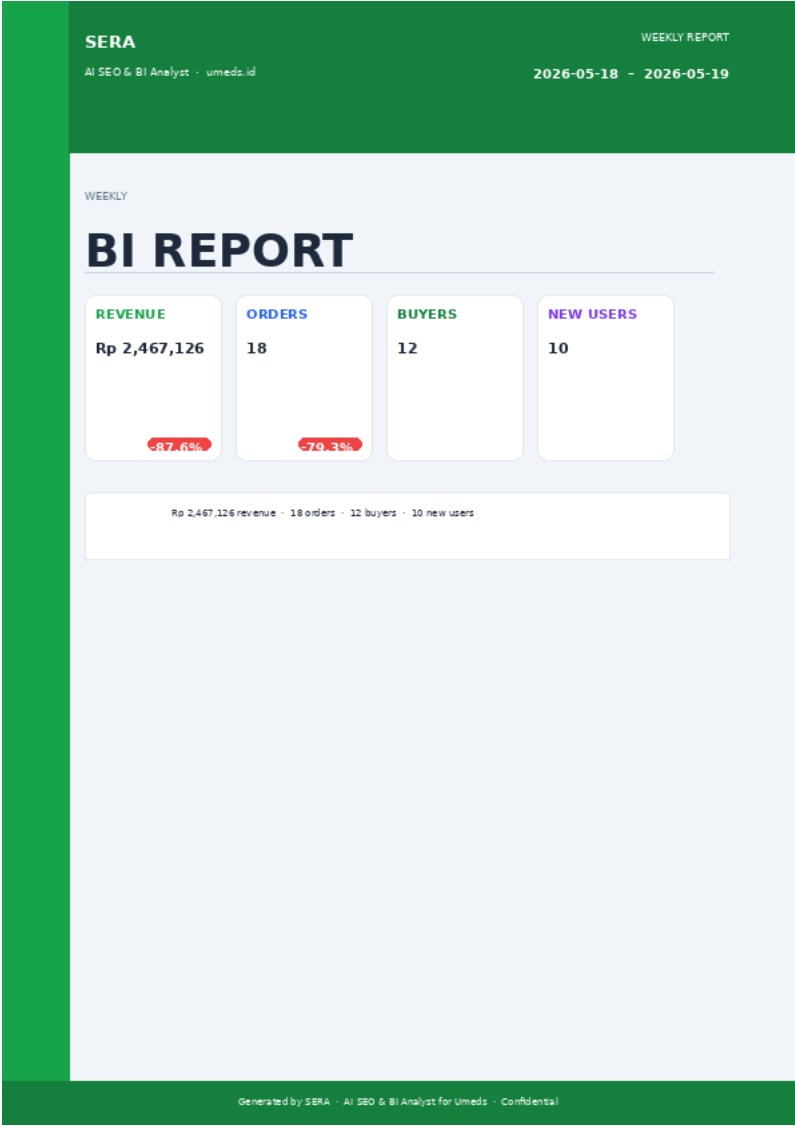




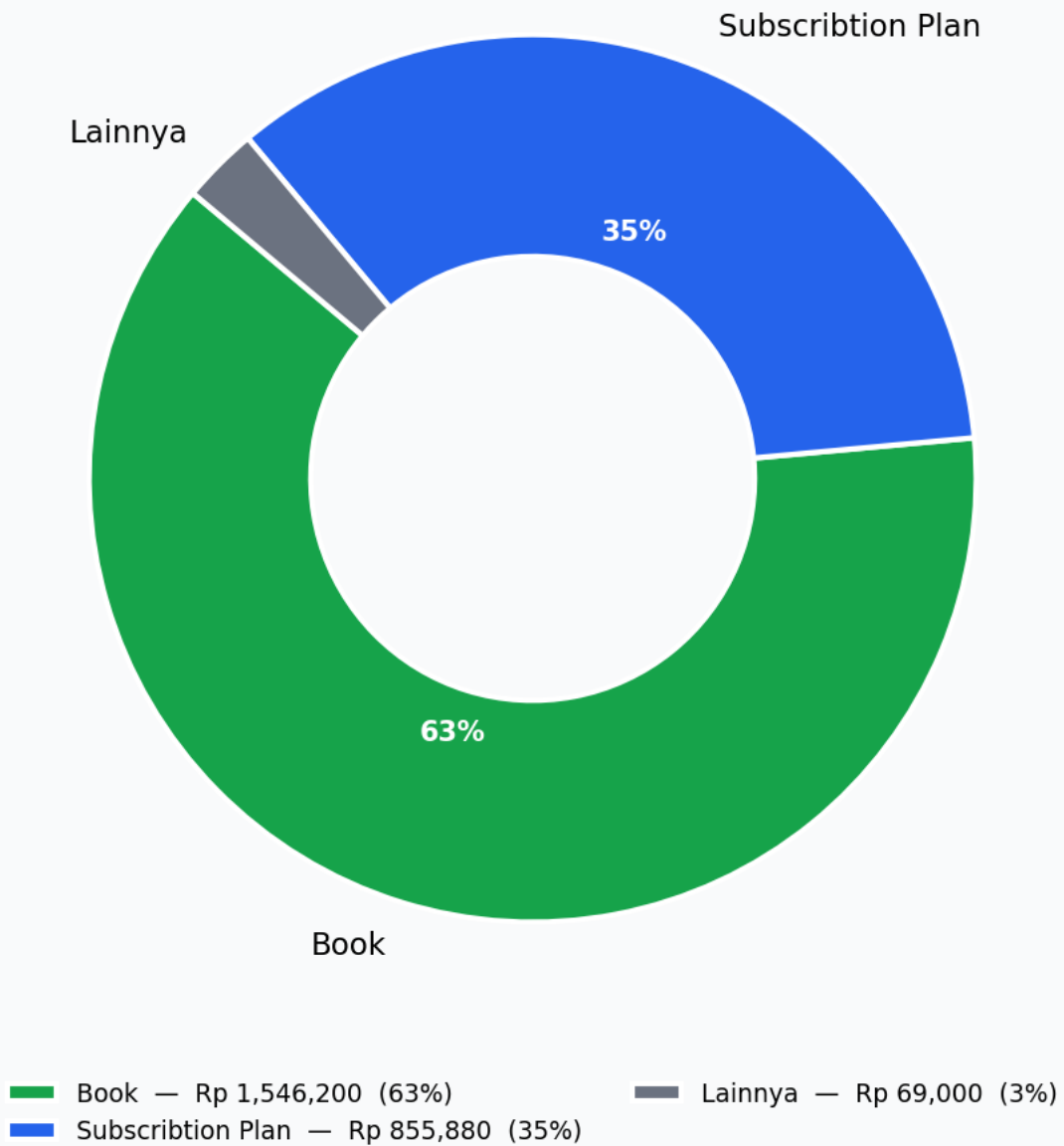
METRIK UTAMA

Rp 2,467,126 revenue · 18 orders (-79.3% WoW) · 12 buyers · 10 new users

Analisis Pendapatan

PENDAPATAN PER KATEGORI

