TAMMA ROBAH INDONESIA

Tammah Robah Indonesia
Sales Dashboard

Sales Overview

Sales Revenue (Rp)	Sales Quantity
Rp8.425.515.799	480.245

1 Okt 2023 - 31 Des 2023

Dashboard Main Menu

Sales and Product Performance

Customer Performance

Salesman Settings

Select Salesman ID ▾

Customer Transaction Settings

Select Customer ID ▾

Select Transaction ID ▾

Select Channel ▾

Customer Geography Settings

Select Province ▾

Select City ▾

Sales Performance

Sales Timeseries

■ Revenue (Rp) ── Quantity

Sales Key Performance Metrics

AOV (Average Order Value)	ASP (Average Selling Price)	ARPU (Average Revenue per User)	Basket Size
Rp3.706.782	Rp17.544	Rp16.817.397	211,28

Salesman Performance

DA08 ● DL06 ■ GN02 ● WD05 ● TT03 ● AT01 ● ST07 ● NN09 ● PJ10 ● IF12

Product Performance

Sales Revenue by Product

■ Sales Revenue (Rp)

Product	Revenue
Sosis	Rp7,16 M
Tempura	Rp723,35 jt
Nugget	Rp229,7 jt
Ham	Rp169,77 jt
Packaging	Rp107,34 jt
Dry Ice	Rp12,17 jt
Roti	Rp11,8 jt
Perlengkapan	Rp9,9 jt
Mayonaise	Rp2,08 jt
Peralatan	Rp40,12 rb

Sales Revenue (Rp)	Sales Quantity
Rp8.425.515.799	480.245

1 Okt 2023 - 31 Des 2023

Customer Performance

Customer Occurence Growth

■ New Customer ■ Existing Customer

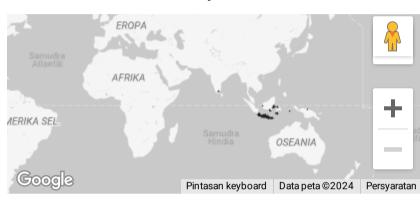|	Okt 2023	Nov 2023	Des 2023
New Customer	364	85	52
Existing Customer	312	329	334

Sales Revenue based on Region

Sales Revenue (Rp) 1.553.760 — 2.543.145.855

Sales Revenue based on City

Sales Revenue (Rp) 79.990 — 1.398.052.617

City	Sales Revenue (Rp) ▾	Quantity
Jakarta	Rp1.398.052.617	77.295
Sidoarjo	Rp850.542.039	47.547
Denpasar	Rp743.827.596	41.842
Yogyakarta	Rp551.062.767	30.588
Surabaya	Rp511.495.977	28.809

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Customer Behaviour

●— Transaction Behaviour

Values (by Date 1-31): 43, 86, 62, 94, 65, 88, 91, 60, 92, 56, 85, 77, 93, 92, 41, 85, 67, 58, 93, 70, 84, 49, 88, 53, 65, 64, 86, 96, 72, 80, 38

Date

Customer Top Spender

Customer ID	City	Channel	Revenue (Rp) ▾	Quantity
D00393	Jakarta	GT	Rp729.663.590	42.350
F00008	Yogyakarta	FS	Rp523.883.229	29.116
01K00015	Denpasar	FS	Rp486.263.595	28.020
01R00073	Depok	FS	Rp316.420.900	17.699
K00163	Sidoarjo	FS	Rp267.953.560	14.320
R00221	Klaten	FS	Rp234.875.087	13.879
W00032	Makassar	EU	Rp225.279.796	12.762
01H00060	Jakarta	GT	Rp205.963.025	10.865
C00114	Surabaya	GT	Rp205.110.028	11.688
P00217	Kudus	FS	Rp203.288.639	12.009
01A00120	Denpasar	FS	Rp197.387.732	10.462
Z00062	Sidoarjo	FS	Rp196.343.245	11.125
L00037	Samarinda	FS	Rp180.316.974	10.510
F00068	Bekasi	FS	Rp156.130.841	9.379

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Sidebar

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Dashboard Main Menu

- Sales and Product Performance
- Customer Performance

Salesman Settings

- Select Salesman ID ▾

Customer Transaction Settings

- Select Customer ID ▾
- Select Transaction ID ▾
- Select Channel ▾

Customer Geography Settings

- Select Province ▾
- Select City ▾