

# HASIL ANALISIS



MEGA JAYA



# ABOUT COMPANY

PT. Sumber Mega Jaya sebagai lifting equipment specialist sejak tahun 1983 selalu memegang teguh prinsip "Customer Priority & Customer Experience" dalam mengembangkan usahanya.

Megajaya.co.id merupakan toko online yang menyediakan berbagai kebutuhan lifting equipment untuk membantu berbagai industri memenuhi kebutuhan alat bantu angkat, menarik, hingga memindahkan barang. Sebut saja, wire rope, hoist, lever block dan chain block sebagai perlengkapan yang hampir tidak lepas dari kegiatan industri.



# VISI

## One Stop Lifting Equipment Solution

Menjadi MARKET LEADER dalam bidang Lifting Equipment di Indonesia



# MISI

## We Are Customer's Partner Solution

- Selalu menjaga KUALITAS dan KETERSEDIAAN PRODUK serta memberikan HARGA YANG KOMPETITIF kepada pelanggan
- menciptakan PENGALAMAN PELANGGAN YANG POSITIF dengan berlandaskan TEKNOLOGI dan INOVASI secara berkelanjutan



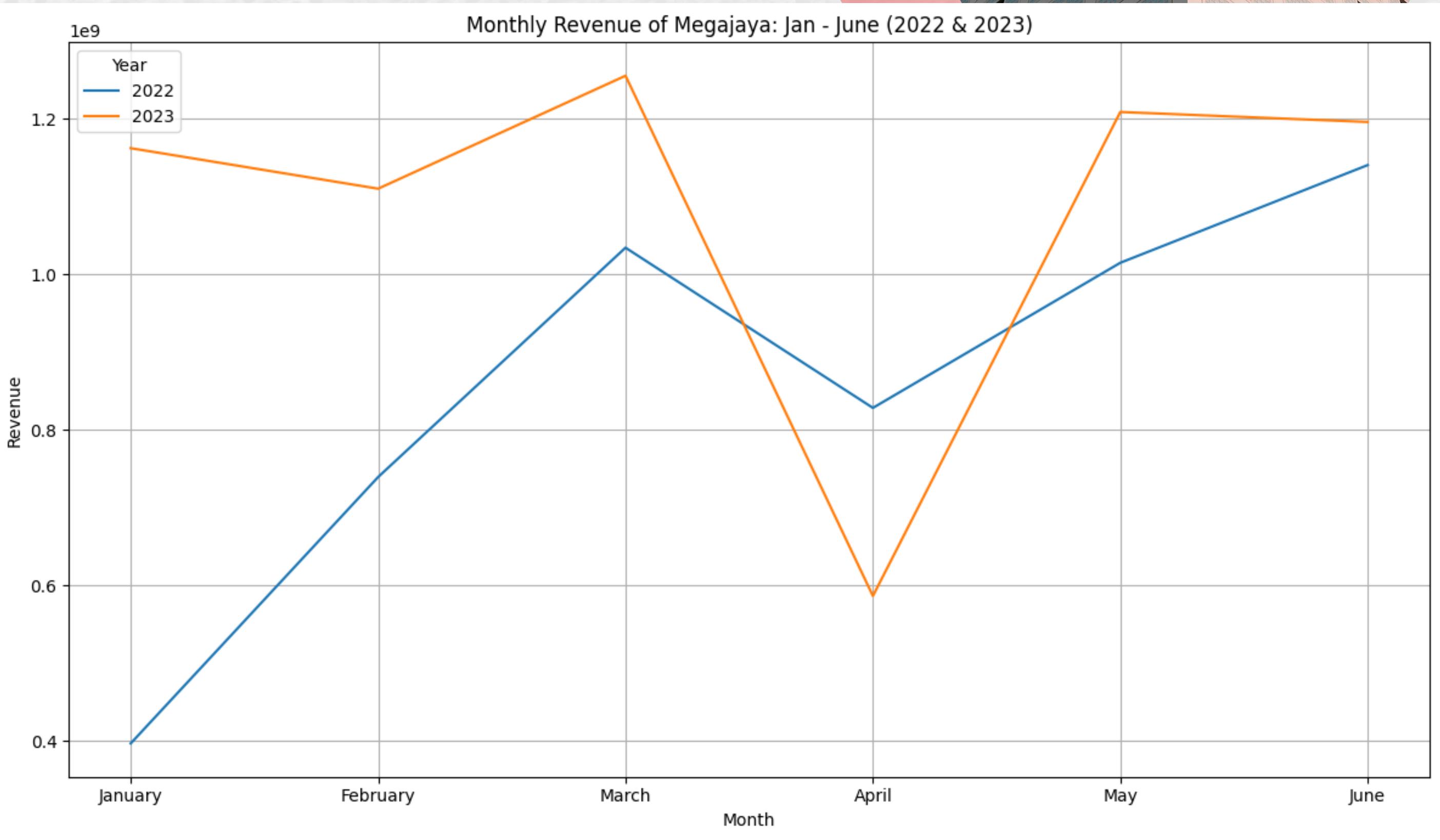
# **ANALISIS SEPUTAR SALES**



**PENJUALAN TAHUN 2023  
MENGALAMI KENAIKAN SEBESAR SEKITAR  
22% DARIPADA 2022**

Penjualan Tahun 2022 - 2023 (Januari - Juni)





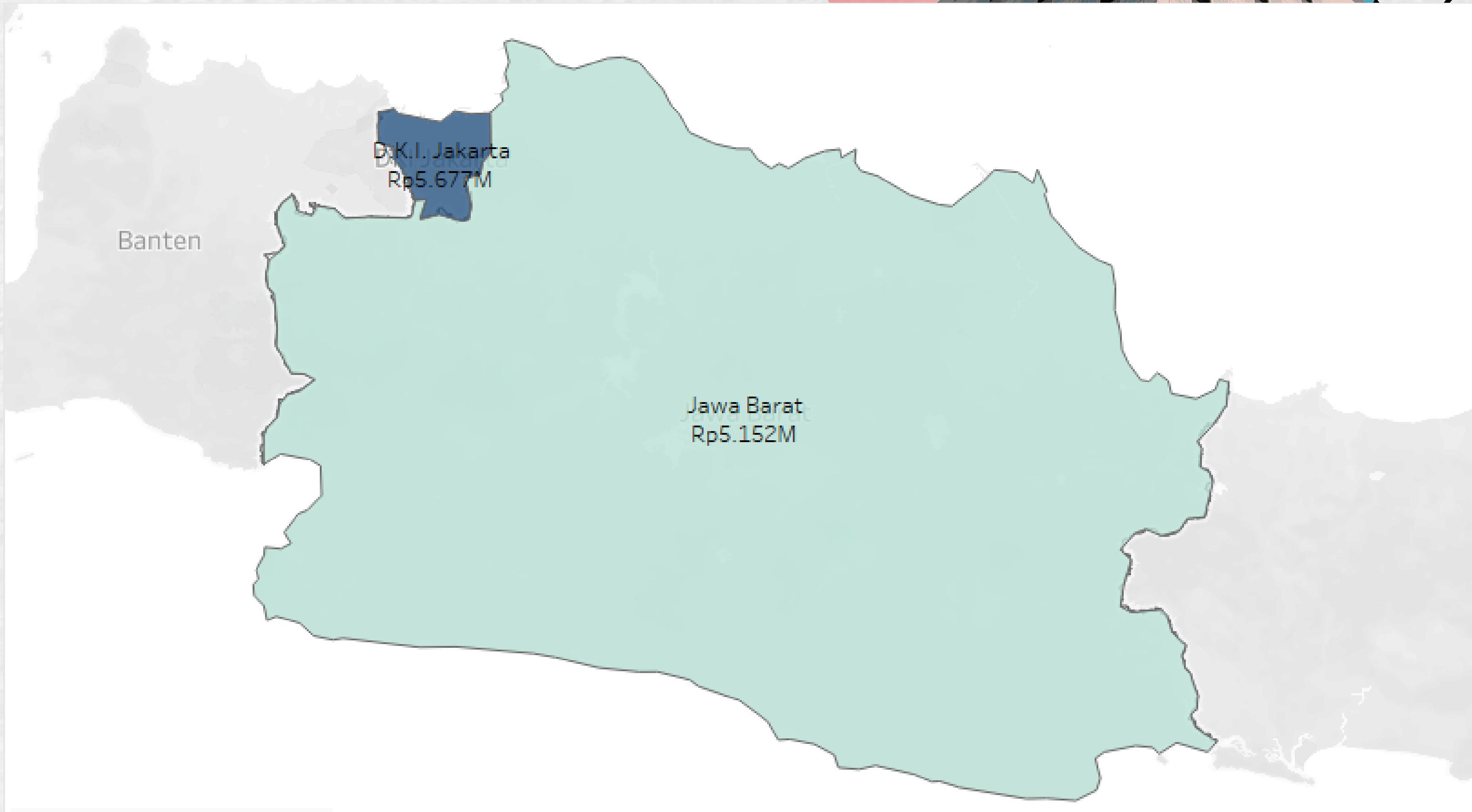
# YEAR-OVER-YEAR EVOLUTION OF TOTAL SELLING AMOUNT: 2022-2023



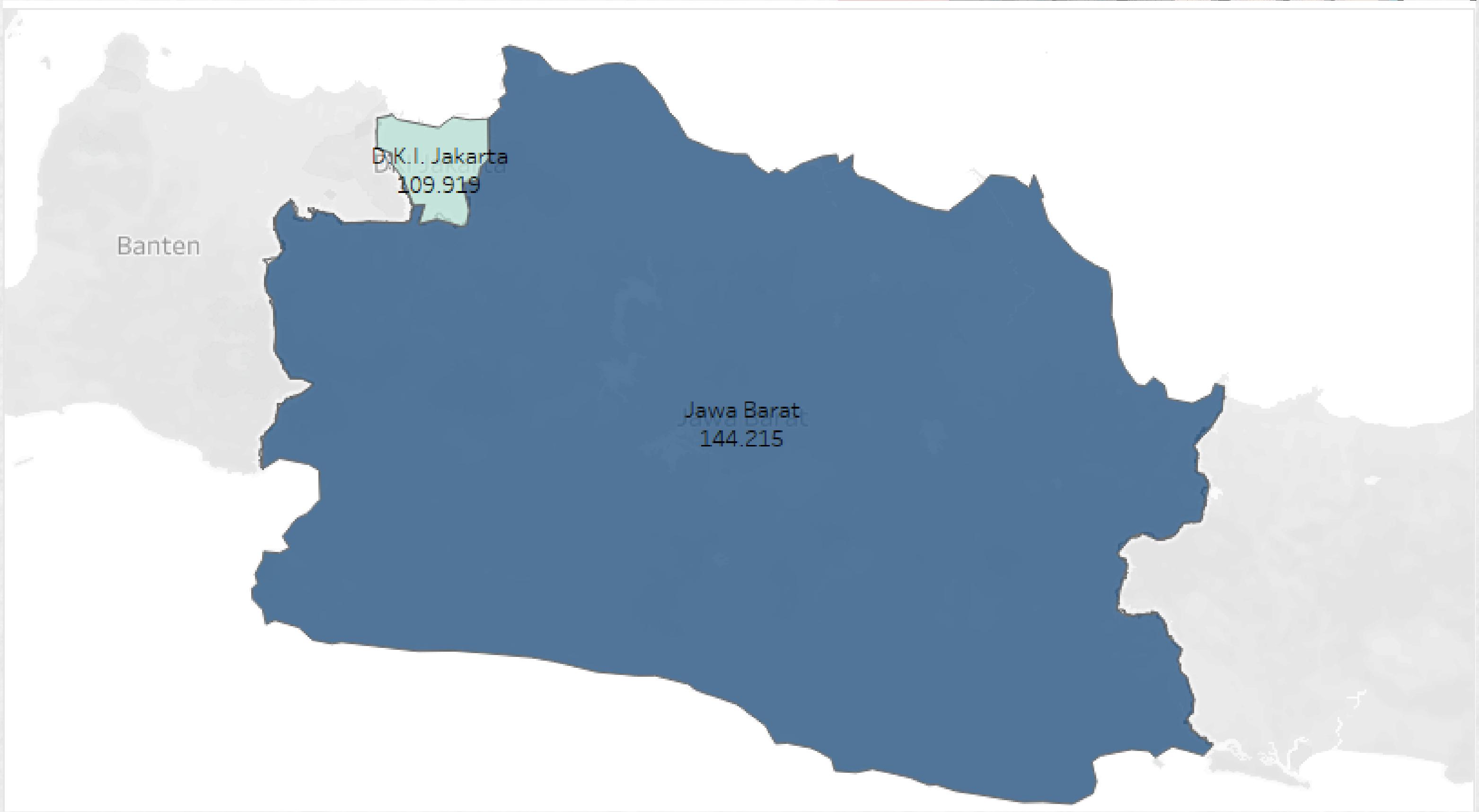
# YEAR-OVER-YEAR EVOLUTION OF TOTAL SELLING AMOUNT MENGALAMI KENAIKAN SEBESAR 95%



