



## Sales Report 2023

Select Year  
2023

Product Analysis

Area Analysis

Total Sales 2023

**Rp 165B**

▼ -9.5% vs PY

Total Marketing Cost 2023

**Rp 11B**

▲ 161.57% vs PY Year

ROI 2023

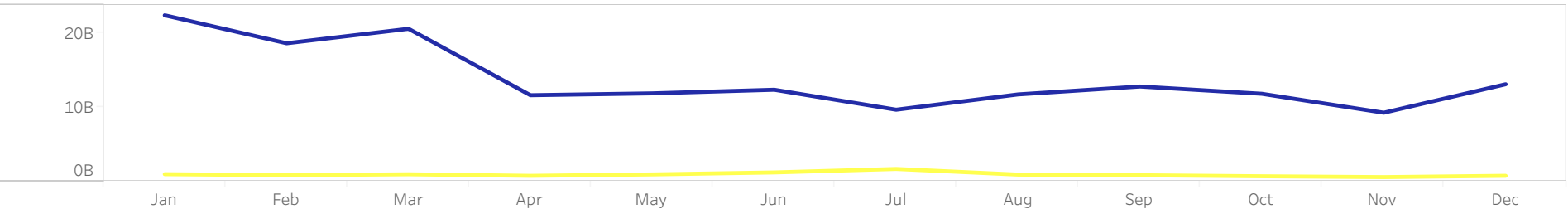
**Rp 115,533**

▼ -71.08% vs PY

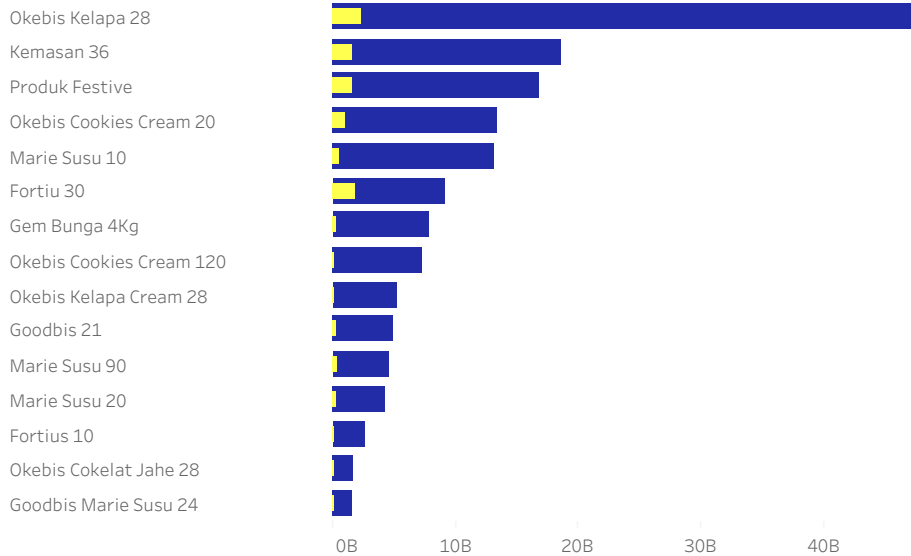
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Abc

