

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:

☐ Order Date
 ☐ Customer Name
 ☐ City
 ☒ **Product Name**
☐ Unit Price
 ☒ **Quantity**
☐ Discount (%)
 ☐ Subtotal
 ☐ Discount Amount
 ☒ **Total Sales**
☐ Shipping Fee

Drag fields between areas below:

Filters

Rows

Product Name

Columns

Σ Values

Σ Values

Sum of Quantity


☐ Defer Layo...


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: 


Search 


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


Drag fields between areas below:

 **Filters**




 **Rows**

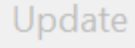
Platform 

 **Columns**

Σ Values 

Σ Values

Count of Order ID   


☐ Defer Layo... 

Analisis Demografi Pelanggan (Jenis Kelamin)


Count of Order ID			
Row Labels	Column Labels		
	Laki-laki	Perempuan	Grand Total
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


More Tables...


 Filters


 Rows

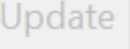
Customer Rating 

 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: 



Search 


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


Drag fields between areas below:


 Filters


 Rows

Months (Order Date) 


 Columns

 Values

Sum of Total Sales 

☐ Defer Layo... 

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:



Search



☐ Discount Amount

☒ **Total Sales**

☐ Shipping Fee

☒ **Grand Total**

☒ **Payment Method**

☐ Order Status

☐ Platform

☐ Customer Rating

☐ Jenis Kelamin

☐ Months (Order Date)

☐ Quarters (Order Date)

Drag fields between areas
below:



Filters



Rows

Payment Method



Columns

Σ Values



Values

Sum of Grand Total



Defer Layo...


Update


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: 



☒ **Order ID**

☐ Order Date

☐ Customer Name

☐ City

☐ Product Name

☐ Unit Price

☐ Quantity


☐ Discount (%)


☐ Subtotal


☐ Discount Amount


☐ Total Sales

Drag fields between areas below:

 Filters

 Rows

 Columns

 Values

☐ Defer Layo...

Update

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:

Search

☐ Order ID

☐ Order Date

☐ Customer Name

☐ City

☒ **Product Name**

☐ Unit Price

☒ **Quantity**

☐ Discount (%)

☐ Subtotal

☐ Discount Amount

☐ Total Sales

Drag fields between areas below:

Filters

Rows

Product Name

Columns

Values

Sum of Quantity

☐ Defer Layout Update


Update


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: 


Search 


- ☐ Discount Amount
- ☒ **Total Sales**
- ☐ Shipping Fee
- ☐ Grand Total
- ☐ Payment Method
- ☐ Order Status
- ☐ Platform
- ☐ Customer Rating
- ☐ Jenis Kelamin
- ☒ **Kategori Produk**
- ☐ Months (Order D... 


Drag fields between areas below:


 **Filters**

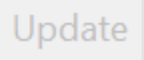
 **Rows**

Kategori Produk 

 **Columns**

 **Values**

Sum of Total Sales 


☐ Defer Layo... 


Persentase 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


Choose fields to add to report: 


Search 


- ☐ Discount Amount
- ☒ **Total Sales**
- ☐ Shipping Fee
- ☐ Grand Total
- ☐ Payment Method
- ☐ Order Status
- ☐ Platform
- ☐ Customer Rating
- ☐ Jenis Kelamin
- ☒ **Kategori Produk**
- ☐ Months (Order D... 


Drag fields between areas below:


 Filters

 Rows

Kategori Produk 

 Columns

 Values

Sum of Total Sales 

☐ Defer Layo... Update