

Quarterly Performance Report

Q1 2026 • Mei 2026

Disusun oleh: Sera (AI SEO Specialist)

21 May 2026

Executive Summary

Key metrics at a glance — Mei 2026

Generated: 21 May 2026

20,708

Total Users

83

Active (7d)

150

DAU

392

WAU

8,618

App Downloads

1,754

Active Subs

10,802

Pre-Klinik

5,691

Klinik

■ Key Insight

User base dominated by Pre-Klinik students (52%) — high growth potential in early education segment. Klinik segment is second largest (27%). Subscription retention via RevenueCat shows 1,754 active re

Top Universitas

Universitas	Jumlah
Universitas Airlangga	1,251
Universitas Hasanuddin	1,068
Universitas Gadjah Mada	956
Universitas Indonesia	830
Univ. Muhammadiyah Yogyakarta	806
Universitas Jember	757
Universitas Brawijaya	738
Univ. Prof Dr. Moestopo	710
Universitas Sumatera Utara	651
Universitas Padjadjaran	607

Distribusi Jenjang



Distribusi Angkatan



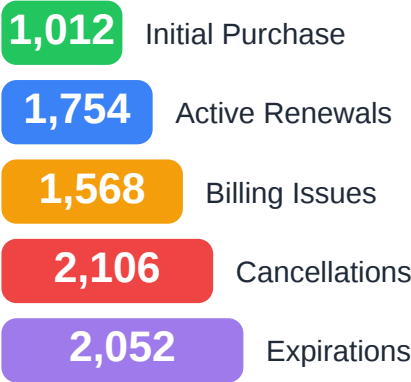
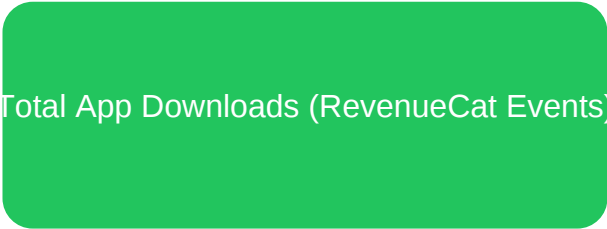
*Gender data: Perempuan 1,106 | Laki-laki 240 (dari data yang tersedia)

App Downloads & Subscription

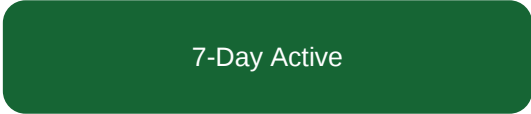
RevenueCat event analysis

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Subscription Funnel



Engagement — Last 30 Days



Insight: Churn rate is high — 2,106 cancellations + 2,052 expirations vs 1,754 renewals. Focus on renewal conversion and cancellation prevention campaigns. 1,012 initial purchases since tracking — healthy top-o

New Features — Setahun Terakhir

Git log commit analysis, Mei 2025 – Mei 2026

Generated: 21 May 2026



Backend

- Cart validation check
- Tryout speclist system
- FAQ split & improvements
- Streak & milestone system
- Discount engine (min/max)
- Tutor detail & improvement
- Book & slide enhancement
- Search improvement
- Push notification jobs
- Email draft system
- Deeplink implementations
- Topic handling
- CRM / CMS improvements
- File upload optimization
- Horizon job queue

Web / Client

- Landing page redesign (Mar 2026)
- PostHog full tracking
- Discount validation
- Article improvement (SEO)
- Sitemap generation
- Social profile feature
- Book detail page
- Cache improvements
- SEO fixes (localhost URLs)
- Render-blocking fixes

Mobile

- PostHog screen tracking
- Annotation sticky notes (PDF)
- Streak milestone feature
- Tap event tracking
- Cart, checkout, tryout tracking
- Session replay 100%
- Book PDF annotation
- Eraser tool + sync

Top Features by Impact

Most significant feature releases Q1–Q2 2026

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■ Landing Page Redesign

[ummacademy_client]

New design launched Maret 2026 — major UX improvement

■ Streak & Milestone

[Backend + Mobile]

Gamification engine — daily streak tracking dengan milestone icons

■ Discount Engine v2

[Backend]

Min/max discount validation, book product type support

■■■ Tutor Detail Pages

[Backend + Backoffice]

New tutor profile pages with specialization data

■ PostHog Full Tracking

[All platforms]

Screen views, tap events, session replay — complete user behavior data

■ PDF Annotation (Book)