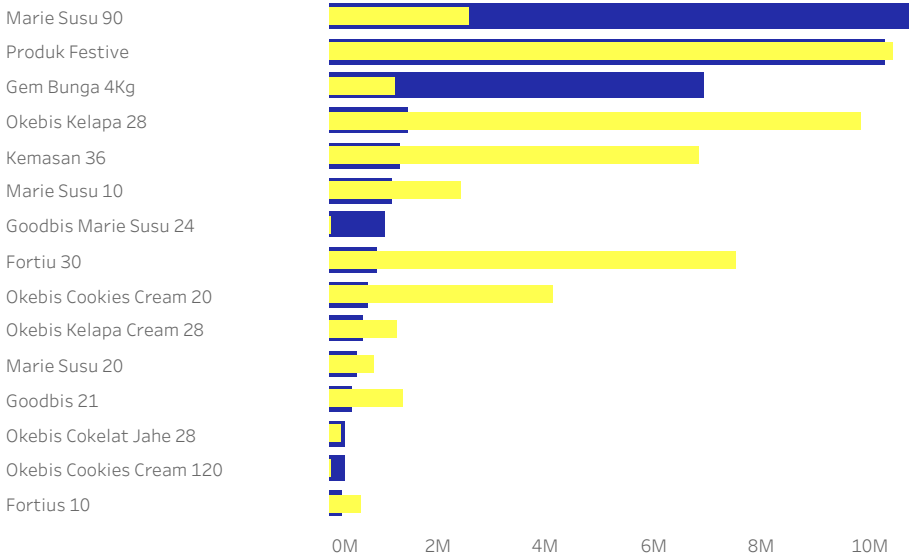
### Sales vs Marketing Cost 2023



### Sales vs. Marketing Cost by Prod 2023



### AoV vs. Marketing Cost by Product 2023





# Sales Report 2024

Select Year  
2024

Product Analysis

Area Analysis

Total Sales 2024

**Rp 156B**  
▼ -5.6% vs PY

Total Marketing Cost 2024

**Rp 10B**  
▼ -8.50% vs PY Year

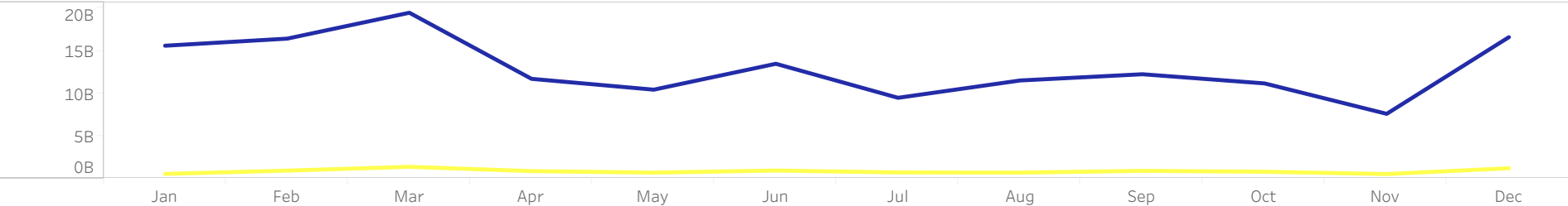
ROI 2024

**Rp 145,203**  
▲ 25.68% vs PY

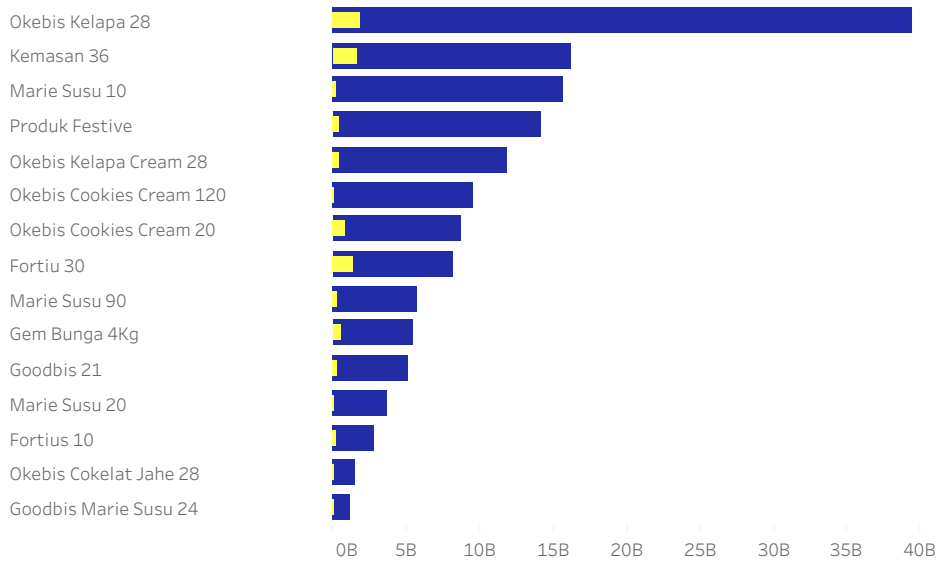
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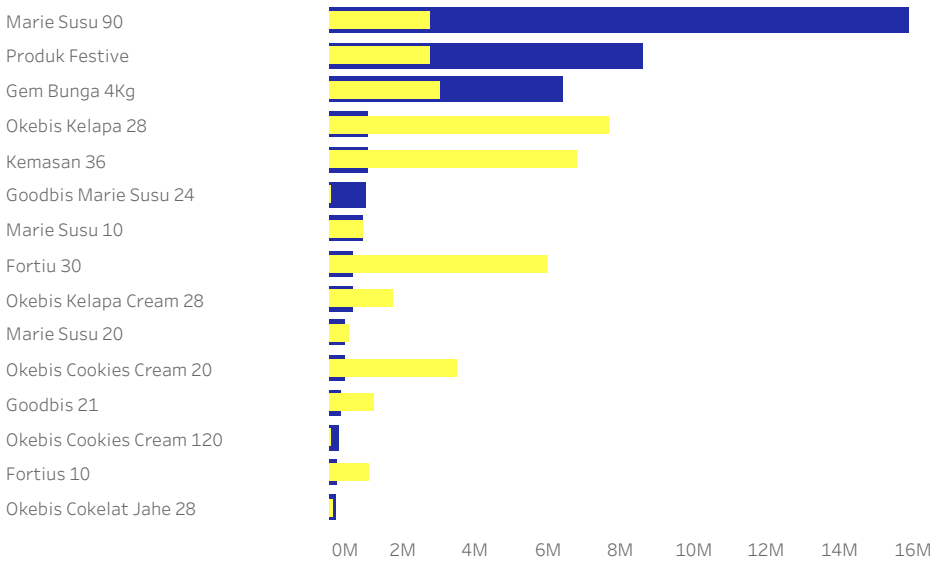
Sales vs Marketing Cost 2024