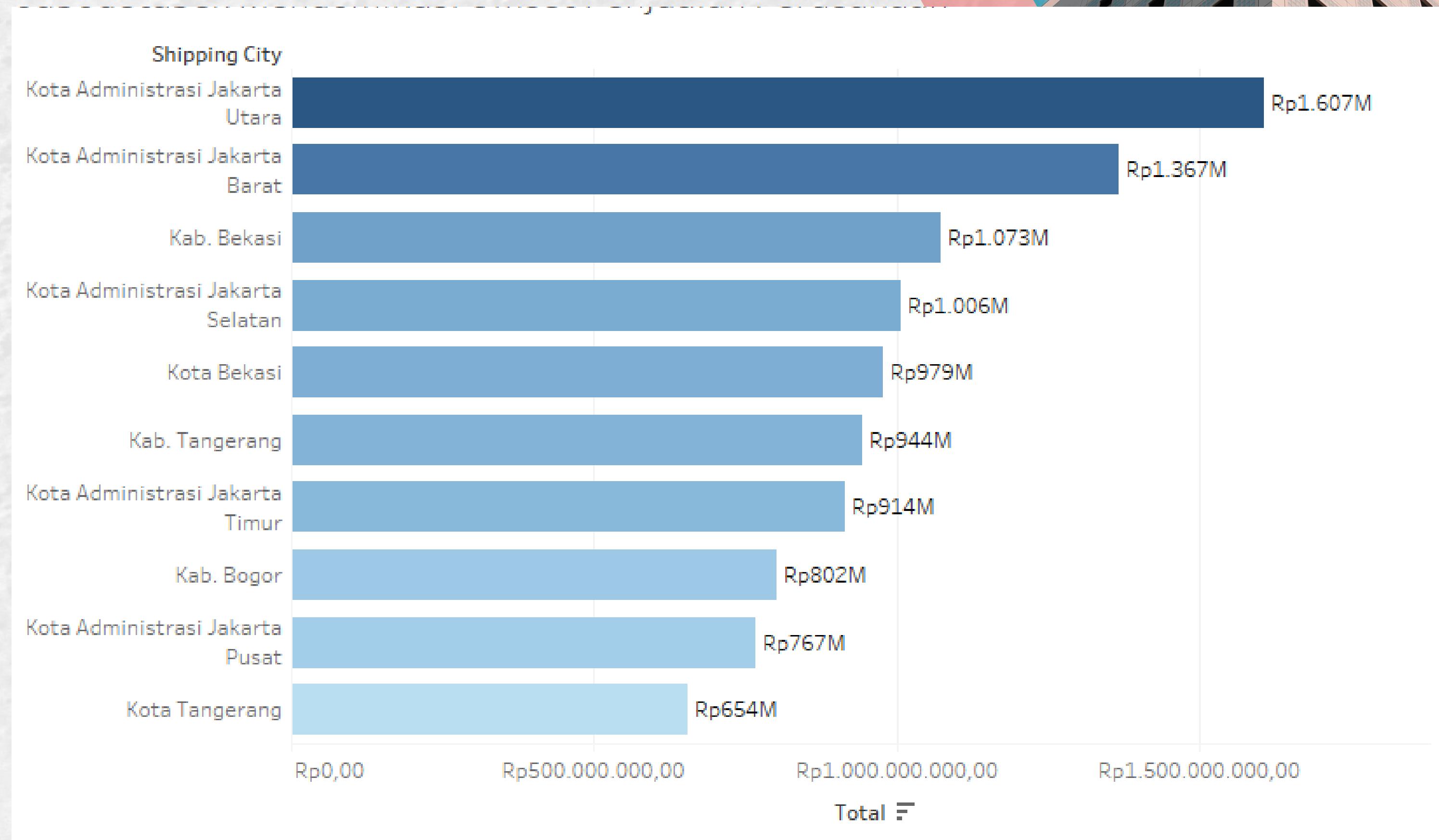
# DKI Jakarta dan Jawa Barat mendominasi sumber omset perusahaan



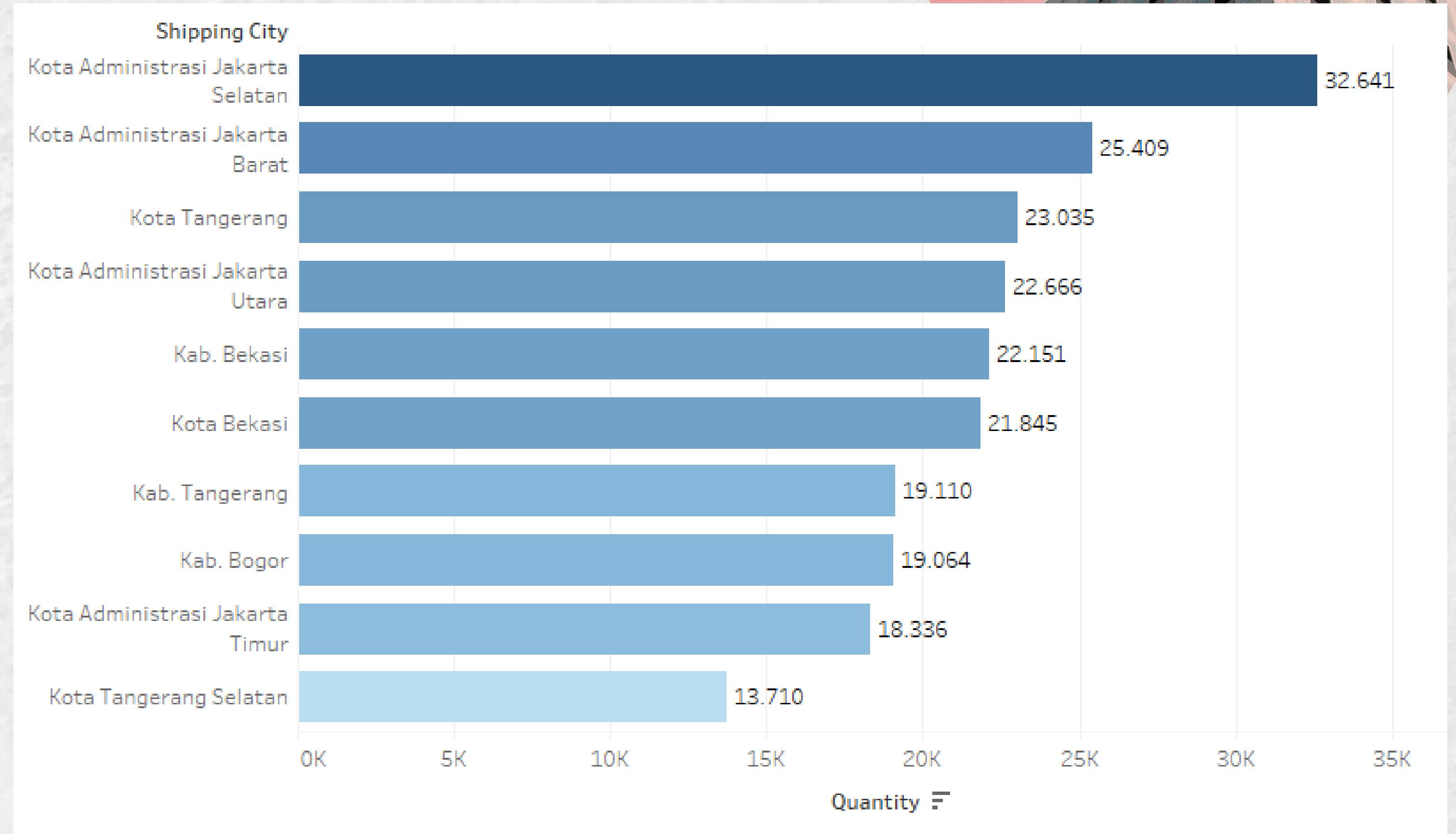
# Jawa Barat dan DKI Jakarta mendominasi total penjualan barang perusahaan



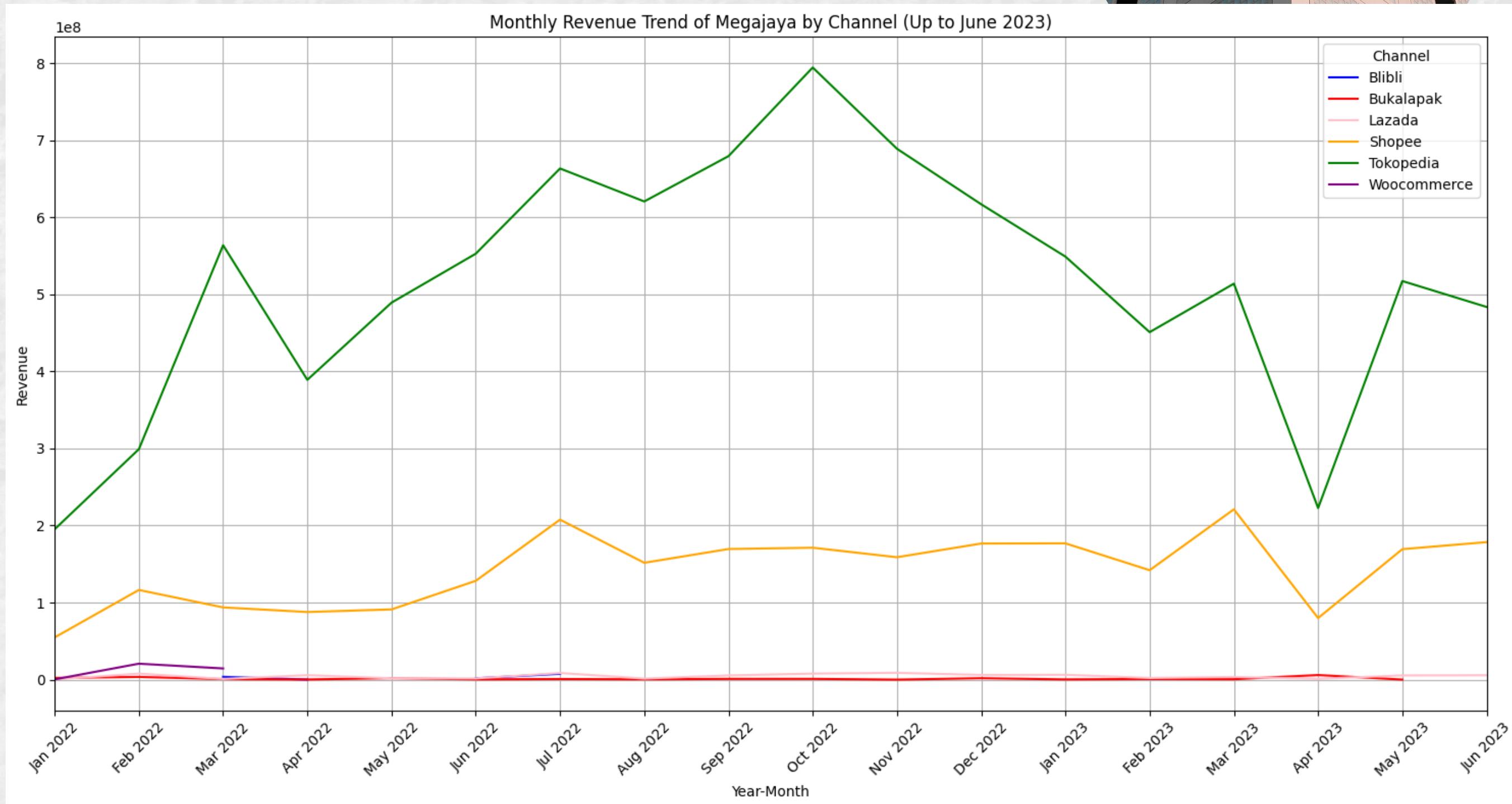
# Jabodetabek Mendominasi Omset Penjualan Perusahaan



