

Performa Penjualan Berdasarkan Nama Produk

Row Labels	Sum of Quantity	Sum of Total Sales
Susu Bubuk - Brand C	224	Rp 11,200,750
Susu Bubuk - Brand B	229	Rp 10,135,000
Daging Ayam - Brand C	250	Rp 10,075,500
Daging Ayam - Brand B	259	Rp 9,480,000
Susu Bubuk - Brand A	219	Rp 8,835,750
Bawang Merah - Brand B	215	Rp 6,672,750
Daging Ayam - Brand A	210	Rp 6,650,000
Telur Ayam - Brand B	247	Rp 5,693,750
Telur Ayam - Brand C	224	Rp 5,640,600
Bawang Merah - Brand A	194	Rp 5,319,000
Bawang Merah - Brand C	146	Rp 5,310,000
Telur Ayam - Brand A	235	Rp 4,730,000
Gula Pasir - Brand C	238	Rp 3,887,100
Minyak Goreng - Brand A	247	Rp 3,612,000
Minyak Goreng - Brand B	216	Rp 3,328,600
Tepung Terigu - Brand C	254	Rp 3,223,500
Gula Pasir - Brand A	221	Rp 3,150,400
Gula Pasir - Brand B	205	Rp 3,110,150
Beras - Brand B	212	Rp 2,838,750
Beras - Brand C	193	Rp 2,801,600
Minyak Goreng - Brand C	171	Rp 2,772,000
Beras - Brand A	219	Rp 2,762,900
Tepung Terigu - Brand B	208	Rp 2,253,600
Tepung Terigu - Brand A	205	Rp 1,846,000
Garam - Brand C	267	Rp 1,436,100
Garam - Brand B	203	Rp 920,250
Garam - Brand A	220	Rp 801,000
Grand Total	5931	Rp 128,487,050

Membandingkan *Sum of Quantity* dan *Sum of Total Sales* untuk tiap Produk.

PivotTable Fields

Choose fields to add to report:

Drag fields between areas below:

Search

Filters

Rows

Product Name

Columns

Values

Sum of Quantity

Defer Layo...

Shipping Fee

Subtotal

Discount Amount

Discount (%)

Unit Price

Quantity

Product Name

City

Customer Name

Order Date

Distribusi Penjualan Per Platform E-Commerce

Row Labels	Count of Order ID	Sum of Total Sales	
TokTok	409	Rp	26,660,800
Toko Ungu	396	Rp	25,860,650
Toko Hijau	402	Rp	25,596,600
Toko Biru	399	Rp	25,443,450
Toko Orange	394	Rp	24,925,550
Grand Total	2000	Rp	128,487,050

Melihat jumlah transaksi dan total uang yang dihasilkan tiap platform.

PivotTable Fields

Choose fields to add to report:

Drag fields between areas below:

Search

Filters

Rows

Platform

Columns

Σ Values

Σ Values

Count of Order ID

Discount (%)

Subtotal

Discount Amount

Total Sales

Shipping Fee

Grand Total

Payment Method

Order Status

Platform

Customer Rating

Jenis Kelamin

Defer Layo...

Analisis Demografi Pelanggan (Jenis Kelamin)

ID	Count of Order		Grand Total
	Row Labels	Column Labels	
	Laki-laki	Perempuan	
4	98	341	439
1	82	329	411
2	69	335	404
5	73	301	374
3	77	295	372
Grand Total	399	1601	2000

Melihat perbandingan jumlah pesanan antara pelanggan Laki-laki dan Perempuan per Rating.

PivotTable Fields

Choose fields to add to report:



Drag fields between areas below:

Search

- Subtotal
- Discount Amount
- Total Sales
- Shipping Fee
- Grand Total
- Payment Method
- Order Status
- Platform
- Customer Rating
- Jenis Kelamin

Filters

Rows

Customer Rating

Columns

Jenis Kelamin

Values

Count of Order ID

Defer Layo...

Tren Penjualan Bulanan (Monthly Sales Trend)

Row Labels	Sum of Total Sales	
Jul	Rp	12,385,950
Sep	Rp	11,962,750
Jun	Rp	11,708,650
May	Rp	11,359,600
Aug	Rp	11,002,900
Jan	Rp	10,915,900
Nov	Rp	10,883,500
Apr	Rp	10,587,550
Oct	Rp	10,583,650
Mar	Rp	10,043,950
Feb	Rp	8,697,300
Dec	Rp	8,355,350
Grand Total	Rp	128,487,050

Mengidentifikasi bulan dengan performa tertinggi (Juli) dan terendah (Desember).

