

■ UMEDS BUSINESS INTELLIGENCE

Weekly Report - Targeted for Each Team

Week: April 13-19, 2026 | Context: Kedokteran Gigi Indonesia Market

■■ KONTEX PASAR KEDOKTERAN GIGI INDONESIA

Market Size: ~15,000 mahasiswa kedokteran gigi aktif di Indonesia **Examinations:** UKMP2DG & UKOMNAS PPDG — high-stakes national exams **Key Topics:** Anatomi, Fisiologi, Patologi, Prostodonsia, Periodonsia, Bedah Mulut, Material Dental **Trend:** Shift ke digital learning post-COVID — opportunity untuk platform EdTech **Pain Point:** Mahasiswa butuh latihan soal, video belajar, dan referensi klinik berkualitas **Competition:** Market masih fragmented — belum ada platform dominan khusus dentistry Indonesia

■ Week Revenue	■ Week Orders	■ Avg Order	■ New Users	■ Converted	■ Repeat Buyers
Rp 18.1M	102	Rp 177K	86	7,161	3,616

KEY STRATEGIC INSIGHTS

■ **CRITICAL:** 13,373 registered users (65.1%) NEVER purchased — massive conversion opportunity

■ **Revenue Trend:** Rp 239M (Dec'25) → Rp 49M projected (Apr'26) — declining 4 months straight

■ **Platform Health:** 20,534 registered | 7,161 converted (34.9%) | 102 orders this week

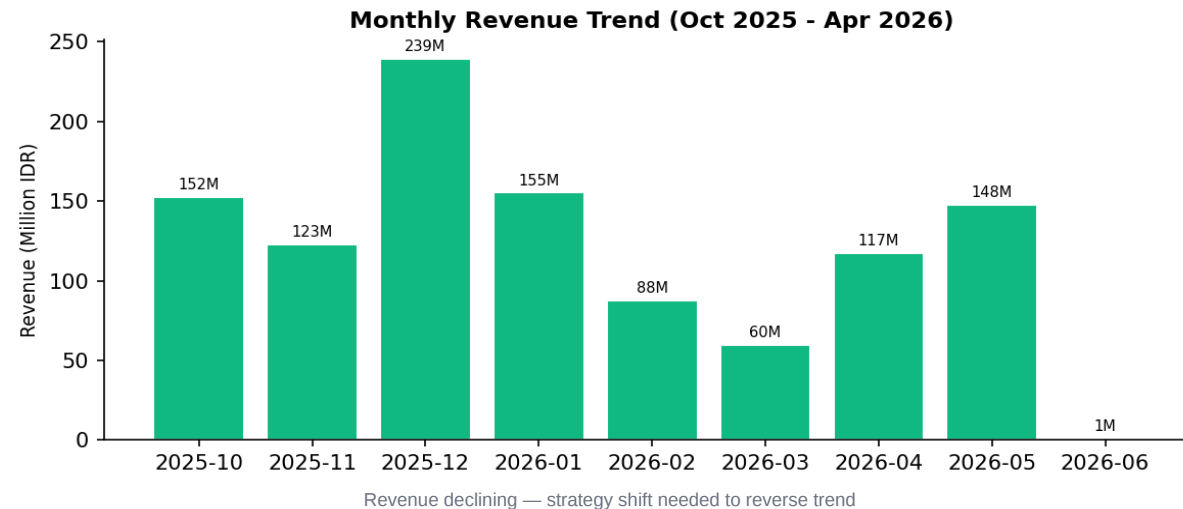
■ **Product Mix:** Books (60%) + Subscriptions (25%) = 85% of all-time Rp 6.1B revenue

■ **Market Position:** No dominant dental EdTech in Indonesia — UMEDS well-positioned

■ **Apps Growth:** Apps revenue (Rp 12.1M) outperforms Web (Rp 5.9M) — invest in app experience