# Jabodetabek Mendominasi Banyak Barang Terjual

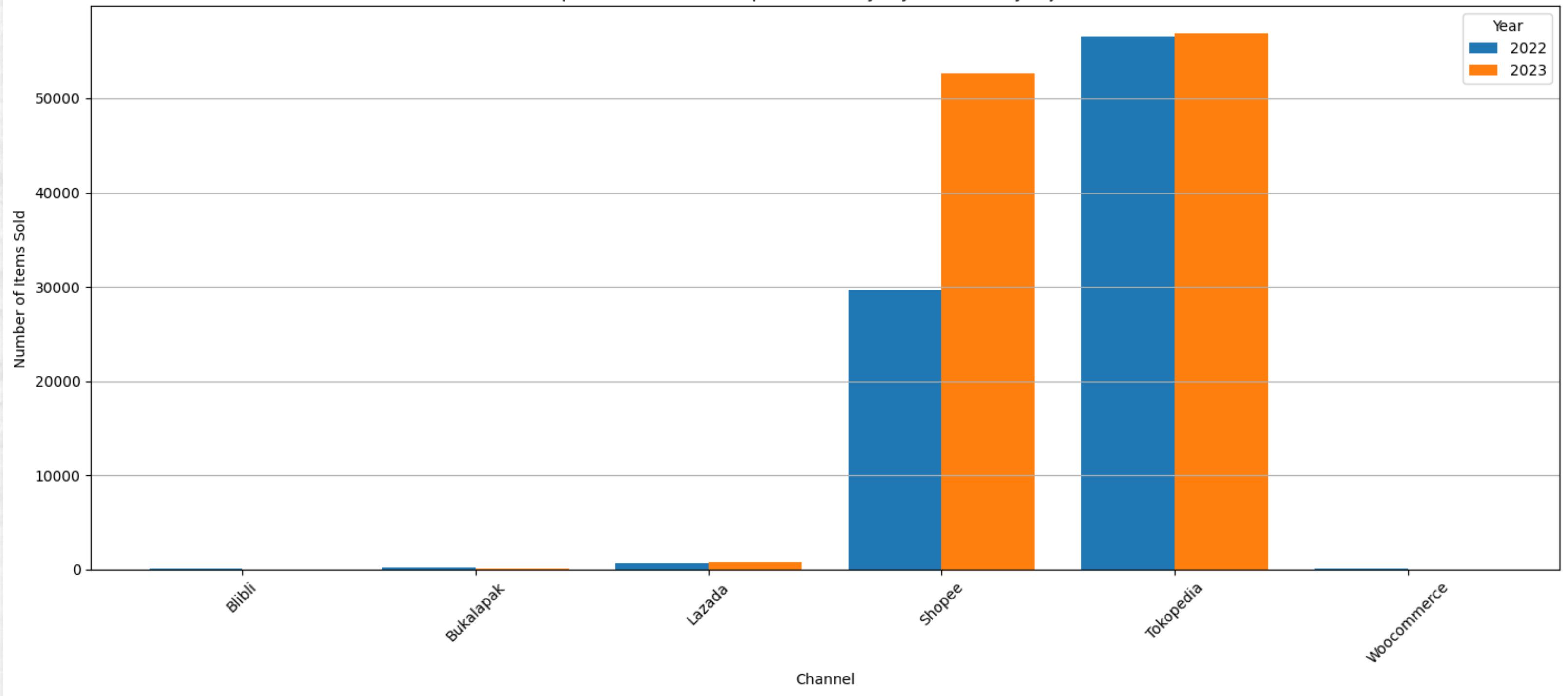


# TOKOPEDIA ADALAH ECOMMERCE TERTINGGI PADA MONTLY REVENUE MEGAJAYA



# ORDER MARKETPLACE 2022 VS 2023

Comparison of Items Sold per Channel: Jan-Jun 2022 vs. Jan-Jun 2023

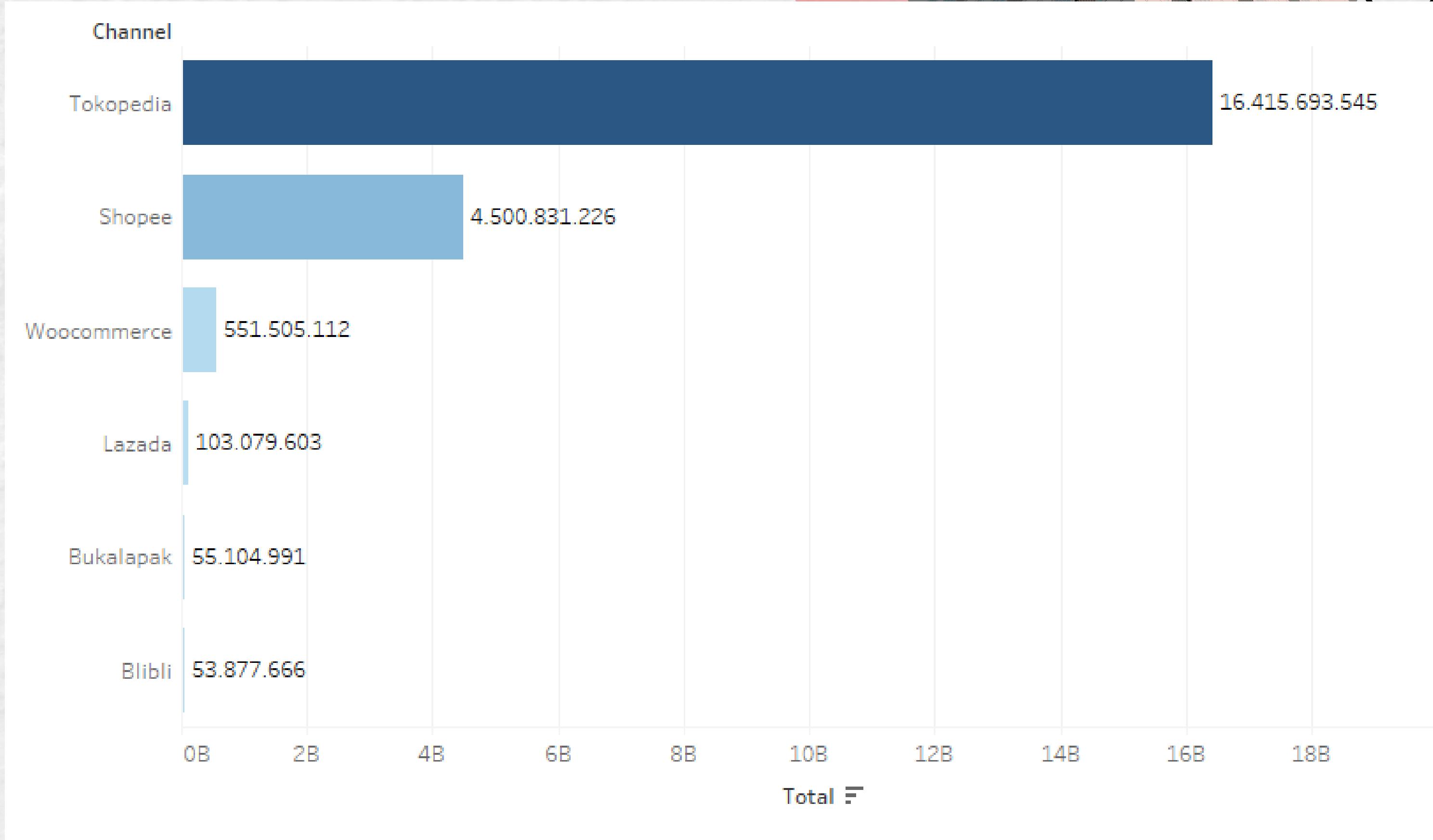




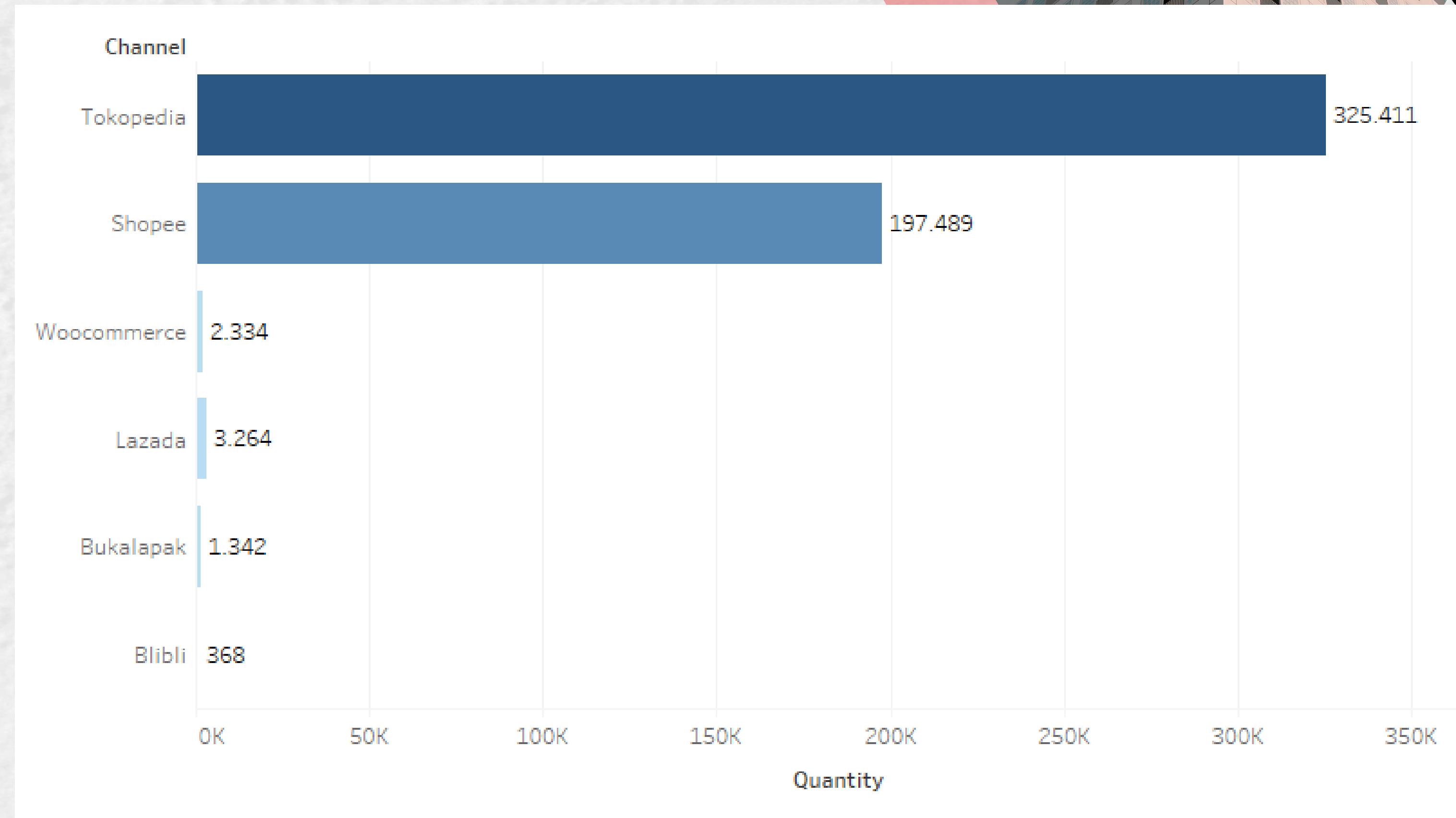
# **ANALISIS SEPUTAR PRODUK**



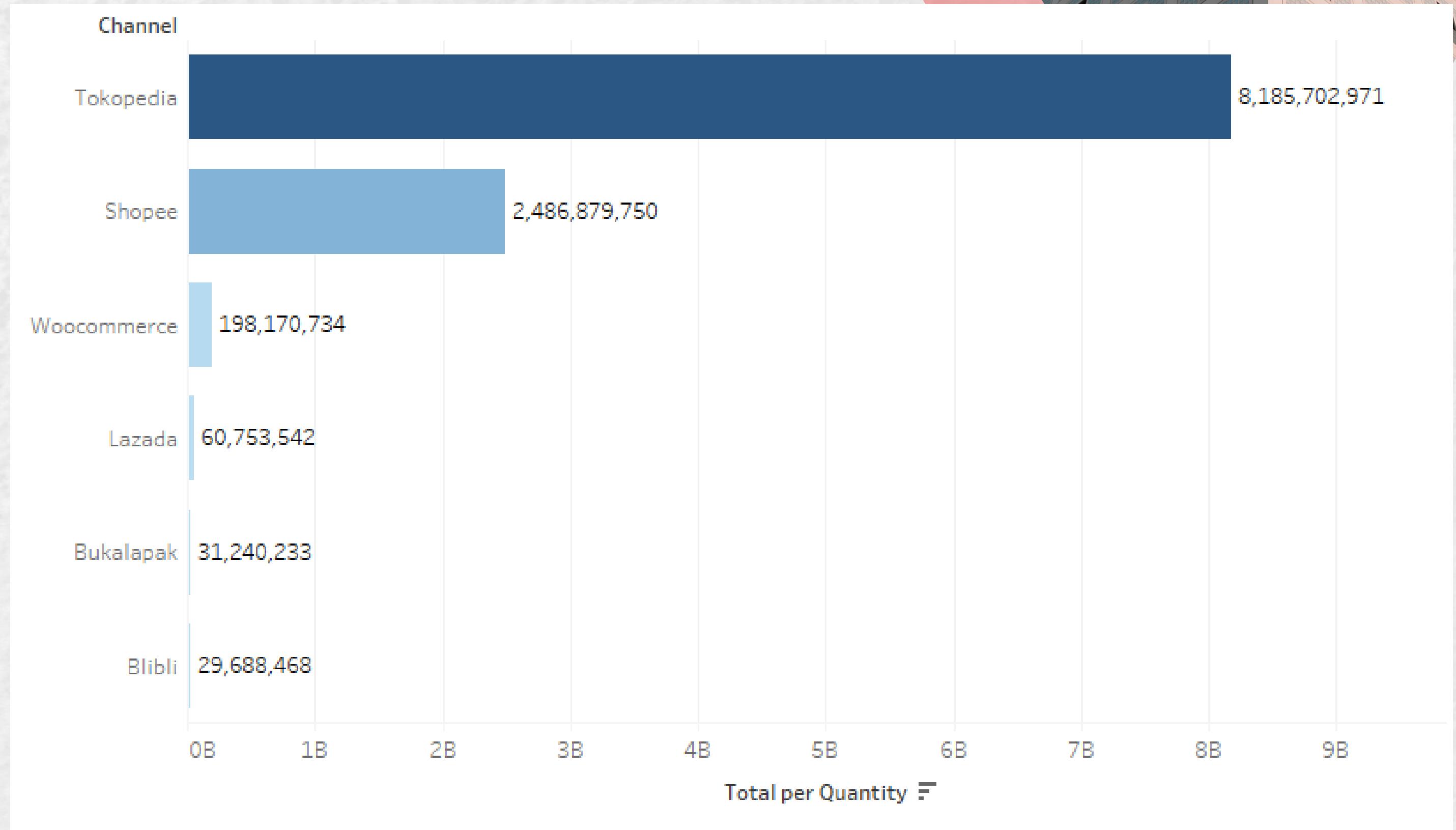
# Marketplace Tertentu Lebih Bekerja Efektif dalam Penjualan



