Business Performance Analytics [Year 2020 – 2023]

Presented By: Rahma Amanda Mustikarini

Last Updated: 30/06/2024

Content Lists

Introduction

Problem Statement

Kimia Farma, as a pioneer in the Indonesian pharmaceutical industry, needs a thorough evaluation to maintain its reputation and ensure sustainable growth. Therefore, understanding the current state of the business and identify key areas for improvement are important to ensure continued success.

Objectives

- To evaluate business performance

- To discover insights from visualization.

- To propose possible solutions or recommendation.

Peformance Analytics Dashboard

Business Year 2020 - 2023

Dashboard of Kimia Farma's Business Performance from 2020 to 2023.

Month ▼   Year ▼

Province ▼

kimia farma
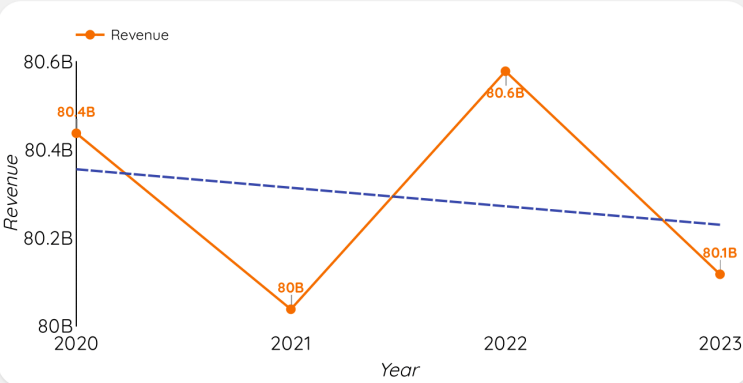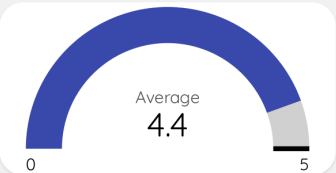By Rahma Amanda Mustikarini

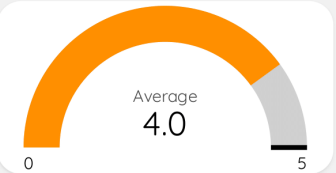| Total Revenue	Total Profit	Total Customer
321.2B	91.2B	264.6K

Total Revenue Each Year

— Revenue

80.4B · 80B · 80.6B · 80.1B (2020–2023)

Profit by Provinces

572,948,490 ▬ 26,940,703,195.15

Average Branch Rating

Average
4.4

Average Transaction Rating

Average
4.0

Nett Sales by Province

■ Nett Sales

Jawa Barat
Sumatera Utara
Jawa Tengah
Jawa Timur
Sulawesi Utara
Sumatera Barat
Aceh
Nusa Tenggara Barat
Kalimantan Timur
Riau

0   20B   40B   60B   80B   100B

Number of Transaction by Province

■ Transaction

Jawa Barat
Sumatera Utara
Jawa Tengah
Jawa Timur
Sulawesi Utara
Sumatera Barat
Aceh
Nusa Tenggara Barat
Kalimantan Timur
Riau

0   50K   100K   150K   200K

Branch with Highest Rating but with Lowest Transaction Rating

	Branch ID	City	Branch Rating ❶ ▼	Transaction Rating ❷ ▲
1.	82157	Tarakan	5	3.91
2.	44567	Batam	5	3.93
3.	13775	Tomohon	5	3.93
4.	31872	Pangkalpina...	5	3.93
5.	62707	Mataram	5	3.96