[Mobile]

Sticky note annotation tool, eraser, sync on full removal

■ Deeplink Implementation

[Backend + Backoffice]

Deep linking for referral and affiliate tracking

■ CRM / CMS Improvements

[Backoffice]

Email blast update, horizon job dispatch, import features

Roadmap 2026 — Q1–Q4

Feature development plan based on git analysis

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Q1 2026 (Jan–Mar)

- Landing Page Redesign
- PostHog Full Tracking
- Streak Milestone System
- Discount Engine v2
- CRM / CMS Improvements

Q2 2026 (Apr–Jun)

- PDF Annotation (Sticky Notes)
- Session Replay 100%
- Tutor Detail Pages
- Deeplink Implementation
- Email Blast Update

Q3 2026 (Jul–Sep)

- Advanced Analytics Dashboard
- Referral / Affiliate Optimization
- OSCE Cases Expansion
- Subscription Retention Flow

Q4 2026 (Oct–Dec)

- Mobile App v2 Major Update
- Personalized Learning Path
- Community Features
- B2B / Institutional Package

■ Note: Roadmap Q3–Q4 based on inferred direction from git activity. For confirmed roadmap, please provide Notion/Trello/Jira board.

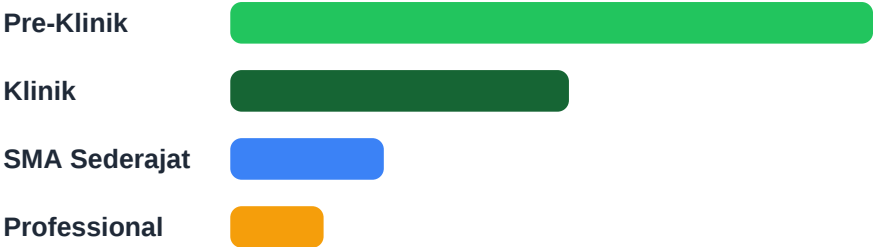
Top User Profile — Pre-Klinik Dominant

Biografi user berdasarkan data peserta

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- ProgramPre-Klinik (52%)
- ■ UniversitasHasanangga / Hasanuddin / UGM
- Angkatan2023–2025
- GenderDidominasi Perempuan
- DeviceMobile-first
- SubscriptionMonthly Plan

User by Program



Distribusi Gender

Gender	Jumlah
Perempuan	1,106
Laki-laki	240

Data Sources & Methodology

Where the numbers come from

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■ MySQL Database

108.136.139.137:3306

- users, peserta_detail, ref_universitas, ref_jenjang_program
- revenuecat_log (8,618 events)
- activity_events (DAU/WAU calculation)
- course_peserta, books_order, order

■ Google Search Console

sc-domain:umeds.id

- Search analytics — clicks, impressions, CTR
- Query performance, page performance
- Core Web Vitals data

■ Git Repository

GitLab: ummacademy1

- ummacademy-backend: 172 commits
- ummacademy_client: 337 commits
- ummacademy-mobile: 104 commits
- ummacademy-backoffice: 28 commits

■ Google Analytics 4

Property ID: 327027843

- activeUsers, sessions, screenPageViews
- Traffic sources, device category, country
- Dimention: pagePath, sessionDefaultChannelGroup

■ PostHog

Project ID: 369480

- Event tracking: \$pageview, tap events, screen views
- Session replay, retention analysis
- Rage clicks, conversion funnels

Recommendations

Next steps based on data analysis

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■ High Priority

■ Reduce Churn

2,106 cancellations + 2,052 expirations vs 1,754 renewals. Implement cancellation flow prevention, win-back campaigns for lapsed subscribers.

■ Increase DAU

150 DAU / 20,708 users = 0.72% DAU. Push notifications, streak reminders, daily quiz engagement features.

■ Medium Priority

■ Pre-Klinik Engagement

10,802 users (52%) are pre-clinic — create early-stage content, study plans, and exam prep for UKMP2DG.

■ University Partnerships

Top 5 universities represent 4,808 users. Consider campus ambassador program or institutional licensing.

■ Mobile UX

Dominant device is mobile — ensure PDF annotation and streak features are prominently discoverable.

■ Growth Opportunities

■ SMA Sederajat Segment

2,580 users — untapped early pipeline. Develop pre-medical track content for high school students.

■ Professional Tier

1,568 professional users. Build continuing education / CPD content for practicing dentists.