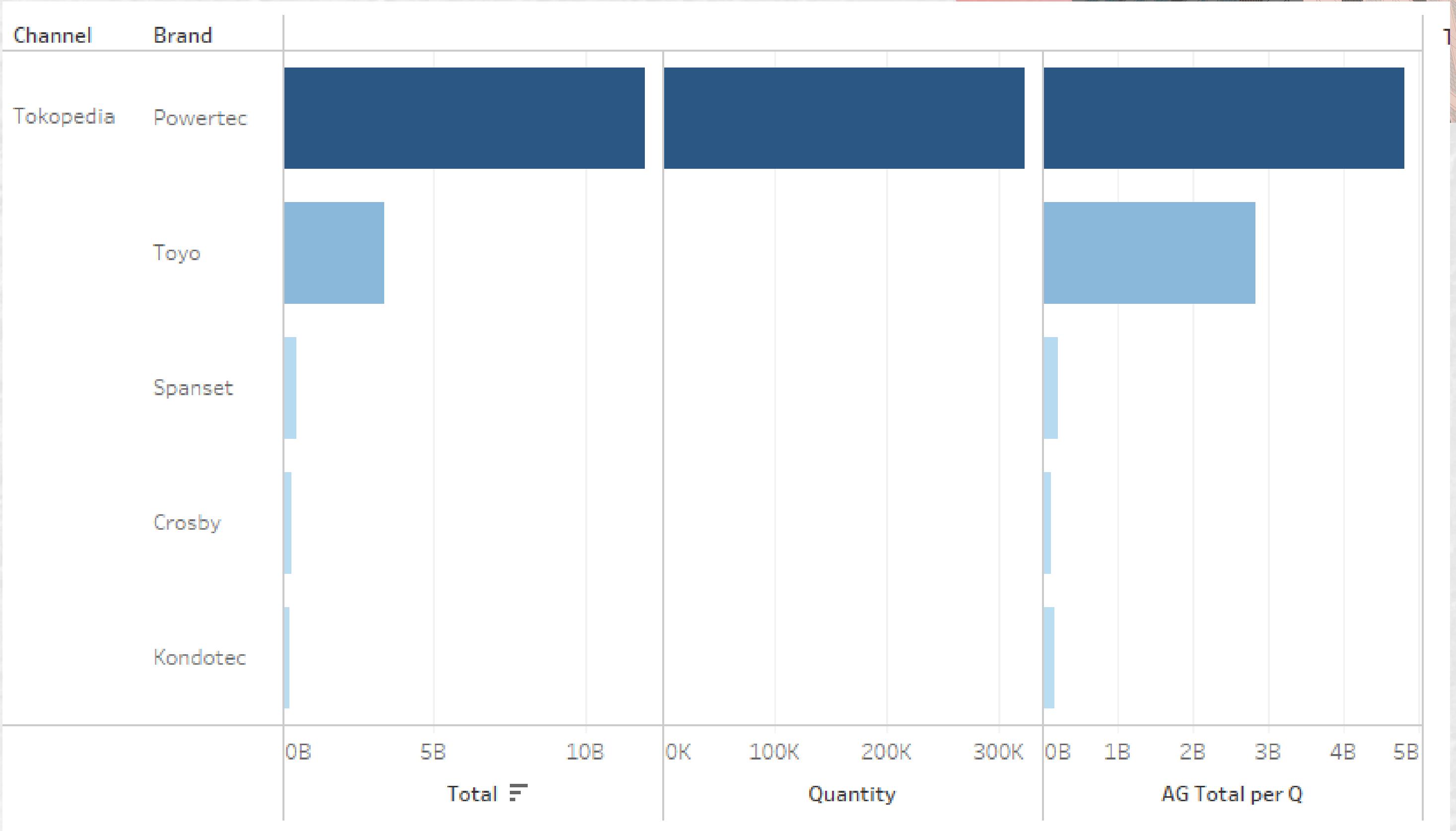
# Tokopedia dan Shopee Menjadi Marketplace Terlaris dalam Pembelian Barang Perusahaan



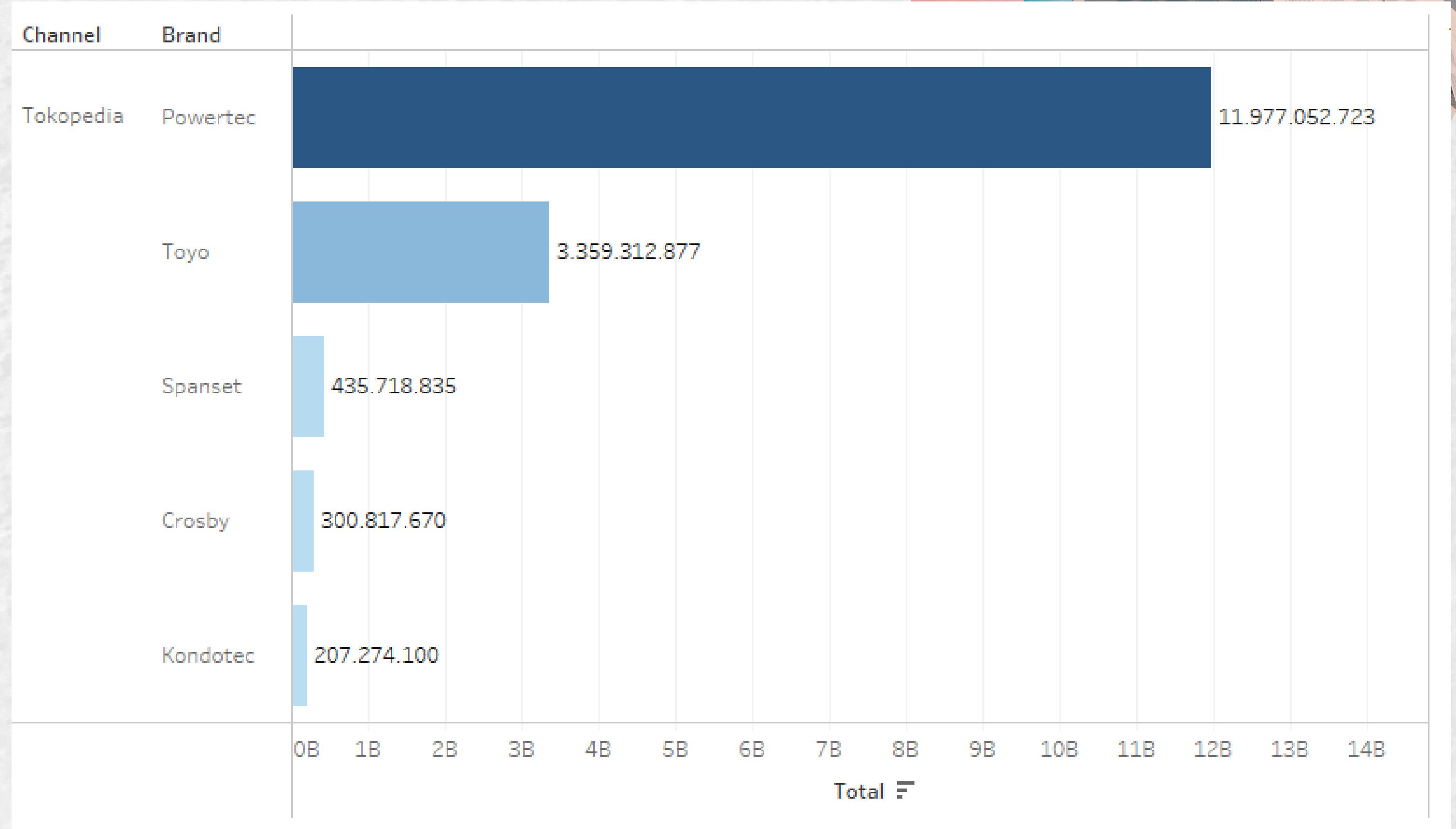
# Secara Agregat, Tokopedia dan Shopee Tetap Mendominasi dalam Kontribusi Transaksi Perusahaan



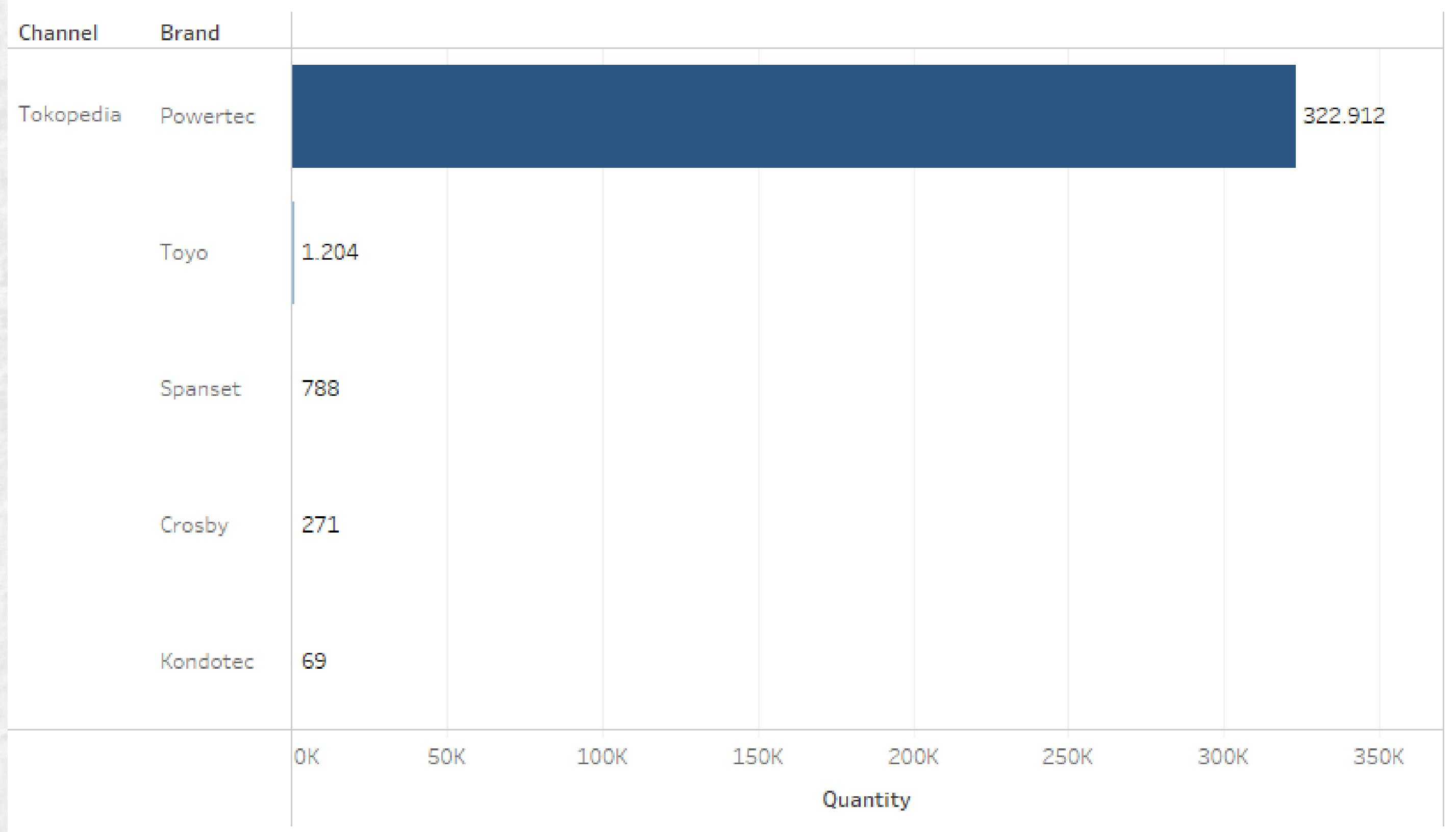
# Brand Powertec Paling Laris Terjual di Tokopedia



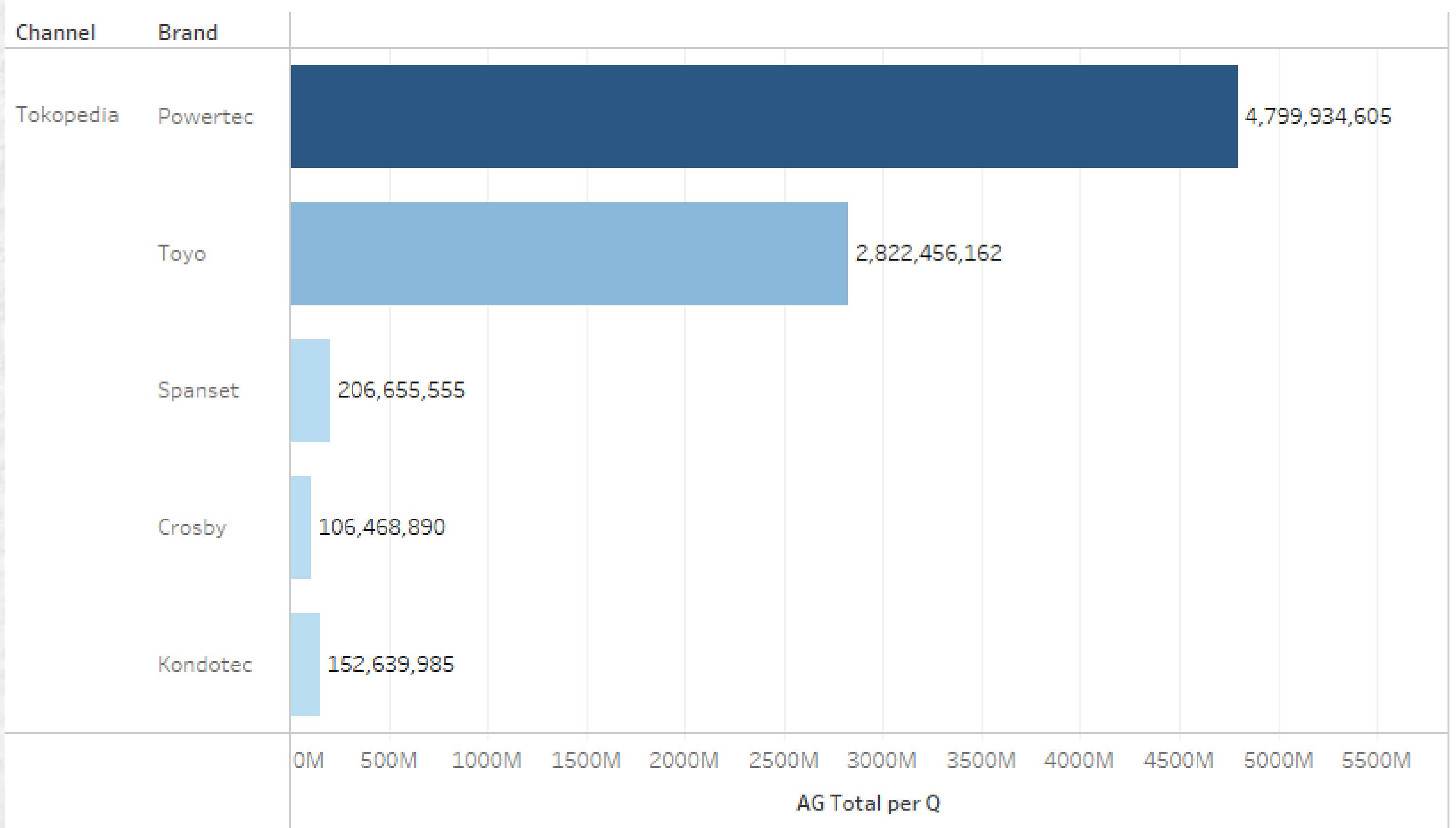
# Brand Powertec Paling Laris Terjual di Tokopedia



