

Performance Dashboard

Sales Units Sold Customer Transaction

Navigation

Overview

Customer Segments

Report

Filter

Month

December

Store Type

All

Total Sales

\$3.54bn

-1.6% ▼ | (\$57.51M)

vs Previous Month



Total Units Sold

2M

-1.2% ▼ | -30.65K

vs Previous Month



Total Customers

17.82K

+0.2% ▲ | 33

vs Previous Month



Total Transactions

48.52K

-1.1% ▼ | -546

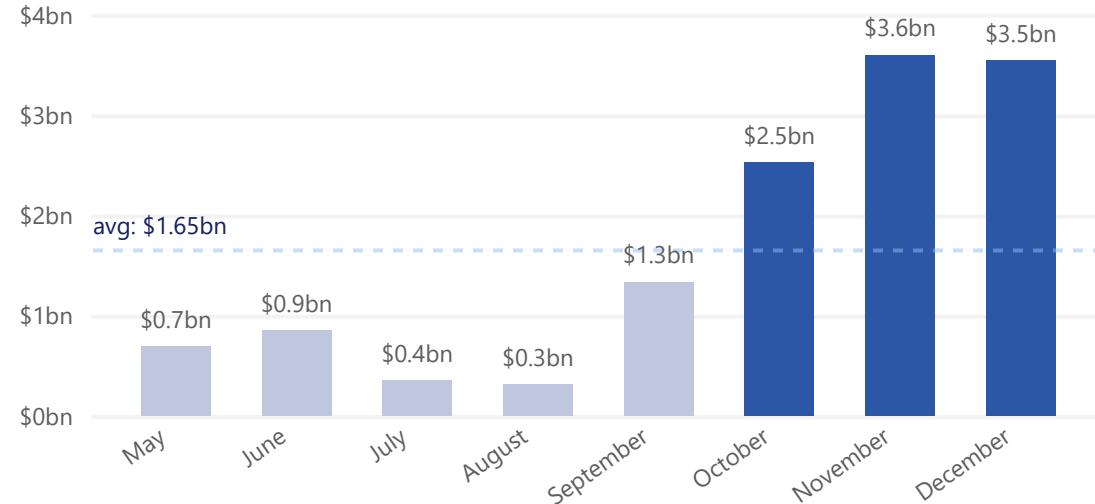
vs Previous Month



Sales

