



SERA

AI SEO & BI ANALYST ·
UMEDS.ID

WEEKLY REPORT

PERIODE PELAPORAN

BUSINESS INTELLIGENCE

17 — 18 Agu 2026

REVENUE
MINGGU
INI

Rp 4,581,920

▼ 81.3%
WoW

REVENUE

Rp
4.58J

▼ 81.3%

ORDERS

37

▼ 63.7%

BUYERS

18

unik minggu ini

NEW USERS

1

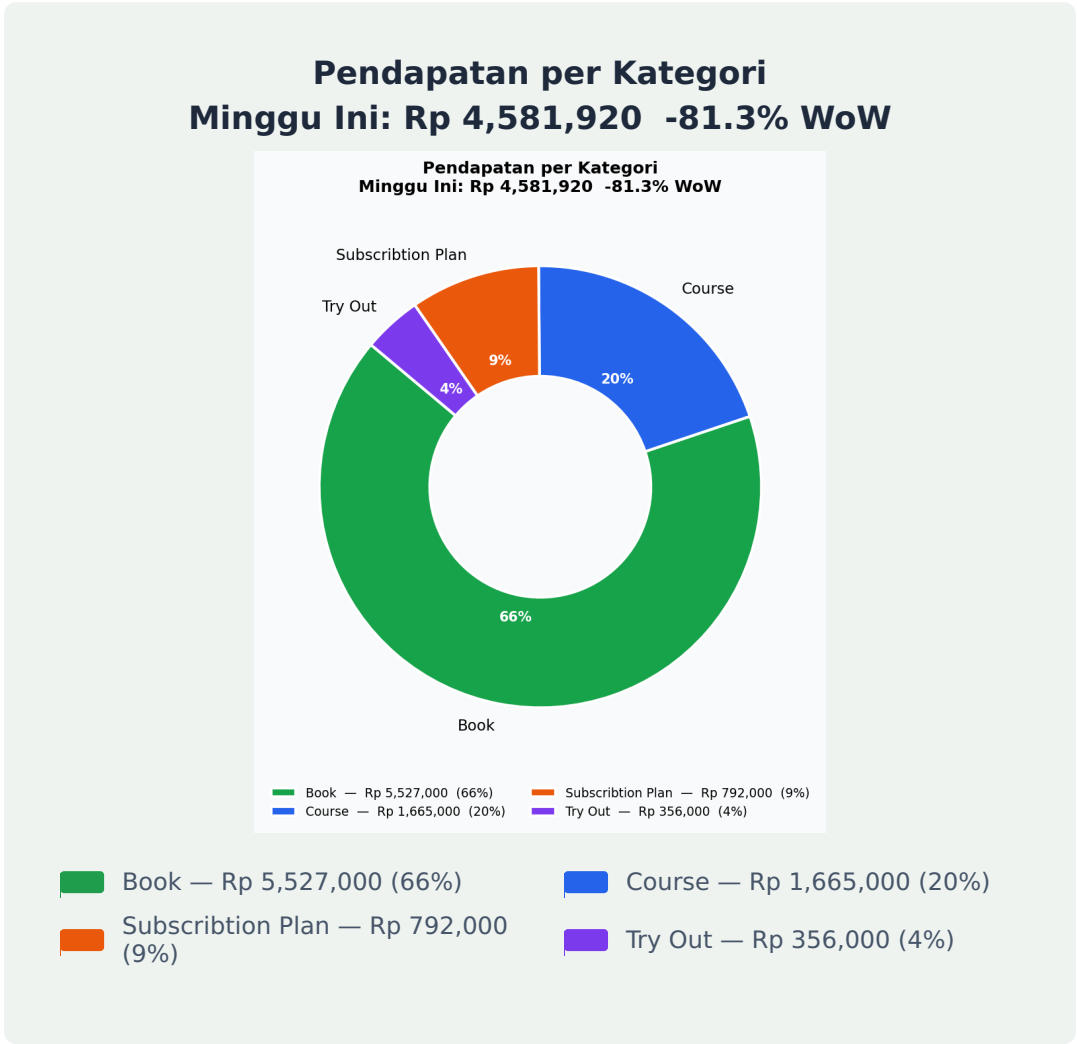
▼ 99.0%

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CONFIDENTIAL

Analisis Pendapatan