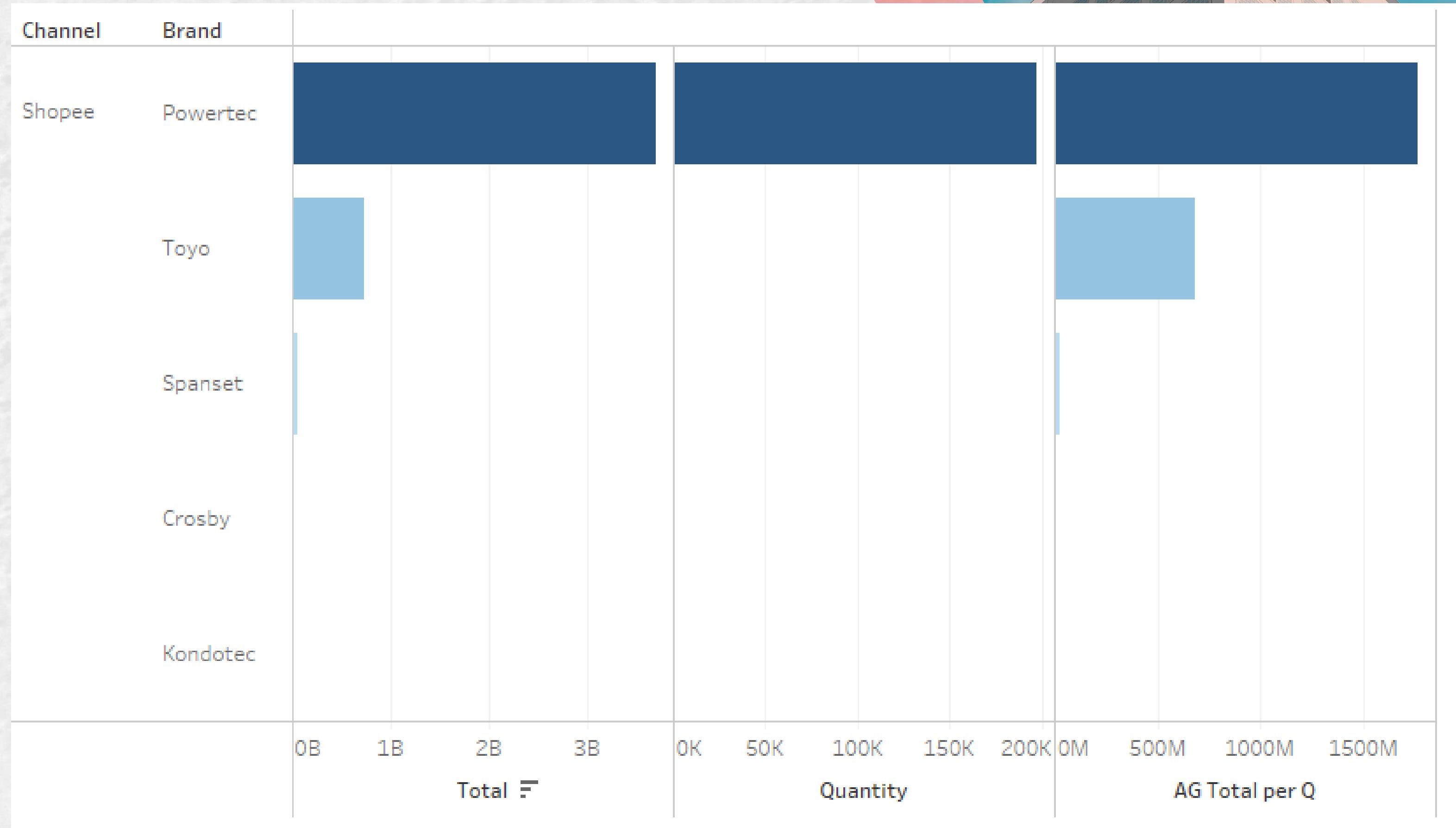
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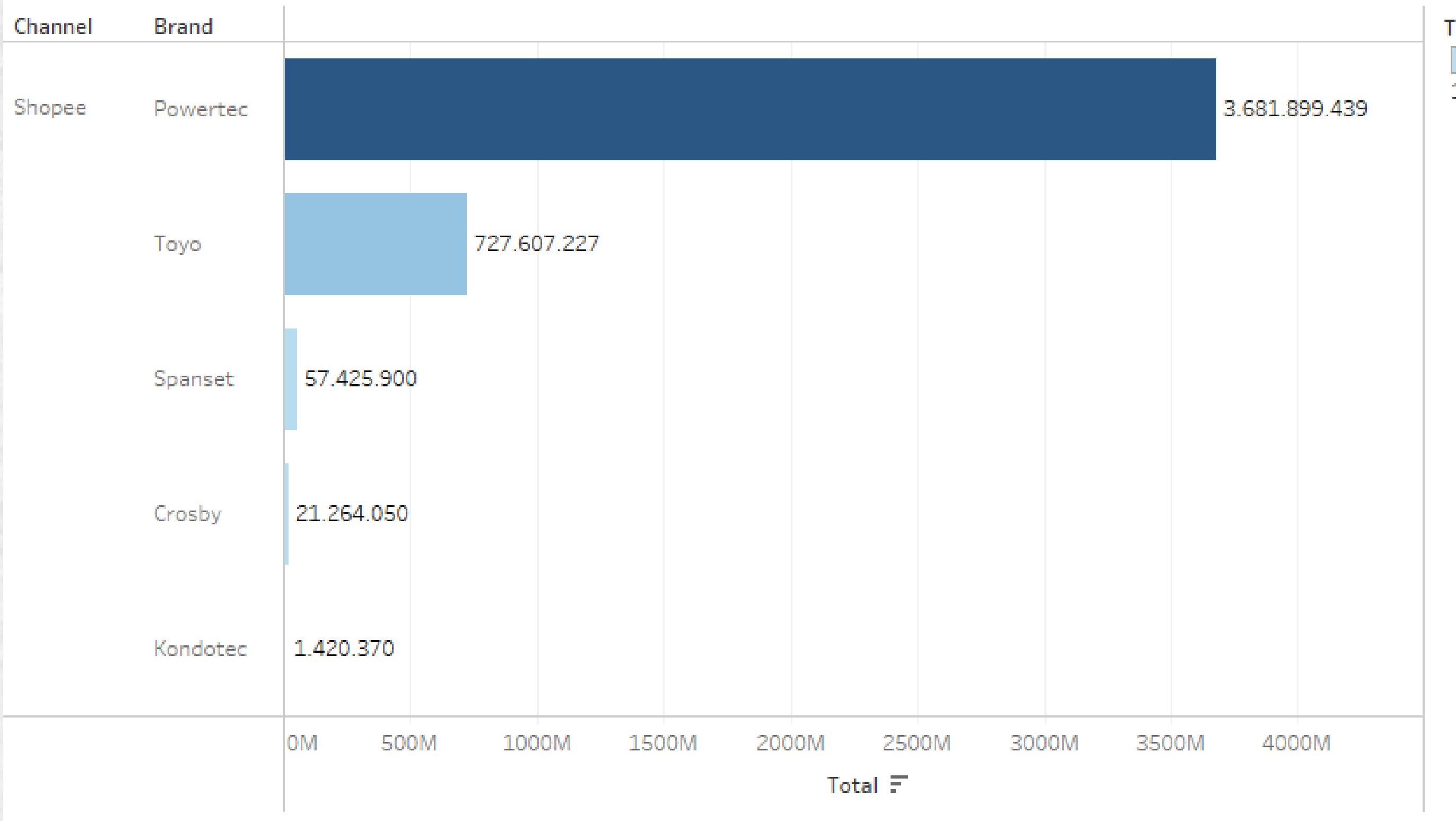
# Brand Powertec Paling Laris Terjual di Tokopedia



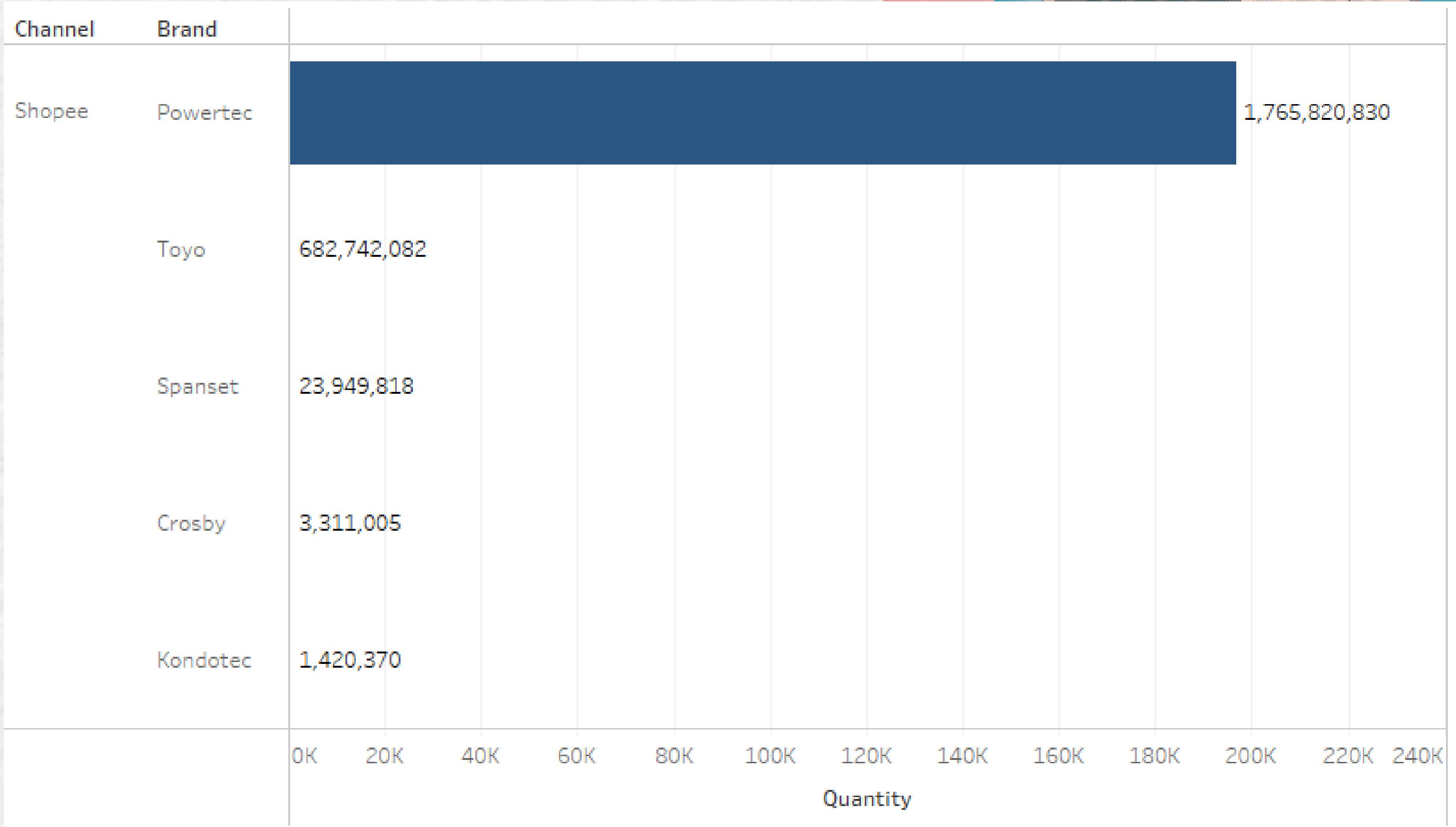
# Brand Powertec Paling Laris Terjual di Shopee



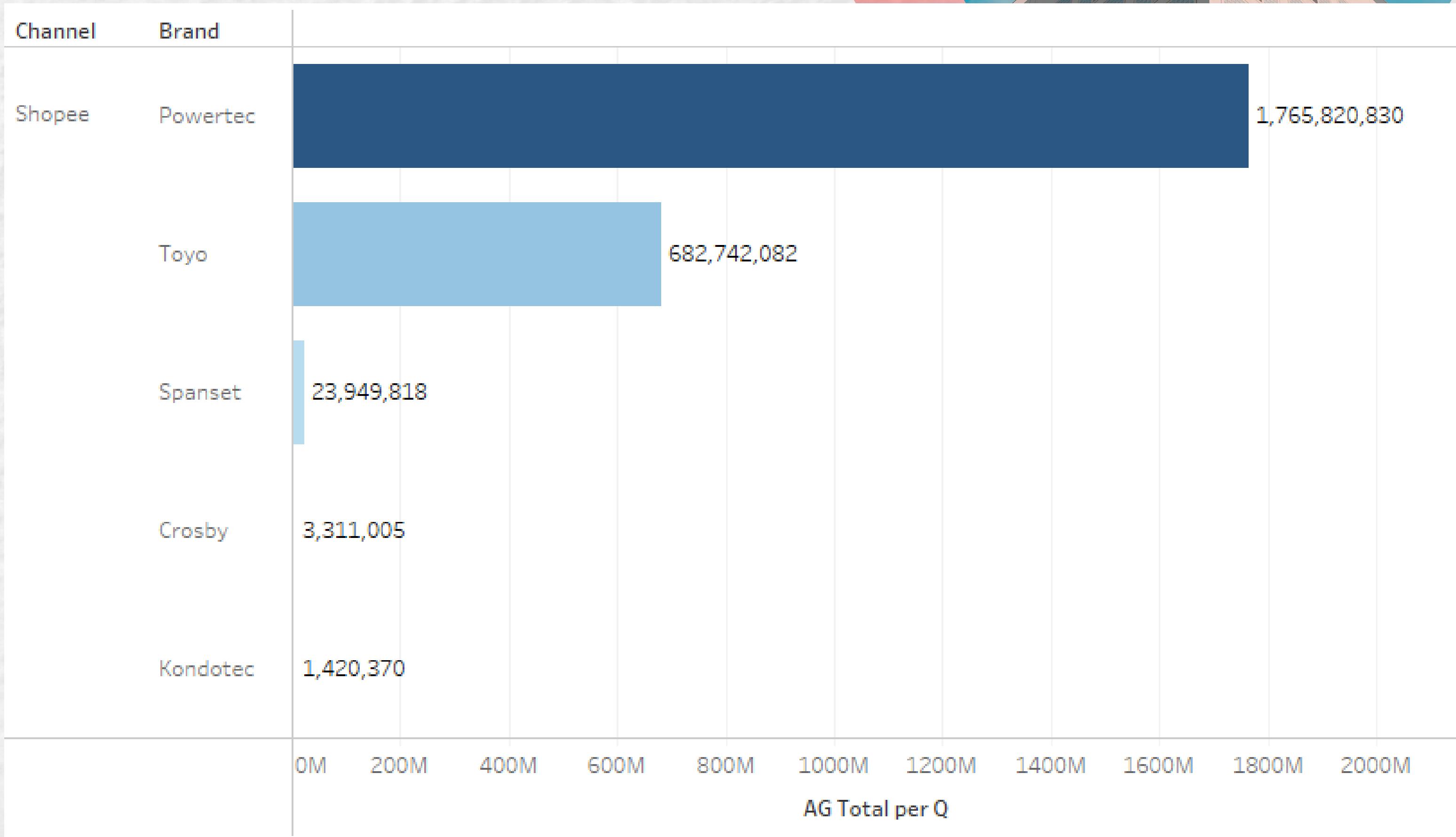
# Brand Powertec Paling Laris Terjual di Shopee