1 - 5 / 5   ‹ ›

Percentage of Transactions by Product Category
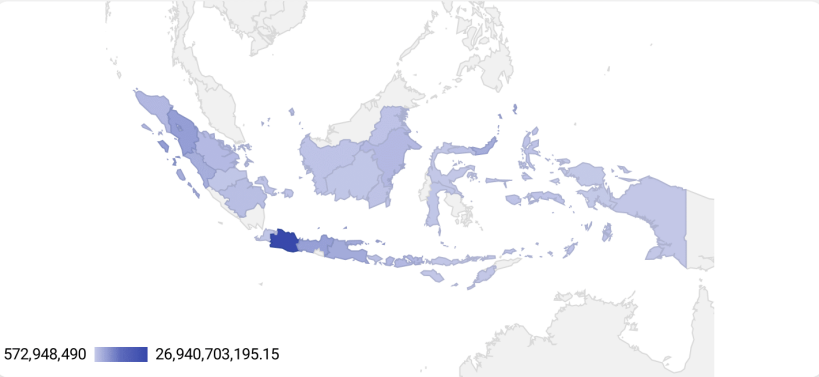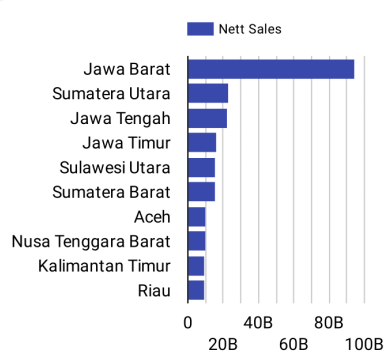
8.6% · 20.1% · 8.7% · 10% · 10.7% · 12.7% · 13.4% · 15.9%

- Psycholeptics drugs, Hypnotics...
- Psycholeptics drugs, Anxiolytic...
- Drugs for obstructive airway dis...
- Other analgesics and antipyreti...
- Antihistamines for systemic use
- Anti-inflammatory and antirheu...
- Anti-inflammatory and antirheu...
- Other analgesics and antipyreti...
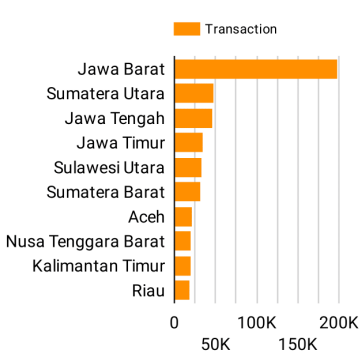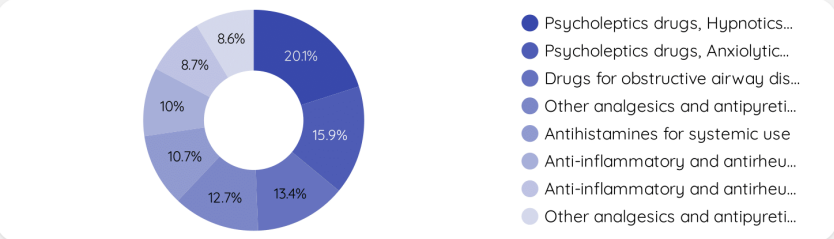
Scorecard

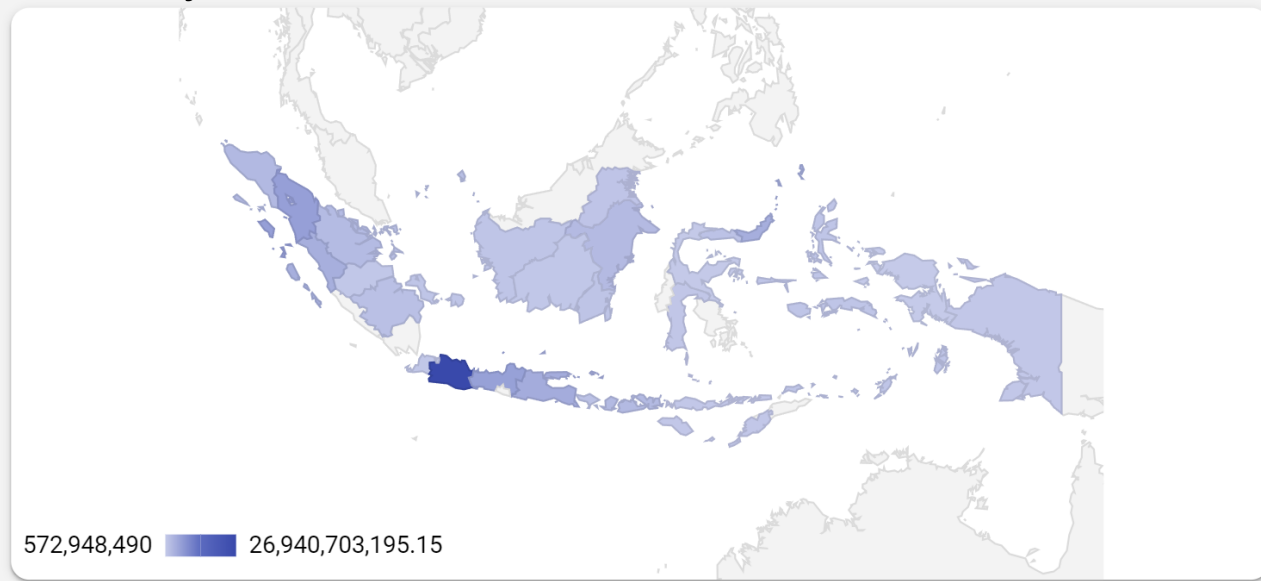| Total Revenue	Total Profit	Total Customer
321.2B	91.2B	264.6K