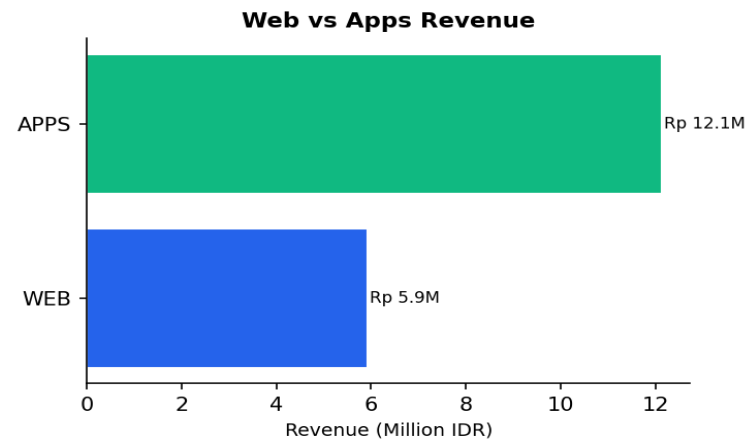
■ **Loyalty:** 3,616 repeat buyers — growing loyalty base

■ **Quick Win:** Activate 19K+ unconverted users → potential Rp 6B+ revenue if 30% convert at avg Rp 300K



TECH - PLATFORM & INFRASTRUCTURE

CHANNEL PERFORMANCE (Web vs Apps)



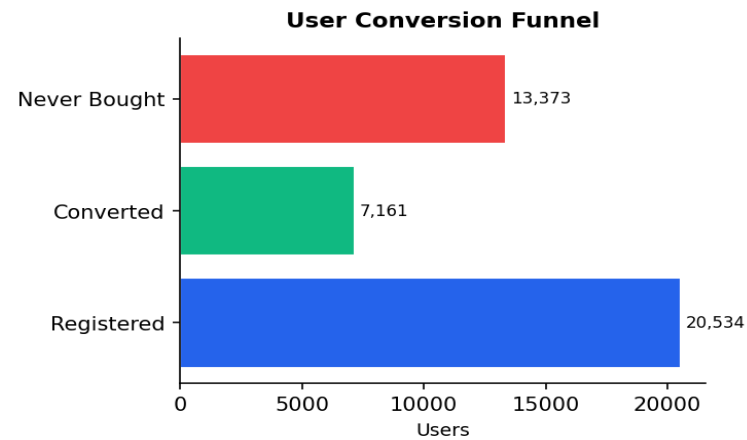
- **Apps Dominance:** 67 orders (Rp 12.1M) vs Web 35 orders (Rp 5.9M) — 2:1 ratio
- **Optimization Needed:** Mobile bounce rate 58.7% — improve mobile UX
- **Platform Stable:** No critical tech issues reported this week
- **Focus:** Reduce app loading time, improve checkout flow on mobile
- **Technical Debt:** Consider PWA for web users to match app experience

ORDER STATUS BREAKDOWN

Status	Count	Implication
Kadaluarsa	45	■ Problem
Lunas	57	■ Problem

MARKETING - USER ACQUISITION & ENGAGEMENT

USER ACQUISITION FUNNEL



- **New Users Week:** 86 registrations — need to boost acquisition
- **Churn Alert:** 13,373 users (65.1%) registered but never ordered
- **Repeat Buyers:** 3,616 users bought 2+ times — loyalty program opportunity
- **Payment:** Multiple payment methods performing — see payment chart for detail
- **Social Focus:** Target dental students (Kedokteran Gigi) — UKMP2DG exam prep content
- **Quick Wins:** Email nurture for 19K unconverted users, retargeting campaigns

