



SERA

AI SEO & BI ANALYST ·  
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WEEKLY REPORT

PERIODE PELAPORAN

# BUSINESS INTELLIGENCE

18 — 20 Mei 2026

REVENUE  
MINGGU  
INI

Rp **6,043,506**

▼ 69.5%  
WoW

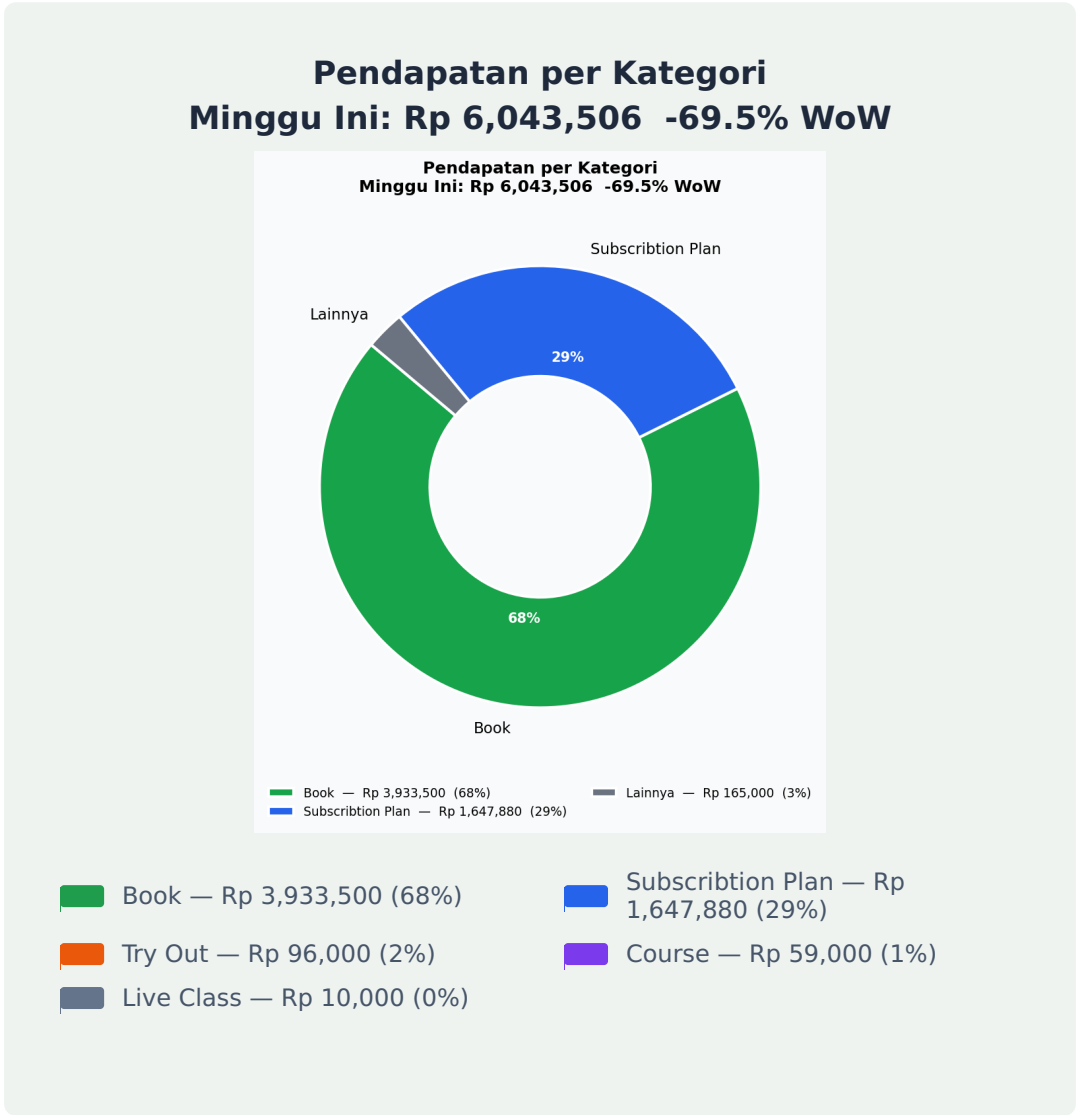
| REVENUE                        | ORDERS               | BUYERS                       | NEW USERS            |
|--------------------------------|----------------------|------------------------------|----------------------|
| <b>Rp<br/>6.04J</b><br>▼ 69.5% | <b>33</b><br>▼ 62.1% | <b>24</b><br>unik minggu ini | <b>19</b><br>▼ 76.2% |

