


Technical Test 1 - Data Analyst

Dashboard Sales Insights



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User Behaviour Dashboard Analysis Overview



This interactive dashboard provides a comprehensive analysis of user transaction behavior, designed to uncover key trends and insights across geographic, demographic, and temporal dimensions. The primary goal is to empower stakeholders with actionable data to drive strategic business decisions.

The dashboard is structured into three main sections:

High-level **KPI**

Customer **Demographic**

Geographic and **Temporal Trends**



Insights **KPIs**

Total Revenue

\$480.954.517,27

The business has generated a substantial total sales volume of over \$480 million, indicating a strong market presence and a high volume of monetary flow.

Transactions Volume

11.742.215

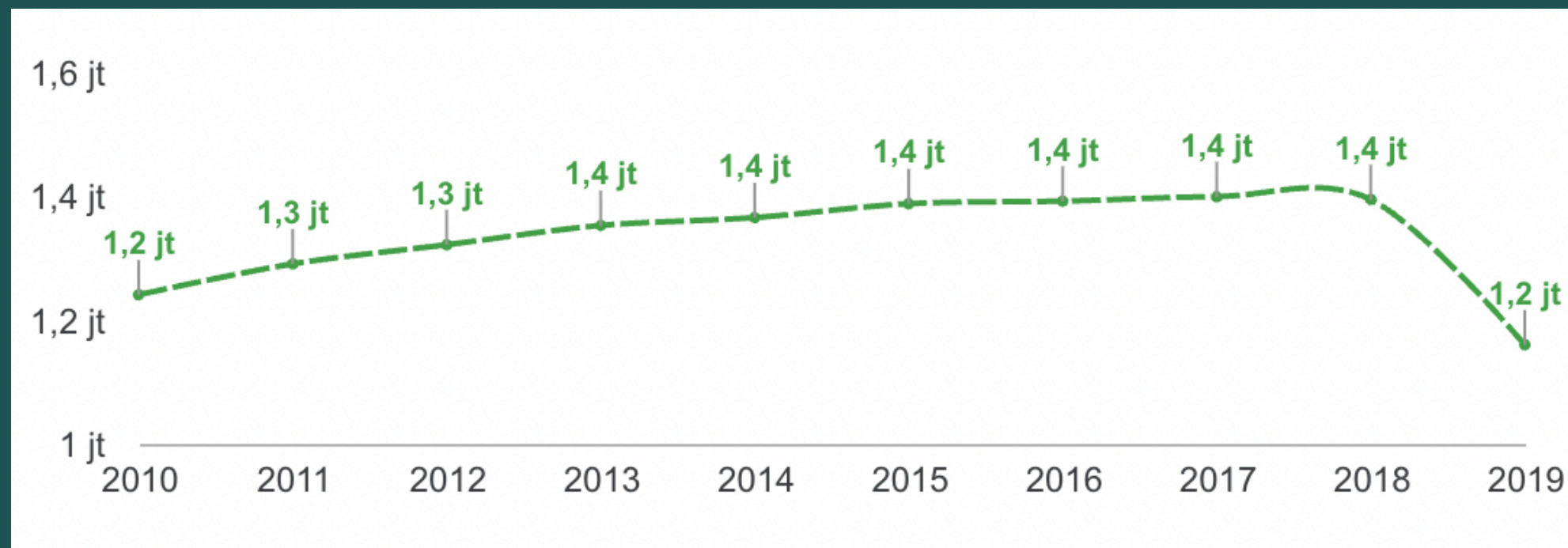
With over 11.7 million individual transactions processed, the platform demonstrates a high level of user activity and engagement.

Average Transaction Value

\$40,96

The average value per transaction is \$40.96. This suggests that the business model is likely driven by a high frequency of relatively small to medium-sized purchases, rather than a small number of high-value sales.

