



SERA

AI SEO & BI ANALYST ·
UMEDS.ID

WEEKLY REPORT

PERIODE PELAPORAN

BUSINESS INTELLIGENCE

22 — 23 Jun 2026

REVENUE
MINGGU INI

Rp 99,000

▼ 99.7% WoW

REVENUE

Rp
99.0K

▼ 99.7%

ORDERS

1

▼ 99.2%

BUYERS

1

unik minggu ini

NEW USERS

0

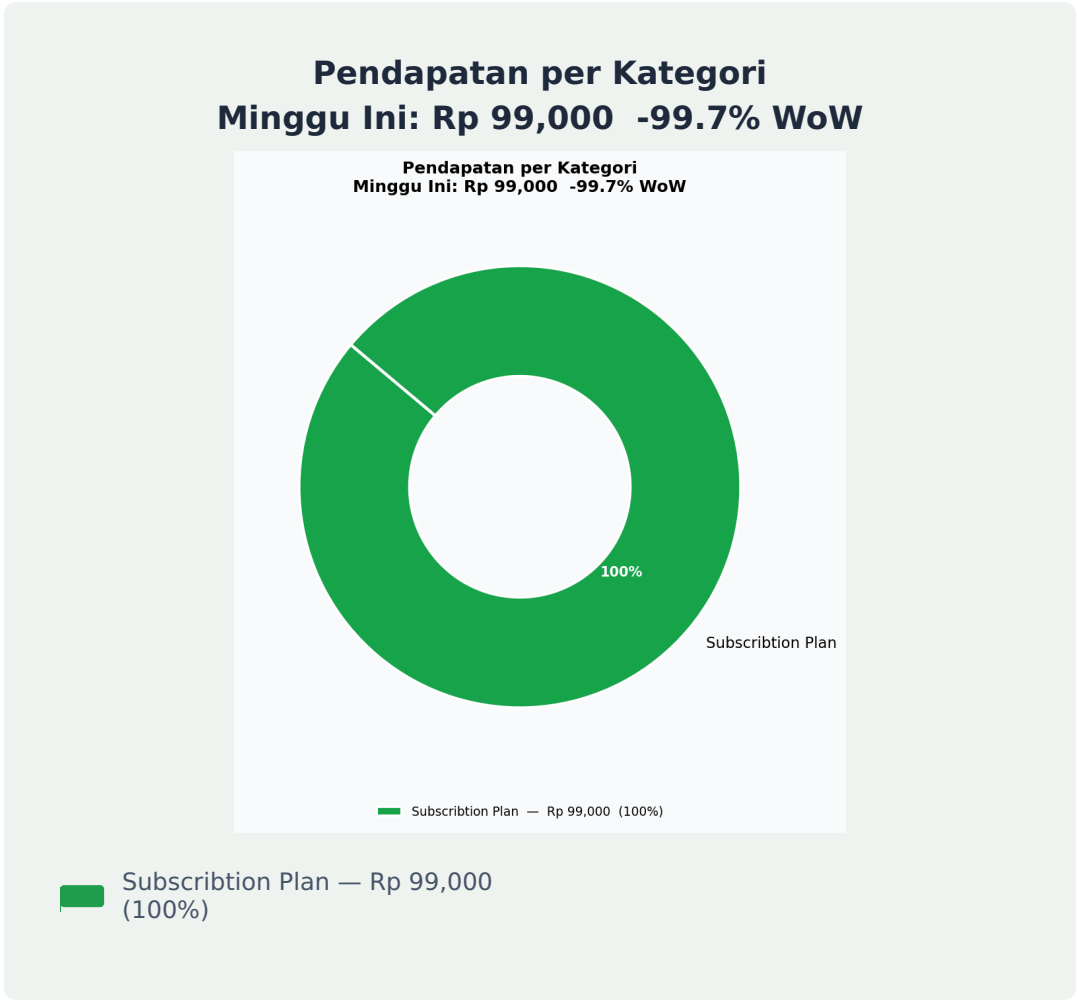
▼ 100.0%

GENERATED BY SERA · AI SEO & BI ANALYST FOR UMEDS

CONFIDENTIAL

Analisis Pendapatan

PENDAPATAN PER KATEGORI



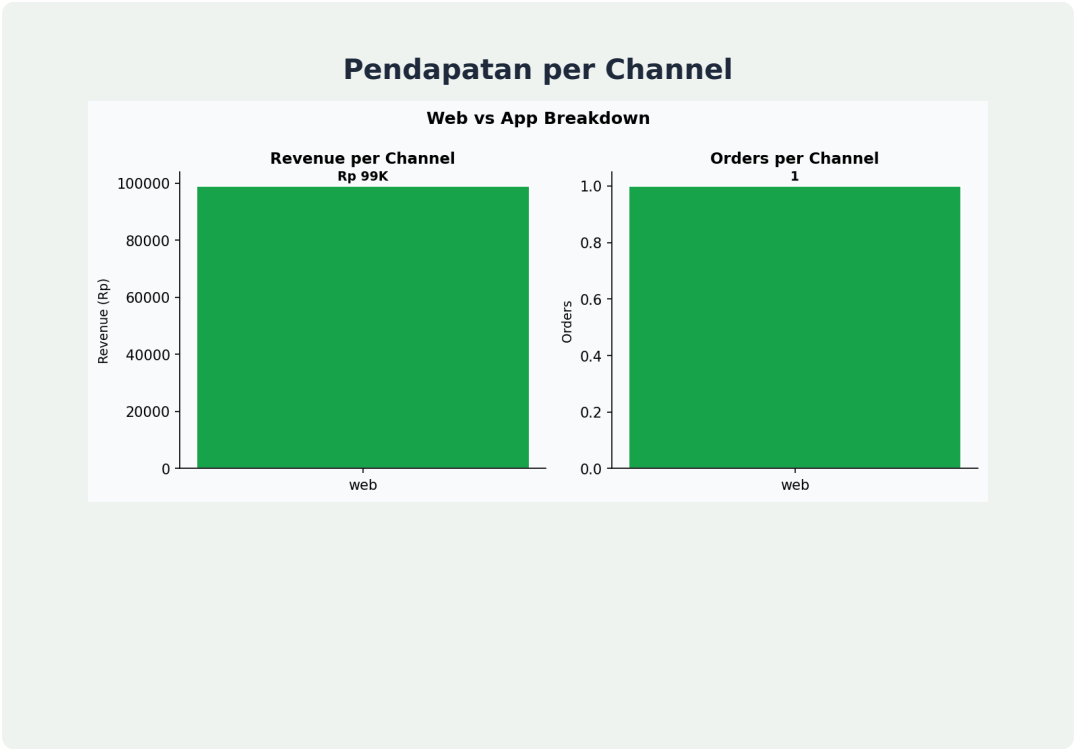
RINGKASAN

