



PERFORMANCE ANALYTICS DASHBOARD

SUMMARY I BUSINESS YEAR 2020 -2023

provinsi ▾

kota ▾

branch_name ▾

Select date range ▾

Revenue

346.96B

Nett Profit

98.54B

Total Transactions

672.46K

Transaction Rating

4.00

Total Branch

1.73K

Branch Rating

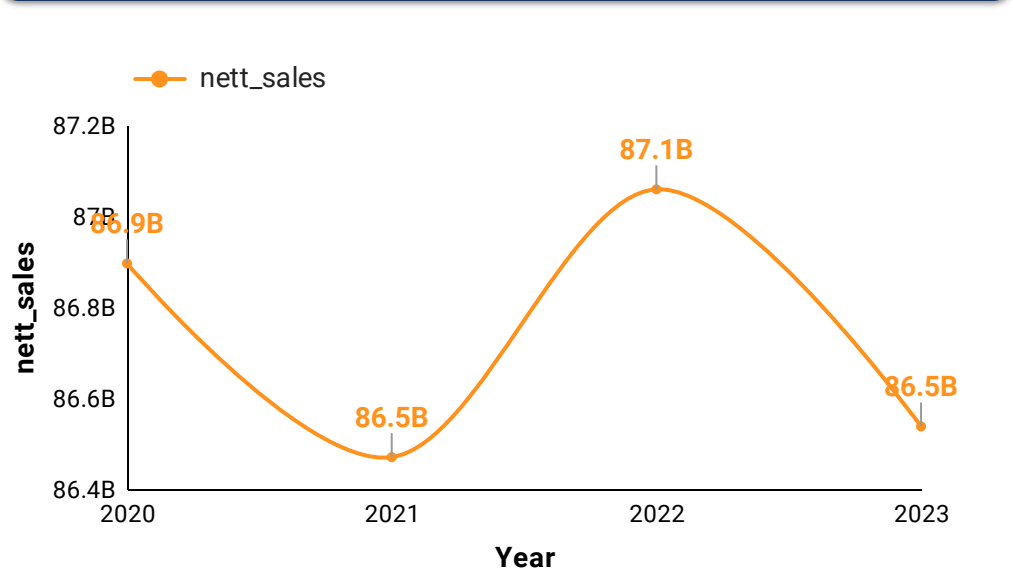
4.45

SUMMARY

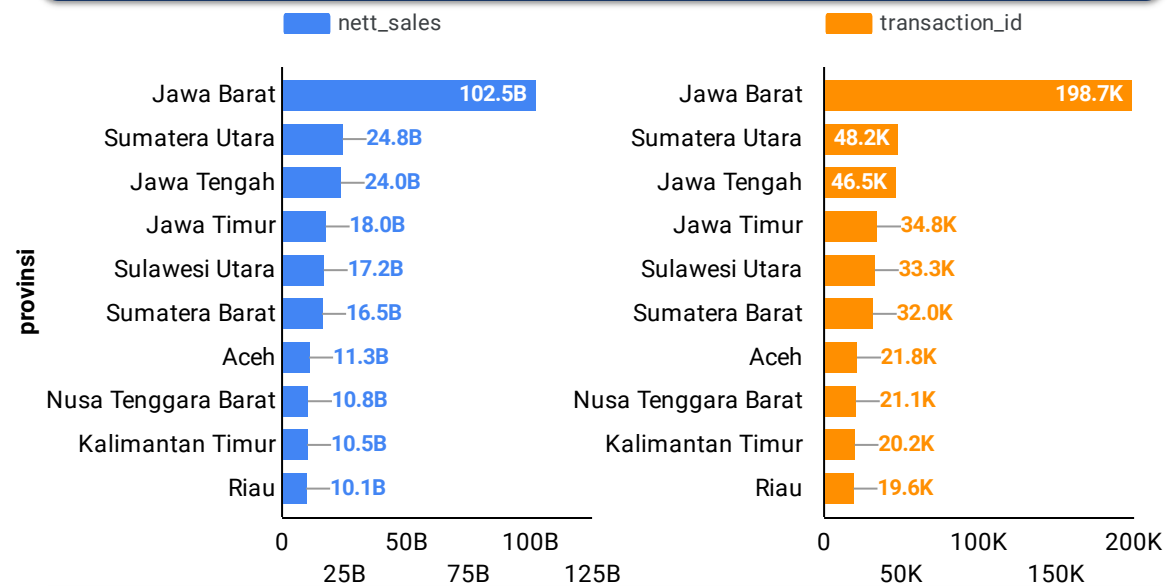
PRODUCT ANALYSIS

CUSTOMER ANALYSIS

Annual Revenue Growth Chart



Top 10 Province by Highest Sales & Transaction



	date	nett_sales ▾	nett_profit	transaction_id
1.	May 3, 2022	285,323,377.89	81,437,962.42	543
2.	Nov 27, 2020	284,790,439.82	81,717,003.75	526
3.	Jun 7, 2020	272,473,452.65	77,645,715.53	513
4.	Mar 21, 2023	271,989,347.79	77,185,781.46	507
5.	Dec 28, 2023	270,527,419.18	77,345,499.8	499
6.	Oct 19, 2022	270,297,675.08	76,932,596.78	517
Total		346,961,801,575....	98,539,911,167.71	672,458

Total Profit by Province (Geo Map)