- Total revenue, profit, and number of customers across all branches between 2020 and 2023, which indicate the overall business performance.
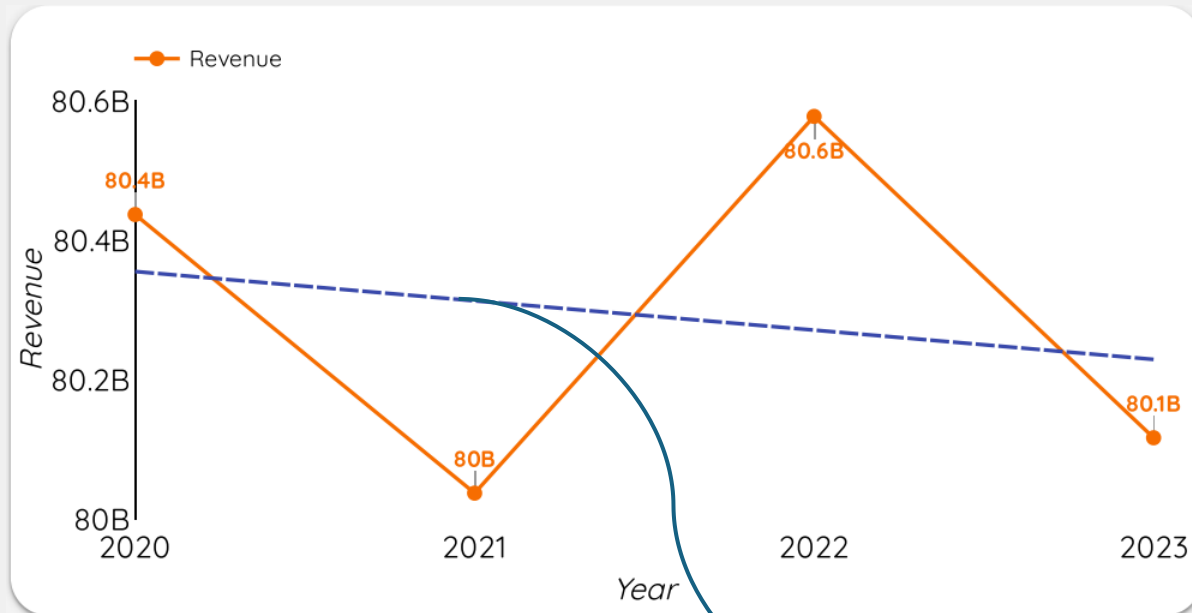
Geographic

Profit by Provinces

572,948,490 ▭ 26,940,703,195.15

- The color represent how high or how low the value is on a scale.

- The highest profits obtained by **West Java**, which are shown in darker color

- There is a **significant difference** in profits between West Java and other provinces