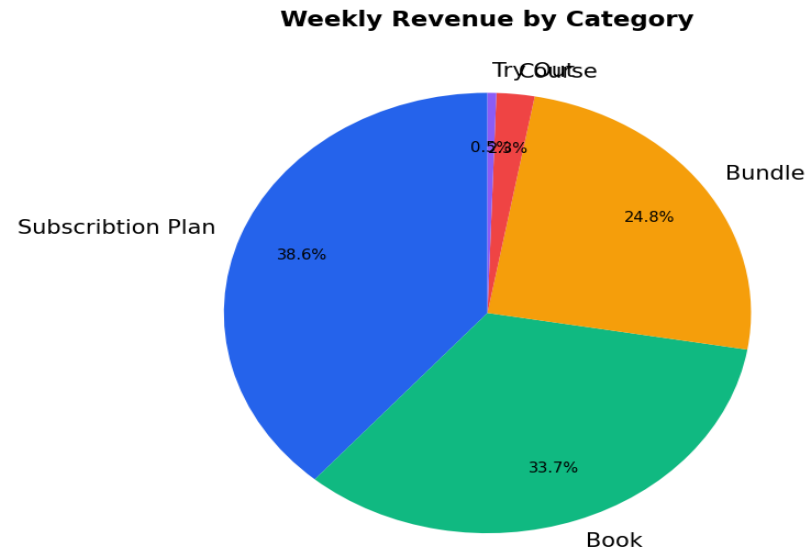
REPEAT PURCHASE COHORT

Purchases	Users	Label
2x	1560	■ Repeat
3x	833	■ Repeat
4x	447	■ Repeat
5x	277	■ Loyal
6x	196	■ Loyal
7x	126	■ Loyal
8x	105	■ Loyal

9x	72	■ Loyal
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■ PRODUCT LEARNING - CONTENT & LEARNING PRODUCTS

PRODUCT CATEGORY PERFORMANCE (This Week)



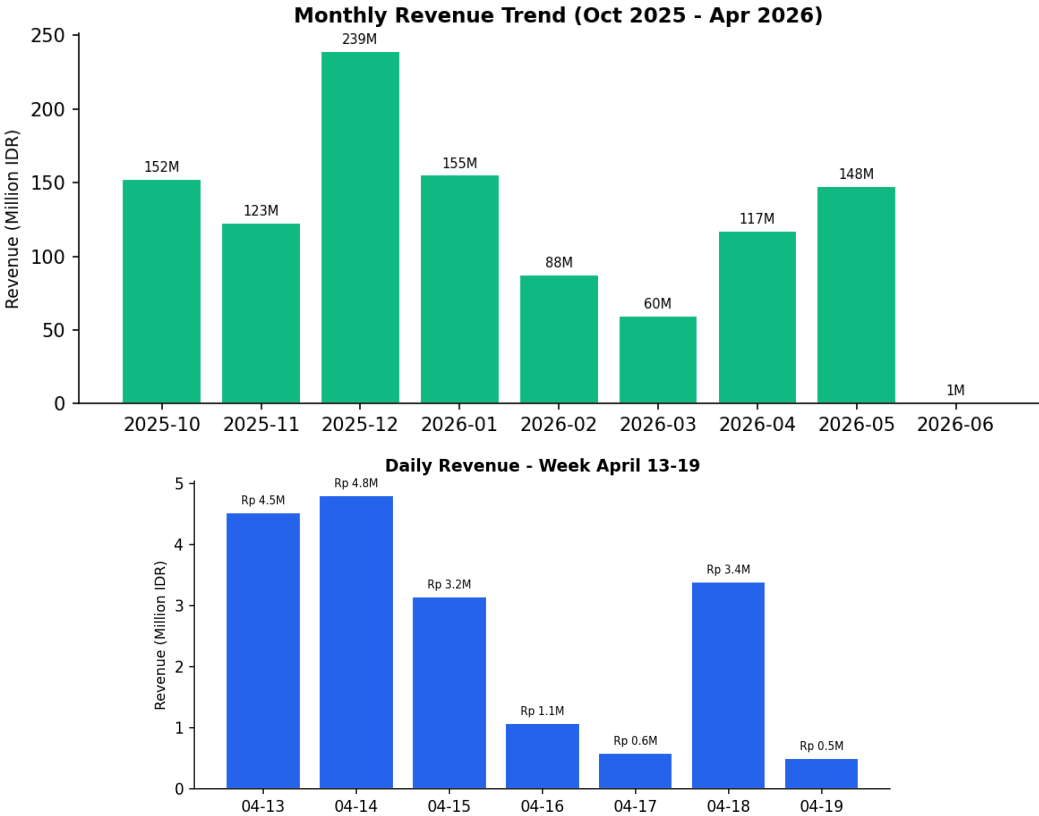
- **Subscription Plan:** Top performer — Rp 7M revenue, 62 orders this week
- **Books:** Rp 6.1M, 30 orders — core product, consistent performer
- **Bundle:** Rp 4.5M from only 3 orders — high-value deals, focus on this
- **Course:** Rp 423K, 7 orders — growing but small, need more content
- **Try Out:** Minimal performance — opportunity to expand exam prep content
- **Focus:** UKMP2DG & UKOMNAS PPDG prep materials — high demand for dental students
- **Content Gap:** Anatomy, physiology, pathology topics — top search queries from users