Pendapatan per Kategori
Minggu Ini: Rp 2,467,126 -87.6% WoW



RINGKASAN

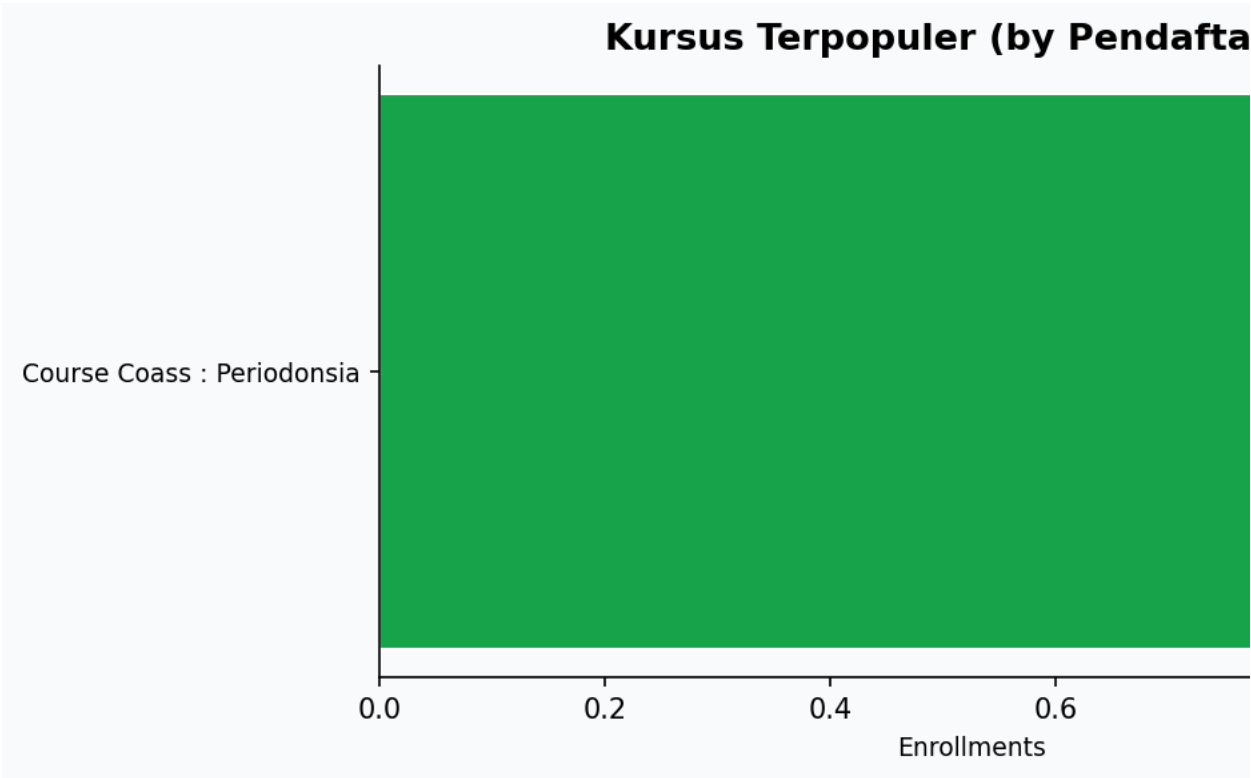
Metrik	Minggu Ini	Minggu Lalu	Pertumbuhan
Total Pesanan	18	87	-79.3%
Total Pendapatan	Rp 2,467,126	Rp 19,844,392	-87.6%
Pembeli Unik	12	64	-81.2%

RINCIAN PENDAPATAN PER KATEGORI

Kategori	Pendapatan	Pesanan
Book	Rp 1,546,200	13
Subscription Plan	Rp 855,880	5
Course	Rp 59,000	1
Live Class	Rp 10,000	1

