



SERA

AI SEO & BI ANALYST ·
UMEDS.ID

WEEKLY REPORT

PERIODE PELAPORAN

BUSINESS INTELLIGENCE

24 — 25 Agu 2026

REVENUE
MINGGU INI

Rp 844,200

▼ 97.4% WoW

REVENUE

Rp
844.2K

▼ 97.4%

ORDERS

1

▼ 99.5%

BUYERS

1

unik minggu ini

NEW USERS

1

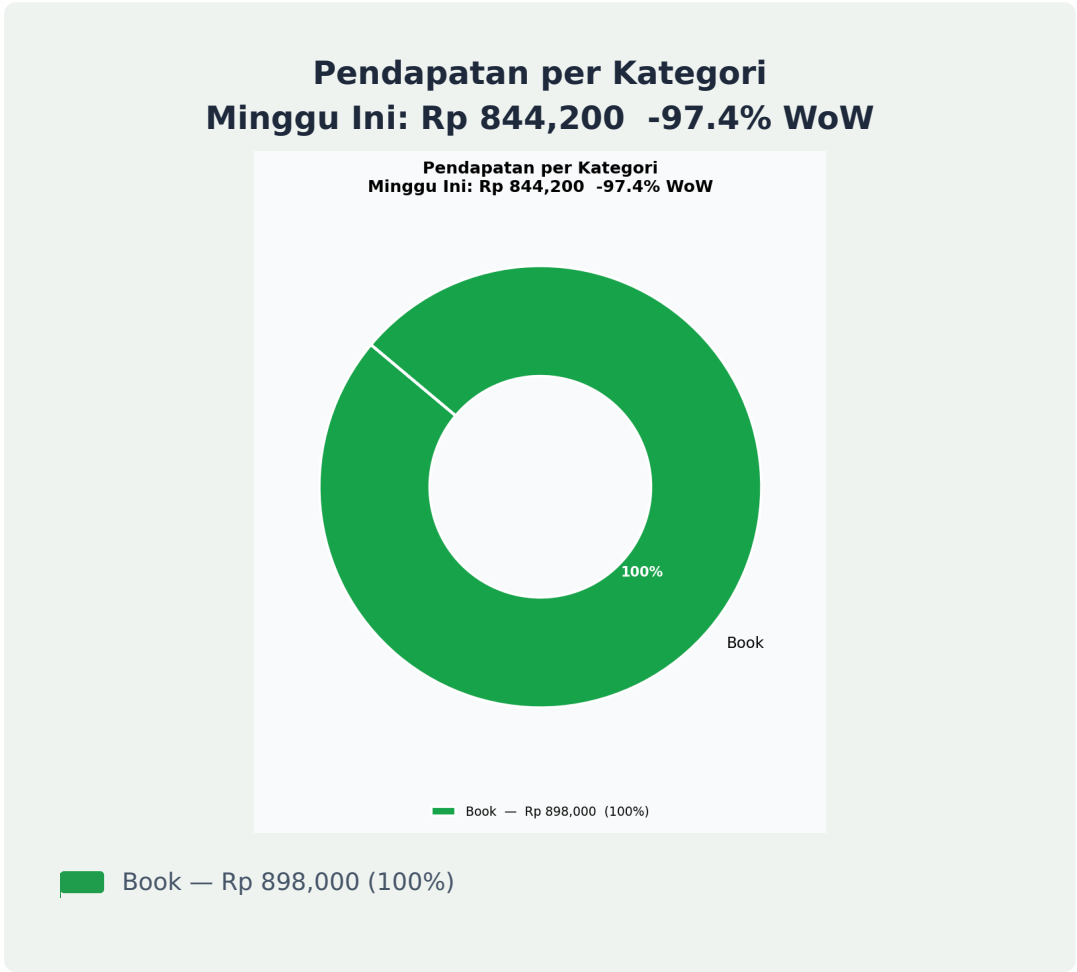
▼ 99.2%

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CONFIDENTIAL

Analisis Pendapatan

PENDAPATAN PER KATEGORI



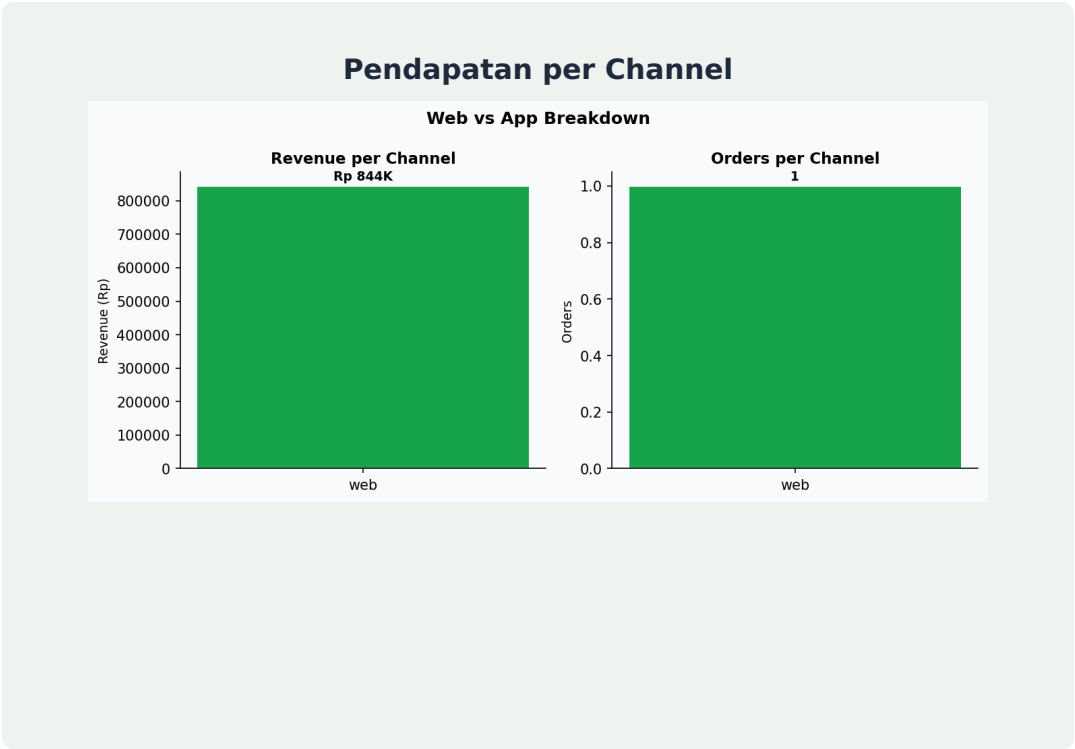
