

Attribute Information :

- transaction_id : kode id transaksi,
- date : tanggal transaksi dilakukan,
- branch_id : kode id cabang Kimia Farma,
- branch_name : nama cabang Kimia Farma,
- kota : kota cabang Kimia Farma,
- provinsi : provinsi cabang Kimia Farma,
- rating_cabang : penilaian konsumen terhadap cabang Kimia Farma
- customer_name : Nama customer yang melakukan transaksi,
- product_id : kode product obat,
- product_name : nama obat,
- actual_price : harga obat,
- discount_percentage : Persentase diskon yang diberikan pada obat,
- persentase_gross_laba : Persentase laba yang seharusnya diterima dari obat dengan ketentuan berikut:
 - Harga <= Rp 50.000 -> laba 10%
 - Harga > Rp 50.000 - 100.000 -> laba 15%
 - Harga > Rp 100.000 - 300.000 -> laba 20%
 - Harga > Rp 300.000 - 500.000 -> laba 25%
 - Harga > Rp 500.000 -> laba 30%,
- nett_sales : harga setelah diskon,
- nett_profit : keuntungan yang diperoleh Kimia Farma,
- rating_transaksi : penilaian konsumen terhadap transaksi yang dilakukan.

Table Overview :

transacti...	date	branch...	branch_name	provinsi	kota	customer_name
TRX9999998	Jul 13...	24305	Kimia Farma - Kli...	Jawa Barat	Kuningan	Wendy Gray
TRX9999995	Jul 7, ...	40126	Kimia Farma - Kli...	Kalimantan Timur	Samarinda	Michael Blake
TRX9999980	Aug 1...	75976	Kimia Farma - Ap...	DI Yogyakarta	Yogyakarta	Ronald Mcmillan
TRX9999977	May 2...	91195	Kimia Farma - Kli...	Kalimantan Selatan	Banjarmasin	David Hodges

product_id...	product_name	price	discount_percenta...	persentase_gross_laba
KF999	Other analgesics and ant...	389900	0.1	0.25
KF999	Other analgesics and ant...	389900	0.07	0.25
KF999	Other analgesics and ant...	389900	0.05	0.25
KF999	Other analgesics and ant...	389900	0.11	0.25

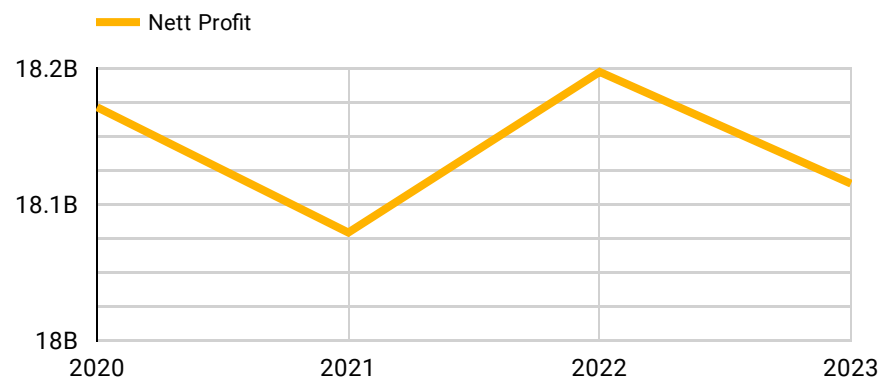
nett_profit ▾	nett_sales	rating_cabang	rating_transaksi
299250	997500	4.8	3.9
299250	997500	5	3.9
299250	997500	4.7	3.5
299250	997500	4.6	4.8

Record Count

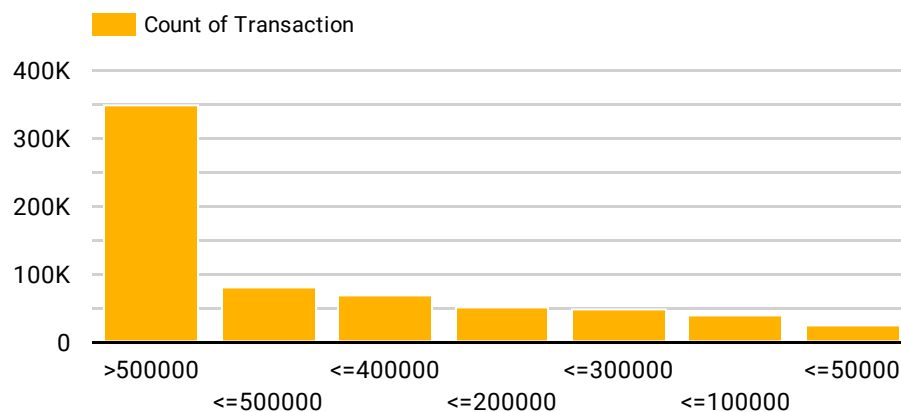
672.5K

Total Nett Sales
Rp321.17BNett Profit
Rp72.56BNumber of Branch
1,725Avg. Branch Rating
4.4Avg. Transaction Rating
4.0