Metrik	Minggu Ini	Minggu Lalu	Pertumbuhan
Total Pesanan	1	125	-99.2%
Total Pendapatan	Rp 99,000	Rp 29,238,970	-99.7%
Pembeli Unik	1	76	-98.7%
AOV	Rp 99,000	Rp 233,912	-57.7%

RINCIAN PENDAPATAN PER KATEGORI

Kategori	Pendapatan	Pesanan
Subscription Plan	Rp 99,000	1

WEB VS APP



Channel	Revenue	Orders
web	Rp 99,000 (100%)	1

Performa Produk

KURSUS TERPOPULER



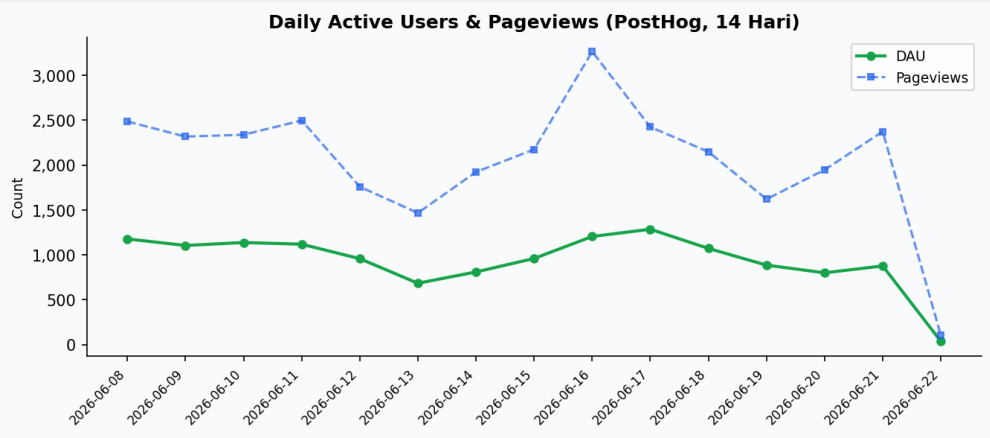
Kursus Teratas:

Buku Teratas:

Analisis Produk (PostHog — 14 Hari)

