**1. Optimizing the Checkout Process**

* **Strategy:** With an average checkout time of just 5 minutes, the process is already quite efficient. However, to further enhance customer convenience, you could implement features like one-click checkout or saving customers' payment methods to speed up future transactions.
* **Objective:** To increase customer convenience and reduce the potential for cart abandonment.

**2. Improving Customer Satisfaction**

* **Strategy:** The current customer satisfaction rating of 4.07 out of 5.00 is good, but there’s room for improvement. Gathering more detailed customer feedback and following up on any issues they encounter can help boost this rating. Additionally, offering loyal customers incentives such as exclusive discounts or a loyalty program can further improve satisfaction.
* **Objective:** To increase satisfaction levels closer to 5.0, driving customer retention.

**3. Diversifying and Promoting Payment Methods**

* **Strategy:** Dana and ShopeePay are the most frequently used payment methods. You can boost the promotion of other methods like BCA and BRI transfers by offering cashback or special discounts for these users. Additionally, consider adding other trending payment methods to broaden your payment options.
* **Objective:** To encourage a more balanced use of payment methods and reduce dependency on just one or two options.

**4. Expanding Market Penetration in Smaller Cities**

* **Strategy:** Focus promotions and marketing campaigns on cities with lower transaction volumes, such as Lamongan and Mojokerto. For example, launch local campaigns or special offers tailored to these areas.
* **Objective:** To increase transactions in cities with greater growth potential.

**5. Optimizing Sales of High-Profit Products**

* **Strategy:** Products like Gaming Keyboards and Multiplatform Headsets generate high profits, but their total sales could be improved. Consider bundling these items with other products or offering discounts for bulk purchases to boost overall sales.
* **Objective:** To increase sales of products with higher profit margins.

**6. Managing Inventory and Logistics**

* **Strategy:** With a low seller lead time (0.37 days) and an average shipping lead time of 2.77 days, you can optimize inventory management to ensure even faster deliveries. Prioritizing shipping services with the best lead times, such as Jastip Handal, can be especially beneficial.
* **Objective:** To reduce customer wait times and enhance their satisfaction with the delivery process.

**7. Special Offers for Low-Selling Products**

* **Strategy:** Products like the USB Converter and Wireless Gaming Mouse have low total sales. Consider offering significant discounts, bundling deals, or special promotions to drive sales of these items.
* **Objective:** To reduce inventory of slow-moving products and maximize revenue from lower-turnover items.

**8. Evaluating and Enhancing Shipping Services**

* **Strategy:** Regularly evaluate the performance of your shipping services. Since Jastip Handal has the best lead time, you might want to promote or prioritize this service for your customers.
* **Objective:** To ensure consistent delivery speed and improve the overall customer experience.