Sales Report Dashboard

January 2020 - December 2023

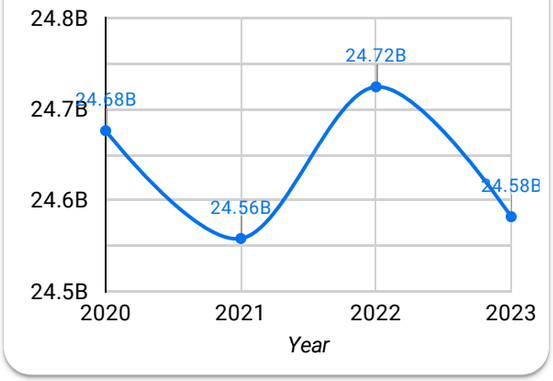
Province | Product Category | Select date range | City | Branch Category

Avg Transaction Rating	Avg Branch Rating	Total Profit	Total Sales
4	4.45	98.54B	346.96B

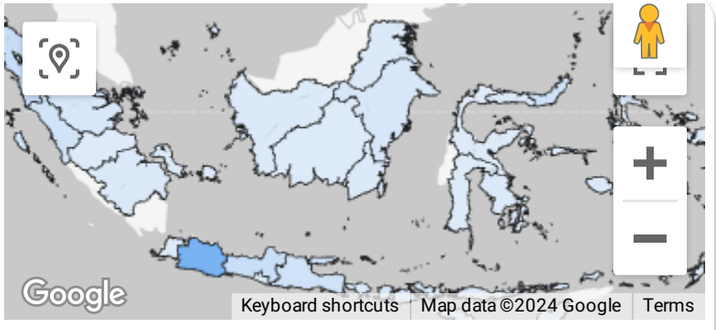
Top 10 Sales by Province

	Province	Transaction Amount	Nett Sales
1.	Jawa Barat	198.72K	29.10B
2.	Sumatera Utara	48.18K	7.04B
3.	Jawa Tengah	46.49K	6.82B
4.	Jawa Timur	34.77K	5.10B
5.	Sulawesi Utara	33.34K	4.88B
6.	Sumatera Barat	32.01K	4.70B
7.	Aceh	21.83K	3.21B
8.	Nusa Tenggara Bar...	21.07K	3.08B
9.	Kalimantan Timur	20.24K	2.98B
10.	Riau	19.61K	2.87B

Sales Profit by Year



Geo Map of Profit



Profit 619.16M 29.10B

Sales by Product Category

	Product Category	Transaction Amount	Nett Sales
1.	Psycholeptics drugs, Hypno...	134.85K	59.43B
2.	Psycholeptics drugs, Anxiol...	107.21K	57.23B
3.	Other analgesics and antipy...	85.07K	46.70B
4.	Drugs for obstructive airwa...	89.92K	45.54B
5.	Antihistamines for systemic...	71.79K	43.65B
6.	Other analgesics and antipy...	58.03K	36.28B
7.	Anti-inflammatory and antir...	58.23K	30.16B
8.	Anti-inflammatory and antir...	67.37K	27.97B

Branch with Highest Rating but Lowest Transaction Rating

	Branch ID	Branch Category	City	Branch Rating...	Transaction Rating
1.	13775	Kimia Farma - Apotek	Tomohon	5	3
2.	46253	Kimia Farma - Klinik-Apot...	Cirebon	5	3
3.	94651	Kimia Farma - Klinik-Apot...	Probolinggo	5	3
4.	87242	Kimia Farma - Klinik-Apot...	Samarinda	5	3
5.	40671	Kimia Farma - Klinik & Ap...	Dumai	5	3

Summary: West Java is the province with the largest density of transactions to profits. The distribution of transactions and profits is fairly evenly spread across provinces outside Java. The category of psycholeptics drugs is the most needed by the community and anti-inflammatory and antirheumatic drugs are the least purchased. The overall sales profit fluctuates up and down each year from 2020 to 2023, but the differences that occur are not significant each year. Overall, branch ratings and transactions are at an average value that can be considered safe. The 5 branches with the highest rating but the lowest transaction rating should be studied further to analyze what suggestions need to be given to improve customer satisfaction.