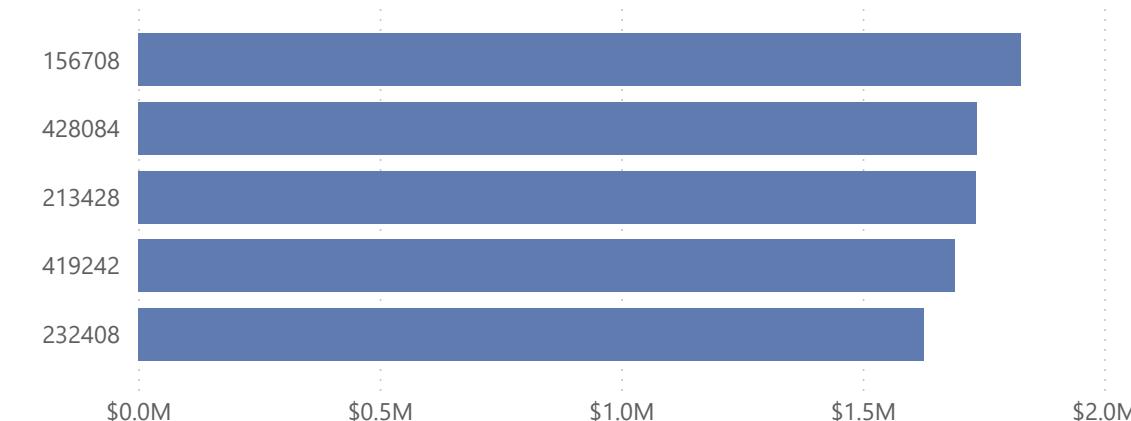
Current vs Previous Month

+23.3% ▲ -58.2% ▼ -11.5% ▼ +324.8% ▲ +89.1% ▲ +42.5% ▲ -1.6% ▼



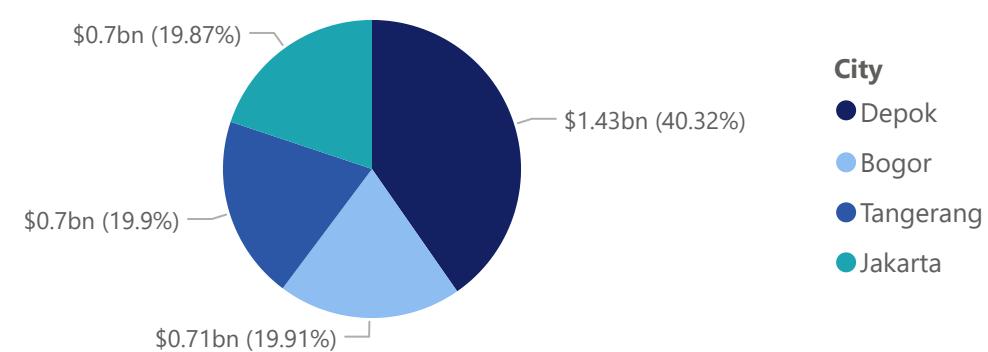
Top 5 Customers

by Sales



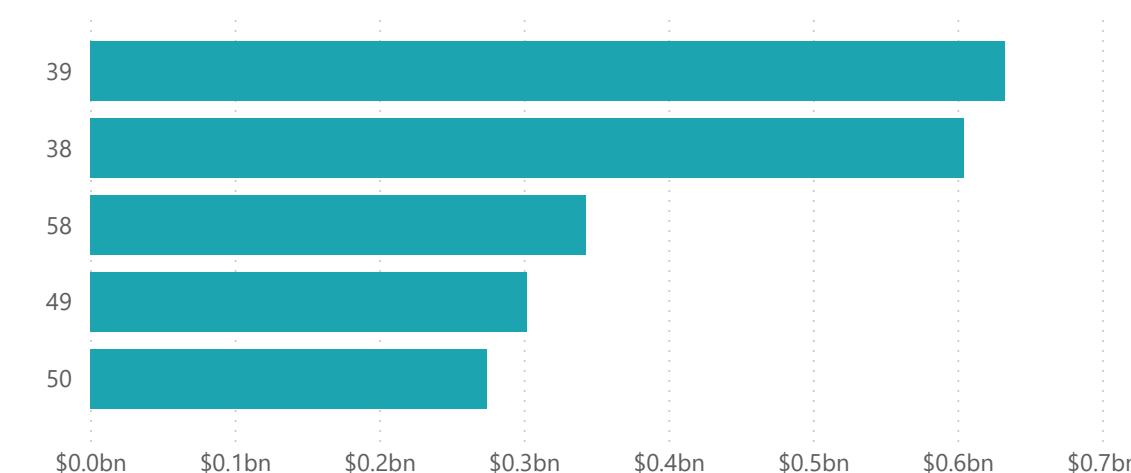
City Distribution

by Sales



Top 5 Products

by Sales



Performance Dashboard | Customer Segments

Navigation

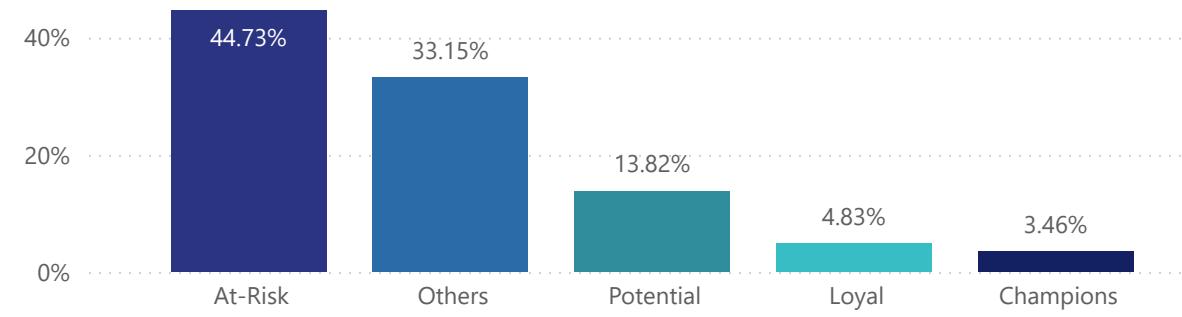
[Overview](#)
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Filter