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# Analisis Pendapatan

## PENDAPATAN PER KATEGORI



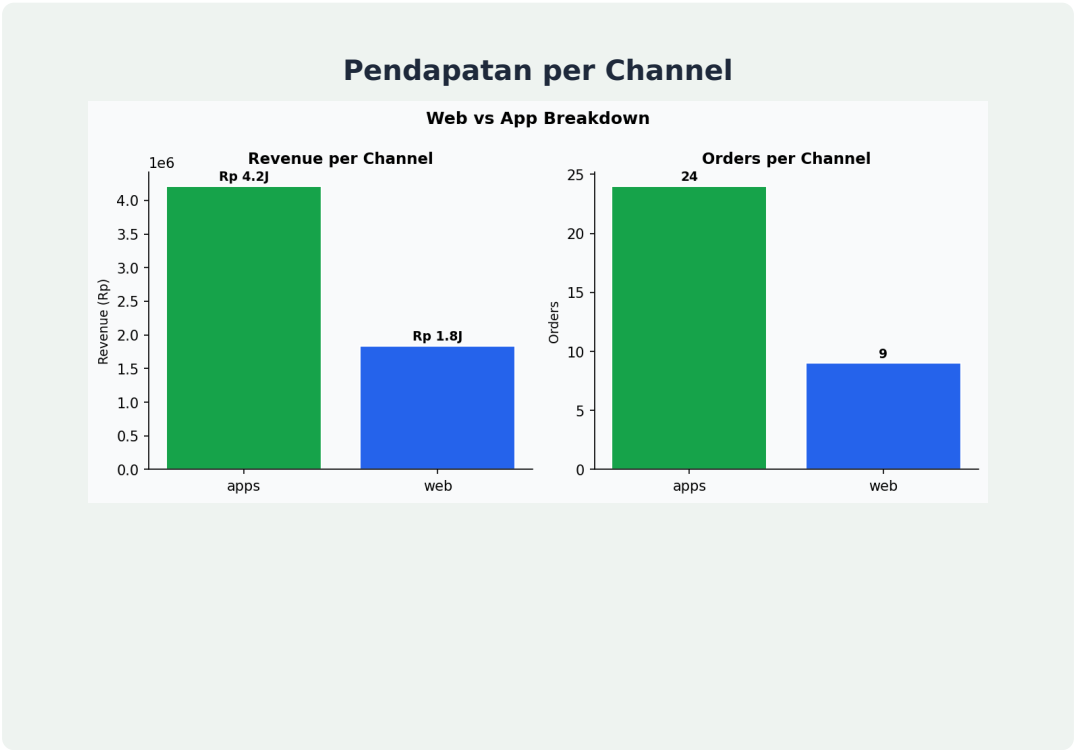
RINGKASAN

| Metrik           | Minggu Ini   | Minggu Lalu   | Pertumbuhan |
|------------------|--------------|---------------|-------------|
| Total Pesanan    | 33           | 87            | -62.1%      |
| Total Pendapatan | Rp 6,043,506 | Rp 19,844,392 | -69.5%      |
| Pembeli Unik     | 24           | 64            | -62.5%      |
| AOV              | Rp 183,137   | Rp 228,096    | -19.7%      |

RINCIAN PENDAPATAN PER KATEGORI

| Kategori          | Pendapatan   | Pesanan |
|-------------------|--------------|---------|
| Book              | Rp 3,933,500 | 19      |
| Subscription Plan | Rp 1,647,880 | 13      |
| Try Out           | Rp 96,000    | 2       |
| Course            | Rp 59,000    | 1       |
| Live Class        | Rp 10,000    | 1       |

