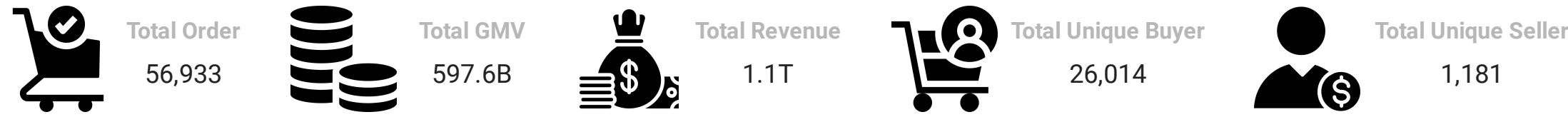


# Demand Trend Analysis and Transaction Conversion Rate Dashboard

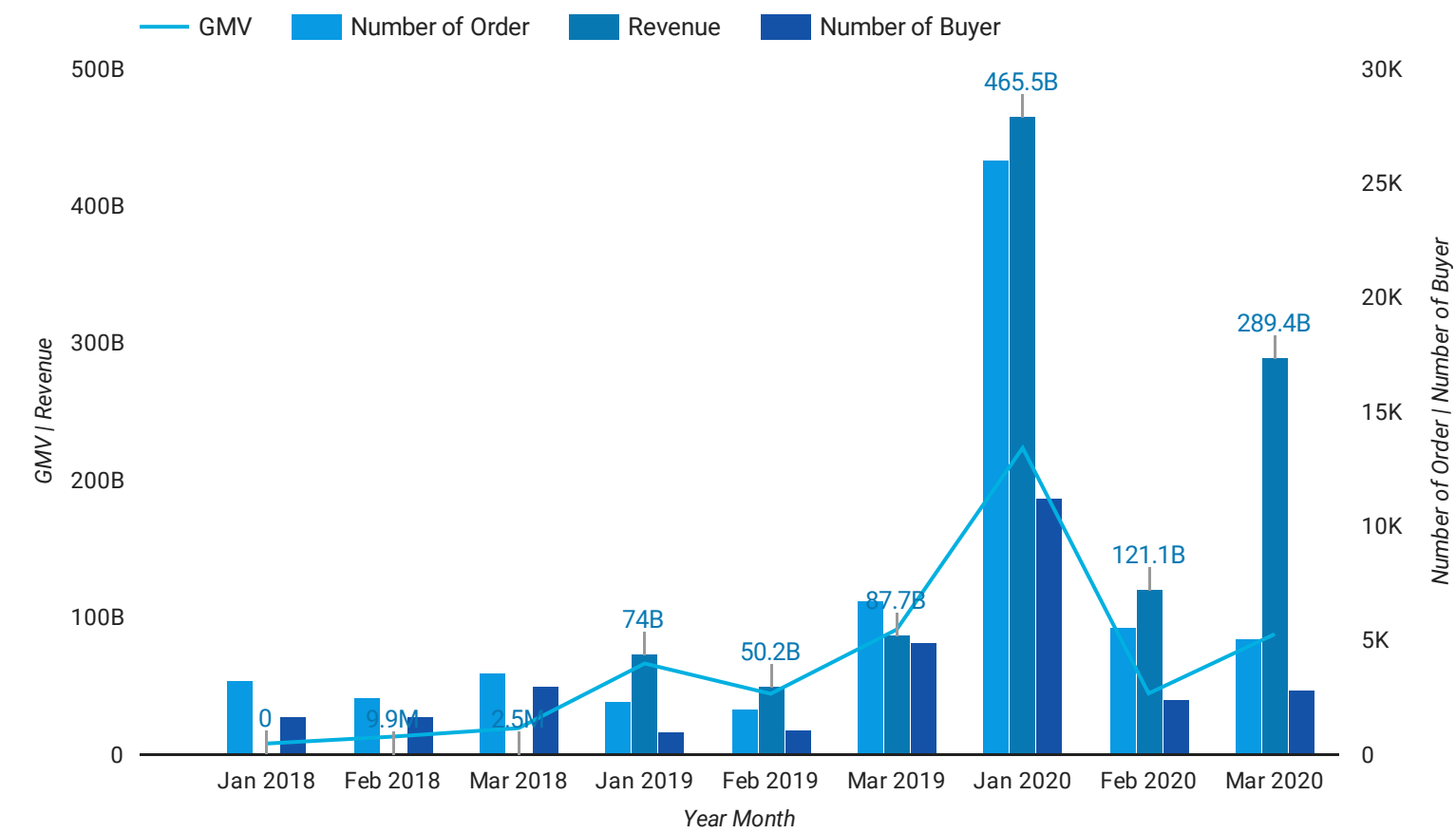
This dashboard is used to be a benchmark to adjust the intended target market so that it can develop related businesses.