Performa Produk

KURSUS TERPOPULER

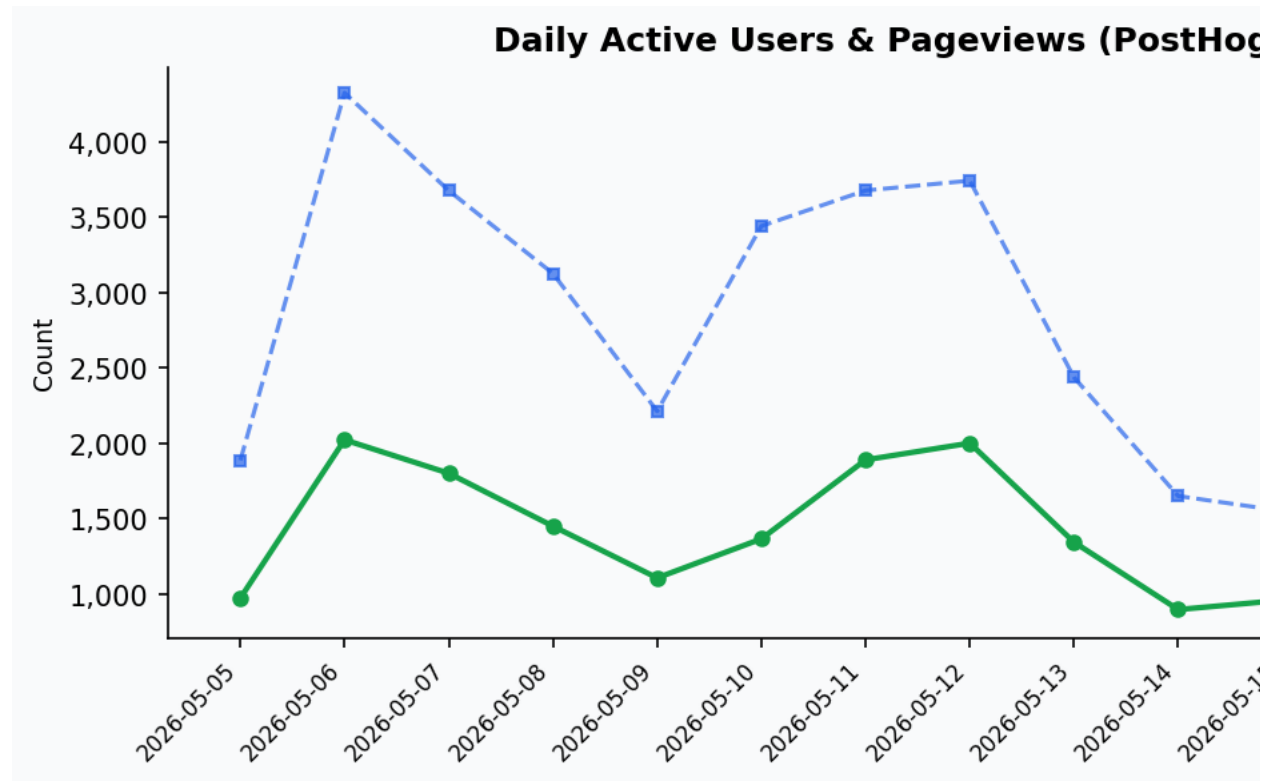


Kursus Teratas:

- 1. **Course Coass : Periodonsia** — 1 enrollments

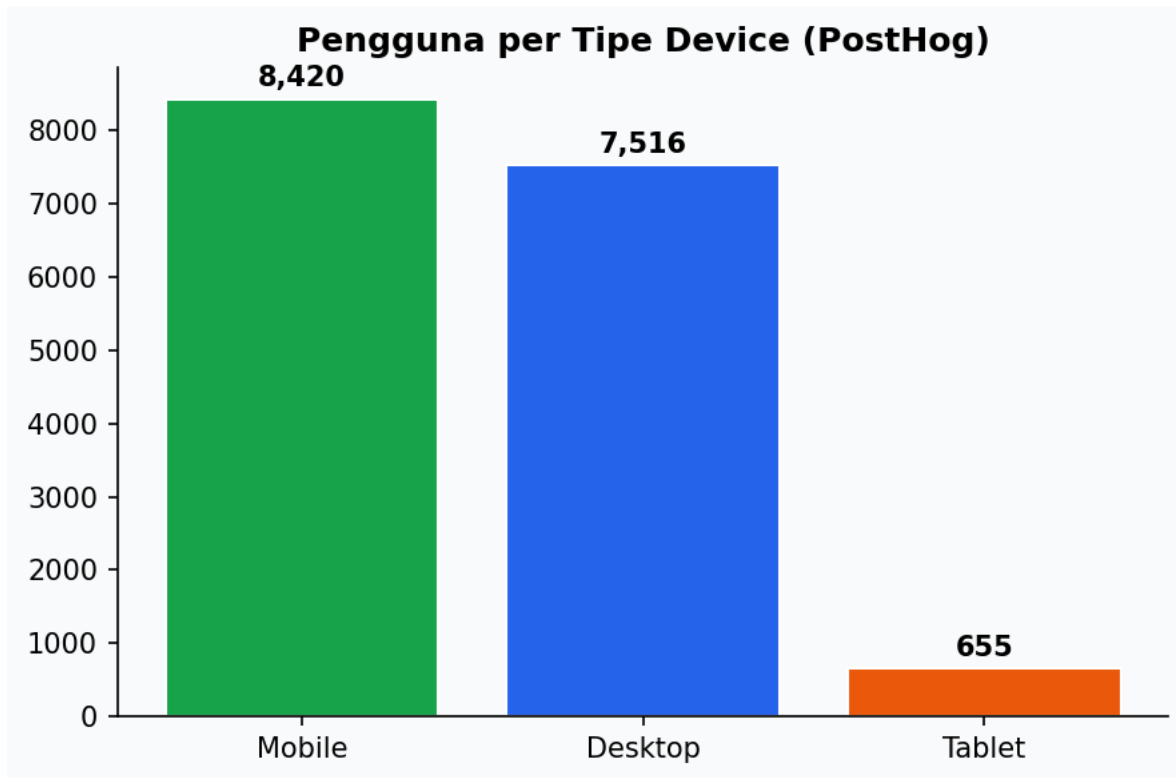
Analisis Produk (PostHog — 14 Hari)

TREN DAU



DAU (Pageview): **7,038** DAU this week (-25% WoW) Retention: **22.2%** retention · **3,372** retained users UX Health: **1,461**
rage clicks detected

PENGGUNA PER DEVICE



LAYAR PALING BANYAK DILIHAT

Layar	Views	Pengguna
indexHomeView	5,566	644
indexDetailMateriBelajarView	4,494	276
topikMateriBelajarView	2,443	263
bookListView	2,296	372
myBookPdfViewer	2,189	193
myBookDetailView	1,788	197
loginView	1,672	295
bookDetailView	1,268	196

ENGAGEMENT PDF

Metrik	Nilai
Buka PDF	1,706
Pengguna PDF Unik	16,461
Toggle Mode Immersive	1,828

ENGAGEMENT VIDEO

Metrik	Nilai
Mulai Video	701
Pengguna Video Unik	16,461

Rekomendasi per Divisi**TECH**

- Revenue dropped. Check payment gateway stability and server performance.
- Monitor API response times, especially during peak hours.
- Ensure app stability on latest Flutter version for dental students.

MARKETING

- New user acquisition down. Consider targeted campaigns for dental students.
- Top products this week can be highlighted in next promo campaign.
- Focus on dental exam preparation content - high demand from students.
- Leverage dental student community channels for organic growth.

PRODUCT LEARNING

- Top course: 'Course Coass : Periodonsia' - consider featuring more.
- Analyze what dental exam topics are most searched.
- Consider adding more clinical case studies for kedokteran gigi.
- Subscription model performing well - expand offering.

FINANCE

- Weekly revenue: Rp 2,467,126 (-87.6% growth)
- Payment method breakdown available for cashflow planning.
- Top category: Book - Rp 1,546,200
- Review transaction fees from payment providers.

CEO

- Total orders: 18 (-79.3% WoW)
- Unique buyers: 12
- New users: 10 (-87.5% WoW)
- Market: Kedokteran Gigi students - focus on exam prep & clinical content.
- Monitor competitor activity in dental EdTech space.

DESIGN CREATIVE

- Update app visuals to appeal to dental students - modern, clean design.
- Create content thumbnails for dental exam topics.
- Improve PDF reader UI for better reading experience.
- Design promotional materials with dental student personas.

Laporan dibuat oleh **Sera Bot** untuk Ummacademy · Target: Mahasiswa Kedokteran Gigi Indonesia