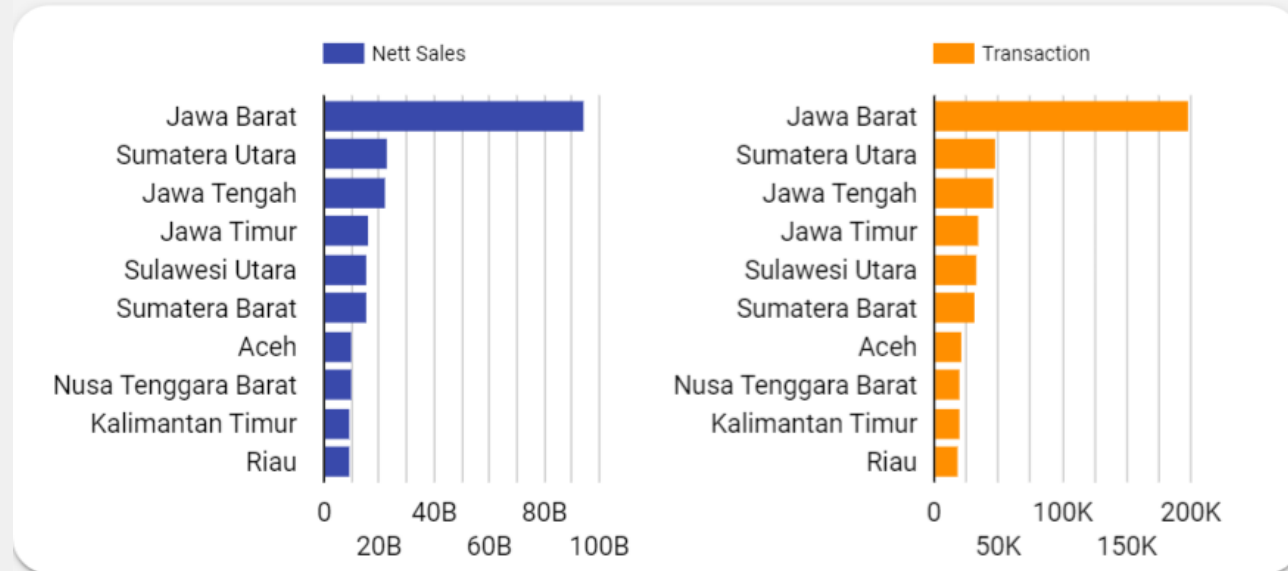# Time-series

Revenue Each Year

Linear trend line

- This time series chart depicts Kimia Farma's yearly revenue from 2020 to 2023.

- The revenue trends show steady fluctuations.

- However, there is a slightly downward trend for the overall period based on the linear trend line.

Bar Chart

Net Sales by Provinces
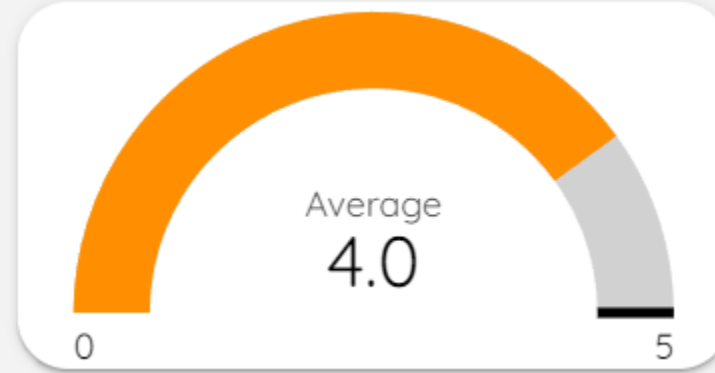
Transaction by Provinces

- These bar charts show the ten provinces with the highest net sales and the highest number of transactions

- Both charts reveal that **West Java** has the highest net sales and number of transactions, with **significant differences** compared to other provinces

Gauge

Average Branch Rating

Average Transaction Rating
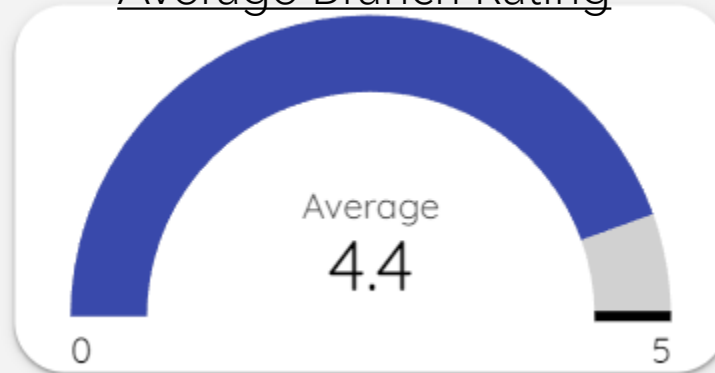
Average
4.4

Average
4.0

- These gauges illustrate the average branch rating and transactions rating across all branches in Indonesia, with 5 being the target score.

