



SERA

AI SEO & BI ANALYST ·
UMEDS.ID

WEEKLY REPORT

PERIODE PELAPORAN

BUSINESS INTELLIGENCE

1 — 2 Jun 2026

REVENUE
MINGGU
INI

Rp 1,126,000

▼ 90.8%
WoW

REVENUE

Rp
1.13J

▼ 90.8%

ORDERS

7

▼ 90.1%

BUYERS

5

unik minggu ini

NEW USERS

1

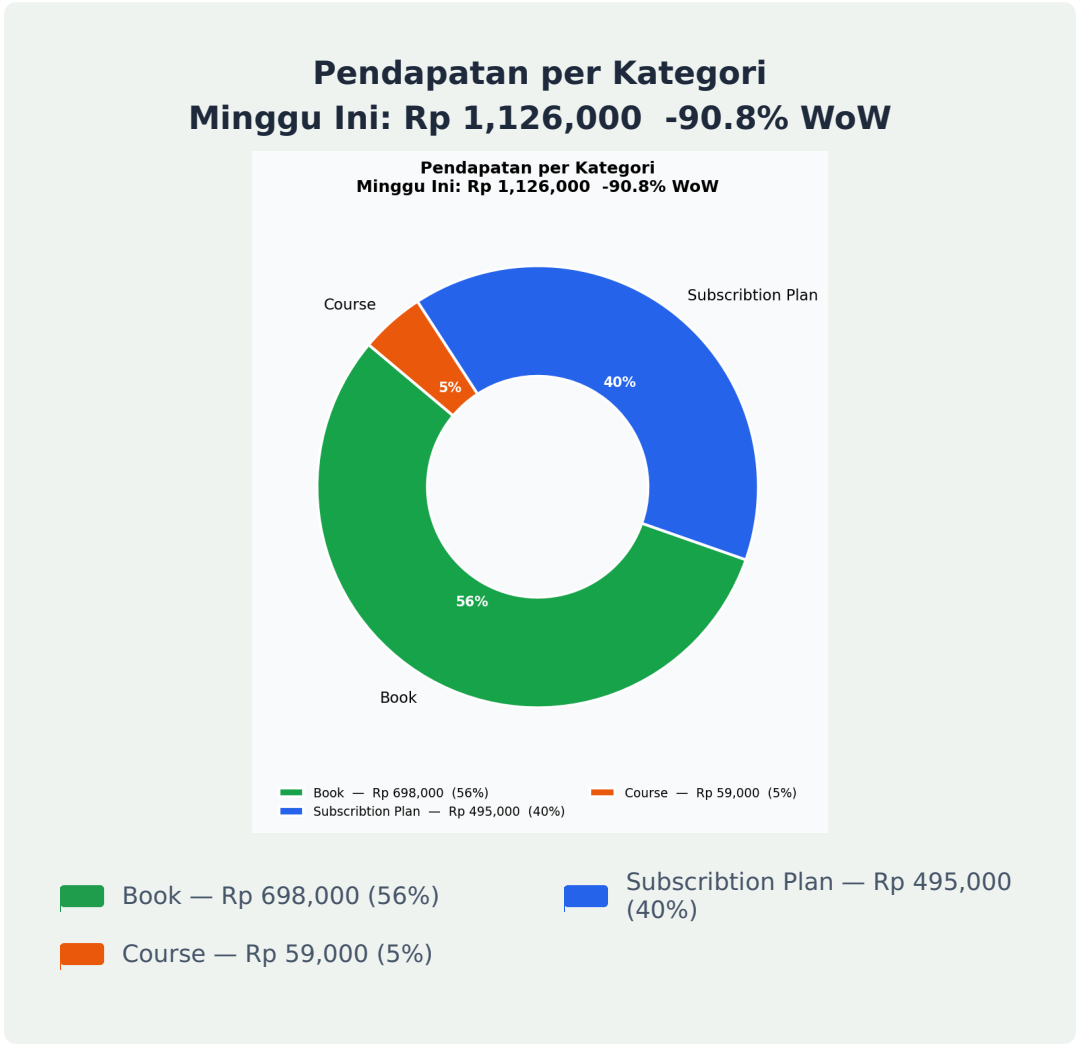
▼ 98.6%

GENERATED BY SERA · AI SEO & BI ANALYST FOR UMEDS

CONFIDENTIAL

Analisis Pendapatan