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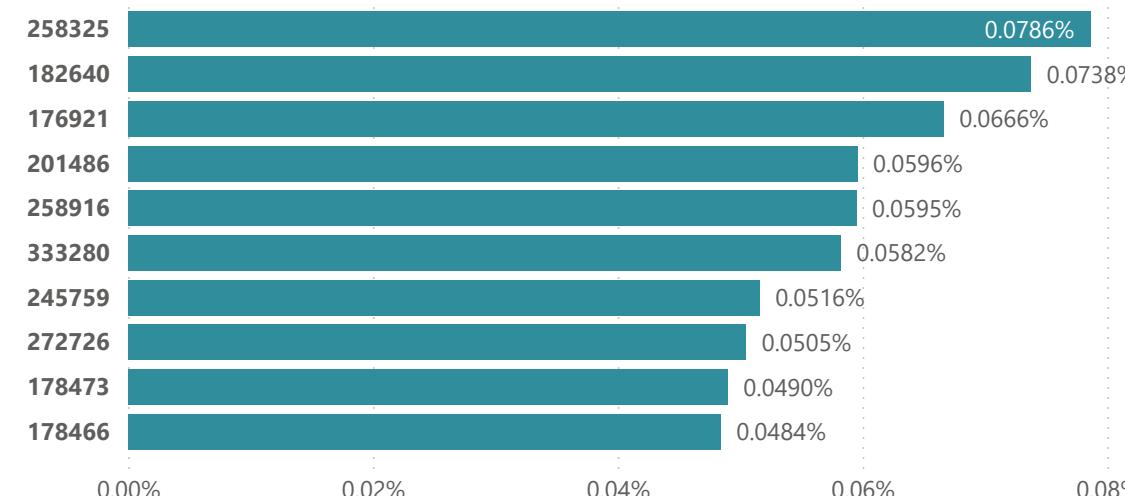
Customer Segmentation

by RFM Classification



Top 10 Customer by Contribution

by RFM Analysis



Segment	Avg Freq	Revenue	Total Cust	Avg AOV	Impact
At-Risk	10.63	5,909,839,631	7391	75,252.95	44.73%
Others	5.46	4,380,247,675	11071	72,429.52	33.15%
Potential	3.04	1,825,712,215	8305	72,305.43	13.82%
Loyal	2.44	638,741,934	3551	73,689.66	4.83%
Champions	1.22	456,961,993	6921	54,014.42	3.46%

Sales Decomposition

[Store Type](#)
[City](#)

Total Sales
13212M

Online store

Offline store

Event

Partnership

Depok

Tangerang

Jakarta

Bogor

Units Sold Decomposition

[Store Type](#)
[City](#)

Total Transaction
181K

Online store

Offline store

Event

Partnership

Depok

Tangerang

Jakarta

Bogor

Performance Dashboard | Report

Navigation	Date	Transaction ID	Store Type	City	Product ID	Price Each	Quantity	Total
Overview	2018-05	101079	Offline store	Bogor	34	\$1,088	48	52224
	2018-05	103597	Offline store	Bogor	34	\$1,088	53	57664
Customer Segments	2018-05	101083	Offline store	Bogor	34	\$1,088	80	87040
	2018-05	101078	Offline store	Bogor	34	\$1,088	82	89216
Report	2018-05	101474	Offline store	Bogor	34	\$1,088	99	107712
	2018-05	106417	Offline store	Bogor	35	\$1,656	6	9936
Filter	2018-05	106438	Offline store	Bogor	35	\$1,656	94	155664
	2018-05	107279	Offline store	Bogor	38	\$1,811	2	3622
Month	2018-05	101630	Offline store	Bogor	38	\$1,811	3	5433
	2018-05	101512	Offline store	Bogor	38	\$1,811	4	7244
Store Type	2018-05	101631	Offline store	Bogor	38	\$1,811	8	14488
	2018-05	106234	Offline store	Bogor	38	\$1,811	9	16299
All	2018-05	106761	Offline store	Bogor	38	\$1,811	12	21732
	2018-05	112240	Offline store	Bogor	38	\$1,811	14	25354
All	2018-05	108343	Offline store	Bogor	38	\$1,811	19	34409
	2018-05	112236	Offline store	Bogor	38	\$1,811	24	43464
All	2018-05	109683	Offline store	Bogor	38	\$1,811	25	45275
	2018-05	107252	Offline store	Bogor	38	\$1,811	26	47086
All	2018-05	109677	Offline store	Bogor	38	\$1,811	28	50708
	2018-05	102262	Offline store	Bogor	38	\$1,811	29	52519
All	2018-05	112496	Offline store	Bogor	38	\$1,811	29	52519
	2018-05	101595	Offline store	Bogor	38	\$1,811	30	54330
All	2018-05	101708	Offline store	Bogor	38	\$1,811	32	57952