TOP PRODUCTS THIS WEEK

#	Category	Orders	Revenue
1	Subscription Plan	56	Rp 5.0M
2	Bundle	2	Rp 3.0M
3	Book	4	Rp 2.4M
4	Book	7	Rp 2.2M

5	Subscription Plan	5	Rp 1.7M
6	Book	19	Rp 1.5M
7	Bundle	1	Rp 1.5M
8	Subscription Plan	1	Rp 0.3M
9	Course	2	Rp 0.1M
10	Try Out	1	Rp 0.1M

FINANCE - REVENUE & FINANCIAL METRICS



- **Week Revenue:** Rp 18.1M — healthy but can improve
- **Monthly Trend:** Declining since Dec 2025 (Rp 239M → projected Rp 49M Apr) — need intervention
- **All-time Revenue:** Rp 6.15B from 19269 orders — strong cumulative performance
- **Avg Order Value:** Rp 177K — opportunity to increase via bundles/upgrades
- **March Revenue:** Rp 56.5M (full month) vs Apr (Rp 49M projected) — declining MoM
- **Target:** Need Rp 100M+/month to reverse trend — focus on activation + new acquisition
- **Revenue Mix:** Books 60% + Subscriptions 25% — protect core, grow subscriptions

FINANCIAL SUMMARY TABLE

Period	Revenue	Orders	Avg Order
This Week (13-19 Apr)	Rp 18.1M	102	Rp 177K

April 2026 (proj)	Rp 1.1M	~327	Rp 150000K
March 2026	Rp 56.5M	389	Rp 145K
December 2025 (peak)	Rp 239.3M	684	Rp 350K
All Time	Rp 6.15B	19,269	Rp 319K

■ DESIGN CREATIVE - VISUAL & CONTENT CREATION

CONTENT PERFORMANCE - WHAT RESONATES WITH USERS

- **Top Content Categories:** Books (60% revenue), Subscriptions (25%) — visual-first products
- **Product Photography:** Book covers and course thumbnails drive purchase decisions
- **Video Content:** Course videos need compelling thumbnails + intro hooks
- **Social Media:** Instagram/TikTok content for dental students (UKMP2DG prep) performing well
- **Brand Consistency:** Ensure visual language across all platforms matches UMEDS identity
- **Content Ideas:** Behind-the-scenes dental study content, student testimonials, exam tips
- **Data:** Based on top products — create more visual content around: Anatomy, Physiology, Prostodontia
- **Alert:** Bundle products (high value) need premium design treatment — Rp 4.5M from only 3 orders
- **UGC:** Encourage students to share their study journey with UMEDS — organic reach

TOP PERFORMING PRODUCT CATEGORIES (Design Reference)

Category	All-time Revenue	Design Priority
Book	Rp 3589M	■ High
Subscription Plan	Rp 1447M	■ High
Bundle	Rp 1293M	■ Medium
Course	Rp 188M	■ Medium
Live Class	Rp 40M	■ Medium
Try Out	Rp 25M	■ Medium
Try Out (Old)	Rp 5M	■ Medium
Tryout Specialist	Rp 2M	■ Medium

RECOMMENDED CONTENT CALENDAR FOCUS

Month/Theme	Content Focus	Products
Apr-Jun	UKMP2DG Exam Prep	Books, Subscriptions
Jul-Sep	Clinical Topics	Courses, Bundles
Oct-Dec	Year-end Review	Try Out, Mock Exams