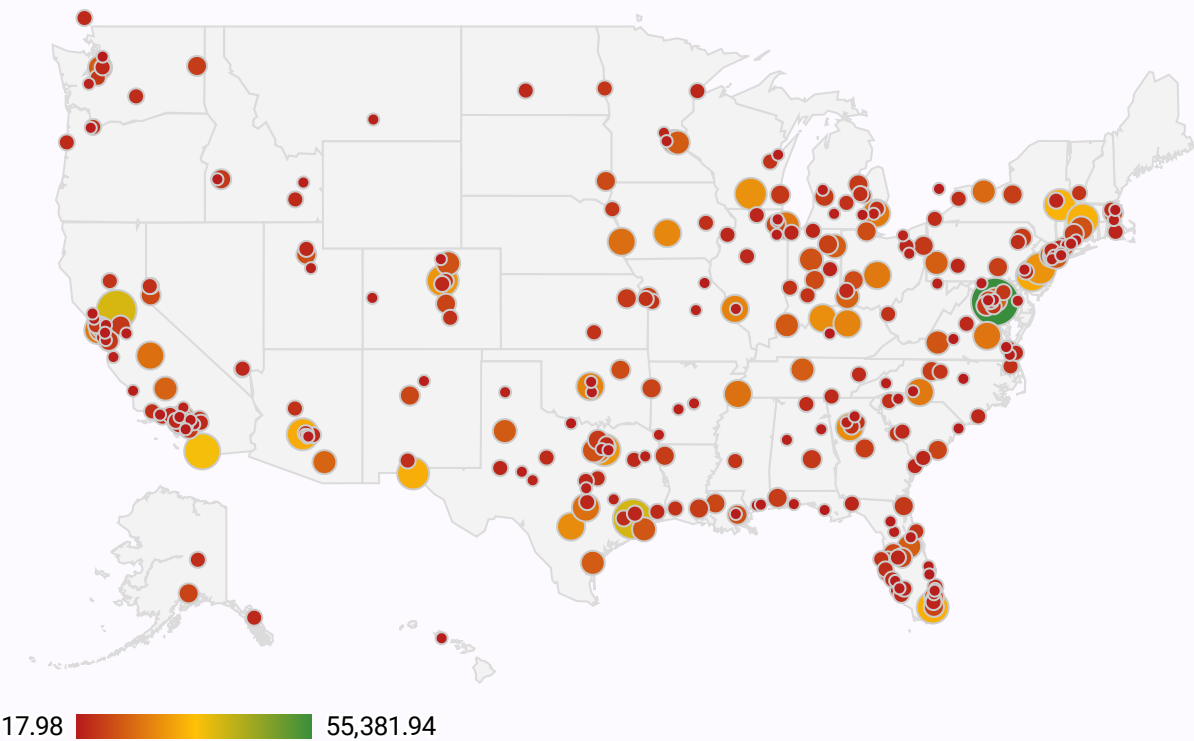
Quantity



Sales History



Distribution of Transaction by City



BUSINESS RECOMMENDATION:

1. Create a bundling system for several products that are still related, such as Drones + Drone Kits or Robots + Robot Kits + Training Videos, which are sold at a cheaper price compared to buying them separately.
2. Provide discounts at certain times that have the potential to bring in quite a large number of transactions, such as during Black Friday or Christmas.
3. Strengthen company branding, especially in states where transaction levels are still low or there are no transactions, by collaborating with tech influencers and placing advertisements in local print and digital media.
4. High shipping costs can be one of the causes of low transaction rates in some areas. Therefore, it is necessary to adjust shipping costs to make them more affordable.

REKOMENDASI BISNIS:

1. Membuat sistem bundling terhadap beberapa produk yang masih memiliki keterkaitan seperti pada Drones + Drone Kit atau Robots + Robot Kits + Training Videos yang dijual dengan harga lebih murah bila dibandingkan bila dibeli secara terpisah.
2. Membuat Seasonal Sales pada momen-momen yang berpotensi mendatangkan angka transaksi yang cukup besar seperti pada saat momen Black Friday atau Natal.
3. Perlu dilakukannya penguatan branding perusahaan terutama di negara bagian yang tingkat transaksinya masih rendah atau bahkan tidak ada transaksi sama sekali dengan cara memasang iklan pada media – media lokal baik cetak maupun digital, hingga bekerja sama dengan para Tech Influencers.
4. Biaya pengiriman yang tinggi dapat menjadi salah satu penyebab rendahnya tingkat transaksi di beberapa daerah. Oleh karena itu, perlu dilakukan penyesuaian biaya pengiriman agar lebih terjangkau.