Sales vs. Marketing Cost by Prod 2024



AoV vs. Marketing Cost by Product 2024





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Select Year  
2023

Product Analysis

Area Analysis

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Total Marketing Cost 2023

**Rp 11B**

▲ 161.57% vs PY Year

ROI 2023

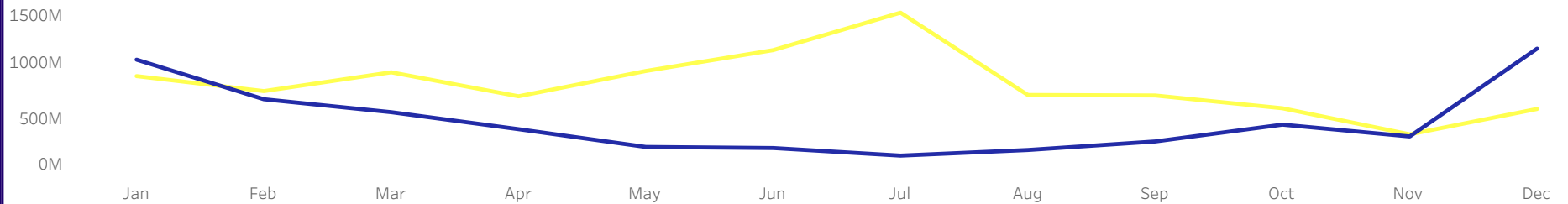
**Rp 115,533**

▼ -71.08% vs PY

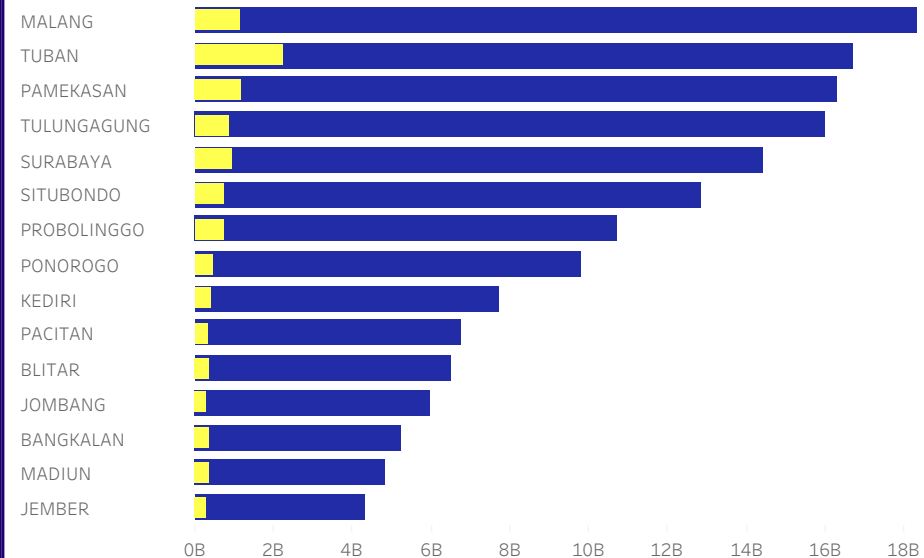
Abc

Abc

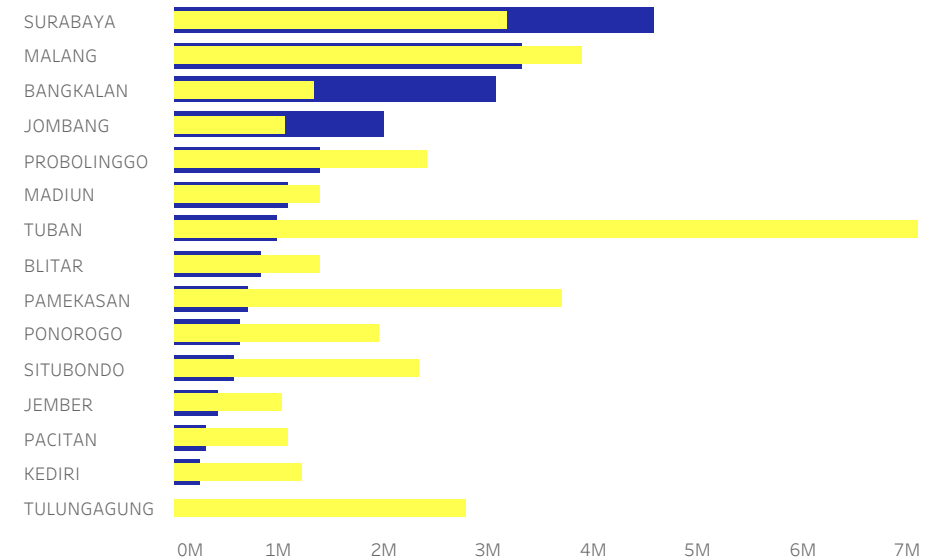