PENDAPATAN PER KATEGORI



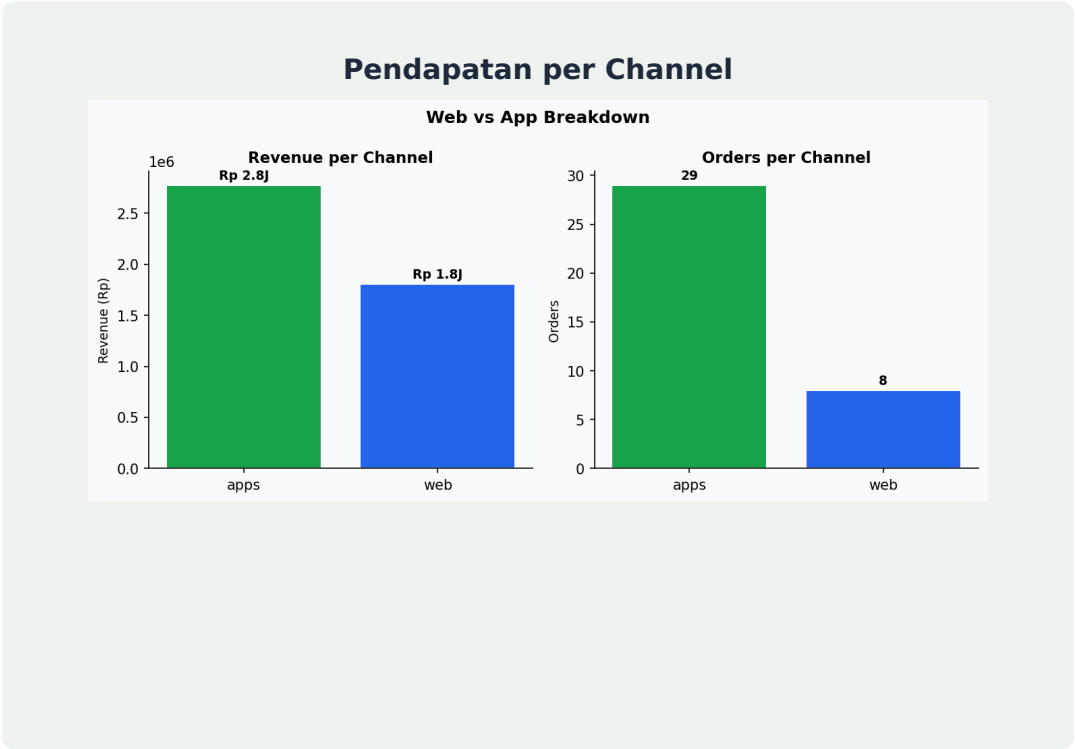
RINGKASAN

Metrik	Minggu Ini	Minggu Lalu	Pertumbuhan
Total Pesanan	37	102	-63.7%
Total Pendapatan	Rp 4,581,920	Rp 24,491,950	-81.3%
Pembeli Unik	18	68	-73.5%
AOV	Rp 123,836	Rp 240,117	-48.4%

RINCIAN PENDAPATAN PER KATEGORI

Kategori	Pendapatan	Pesanan
Book	Rp 5,527,000	19
Course	Rp 1,665,000	25
Subscription Plan	Rp 792,000	8
Try Out	Rp 356,000	2

