

SALES REPORT

PRIMA MOBIL

TOTAL PENJUALAN

21

Unit

TOTAL REVENUE

Rp

360.779.000.000

RATA-RATA HARGA

Rp

17.179.952.381

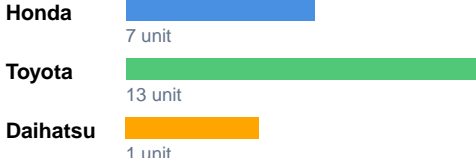
TOP SALES STAFF

Yoppi Arie W

RUMUSAN PERHITUNGAN

METRIK	RUMUSAN	PERHITUNGAN
Total Penjualan	COUNT(vehicle) WHERE status IN ('AVAILABLE', 'SOLD')	21 unit
Total Revenue	SUM(price) FROM vehicle	= Rp 360.779.000.000
Rata-rata Harga	Total Revenue / Total Penjualan	= 360.779.000.000 / 21 = Rp 17.179.952.381
Insight Utama	Total Inventory: 21 Unit Tersedia: 1 Terjual: 0	

DISTRIBUSI BRAND (REAL DATABASE)



PERHITUNGAN DATABASE

Honda:
Rumus: $(count / total) \times 100$
Hitung: $(7 / 21) \times 100 = 33.3\%$

Toyota:
Rumus: $(count / total) \times 100$
Hitung: $(13 / 21) \times 100 = 61.9\%$

Daihatsu:
Rumus: $(count / total) \times 100$
Hitung: $(1 / 21) \times 100 = 4.8\%$

Analisa Showroom

- KINERJA RENDAH: Hanya 0.0% terjual dari 21 unit. Segera evaluasi harga & strategi marketing.
- DISTRIBUSI SEIMBANG: Top brand (Honda) 33.3%. Portfolio brand sudah baik.
- STOK RENDAH: Hanya 1 unit available. Segera tambah stok untuk kehilangan opportunity.