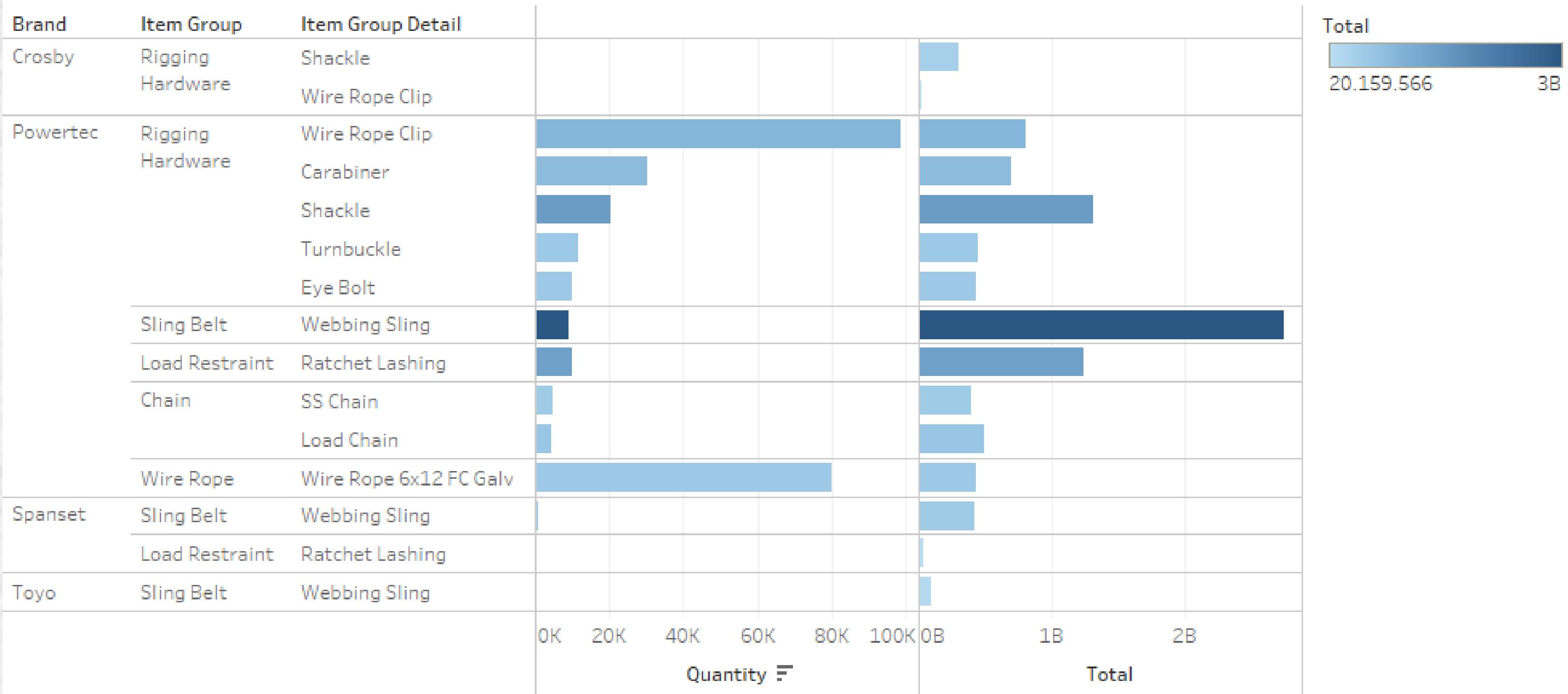
# Brand Powertec Paling Laris Terjual di Shopee



# Brand Powertec Paling Laris Terjual di Shopee



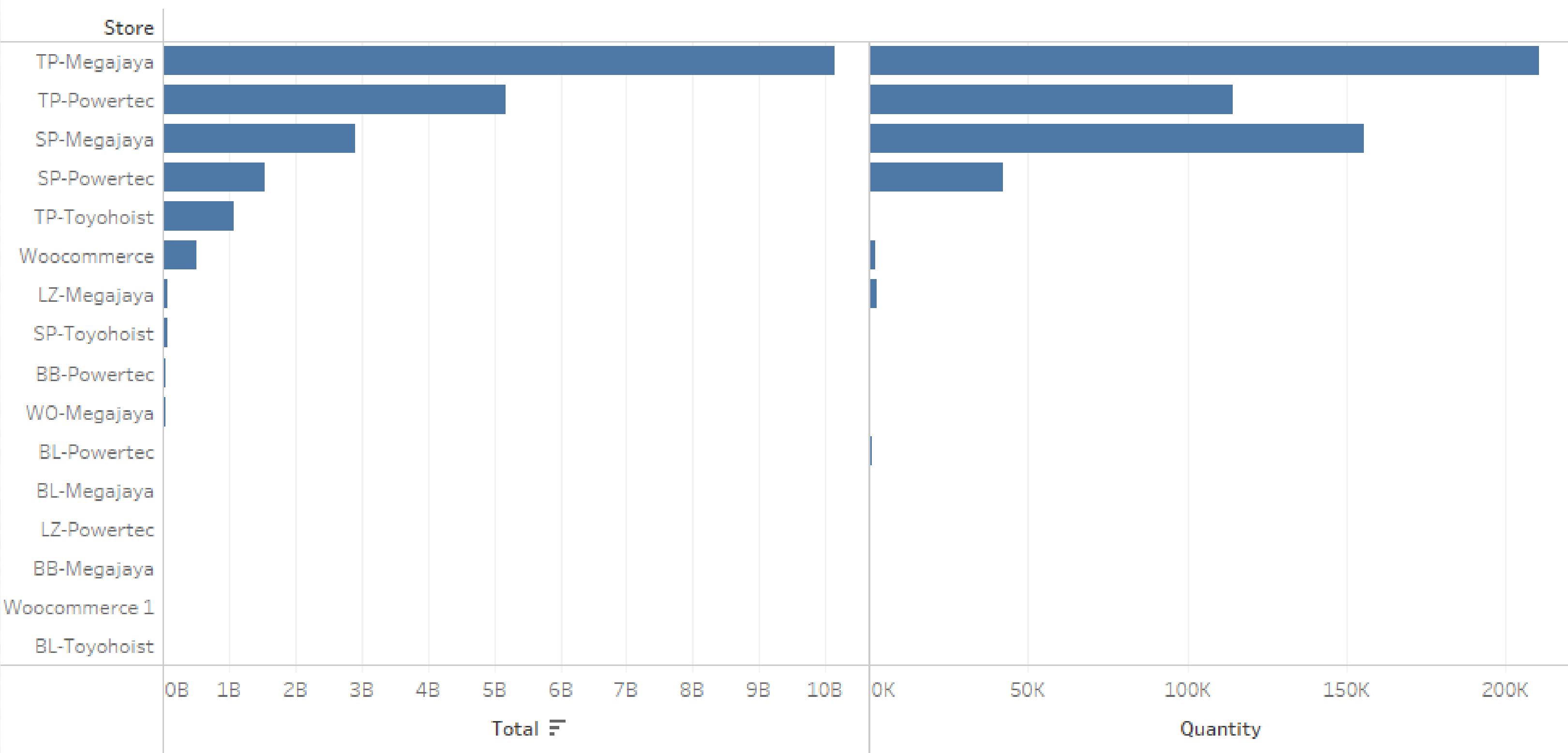
## Wire Rope Clip dan Wire Rope 6x12 FC Galv dengan Brand Powertec Paling Diminati Konsumen



Sum of Quantity and sum of Total for each Item Group Detail broken down by Brand and Item Group. Color shows sum of Total. The data is filtered on Channel, which keeps Shopee and Tokopedia. The view is filtered on Brand, Item Group and Item Group Detail. The Brand filter keeps Crosby, Kondotec, Powertec, Spanset and Toyo. The Item Group filter keeps Chain, Load Restraint, Rigging Hardware, Sling Belt and Wire Rope. The Item Group Detail filter keeps 10 of 76 members.