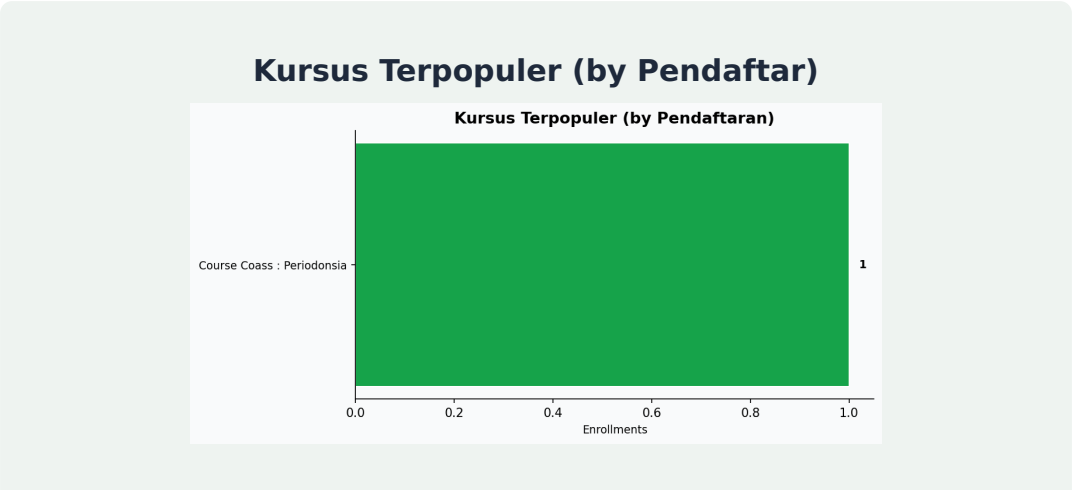
WEB VS APP



| Channel | Revenue            | Orders |
|---------|--------------------|--------|
| apps    | Rp 4,211,006 (70%) | 24     |
| web     | Rp 1,832,500 (30%) | 9      |

# Performa Produk

## KURSUS TERPOPULER



### Kursus Teratas:

1. Course Coass : Periodonsia — 1 enrollments

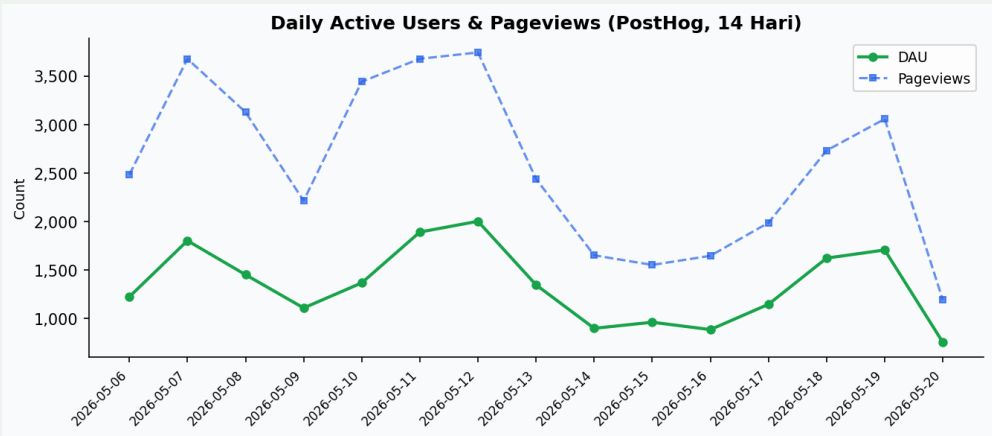
### Buku Teratas:

1. Eleven Incident Plus: Clinical & Restorative Dentistry (Vol. 1) — 1 purchases

## Analisis Produk (PostHog — 14 Hari)

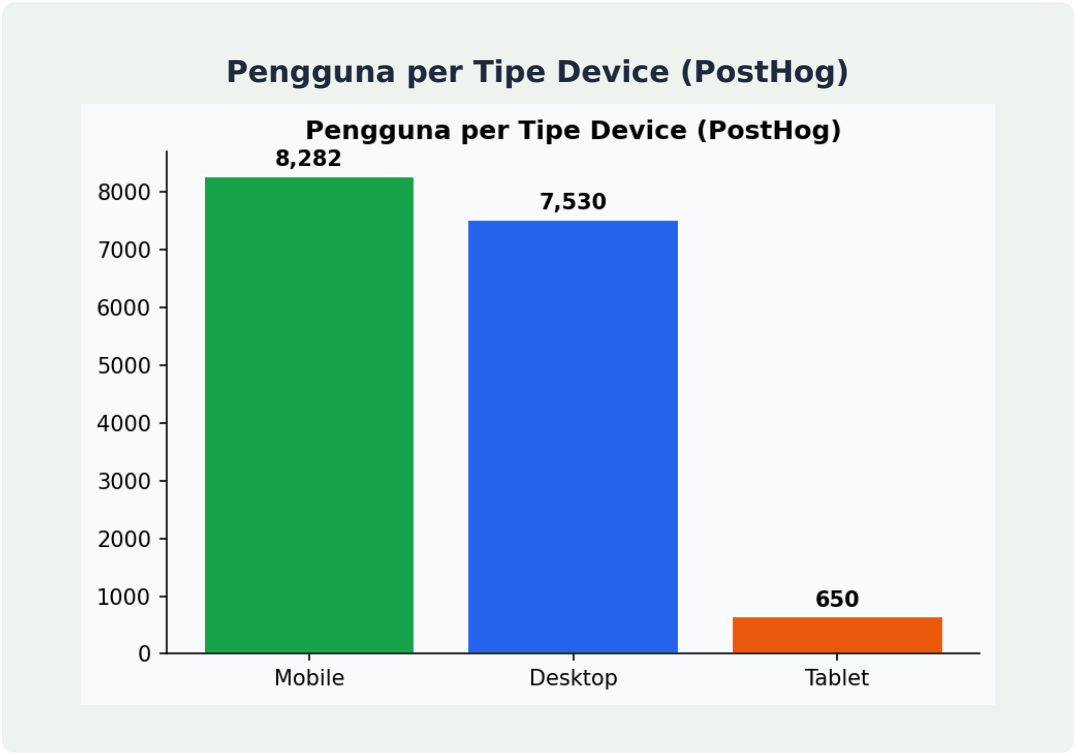
### TREN DAU

#### Daily Active Users & Pageviews (PostHog)



DAU (Pageview): **7,036** DAU this week (-24% WoW) · Retention: **22.2%** retention · **3,357** retained users · UX Health: **1,459** rage clicks detected

PENGGUNA PER DEVICE



LAYAR PALING BANYAK DILIHAT

| Layar                        | Views | Pengguna |
|------------------------------|-------|----------|
| indexHomeView                | 5,454 | 630      |
| indexDetailMateriBelajarView | 4,456 | 274      |
| topikMateriBelajarView       | 2,455 | 258      |
| bookListView                 | 2,206 | 362      |
| myBookPdfViewer              | 2,145 | 188      |
| myBookDetailView             | 1,759 | 192      |
| loginView                    | 1,663 | 289      |
| bookDetailView               | 1,170 | 182      |

ENGAGEMENT PDF

| Metrik   | Nilai |
|----------|-------|
| Buka PDF | 1,700 |

| Metrik                | Nilai  |
|-----------------------|--------|
| Pengguna PDF Unik     | 16,336 |
| Toggle Mode Immersive | 2,017  |

LANGGANAN: BARU VS PERPANJANG

| Tipe             | Orders | Baru | Perpanjang | Revenue    |
|------------------|--------|------|------------|------------|
| RENEWAL          | 4      | 2    | 2          | Rp 396,000 |
| INITIAL_PURCHASE | 1      | 1    | 0          | Rp 99,000  |

ENGAGEMENT VIDEO

| Metrik              | Nilai  |
|---------------------|--------|
| Mulai Video         | 679    |
| Selesai Video       | 206    |
| Completion Rate     | 30.3%  |
| Pengguna Video Unik | 16,336 |

Rekomendasi per Divisi

TECH

- › Revenue dropped 69.5% WoW — check payment gateway and server health.
- › ALERT: 1,459 rage clicks — investigate UX issues on 'indexNotifikasiView'.
- › Monitor API response times, especially during peak hours.
- › Ensure app stability on latest Flutter version for dental students.

MARKETING

- › New user acquisition down 76.2% — consider targeted campaigns for dental students.
- › Buyer activation rate: 126.3% of new users purchased this week.
- › 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.

FINANCE

- › Weekly revenue: Rp 6,043,506 (-69.5% WoW)
- › AOV: Rp 183,137 (-19.7% WoW) — down, monitor basket size.

- › Video completion rate: 30.3% (206/679 videos).
- › Analyze what dental exam topics are most searched.
- › Consider adding more clinical case studies for kedokteran gigi.
- › Subscription model performing well — expand offering.

- › Payment method breakdown available for cashflow planning.
- › Top category: Book — Rp 3,933,500
- › Top 3 products = 67% of revenue.
- › Review transaction fees from payment providers.

#### CEO

- › Total orders: 33 (-62.1% WoW)
- › Unique buyers: 24 | Activation rate: 126.3% of new users
- › New users: 19 (-76.2% 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.
- › High rage clicks (1,459) — audit tap targets and button spacing on top screens.
- › 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