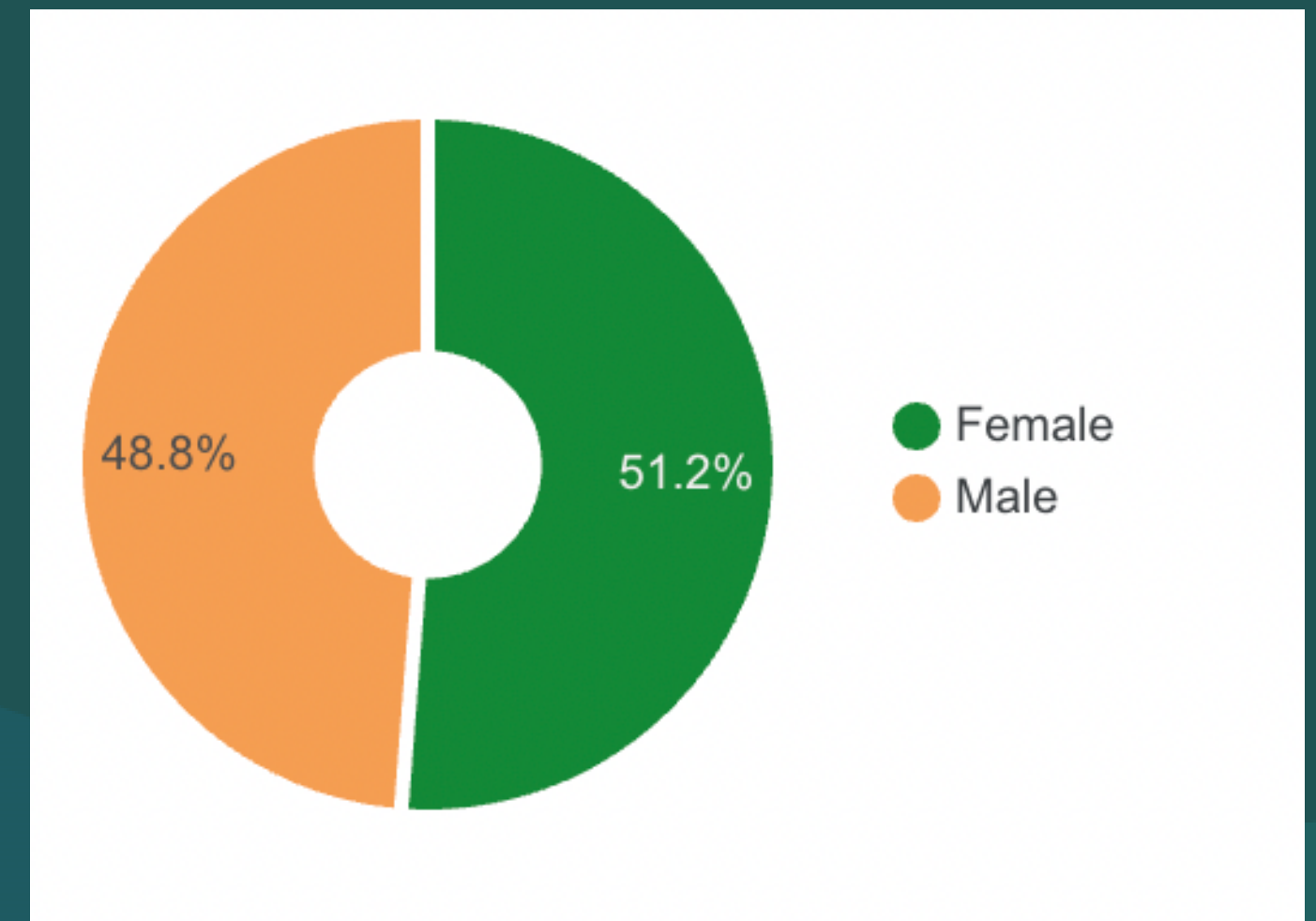
Yearly Transaction Chart



- The chart illustrates a period of **steady and consistent growth over eight years**, starting from 1.2 million in 2010.
- The growth stabilized into a plateau, maintaining a peak level of **approximately 1.4 million for six consecutive years from 2013 to 2018**. This indicates a period of maturity or market saturation.
- There was a sharp and **significant decline** in **2019**, with the value dropping back to 1.2 million, erasing the growth achieved over the previous years.