RESET

DOWNLOAD



PERFORMANCE ANALYTICS DASHBOARD

PRODUCT I BUSINESS YEAR 2020 -2023

provinsi

kota

product_id

Select date range

Nett Sales

346.96B

Nett Profit

98.54B

Total Product

150

Best Selling Product

KF519

Discount Average

7.50%

Total Transaction

672.46K

SUMMARY

PRODUCT ANALYSIS

CUSTOMER ANALYSIS

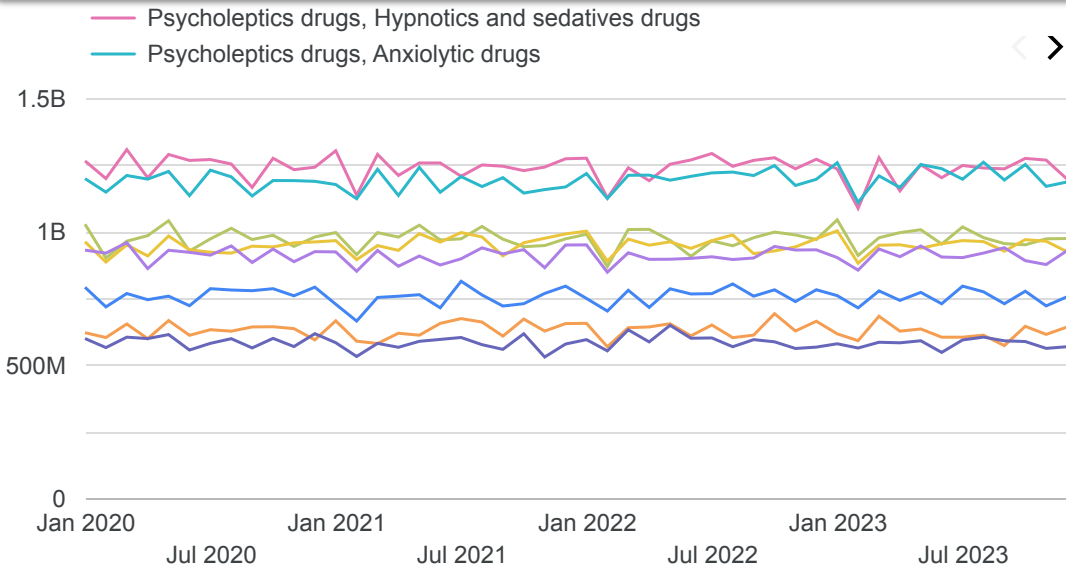
RESET

DOWNLOAD

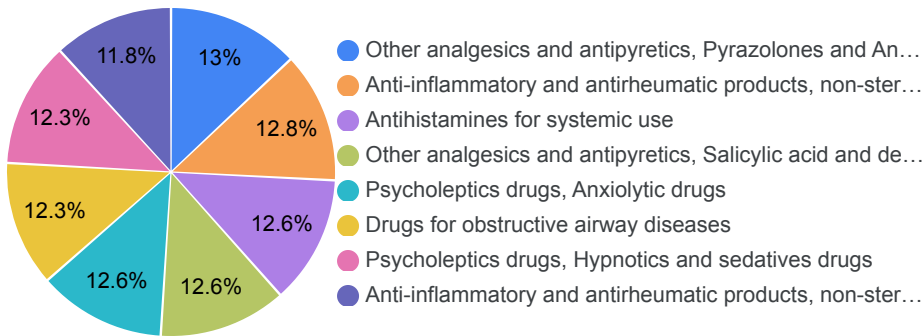


By Rani Eka Puspita

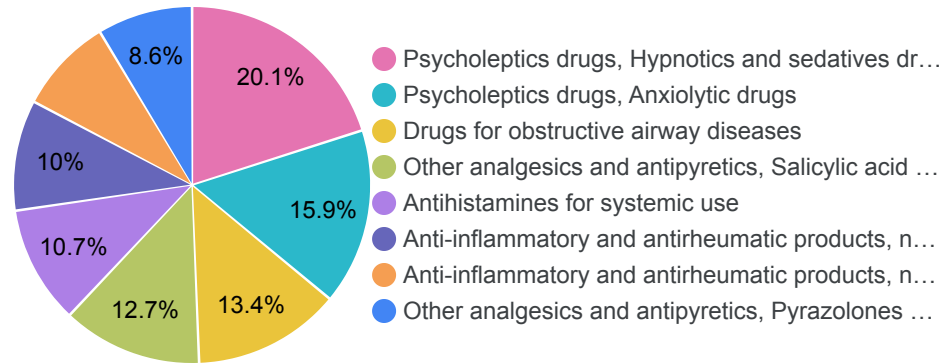
Product Sales Over Time



Highest Margins by Product Category



Sales Distribution by Product Category



	product_name	product_id	transaction_id	nett_sales	nett_profit
1.	Other analgesics and antipyretics, Pyrazolones and Anilides	KF519	4,608	2,884,294,066...	865,288,219.9
2.	Psycholeptics drugs, Hypnotics and sedatives drugs	KF262	4,590	687,050,584.5	137,410,116.9
3.	Anti-inflammatory and antirheumatic products, non-steroids, Acetic acid derivatives and related substances	KF346	4,587	1,764,220,788...	441,055,197.19
4.	Other analgesics and antipyretics, Salicylic acid and derivatives	KF943	4,582	25,182,277.45	2,518,227.74
5.	Other analgesics and antipyretics, Salicylic acid and derivatives	KF576	4,582	1,617,618,991...	404,404,747.84