- Overall, both ratings are relatively good, but there are room of improvements

Table with Bar

Branch with the Highest Branch Rating, but the Lowest Transaction Rating

	Branch ID	City	Branch Rating ❶ ▾	Transaction Rating ❷ ▴
1.	82157	Tarakan	5	3.91
2.	44567	Batam	5	3.93
3.	13775	Tomohon	5	3.93
4.	31872	Pangkalpinang	5	3.93
5.	62707	Mataram	5	3.96

1 - 5 / 5   〈   〉

- This table shows 5 branches with highest branch rating, but lowest transaction rating.

Pie Chart

Percentage of Transactions by Product Category

Legend:
- Psycholeptics drugs, Hypnotics...
- Psycholeptics drugs, Anxiolytic...
- Drugs for obstructive airway dis...
- Other analgesics and antipyreti...
- Antihistamines for systemic use
- Anti-inflammatory and antirheu...
- Anti-inflammatory and antirheu...
- Other analgesics and antipyreti...

Pie segments: 20.1%, 15.9%, 13.4%, 12.7%, 10.7%, 10%, 8.7%, 8.6%
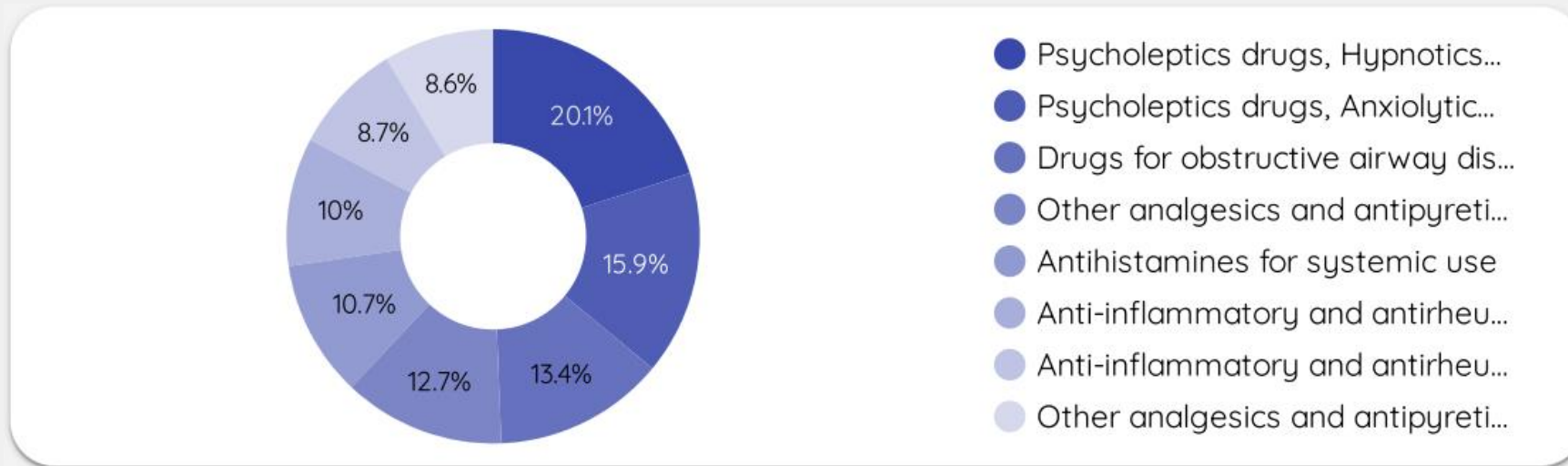
- This chart represents the percentage of transactions for each product category, illustrating how each products contributes to the overall transaction volume.

- Strong demand for Psycholeptics drugs, Hypnotics and Sedatives drugs.

Recommendation

1. Focus on **maintaining or improving** the revenue and profit by analyzing customer preferences and branch performances.

2. Analyze **the factors contributing to West Java's exceptional performance** to improve sales, profit and transactions in other regions.

3. **Improve** branch facilities and **identifies** the factors that influences transaction rating.

4. **Investigates the specific issues** that might affect low transaction rating. Provides variety of transaction methods or adjust transaction method to the most common one for each city.

5. **Optimize the stock levels** for high demand products, also **improve product quality** and **marketing strategies** to increase product demand for other products.

Thank You!