Gender Distribution

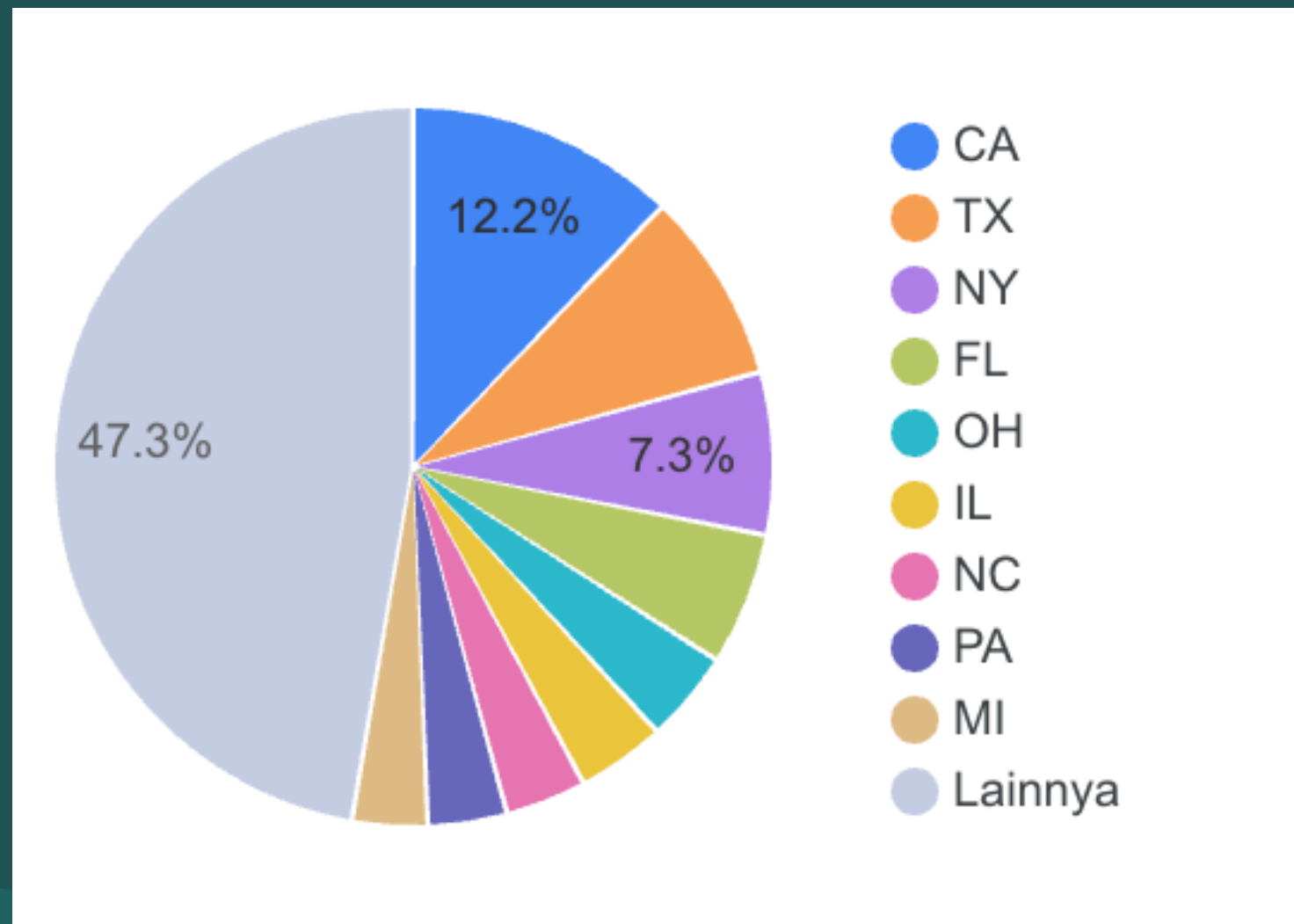
- The distribution of total transactions is nearly equal between male and female users, indicating that the product or service has a broad appeal across genders.
- **Female users** account for a slight majority of transactions at **51.2%**, compared to **48.8% for male users**.
- The small difference of just 2.4 percentage points suggests that neither gender dominates the user base. **Both segments are almost equally active and should be considered core target markets.**