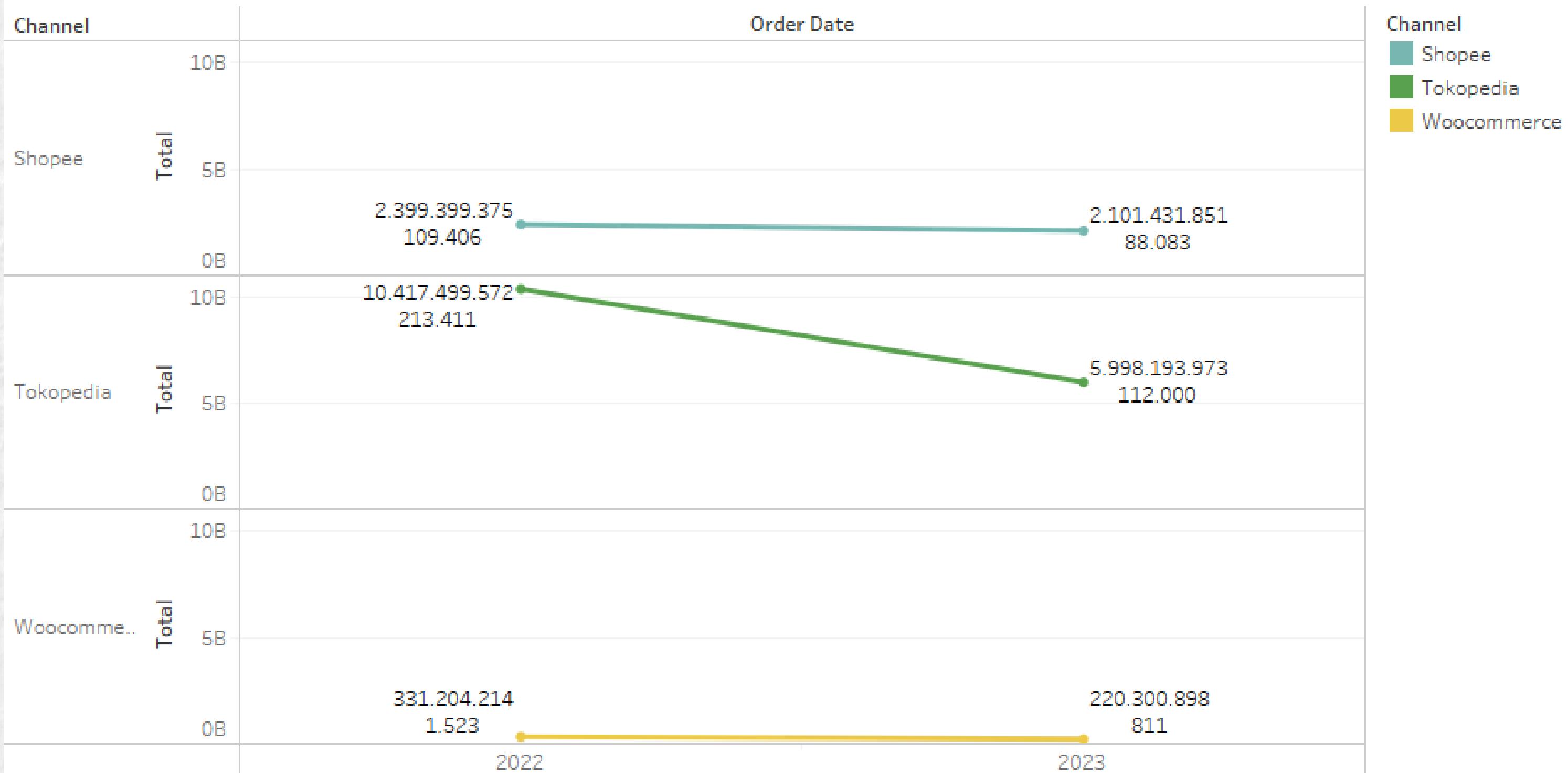


## Performa Toko Tertentu Jauh Lebih Unggul dari Toko yang Lain



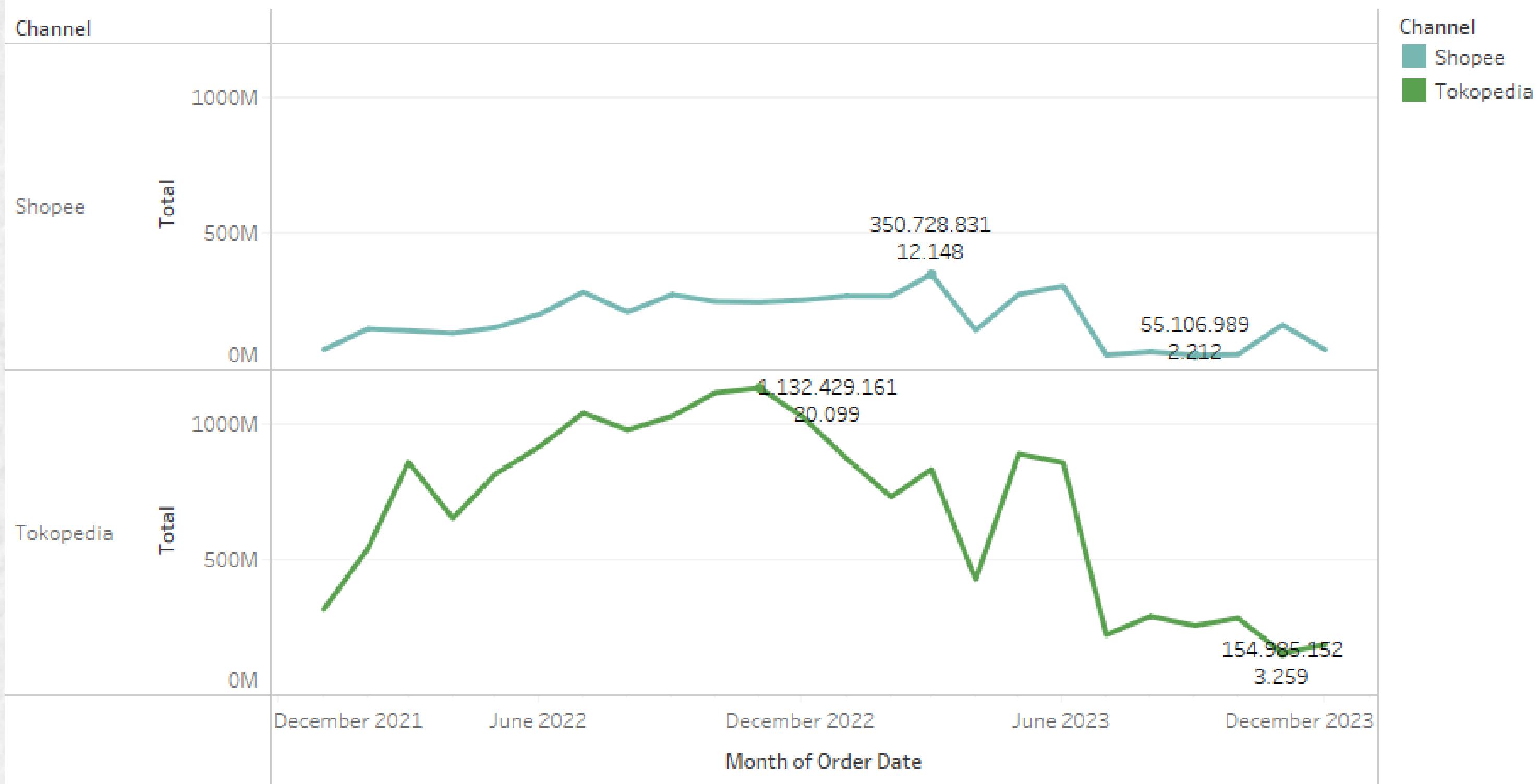
Sum of Total and sum of Quantity for each Store.

## Performa Penjualan di Tokopedia Mengalami Penurunan



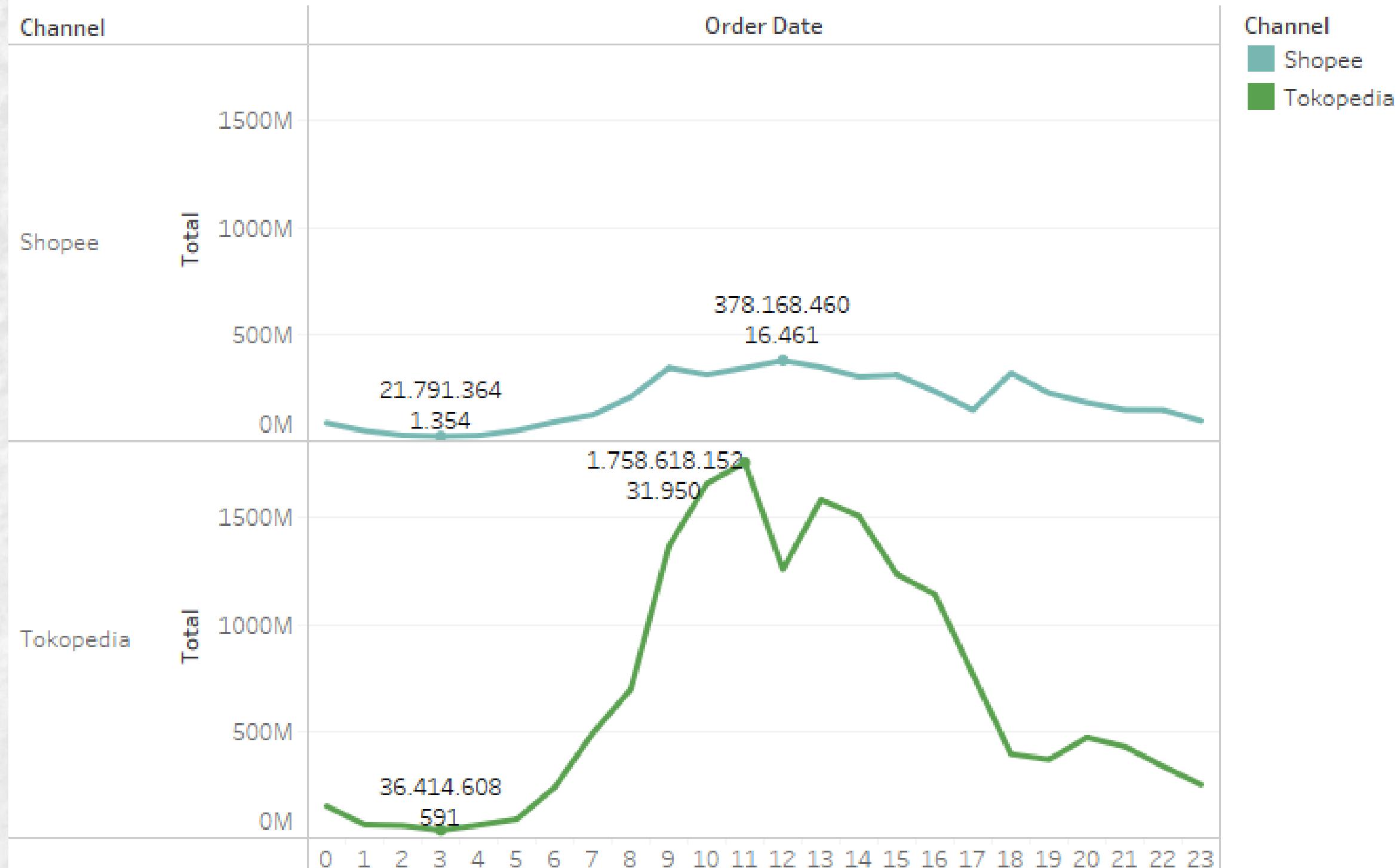
The trend of sum of Total for Order Date Year broken down by Channel. Color shows details about Channel. The marks are labeled by sum of Total and sum of Quantity. The data is filtered on Order Date Month, which keeps 12 of 12 members. The view is filtered on Channel, which keeps Shopee, Tokopedia and Woocommerce.

## Bulan Maret 2022 - Juli 2023 Memiliki Performa Signifikan



The trend of sum of Total for Order Date Month broken down by Channel. Color shows details about Channel. The marks are labeled by sum of Total and sum of Quantity. The view is filtered on Channel, which keeps Shopee and Tokopedia.

# Waktu Efektif Live Shopping di Tokopedia dan Shopee 9 pagi s.d. 15 sore



The trend of sum of Total for Order Date Hour broken down by Channel. Color shows details about Channel. The marks are labeled by sum of Total and sum of Quantity. The view is filtered on Channel, which keeps Shopee and Tokopedia.