PENDAPATAN PER KATEGORI



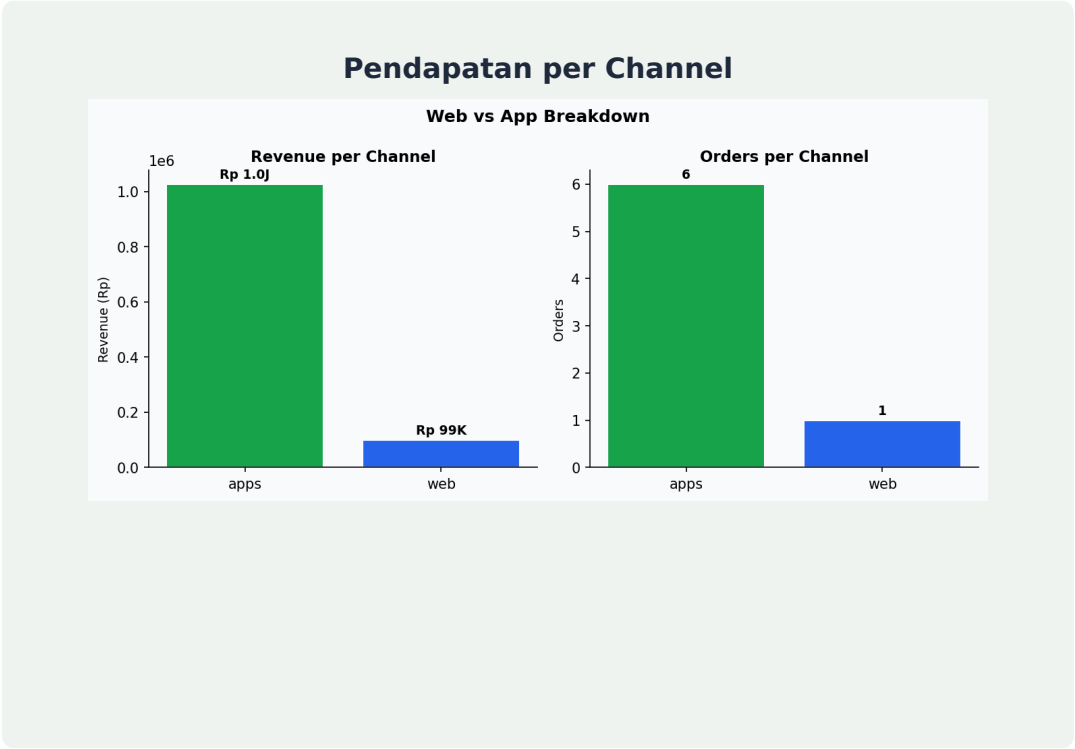
RINGKASAN

Metrik	Minggu Ini	Minggu Lalu	Pertumbuhan
Total Pesanan	7	71	-90.1%
Total Pendapatan	Rp 1,126,000	Rp 12,297,930	-90.8%
Pembeli Unik	5	52	-90.4%
AOV	Rp 160,857	Rp 173,210	-7.1%

RINCIAN PENDAPATAN PER KATEGORI

Kategori	Pendapatan	Pesanan
Book	Rp 698,000	1
Subscription Plan	Rp 495,000	5
Course	Rp 59,000	1