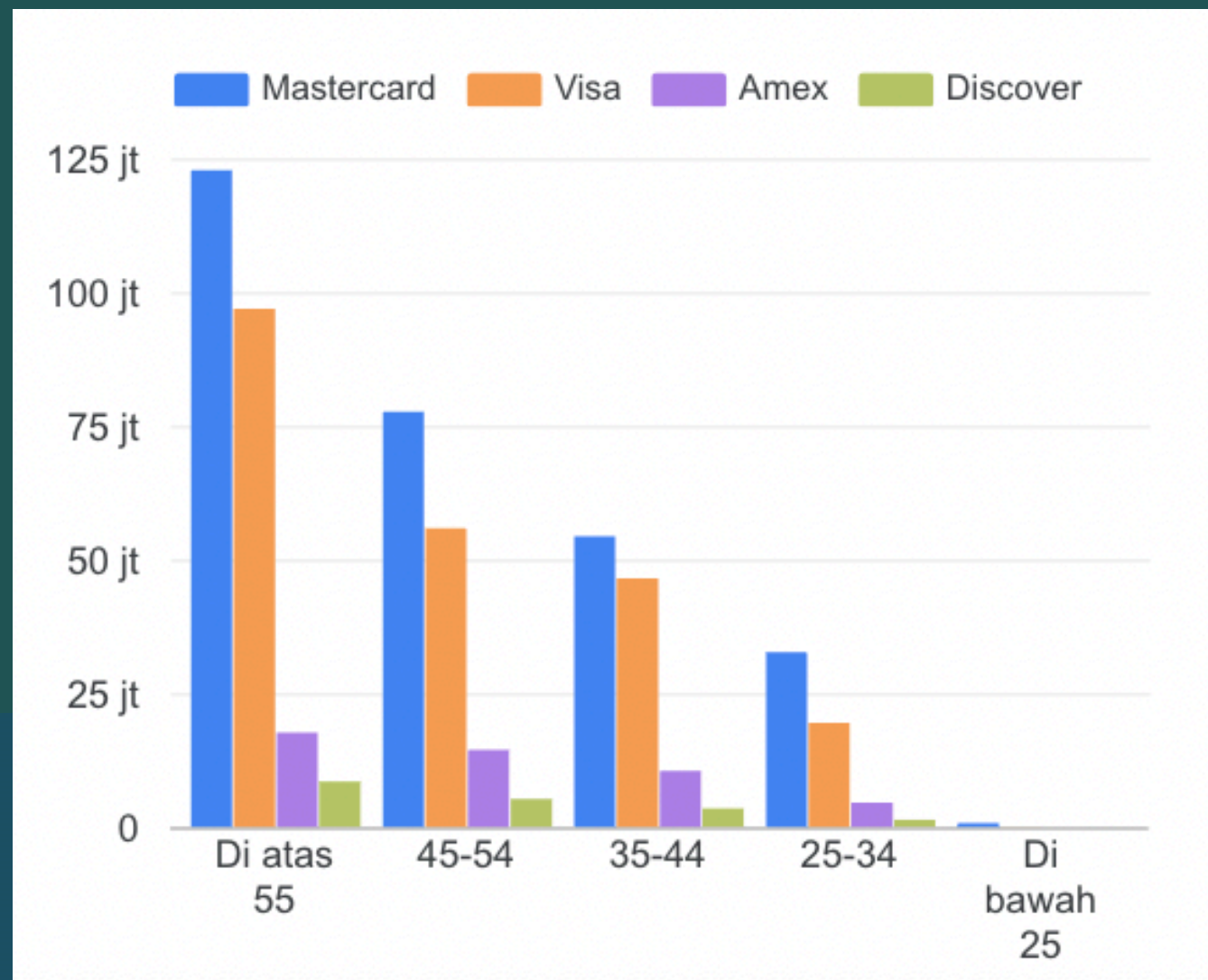


State Distribution

- The chart clearly shows that the market is highly concentrated, with the **top 9 states** accounting for over half (**52.7%**) of all transactions.
- **California (CA)** is the clear market leader, contributing 12.2% of all transactions. Together with **Texas (TX)** and **New York (NY)**, these top three states represent a substantial portion of the business.
- A significant 47.3% of transactions come from a wide range of other states ("Lainnya"). This indicates a **long-tail market** with **potential for growth** in regions outside of the current top performers.



Card Brand by Age Group



The chart clearly demonstrates that transaction volume is highest among older age groups and declines significantly with younger demographics. The "Di atas 55" (Above 55) segment is by far the most active market.

In every significant age bracket, **Mastercard** is the **most frequently used card**, followed very closely by Visa. Together, they form the vast majority of the payment landscape.

American Express (Amex) and Discover consistently hold a much smaller market share compared to the two leaders. Their usage, while present, is minimal across all age groups.

The "Di atas 55" age group represents the most critical customer segment, showing the highest transaction volume for both Mastercard and Visa. This highlights their immense **purchasing power and loyalty** to these specific brands.