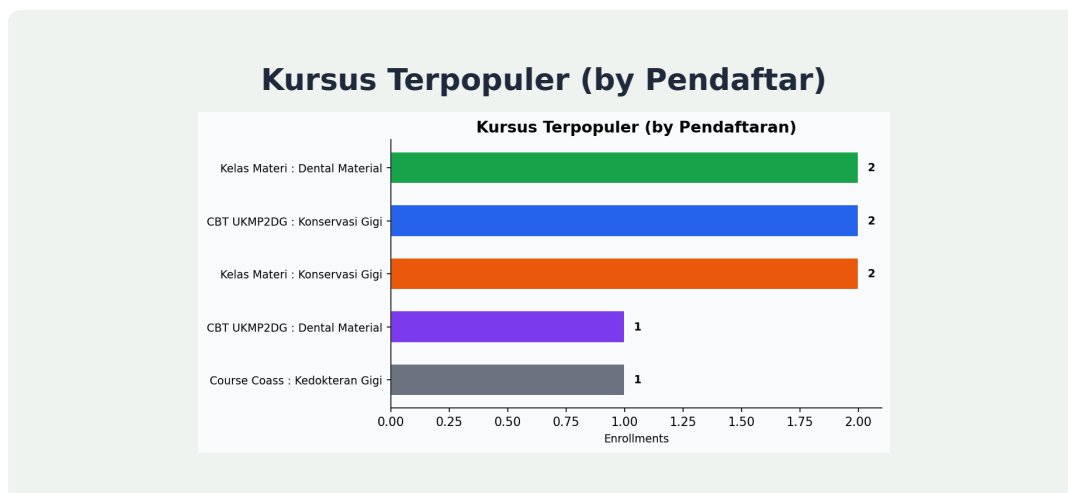
WEB VS APP



Channel	Revenue	Orders
apps	Rp 2,773,480 (61%)	29
web	Rp 1,808,440 (39%)	8

Performa Produk

KURSUS TERPOPULER



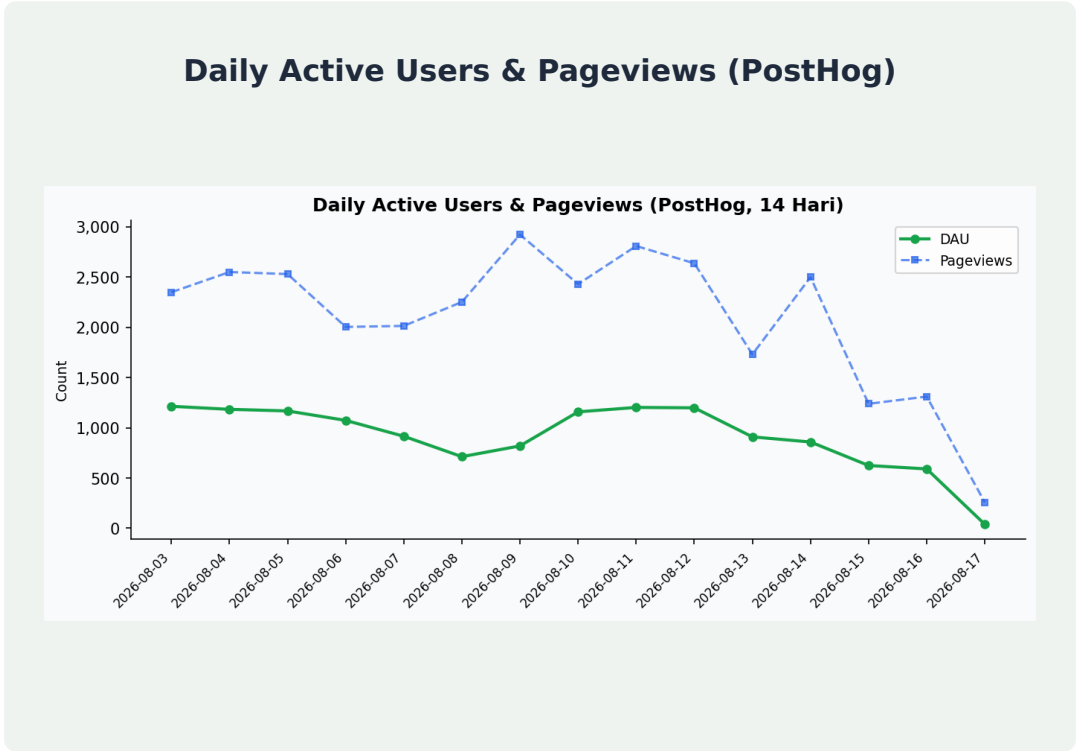
Kursus Teratas:

- Kelas Materi : Dental Material** — 2 enrollments
- CBT UKMP2DG : Konservasi Gigi** — 2 enrollments
- Kelas Materi : Konservasi Gigi** — 2 enrollments
- CBT UKMP2DG : Dental Material** — 1 enrollments
- Course Coass : Kedokteran Gigi Anak** — 1 enrollments

Buku Teratas:

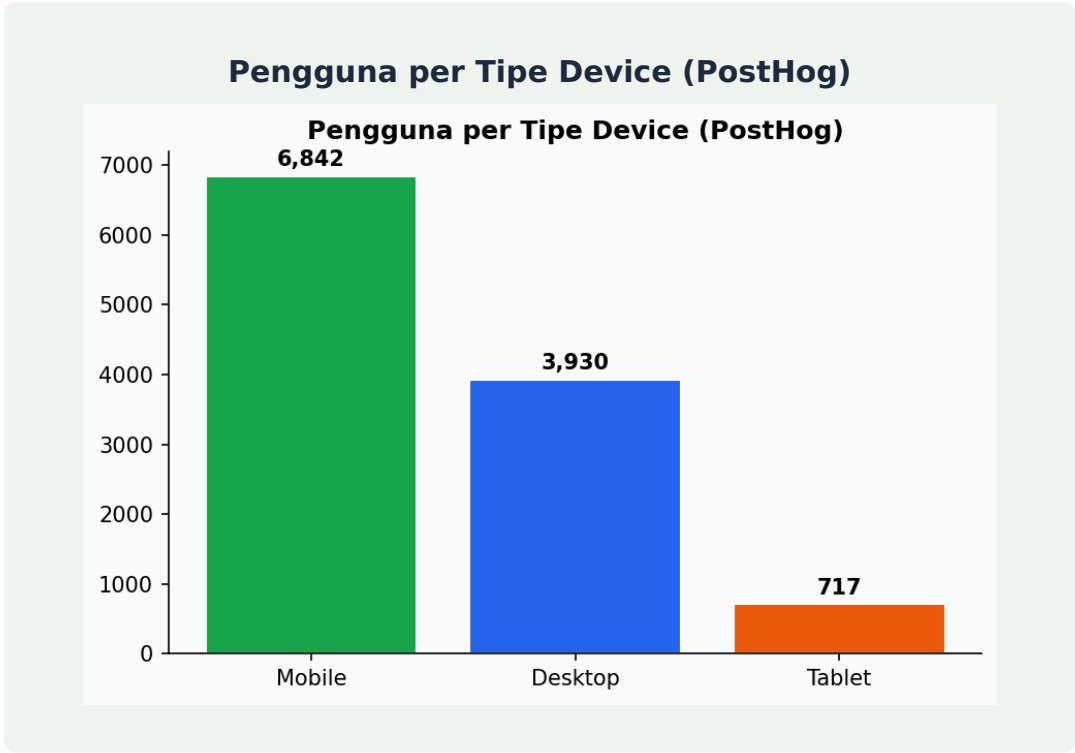
Analisis Produk (PostHog — 14 Hari)

TREN DAU



DAU (Pageview): **5,212** DAU this week (-8% **WoW**) · Retention: **32.1%** retention · **4,767** retained users · UX Health: **2,048** rage clicks detected

PENGGUNA PER DEVICE



LAYAR PALING BANYAK DILIHAT

Layar	Views	Pengguna
indexHomeView	6,635	730
indexDetailMateriBelajarView	4,039	308
topikMateriBelajarView	2,364	297
indexLembarJawab	2,219	20
bookListView	1,887	391
myBookPdfViewer	1,647	162
loginView	1,389	294
myBookDetailView	1,326	165

ENGAGEMENT PDF

Metrik	Nilai
Buka PDF	1,314

Metrik	Nilai
Pengguna PDF Unik	11,327
Toggle Mode Immersive	1,571

ENGAGEMENT VIDEO

Metrik	Nilai
Mulai Video	584
Selesai Video	142
Completion Rate	24.3%
Pengguna Video Unik	11,327

Rekomendasi per Divisi

TECH

- › Revenue dropped 81.3% WoW — check payment gateway and server health.
- › ALERT: 2,048 rage clicks — investigate UX issues on 'paymentSuccessView'.
- › Monitor API response times, especially during peak hours.
- › Ensure app stability on latest Flutter version for dental students.

MARKETING

- › New user acquisition down 99.0% — consider targeted campaigns for dental students.
- › Buyer activation rate: 1800.0% 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: 'Kelas Materi : Dental Material' — consider featuring more.
- › Video completion rate low at 24.3% (142/584) — review content quality or length.
- › Analyze what dental exam topics are most searched.
- › Consider adding more clinical case studies for kedokteran gigi.

FINANCE

- › Weekly revenue: Rp 4,581,920 (-81.3% WoW)
- › AOV: Rp 123,836 (-48.4% WoW) — down, monitor basket size.
- › Payment method breakdown available for cashflow planning.
- › Top category: Book — Rp 5,527,000
- › Revenue concentration: top 3 products = 75% of revenue — high dependency, consider diversification.

- › Subscription model performing well — expand offering.

- › Review transaction fees from payment providers.

CEO

- › Total orders: 37 (-63.7% WoW)
- › Unique buyers: 18 | Activation rate: 1800.0% of new users
- › New users: 1 (-99.0% WoW)
- › Revenue concentration risk: top 3 products = 75% — 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 (2,048) — 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