



# Performance Analytics Dashboard

Kimia Farma Business Performance in 2020-2023 | Project Based Internship Program Rakamin Academy



Year

Month

Province

City

Branch Category

Product Category

Total Transactions

672.5K

Total Sales

Rp321.17B

Total Profit

Rp72.56B

Avg. Order Value

Rp477.61K

Avg. Profit per Trans

Rp107.91K

Avg. Trans Rating

4.0

Total Branches

1.7K

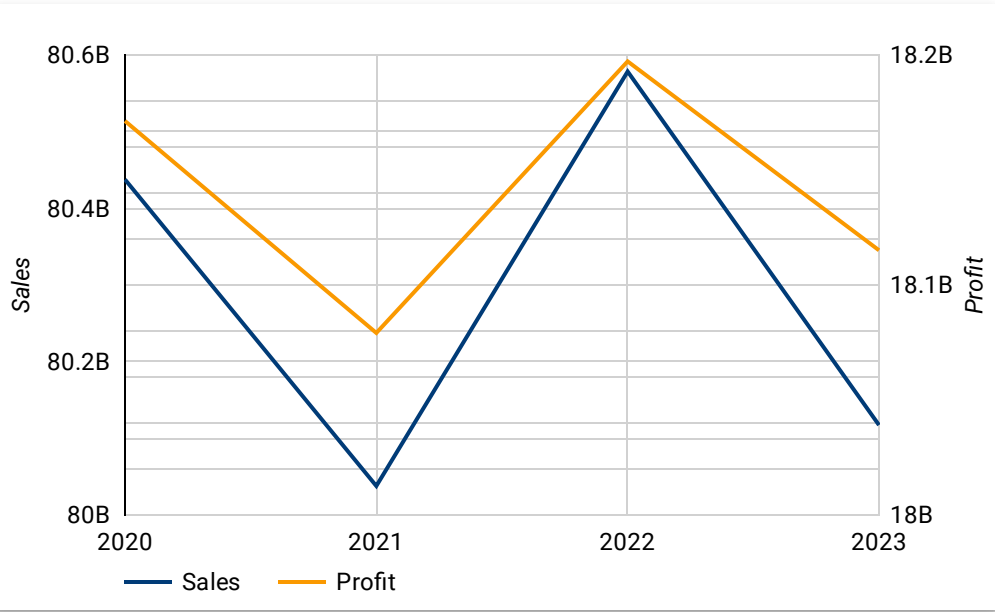
Branch Rating

4.4

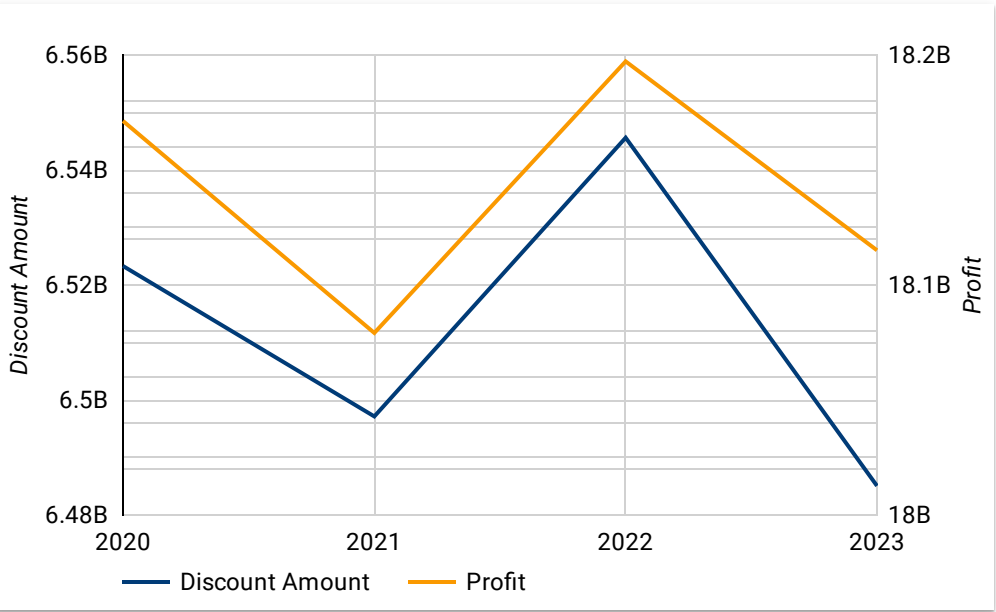
Provincial Profit Distribution Map



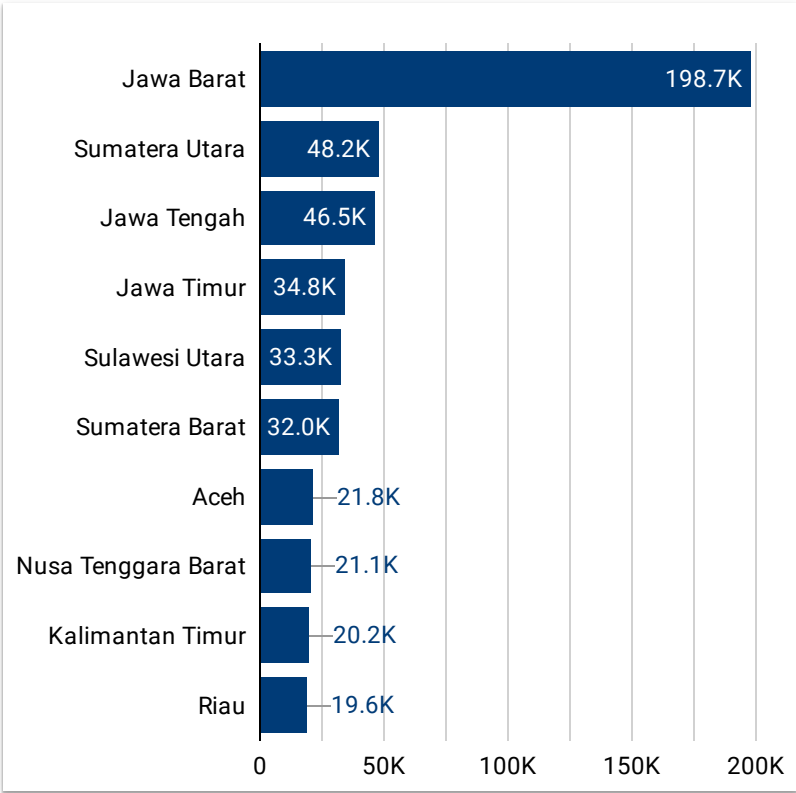
Year-Over-Year Comparison of Sales vs. Profits



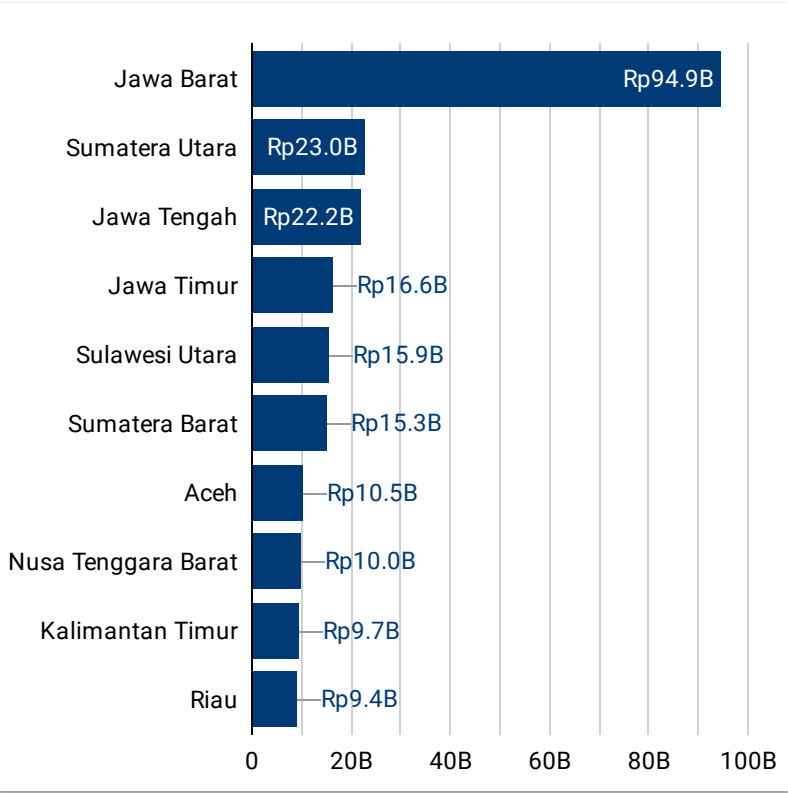
Year-Over-Year Comparison of Discount Amount vs. Profits



Top 10 Provinces by Transactions



Top 10 Provinces by Sales



Top 5 Highly-Rated Branches with Low Transaction Ratings

	Branch ID	Category	City	Province	Branch Rating ①	Trans. Rating ②
1.	82157	Klinik & Apot...	Tarakan	Kalimantan Ut...	5	3.91
2.	44567	Klinik & Apot...	Batam	Kepulauan Riau	5	3.93
3.	13775	Apotek	Tomohon	Sulawesi Utara	5	3.93
4.	31872	Klinik & Apot...	Pangkalpin...	Bangka Belitu...	5	3.93
5.	62707	Apotek	Mataram	Nusa Tenggar...	5	3.96

Top 5 Products by Profit & Sales

	Product ID	Product Name (Category)	Profit ①	Sales ②
1.	KF953	Drugs for obstructive airway diseases	Rp998,667,075	Rp4,106,577,825
2.	KF633	Other analgesics and antipyretics, Pyrazolones and Anili...	Rp979,803,048	Rp4,031,493,928
3.	KF977	Anti-inflammatory and antirheumatic products, non-ster...	Rp960,260,400	Rp3,963,848,400
4.	KF710	Antihistamines for systemic use	Rp958,670,600	Rp3,947,534,800
5.	KF881	Other analgesics and antipyretics, Salicylic acid and deri...	Rp956,720,092	Rp3,938,881,372