PivotTable Fields

Choose fields to add to report:

Drag fields between areas below:

Search

Filters

Rows Months (Order Date)

Columns

Values Sum of Total Sales Defer Layo...

Quantity

- Discount (%)
- Subtotal
- Discount Amount
- Total Sales
- Shipping Fee
- Grand Total
- Payment Method
- Order Status
- Platform
- Customer Rating
- Jenis Kelamin

Kontribusi Penjualan Berdasarkan Metode Pembayaran

Row Labels	Sum of Total Sales		Sum of Grand Total
Transfer Bank	Rp	33,855,300	25.90%
COD	Rp	32,878,550	24.93%
Kartu Kredit	Rp	32,246,800	25.54%
e-Wallet	Rp	29,506,400	23.62%
Grand Total	Rp	128,487,050	100.00%

Menampilkan persentase penggunaan Transfer Bank, COD, Kartu Kredit, dan e-Wallet terhadap total pendapatan.

PivotTable Fields

Choose fields to add to report:

Drag fields between areas below:

Search

Filters

Rows

Columns

Σ Values

Defer Layo...

Discount Amount

Total Sales

Shipping Fee

Grand Total

Payment Method

Order Status

Platform

Customer Rating

Jenis Kelamin

Months (Order Date)

Quarters (Order Date)

Ringkasan Status Pesanan (Order Fulfillment Status)

Row Labels	Count of Order ID
Completed	1495
Returned	277
Cancelled	108
Pending	67
Shipped	53
Grand Total	2000

Melihat berapa banyak pesanan yang Berhasil (*Completed*), Dibatalkan (*Cancelled*), atau Dikembalikan (*Returned*)

PivotTable Fields

Choose fields to add to report:

Drag fields between areas below:

Search

Order ID

Order Date

Customer Name

City

Product Name

Unit Price

Quantity

Discount (%)

Subtotal

Discount Amount

Total Sales

Filters

Rows

Order Status

Columns

Values

Count of Order ID

Defer Layo...

Peringkat Volume Penjualan per Produk

Row Labels	Sum of Quantity
Garam - Brand C	267
Daging Ayam - Brand B	259
Tepung Terigu - Brand C	254
Daging Ayam - Brand C	250
Minyak Goreng - Brand A	247
Telur Ayam - Brand B	247
Gula Pasir - Brand C	238
Telur Ayam - Brand A	235
Susu Bubuk - Brand B	229
Telur Ayam - Brand C	224
Susu Bubuk - Brand C	224
Grand Total	2,674

Mengidentifikasi produk mana yang paling sering keluar.

PivotTable Fields

Choose fields to add to report:

Drag fields between areas below:

Search

Filters

Rows

Product Name

Columns

Values

Sum of Quantity

Defer Layout... Update

Order ID
Order Date
Customer Name
City
Product Name
Unit Price
Quantity
Discount (%)
Subtotal
Discount Amount
Total Sales

Total Penjualan per Kategori Produk

Row Labels	Sum of Total Sales	
Susu Bubuk	Rp	30,171,500
Daging Ayam	Rp	26,205,500
Bawang Merah	Rp	17,301,750
Telur Ayam	Rp	16,064,350
Gula Pasir	Rp	10,147,650
Minyak Goreng	Rp	9,712,600
Beras	Rp	8,403,250
Tepung Terigu	Rp	7,323,100
Garam	Rp	3,157,350
Grand Total	Rp	128,487,050

Melihat kategori mana yang paling menguntungkan secara nilai rupiah.

PivotTable Fields

Choose fields to add to report:

Drag fields between areas below:

Search

Filters

Rows

Kategori Produk

Columns

Values

Sum of Total Sales

Defer Layout...

Discount Amount

Total Sales

Shipping Fee

Grand Total

Payment Method

Order Status

Platform

Customer Rating

Jenis Kelamin

Kategori Produk

Months (Order D...

Percentase Kontribusi Pendapatan per Kategori

Row Labels	Sum of Total Sales
Susu Bubuk	23.48%
Daging Ayam	20.40%
Bawang Merah	13.47%
Telur Ayam	12.50%
Gula Pasir	7.90%
Minyak Goreng	7.56%
Beras	6.54%
Tepung Terigu	5.70%
Garam	2.46%
Grand Total	100.00%

Memahami "dominasi" produk, di mana Susu Bubuk menguasai **23,48%** dari total penjualan.

PivotTable Fields

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Drag fields between areas below:

Search

Filters

Rows

Columns

Values

Defer Layo...

Discount Amount

Total Sales

Shipping Fee

Grand Total

Payment Method

Order Status

Platform

Customer Rating

Jenis Kelamin

Kategori Produk

Months (Order D...)