WEB VS APP

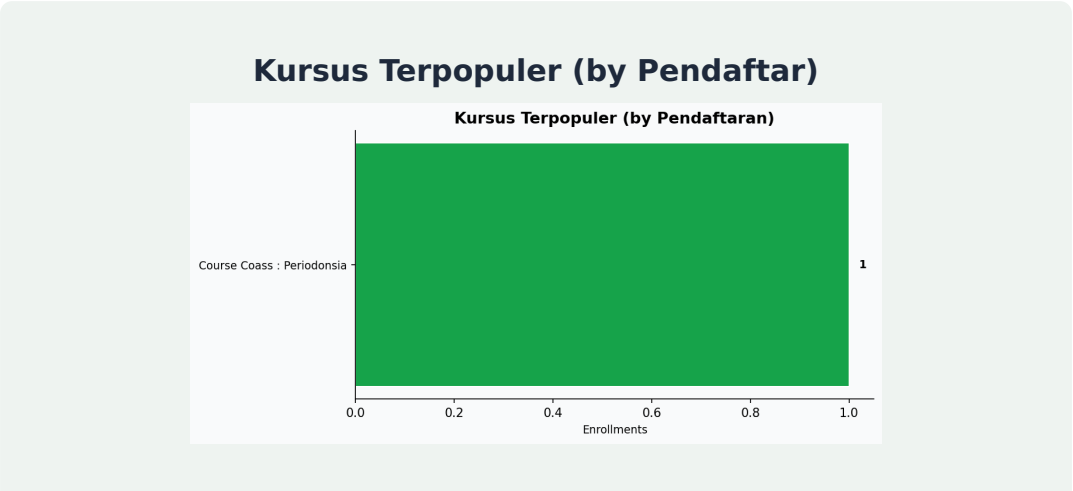


Channel	Revenue	Orders
apps	Rp 1,027,000 (91%)	6

Channel	Revenue	Orders
web	Rp 99,000 (9%)	1

Performa Produk

KURSUS TERPOPULER



Kursus Teratas:

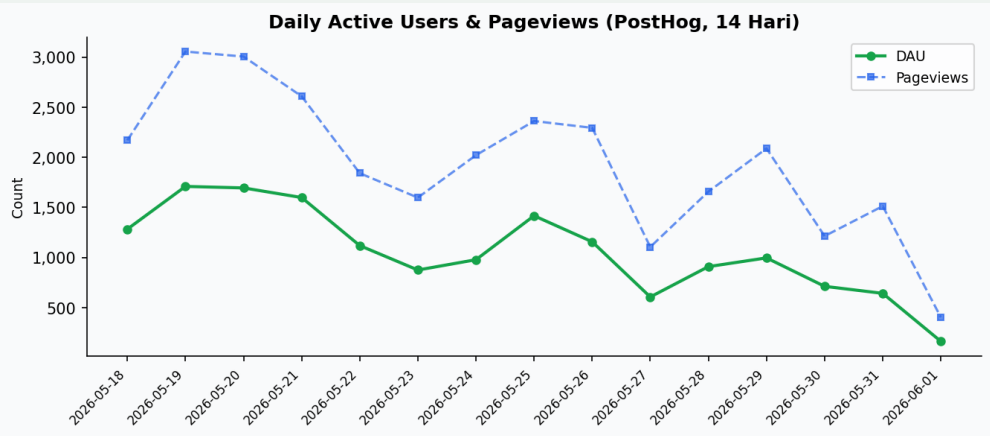
- 1. Course Coass : Periodonsia — 1 enrollments

Buku Teratas:

Analisis Produk (PostHog — 14 Hari)