## SKU yang Sering Dipesan di Tokopedia Jam 9 pagi s.d. 15 sore



## SKU yang Sering Dipesan di Shopee di Jam 9 pagi s.d. 15 sore



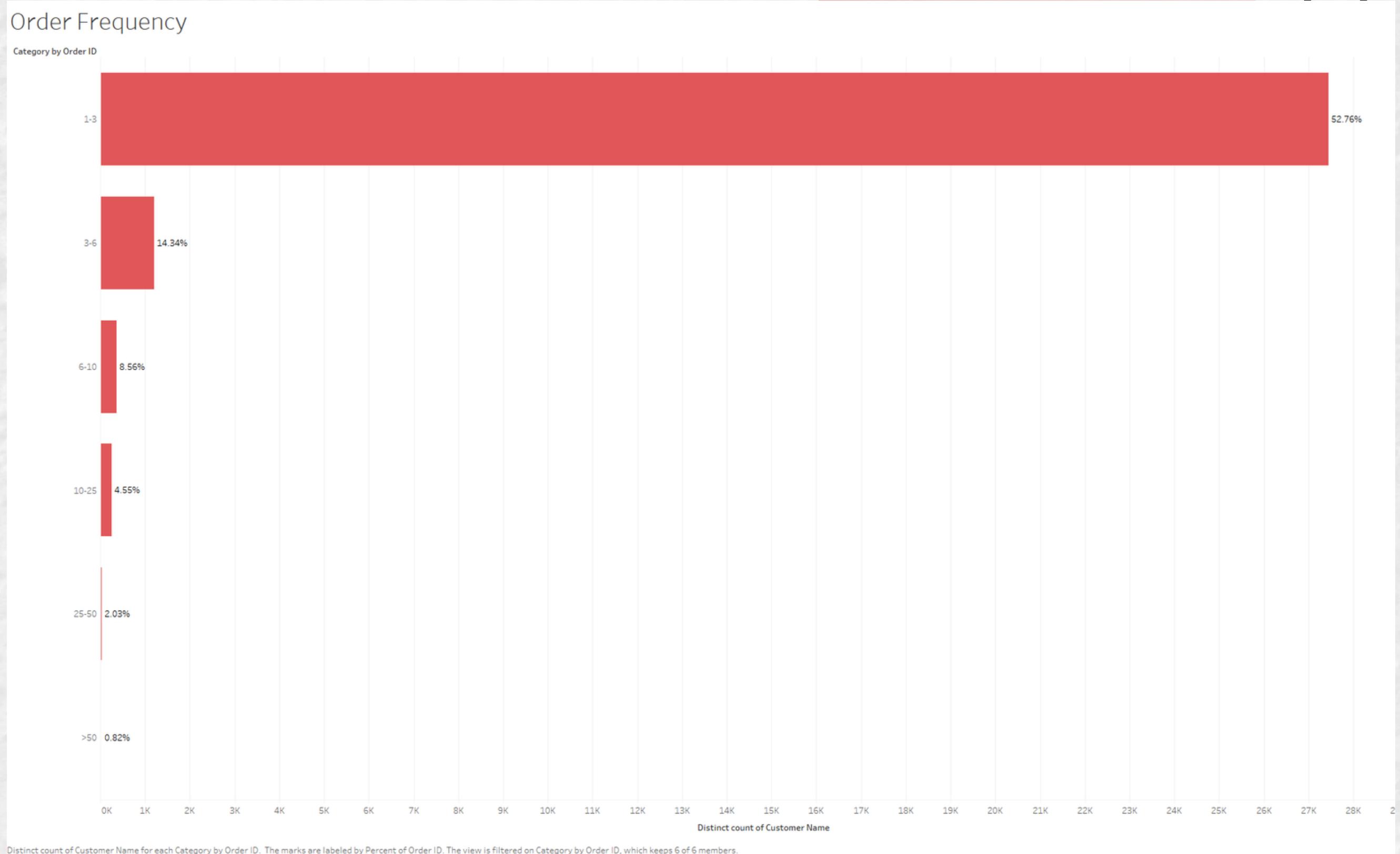




# **ANALISIS SEPUTAR CUSTOMER BEHAVIOUR**

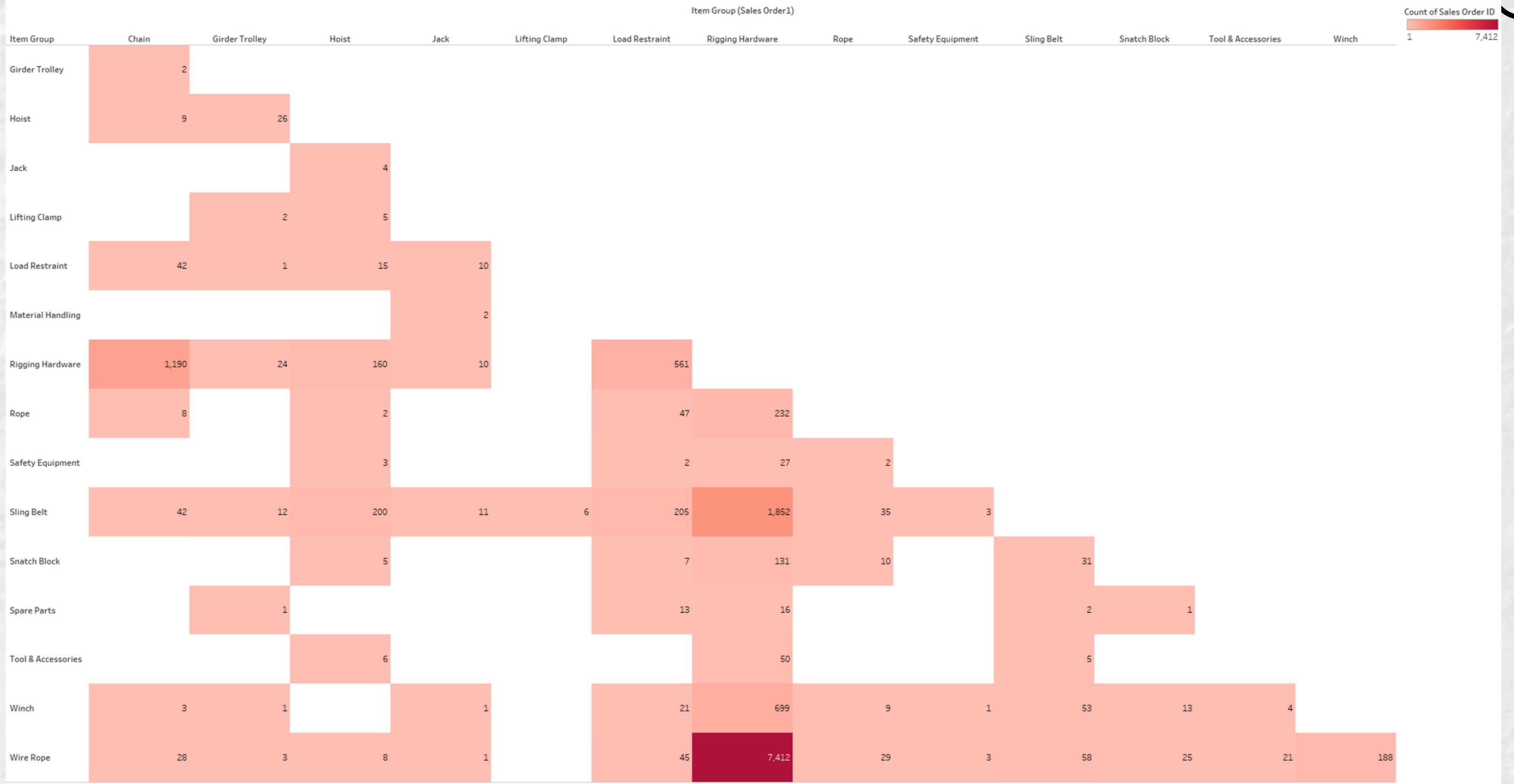


# Frekuensi Order Customer



# Kombinasi item dalam 1 keranjang

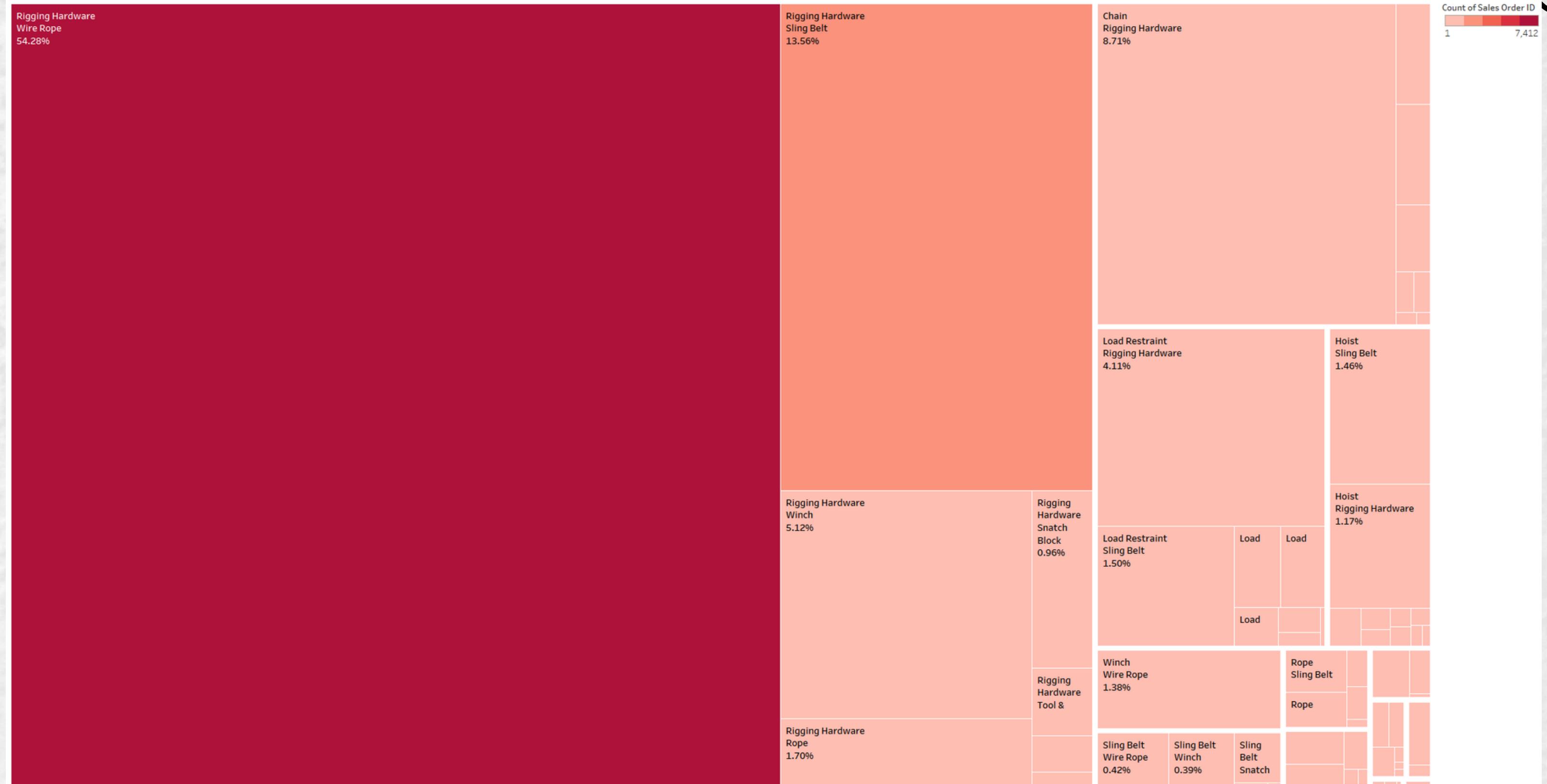
Item Group in 1 Order



Count of Sales Order ID broken down by Item Group (Sales Order1) vs. Item Group. Color shows count of Sales Order ID. The marks are labeled by count of Sales Order ID. The data is filtered on Payment Status, which keeps Paid. The view is filtered on Item Group (Sales Order1), which excludes Null.

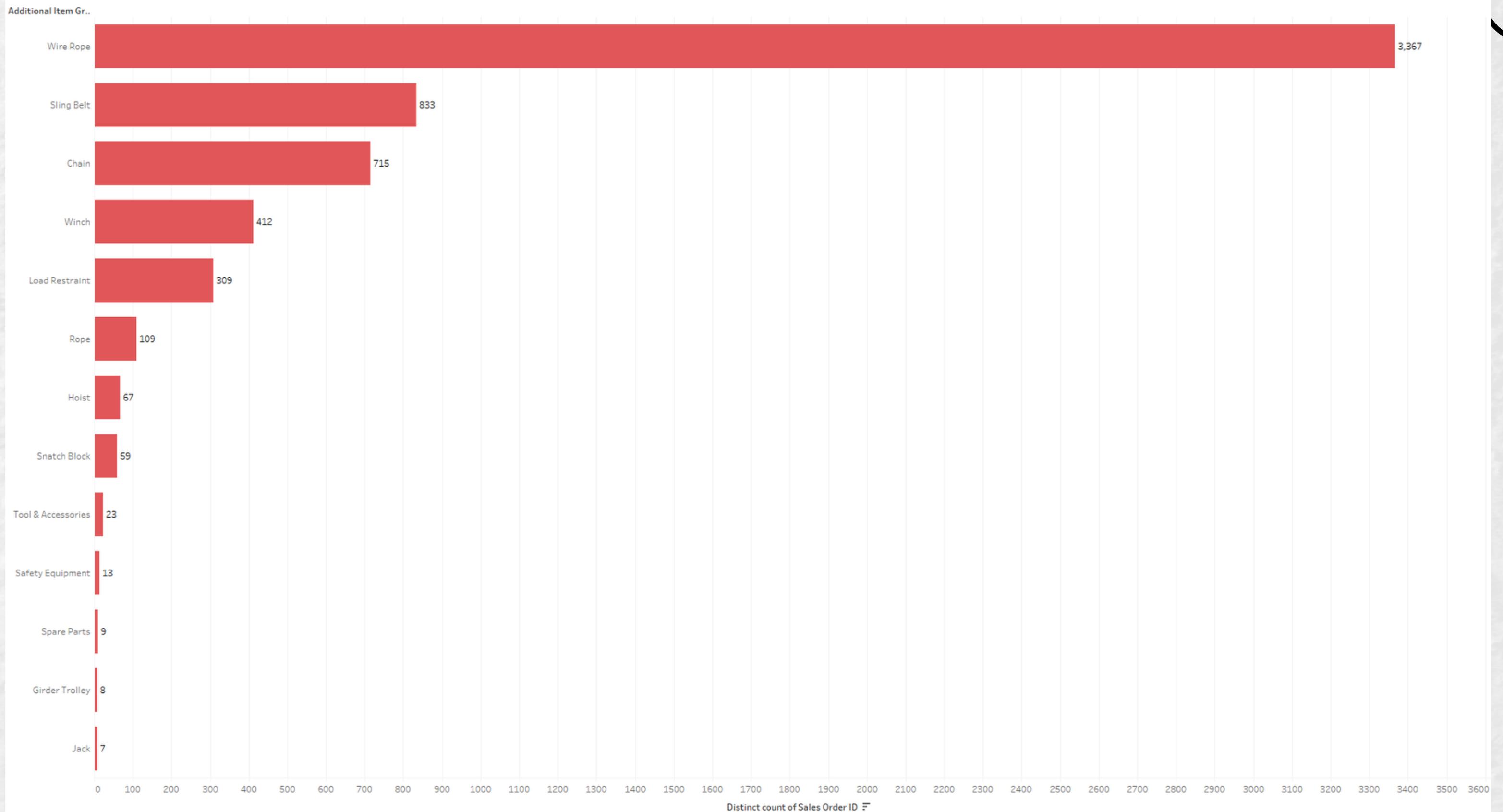
# Kombinasi item dalam 1 keranjang

Item Group in 1 Order\_Tree



Item Group (Sales Order1), Item Group and % of Total Count of Sales Order ID. Color shows count of Sales Order ID. Size shows count of Sales Order ID. The marks are labeled by Item Group (Sales Order1), Item Group and % of Total Count of Sales Order ID. The data is filtered on Payment Status (Sales Order1), which keeps Paid.

## Second Order After Purchasing: Rigging Hardware



Distinct count of Sales Order ID for each Additional Item Group. The data is filtered on Sales Order ID Set, which keeps 27,802 members. The view is filtered on Additional Item Group, which excludes N/A.

## Second Order, After Purchasing: Wire Rope



Distinct count of Sales Order ID for each Additional Item Group. The data is filtered on Sales Order ID Set, which keeps 6,395 members. The view is filtered on Additional Item Group, which excludes N/A.

# Kombinasi item name SAP dalam 1 keranjang

Item Group Detail in SAP\_Tree



Item Name in SAP, Item Name in SAP (Sales Order1), % of Total Count Sales Order ID, Item Group, Item Group (Sales Order1) and Count Sales Order ID. Color shows count of Sales Order ID. Size shows count of Sales Order ID. The marks are labeled by Item Name in SAP, Item Name in SAP (Sales Order1), % of Total Count Sales Order ID, Item Group, Item Group (Sales Order1) and Count Sales Order ID. The data is filtered on Payment Status and % of Total Count Sales Order ID. The Payment Status filter keeps Paid. The % of Total Count Sales Order ID filter ranges from 0.2% to 0.616959372%.

**APA PRODUCT BUNDLING YG  
PALING COCOK?**

# Rekomendasi Item yang dapat di Bundling

Klasifikasi	Nilai
Sepi	<0,2%
Agak Laris	0,2-0,4%
Laris	>0,4%

Item A	Item B	Probabilitas
Wire Rope Clip Powertec Galv 6mm - 1/4"	Thimble Powertec G-411 6mm - 1/4"	0,508%
	Turnbuckle Powertec Galv Hook & Eye 6mm - 1/4"	0,214%
	Alum. Ferrule Powertec 6mm	0,154%
Wire Rope Clip Powertec Galv 5mm - 3/16"	Wire Rope Powertec 6x12 + 7FC Galv 5mm	0,617%
	Thimble Powertec G-411 SS 304 5mm - 3/16"	0,245%
	Wire Rope Powertec 6x12 + 7FC PVC 3-5mm	0,126%
Wire Rope Clip Powertec Galv 3mm - 1/8"	Wire Rope Powertec 6x12 + 7FC Galv 3mm	0,571%
	Alum. Ferrule Powertec 3mm	0,305%
	Wire Rope Powertec 6x19 + IWRC Galv 3mm	0,189%

# Rekomendasi Hasil Analisis

1. Waktu yang paling ideal untuk melakukan live adalah *office hour* (9 pagi sampai 3 sore)
2. Pemberian *voucher* kurang perlu diberikan, kecuali untuk Woocommerce
3. Rekomendasi Item bundling ditunjukkan pada Tabel berikut

Item A	Item B	Probabilitas
Wire Rope Clip Powertec Galv 6mm - 1/4"	Thimble Powertec G-411 6mm - 1/4"	0,508%
	Turnbuckle Powertec Galv Hook & Eye 6mm - 1/4"	0,214%
	Alum. Ferrule Powertec 6mm	0,154%
Wire Rope Clip Powertec Galv 5mm - 3/16"	Wire Rope Powertec 6x12 + 7FC Galv 5mm	0,617%
	Thimble Powertec G-411 SS 304 5mm - 3/16"	0,245%
	Wire Rope Powertec 6x12 + 7FC PVC 3-5mm	0,126%
Wire Rope Clip Powertec Galv 3mm - 1/8"	Wire Rope Powertec 6x12 + 7FC Galv 3mm	0,571%
	Alum. Ferrule Powertec 3mm	0,305%
	Wire Rope Powertec 6x19 + IWRC Galv 3mm	0,189%

# THANK YOU

