



SERA

AI SEO & BI ANALYST ·
UMEDS.ID

WEEKLY REPORT

PERIODE PELAPORAN

BUSINESS INTELLIGENCE

14 — 15 Sep 2026

REVENUE
MINGGU INI

Rp 0

▼ 100.0% WoW

REVENUE

Rp 0

▼ 100.0%

ORDERS

0

▼ 100.0%

BUYERS

0

unik minggu ini

NEW USERS

0

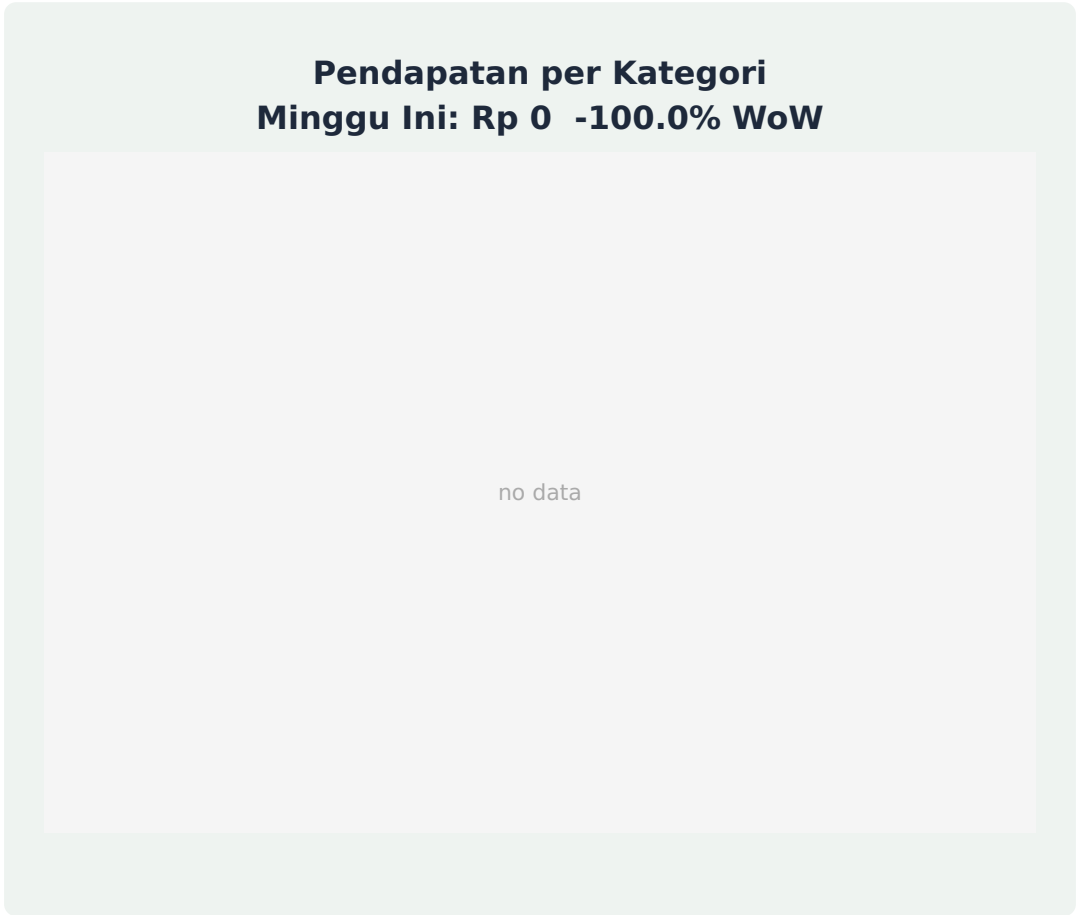
▼ 100.0%

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CONFIDENTIAL

Analisis Pendapatan

PENDAPATAN PER KATEGORI



RINGKASAN

Metrik	Minggu Ini	Minggu Lalu	Pertumbuhan
Total Pesanan	0	132	-100.0%
Total Pendapatan	Rp 0	Rp 38,115,000	-100.0%
Pembeli Unik	0	94	-100.0%
AOV	Rp 0	Rp 288,750	-100.0%

RINCIAN PENDAPATAN PER KATEGORI

Kategori	Pendapatan	Pesanan
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Performa Produk

KURSUS TERPOPULER



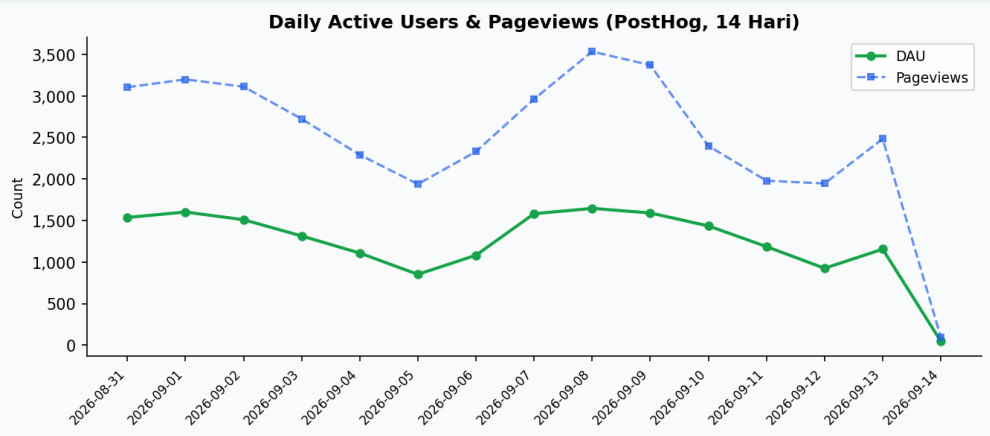
Kursus Teratas:

Buku Teratas:

Analisis Produk (PostHog — 14 Hari)

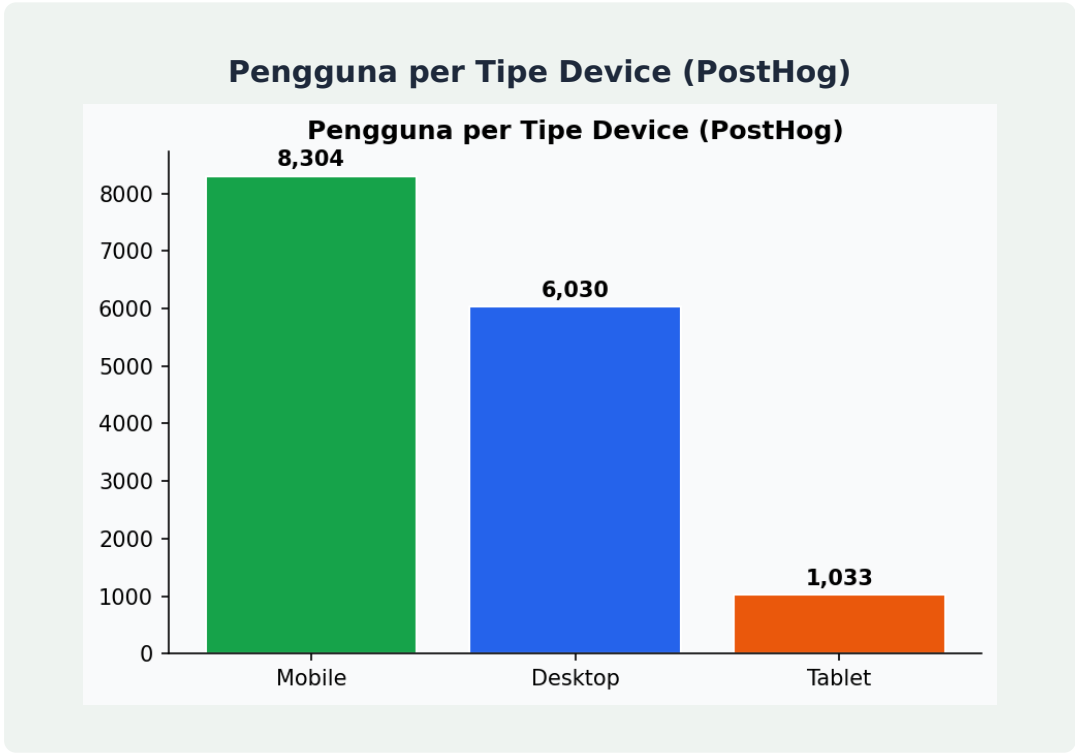
TREN DAU

Daily Active Users & Pageviews (PostHog)



DAU (Pageview): **7,729** DAU this week (+7% **WoW**) · Retention: **20.2%** retention · **3,789** retained users · UX Health: **2,308** rage clicks detected

PENGGUNA PER DEVICE



LAYAR PALING BANYAK DILIHAT

Layar	Views	Pengguna
indexHomeView	7,286	780
indexDetailMateriBelajarView	5,383	359
topikMateriBelajarView	3,277	347
myBookPdfViewer	2,628	213
bookListView	2,486	410
myBookDetailView	1,922	219
loginView	1,159	297
bookDetailView	1,154	216

ENGAGEMENT PDF

Metrik	Nilai
Buka PDF	1,991

Metrik	Nilai
Pengguna PDF Unik	15,150
Toggle Mode Immersive	2,881

ENGAGEMENT VIDEO

Metrik	Nilai
Mulai Video	819
Selesai Video	245
Completion Rate	29.9%
Pengguna Video Unik	15,150

Rekomendasi per Divisi

TECH

- › Revenue dropped 100.0% WoW — check payment gateway and server health.
- › ALERT: 2,308 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 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 29.9% (245/819) — 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 0 (-100.0% WoW)
- › AOV: Rp 0 (-100.0% WoW) — down, monitor basket size.
- › Payment method breakdown available for cashflow planning.
- › Review transaction fees from payment providers.

CEO

- › Total orders: 0 (-100.0% WoW)
- › Unique buyers: 0 | Activation rate: 0.0% of new users
- › New users: 0 (-100.0% 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 (2,308) — 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