Category Name

Order Month

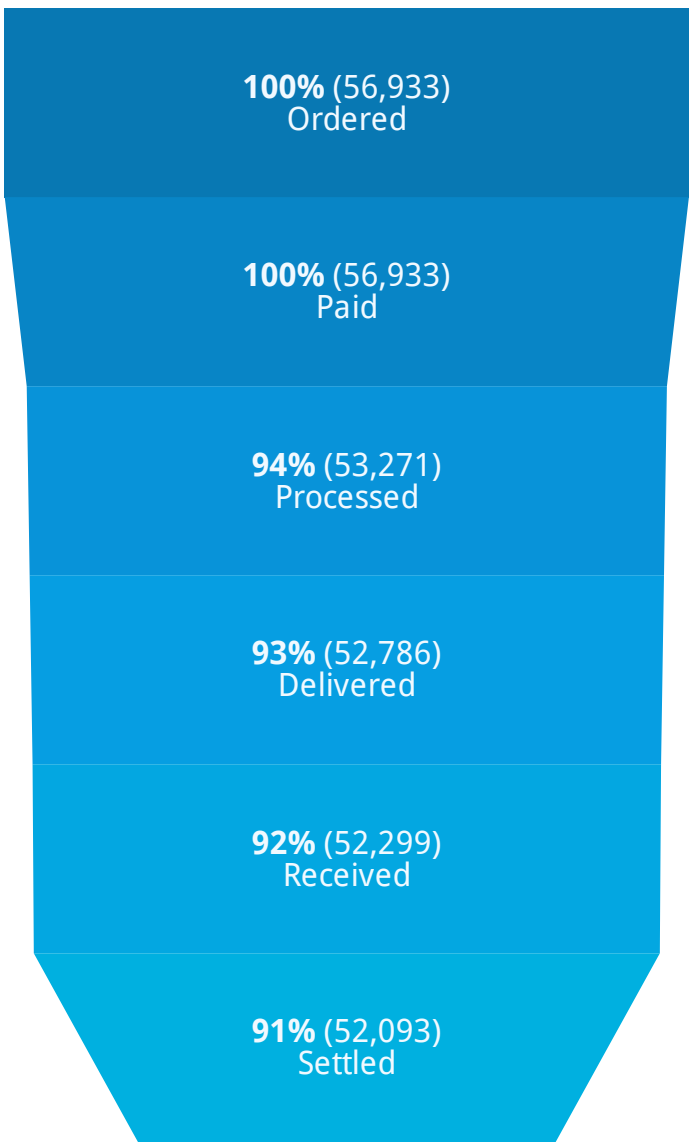


## Order Trend



Based on the chart, the company experienced instability in its business performance expressed in UP and Down Charts. However, in January 2020, the company experienced a significant increase in all aspects of its metrics. The increase can be a reference that can be used by the company to improve its business performance again.

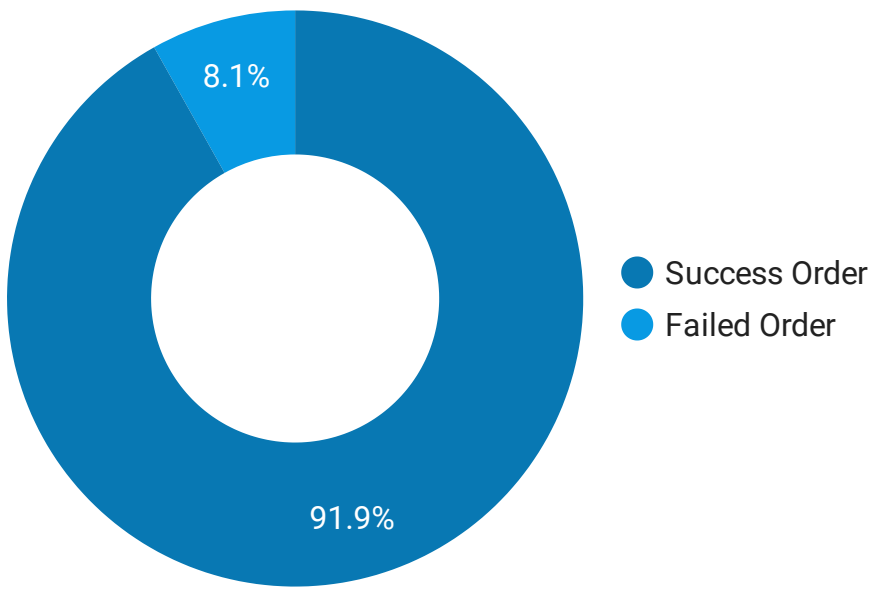
## Order Funnel



In this company, there are several stages of ordering products that occur, namely the ordering step, the payment step, the processing step, the delivery step, the acceptance step, and the settlement step. In the report of orders, only 91% of successful orders were to the settlement step. This means that 9% (4,634) of orders failed. On the other hand, buyers always make a payment every time they place an order but when it is processed, there are many cancellations of the order so the biggest drop-off happens at the processing step.