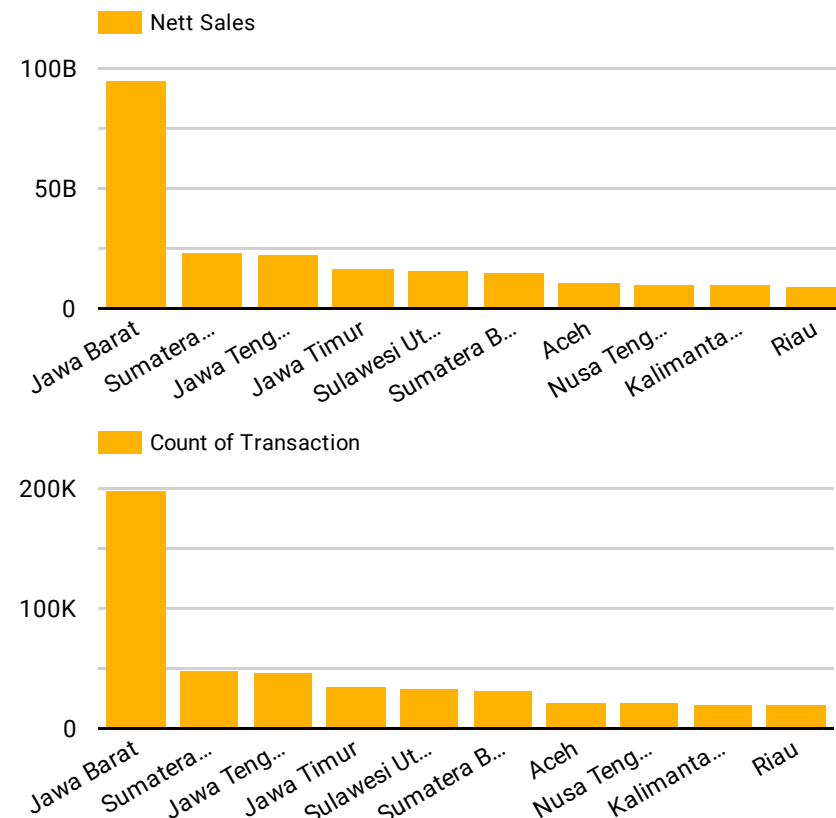
Nett Profit by Year



Number of Transaction by Prodcut Price Category



TOP 10 PROVINCE



Product Rank by The Highest Total Product Sold

Product Name

Psycholeptics drugs, Hypnotics and sedatives drugs

Psycholeptics drugs, Anxiolytic drugs

Drugs for obstructive airway diseases

Other analgesics and antipyretics, Salicylic acid and derivatives

Antihistamines for systemic use

Anti-inflammatory and antirheumatic products, non-steroids, Acetic a...

Anti-inflammatory and antirheumatic products, non-steroids, Propioni...

Other analgesics and antipyretics, Pyrazolones and Anilides

5 BRANCH WITH THE HIGHEST BRANCH RATING BUT THE LOWEST TRANSACTION RATING

	Branch ID	Branch Name	Province	City	Branch Ratin...	Transaction Ra...
1.	82157	Kimia Farma - Klinik...	Kalimantan Utara	Tarakan	5	3.91
2.	44567	Kimia Farma - Klinik...	Kepulauan Riau	Batam	5	3.93
3.	13775	Kimia Farma - Apotek	Sulawesi Utara	Tomohon	5	3.93
4.	31872	Kimia Farma - Klinik...	Bangka Belitung	Pangkalpinang	5	3.93
5.	62707	Kimia Farma - Apotek	Nusa Tenggara Ba...	Mataram	5	3.96



KIMIA FARMA PERFORMANCE ANALYTICS DASHBOARD

BUSINESS YEAR 2020-2023

Select date range

Province

City	Num of Branch
Type to search	
Subang	61
Garut	55
Purwakarta	51
Ciamis	46
Semarang	46
Sukabumi	45

Branch ID

Branch Name	Num of Branch
Type to search	
Kimia Farma - Apotek	583
Kimia Farma - Klinik & Ap...	571
Kimia Farma - Klinik-Apo...	571

Number of Transaction

672.5K

Number of Branch

1,725

Total Nett Sales

321.2B

Total Nett Profit

72.6B

Branch Rating

4.4

Transaction Rating

4



	Province	Nett Sales	Nett Profit
1.	Jawa Barat	94,869,594,875	21,429,943,955
2.	Sumatera Utara	22,952,159,897	5,183,054,457
3.	Jawa Tengah	22,248,101,144	5,032,226,834
4.	Jawa Timur	16,627,080,704	3,756,545,229
5.	Sulawesi Utara	15,902,759,535	3,592,554,730
6.	Sumatera Barat	15,314,406,695	3,456,436,105
7.	Aceh	10,467,971,437	2,369,226,617
8.	Nusa Tenggara Ba...	10,036,738,806	2,264,908,291