### AoV vs Marketing Cost 2023



### Sales vs. Marketing Cost by Area 2023



### AoV vs. Marketing Cost by Area 2023





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2024

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Area Analysis

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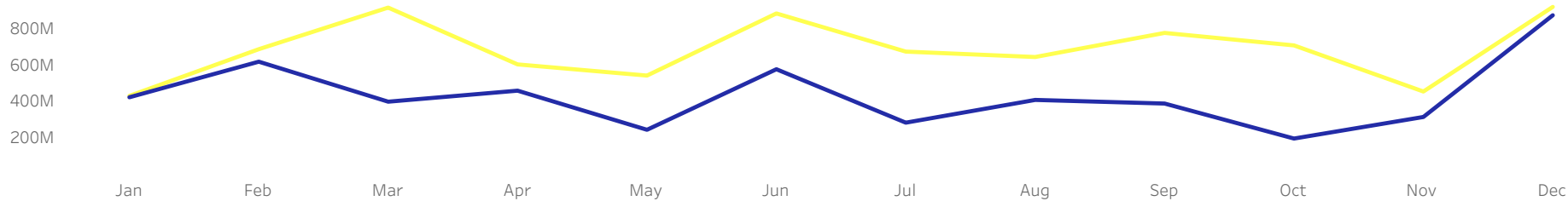
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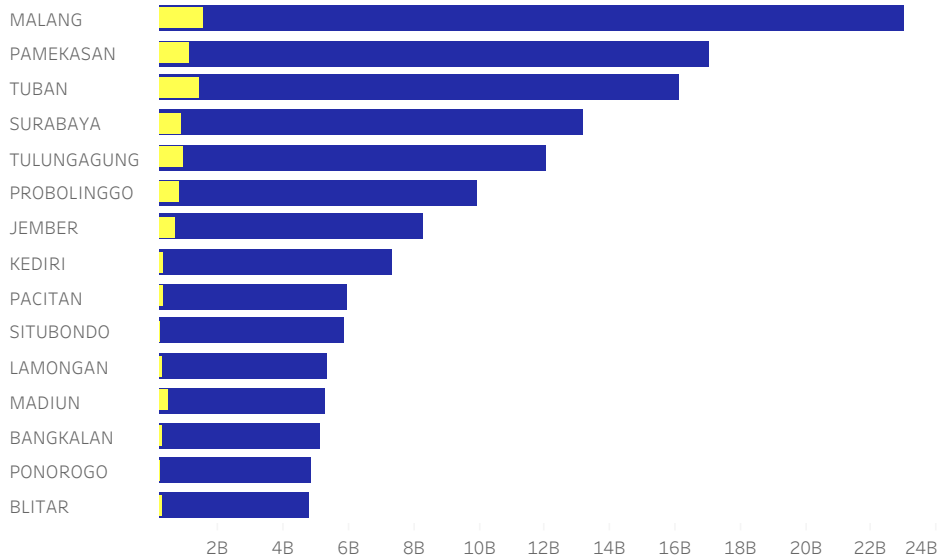
Abc

Abc

## AoV vs Marketing Cost 2024



## Sales vs. Marketing Cost by Area 2024



## AoV vs. Marketing Cost by Area 2024