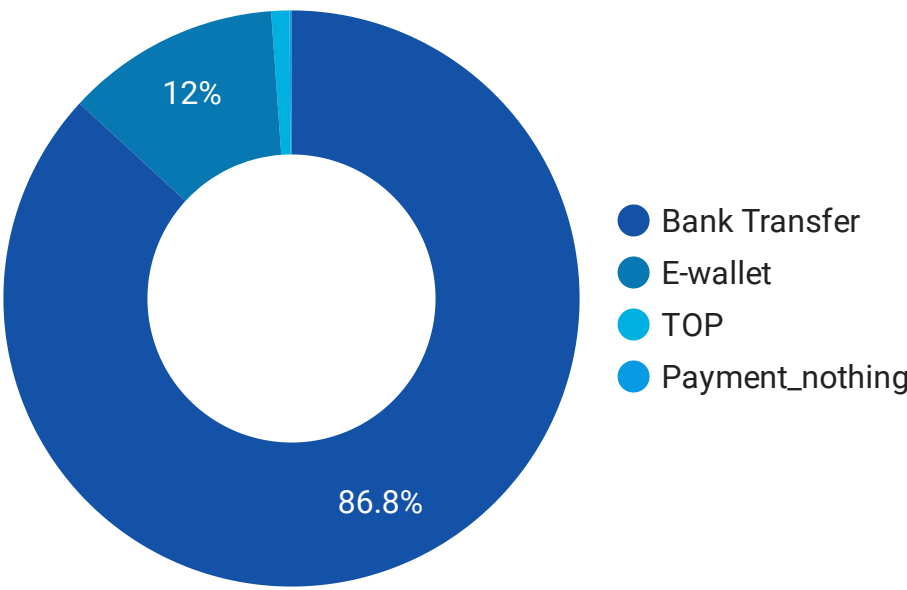
## Order Performance

According to the graph, successful orders were received by buyers by only 91.9%. Meanwhile, 8.1% of orders failed to receive buyers.



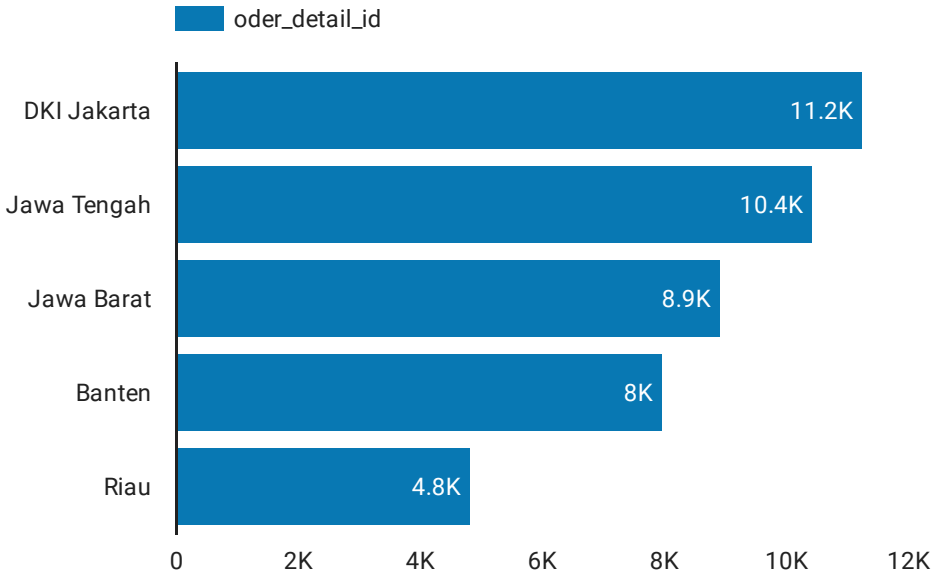
## Contribution Payment Method Group

According to the graph, Bank Transfer has a big contribution to the payment method



## Top 5 Order by Province

According to the chart, DKI Jakarta became the province with the largest contribution of orders and was followed by the provinces of Central Java, West Java, Banten, and Riau.



## Category Performance

Category Name	Total Order	Total GMV	Total Revenue	Total Unique Buyer	Total Unique Seller
Agriculture & Food	28,592	47.7B	110.4B	13,150	390
Computer & Communication	13,460	232.3B	467.5B	6,511	218
Automotive & Transportation	2,989	236.5B	368B	2,386	78
Beauty, Sport & Fashion	2,951	6.4B	4.9B	2,015	297
Furnitures & Decorations	1,676	9.1B	3.4B	1,111	142
Office & Store Supplies	2,016	2B	6.1B	977	98
Health & Medical	1,048	4.2B	10B	858	77
Services	1,648	2.8B	187.7M	769	23
Electronics	1,247	14B	37.3B	672	82
Building Materials	888	17.1B	28.2B	450	20
Machinery & Industrial Parts	372	25.4B	51.4B	221	61
Horeca	46	148.3M	283.5M	39	13

According to the chart, Agriculture & Food become the category that has the most buyers and sellers, and the most orders. On other hand, Computer & Communication and Automotive & Transportation become the highest revenue category and the highest GMV category