PERFORMANCE ANALYTICS DASHBOARD

CUSTOMER I BUSINESS YEAR 2020 -2023

provinsi

kota

branch_name

Select date range

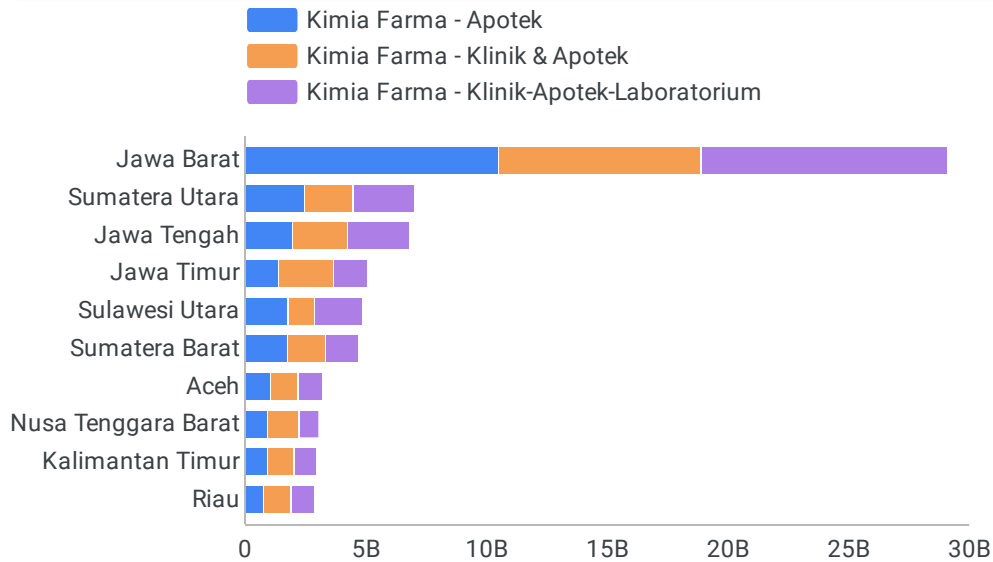
Revenue	Nett Profit	Total Customer	Basket Size	Total Transaction	Total Branch
346.96B	98.54B	264.60K	Rp515.52K	672.46K	1.73K

SUMMARY

PRODUCT ANALYSIS

CUSTOMER ANALYSIS

Profit Distribution by Province and Branch



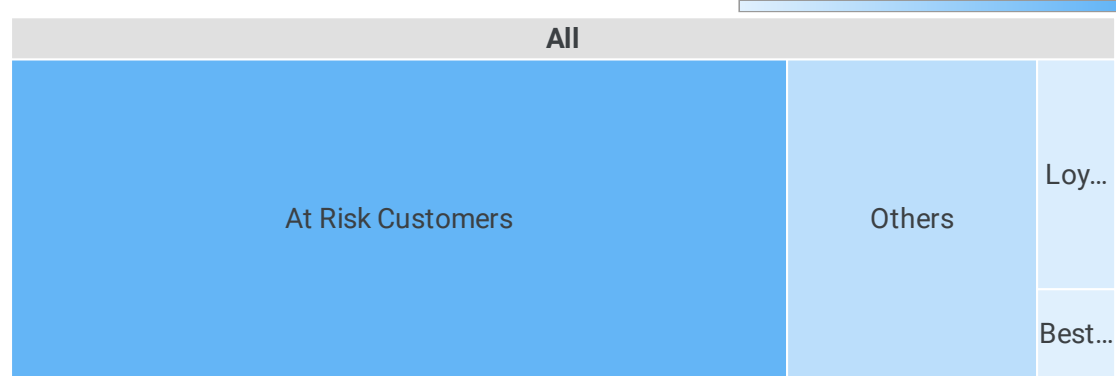
Top 5 Branch Highest Rating but Lowest Transaction Rating

	branch_name	branch_id	kota	provinsi	rating_c abang	rating_tra nsaksi
1.	Kimia Farma - Apotek	14469	Purwokerto	Jawa Tengah	5	3.97
2.	Kimia Farma - Apotek	84189	Ciamis	Jawa Barat	5	4
3.	Kimia Farma - Klinik-Apotek-Laboratorium	18858	Surabaya	Jawa Timur	5	3.99
4.	Kimia Farma - Klinik & Apotek	44691	Jambi	Jambi	5	3.98
5.	Kimia Farma - Apotek	63942	Bandung	Jawa Barat	5	3.99

Top Customer Resume

	customer_name	customer_segment	total_transactions	total_netts_sales
1.	Michael Smith	Best Customers	316	161,821,378.37
2.	Michael Johnson	Best Customers	219	110,273,580.51
3.	David Smith	Best Customers	215	120,228,444.14
4.	John Smith	Loyal Customers	198	105,848,894.61
5.	James Smith	Best Customers	198	94,112,680.11

Customer Segmentation



RESET

DOWNLOAD