RINGKASAN

Metrik	Minggu Ini	Minggu Lalu	Pertumbuhan
Total Pesanan	1	198	-99.5%
Total Pendapatan	Rp 844,200	Rp 32,316,560	-97.4%
Pembeli Unik	1	122	-99.2%
AOV	Rp 844,200	Rp 163,215	+417.2%

RINCIAN PENDAPATAN PER KATEGORI

Kategori	Pendapatan	Pesanan
Book	Rp 898,000	1

WEB VS APP



Channel	Revenue	Orders
web	Rp 844,200 (100%)	1

Performa Produk

KURSUS TERPOPULER



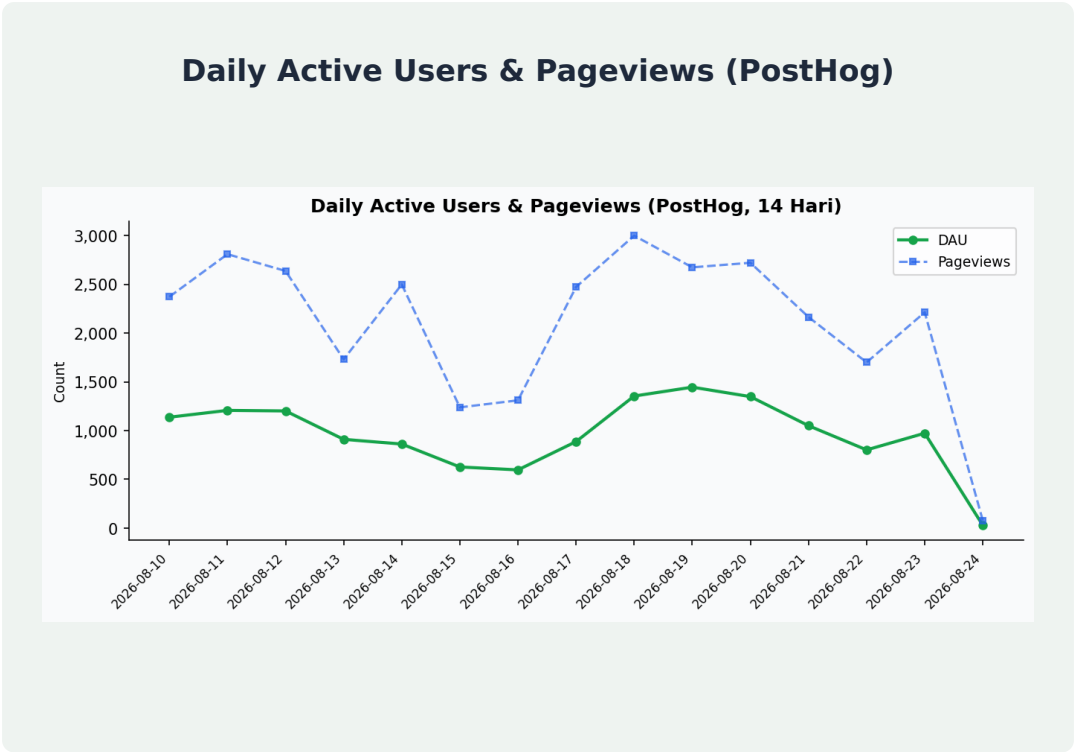
Kursus Teratas:

Buku Teratas:

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

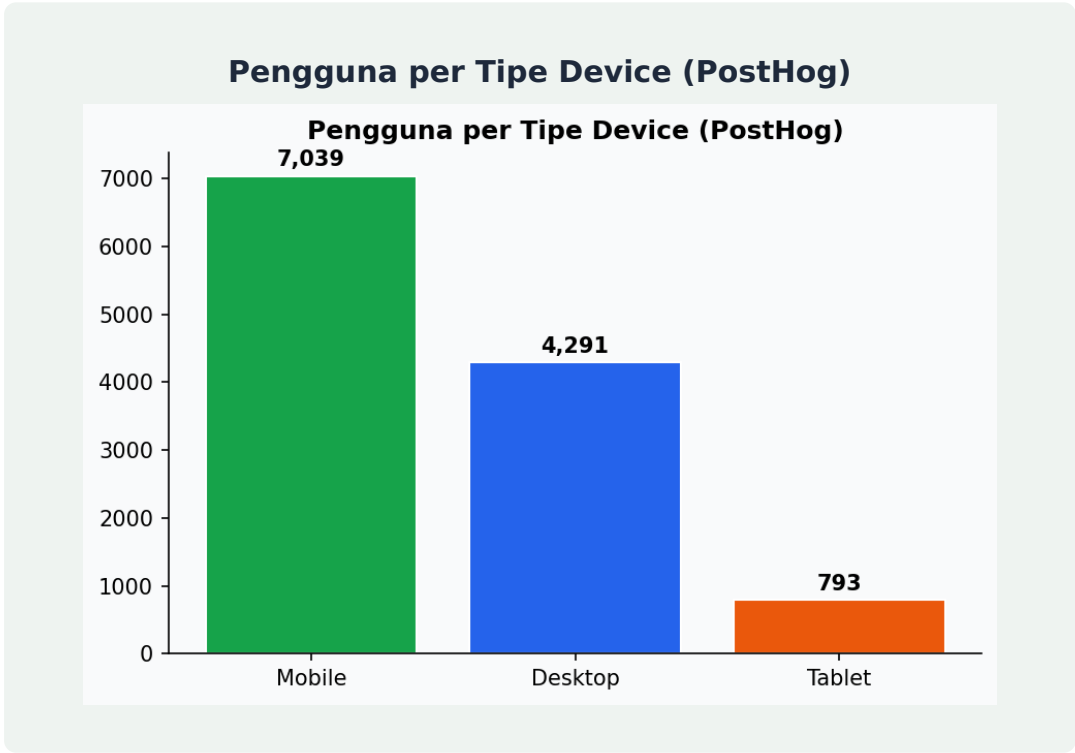
Analisis Produk (PostHog — 14 Hari)

TREN DAU



DAU (Pageview): **6,216** DAU this week (+19% WoW) · Retention: **20.4%** retention · **3,427** retained users · UX Health: **2,268** rage clicks detected

PENGGUNA PER DEVICE



LAYAR PALING BANYAK DILIHAT

Layar	Views	Pengguna
indexHomeView	7,684	787
indexDetailMateriBelajarView	4,987	376
topikMateriBelajarView	3,166	358
bookListView	2,209	420
cartView	1,658	255
loginView	1,564	334
myBookPdfViewer	1,543	167
bookDetailView	1,463	262

ENGAGEMENT PDF

Metrik	Nilai
Buka PDF	1,210

Metrik	Nilai
Pengguna PDF Unik	11,940
Toggle Mode Immersive	1,610

ENGAGEMENT VIDEO

Metrik	Nilai
Mulai Video	715
Selesai Video	188
Completion Rate	26.3%
Pengguna Video Unik	11,940

Rekomendasi per Divisi

TECH

- › Revenue dropped 97.4% WoW — check payment gateway and server health.
- › ALERT: 2,268 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 99.2% — consider targeted campaigns for dental students.
- › Buyer activation rate: 100.0% 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

- › Video completion rate low at 26.3% (188/715) — 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 844,200 (-97.4% WoW)
- › AOV: Rp 844,200 (+417.2% WoW) — up, buyers spending more.
- › Payment method breakdown available for cashflow planning.
- › Top category: Book — Rp 898,000
- › Revenue concentration: top 3 products = 100% of revenue — high dependency, consider diversification.

- › Review transaction fees from payment providers.

CEO

- › Total orders: 1 (-99.5% WoW)
- › Unique buyers: 1 | Activation rate: 100.0% of new users
- › New users: 1 (-99.2% 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 (2,268) — 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