



Performance Analytics Kimia Farma Business Year 2020-2023

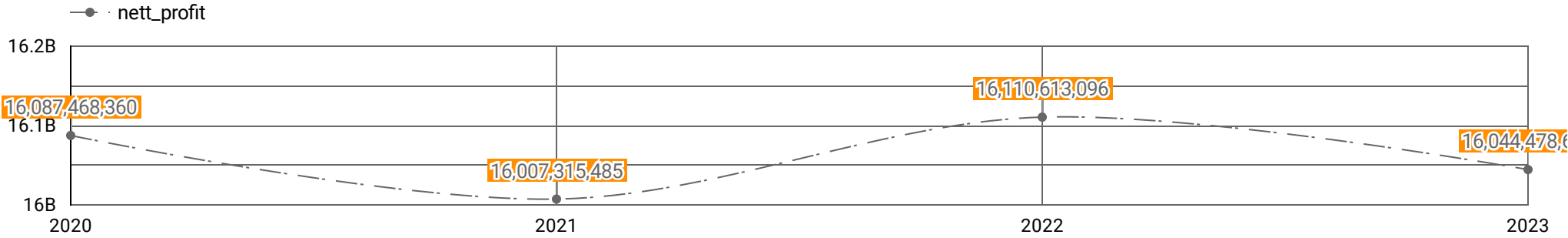
Product Name

Province

Select date range

Net Sales	Net Profit	Total Transaction
Rp321,171,190,319.00	Rp64,249,875,635.74	672,458

Company's Annual Net Profit



Top 5 Profitable Products

Product Name	Percentage of Total Profit
1. Psycholeptics drugs, Hypnotics and sedatives drugs	16.82%
2. Psycholeptics drugs, Anxiolytic drugs	16.23%
3. Other analgesics and antipyretics, Salicylic acid and deri...	13.53%
4. Antihistamines for systemic use	12.94%
5. Drugs for obstructive airway diseases	12.82%

Top 5 Demanded Products

Product Name	Percentage of Total Transaction
1. Psycholeptics drugs, Hypnotics and sedatives drugs	20.05%
2. Psycholeptics drugs, Anxiolytic drugs	15.94%
3. Drugs for obstructive airway diseases	13.37%
4. Other analgesics and antipyretics, Salicylic acid an...	12.65%
5. Antihistamines for systemic use	10.68%

Distribution of Profit by Province



Top 10 Provinces Transactions

Province	Total Transaction
1. Jawa Barat	198,723
2. Sumatera Utara	48,178
3. Jawa Tengah	46,494
4. Jawa Timur	34,766
5. Sulawesi Utara	33,339
6. Sumatera Barat	32,014
7. Aceh	21,825
8. Nusa Tenggara Barat	21,069
9. Kalimantan Timur	20,243
10. Riau	19,607

Top 10 Provinces Net Sales

Province	Total Net Sales
1. Jawa Barat	Rp94,869,594,875
2. Sumatera Utara	Rp22,952,159,897
3. Jawa Tengah	Rp22,248,101,144
4. Jawa Timur	Rp16,627,080,704
5. Sulawesi Utara	Rp15,902,759,535
6. Sumatera Barat	Rp15,314,406,695
7. Aceh	Rp10,467,971,437
8. Nusa Tenggara Barat	Rp10,036,738,806
9. Kalimantan Timur	Rp9,714,536,616
10. Riau	Rp9,354,616,403

Branch ID	Branch Type	City	Branch Rating	Transaction Rating...
1. 82157	Kimia Farma - Klinik & Apotek	Tarakan	5	3.91
2. 44567	Kimia Farma - Klinik & Apotek	Batam	5	3.93
3. 13775	Kimia Farma - Apotek	Tomohon	5	3.93
4. 31872	Kimia Farma - Klinik & Apotek	Pangkalpinang	5	3.93
5. 62707	Kimia Farma - Apotek	Mataram	5	3.96

The analysis reveals a **fluctuating net profit** trend from 2020 to 2023, despite a relatively small difference of **Rp 103 million** between the highest and lowest annual profits. The company recorded its **highest annual profit of Rp 16,110,613,00 in 2022**. Psycholeptics, hypnotics, and sedative drugs were the **most in-demand products and contributed the highest profit by 16.82%** of the total profit. West Java province recorded the **highest transaction value at Rp 94,869,594.00**. A noteworthy finding that needs to be evaluated is the **disparity between transaction ratings and branch ratings** in several branches that have perfect rating.

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Data Source:

Kf_Analytics - Kimia Farma

Objective:

To analyze and visualize company performance metrics such as annual profit, product performance, and branch performance, to identify opportunities for improvement.

Metrics :

Net Sales

Net Profit

Total Transaction

Rating

Dimensions :

Date

Province

Product Name

Branch

Features & Visualizations :

Data Range Control (Date): Filters data based on a specific date range.

Drop Down List Control (Province, Product Name): Enables dynamic and interactive data exploration by allowing users to select specific provinces or products for analysis.

Scorecard (Net Sales, Net Profit, Total Transactions): Displays overall and filtered (using drop-down controls) metrics for net sales, net profit, and total transactions.

Time Series Chart (Net Profit): Visualizes year-over-year comparisons of net profit.

Table with Bars (Products, Top 10 Province Transaction, Top 10 Province Net Sales): Presents performance data for products and provinces, highlighting top performers.

Geo Chart (Distribution Profit): Visualizes the geographic distribution of profits across provinces.

Table (Transaction Rating, Branch Rating): Identifies anomalies in branch performance, highlighting branches with high ratings but low transaction ratings.