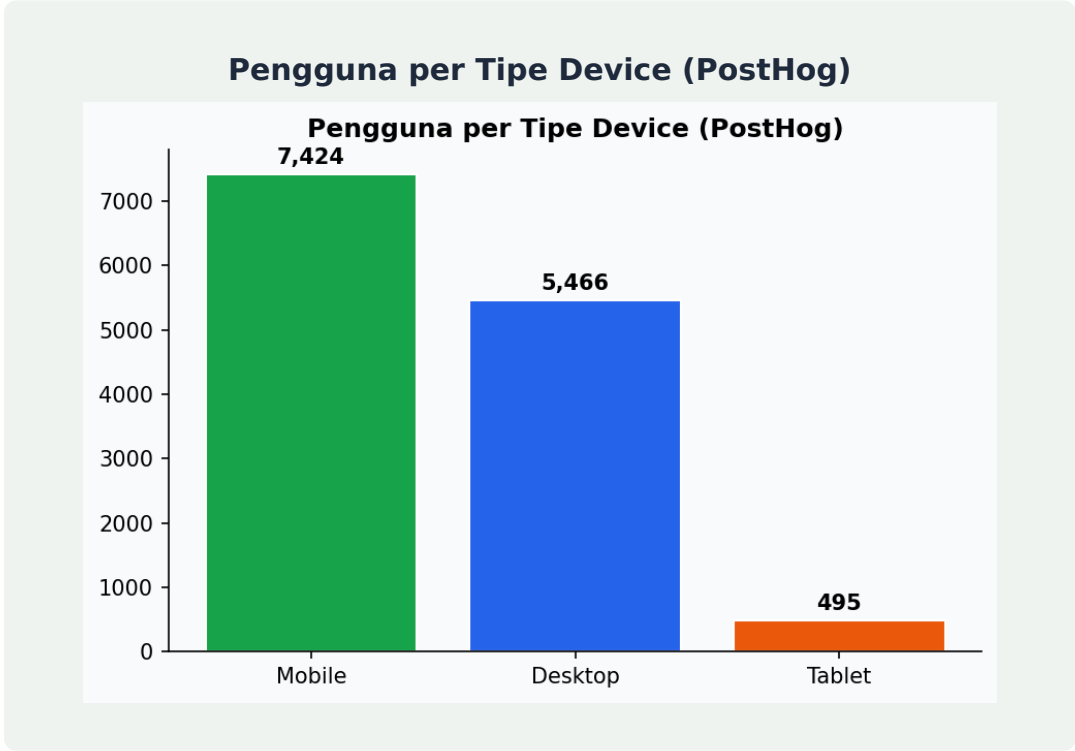
TREN DAU

Daily Active Users & Pageviews (PostHog)



DAU (Pageview): **5,110** DAU this week (**-36% WoW**) · Retention: **24.1%** retention · **2,911** retained users · UX Health: **1,192** rage clicks detected

PENGGUNA PER DEVICE



LAYAR PALING BANYAK DILIHAT

Layar	Views	Pengguna
indexHomeView	4,168	574
indexDetailMateriBelajarView	2,921	242
topikMateriBelajarView	1,724	230
bookListView	1,649	318
myBookPdfViewer	1,638	180
loginView	1,257	235
myBookDetailView	1,238	186
bookDetailView	963	140

ENGAGEMENT PDF

Metrik	Nilai
Buka PDF	1,273

Metrik	Nilai
Pengguna PDF Unik	13,281
Toggle Mode Immersive	1,445

LANGGANAN: BARU VS PERPANJANG

Tipe	Orders	Baru	Perpanjang	Revenue
RENEWAL	1	0	1	Rp 99,000

ENGAGEMENT VIDEO

Metrik	Nilai
Mulai Video	497
Selesai Video	169
Completion Rate	34.0%
Pengguna Video Unik	13,281

Rekomendasi per Divisi

TECH

- › Revenue dropped 90.8% WoW — check payment gateway and server health.
- › ALERT: 1,192 rage clicks — investigate UX issues on 'detailRegularClassView'.
- › Monitor API response times, especially during peak hours.
- › Ensure app stability on latest Flutter version for dental students.

MARKETING

- › New user acquisition down 98.6% — consider targeted campaigns for dental students.
- › Buyer activation rate: 500.0% 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.
- › Video completion rate: 34.0% (169/497 videos).

FINANCE

- › Weekly revenue: Rp 1,126,000 (-90.8% WoW)
- › AOV: Rp 160,857 (-7.1% WoW) — down, monitor basket size.
- › Payment method breakdown available for cashflow planning.

- › Analyze what dental exam topics are most searched.
- › Consider adding more clinical case studies for kedokteran gigi.
- › Subscription model performing well — expand offering.

- › Top category: Book — Rp 698,000
- › Revenue concentration: top 3 products = 100% of revenue — high dependency, consider diversification.
- › Review transaction fees from payment providers.

CEO

- › Total orders: 7 (-90.1% WoW)
- › Unique buyers: 5 | Activation rate: 500.0% of new users
- › New users: 1 (-98.6% WoW)
- › Revenue concentration risk: top 3 products = 100% — diversify product mix.
- › 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 (1,192) — 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