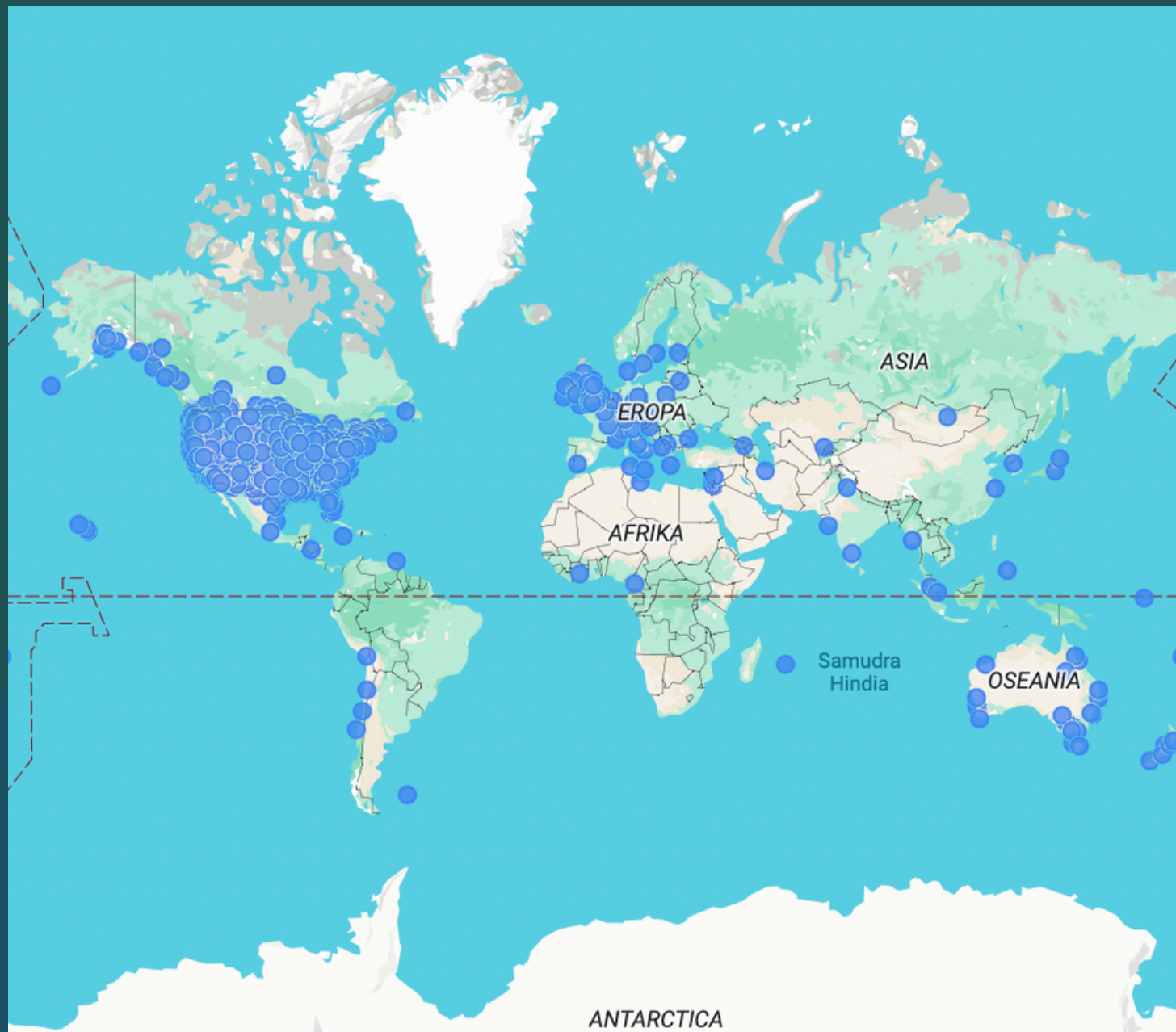
Top 10 Cities by Transactions



- **Houston stands out** as the undisputed leader, with a transaction volume of **nearly 147,000**. This is significantly **higher—over 65% more**—than the second-ranked city, Miami, establishing it as the most critical metropolitan market.
- The list is composed entirely of major, **high-population cities** across the United States, such as Miami, Los Angeles, and Chicago. This indicates that the user base is predominantly urban.
- The presence of cities **from various regions**—including Texas (Houston, Dallas, San Antonio), the East Coast (Brooklyn, Philadelphia), and the Midwest (Chicago, Indianapolis)—demonstrates a broad, **nationwide reach** rather than a concentration in a single geographic area.

	Kota	Total Transaksi ▾
1.	Houston	146.917
2.	Miami	87.388
3.	Brooklyn	84.020
4.	Los Angeles	82.004
5.	Chicago	72.540
6.	Dallas	71.864
7.	Louisville	66.088
8.	Philadelphia	61.419
9.	San Antonio	59.265
10.	Indianapolis	58.258

Global Distribution



- The map vividly illustrates that the vast majority of transactions are concentrated within **the United States**. This region is unequivocally the primary and most critical market for the business.
- A significant cluster of transactions is visible across **Europe**, establishing it as the **second most important region**. While not as dense as the US, it represents a substantial and mature market.
- There is a scattered but notable **presence of transactions across Asia, South America, and Oceania**. This indicates that the business has a **global reach**, but these regions represent smaller, emerging, or opportunistic markets compared to North America and Europe.



Thank You!