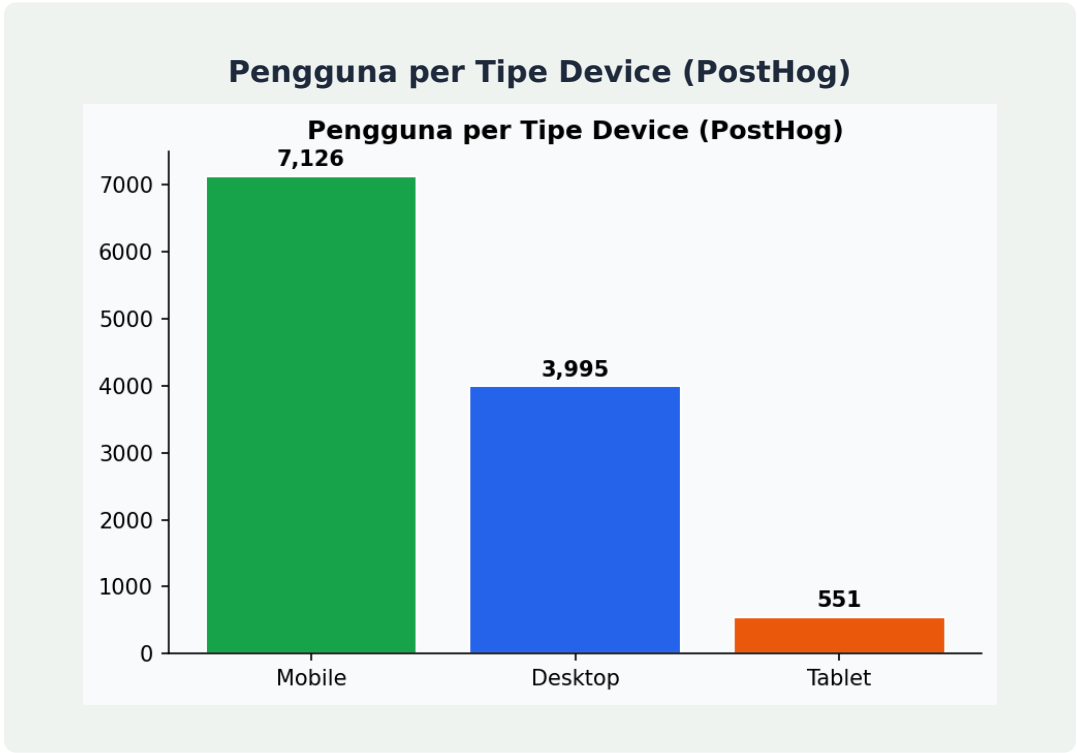
TREN DAU

Daily Active Users & Pageviews (PostHog)



DAU (Pageview): **5,657** DAU this week (+2% **WoW**) · Retention: **32.6%** retention · **5,207** retained users · UX Health: **2,221** rage clicks detected

PENGGUNA PER DEVICE



LAYAR PALING BANYAK DILIHAT

Layar	Views	Pengguna
indexHomeView	6,309	697
indexDetailMateriBelajarView	4,191	302
bookListView	2,507	361
topikMateriBelajarView	2,328	290
myBookPdfViewer	2,143	177
bookDetailView	1,802	204
myBookDetailView	1,693	182
loginView	1,617	320

ENGAGEMENT PDF

Metrik	Nilai
Buka PDF	1,630

Metrik	Nilai
Pengguna PDF Unik	11,487
Toggle Mode Immersive	1,817

ENGAGEMENT VIDEO

Metrik	Nilai
Mulai Video	573
Selesai Video	101
Completion Rate	17.6%
Pengguna Video Unik	11,487

Rekomendasi per Divisi

TECH

- › Revenue dropped 99.7% WoW — check payment gateway and server health.
- › ALERT: 2,221 rage clicks — investigate UX issues on 'editDataSelengkapnyaView'.
- › Monitor API response times, especially during peak hours.
- › Ensure app stability on latest Flutter version for dental students.

MARKETING

- › New user acquisition down 100.0% — consider targeted campaigns for dental students.
- › Buyer activation rate low at 0.0% of new users — review onboarding-to-purchase flow.
- › 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

- › Video completion rate low at 17.6% (101/573) — review content quality or length.
- › 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 99,000 (-99.7% WoW)
- › AOV: Rp 99,000 (-57.7% WoW) — down, monitor basket size.
- › Payment method breakdown available for cashflow planning.
- › Top category: Subscription Plan — Rp 99,000
- › Revenue concentration: top 3 products = 100% of revenue —

high dependency, consider diversification.

- › Review transaction fees from payment providers.

CEO

- › Total orders: 1 (-99.2% WoW)
- › Unique buyers: 1 | Activation rate: 0.0% of new users
- › New users: 0 (-100.0% 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 (2,221) — 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