



SERA

AI SEO & BI ANALYST ·
UMEDS.ID

WEEKLY REPORT

PERIODE PELAPORAN

BUSINESS INTELLIGENCE

21 — 22 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

1

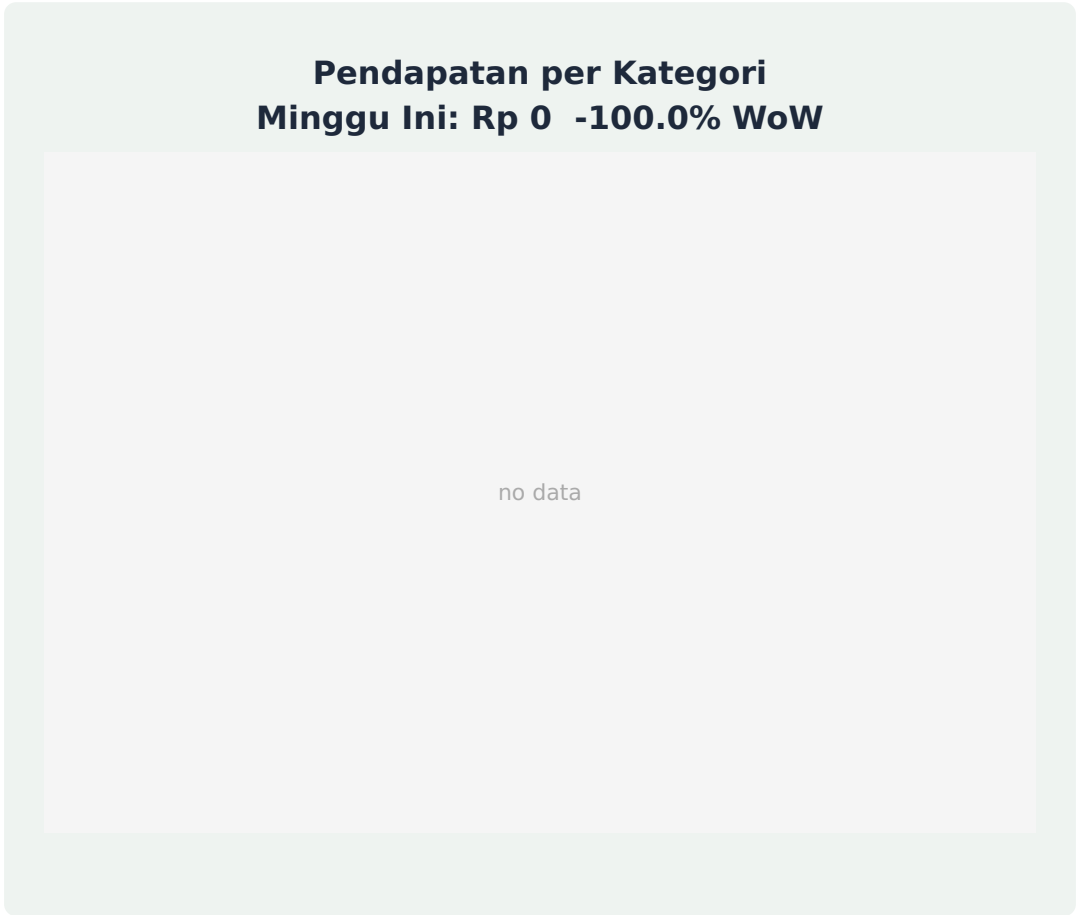
▼ 99.1%

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CONFIDENTIAL

Analisis Pendapatan

PENDAPATAN PER KATEGORI



RINGKASAN

Metrik	Minggu Ini	Minggu Lalu	Pertumbuhan
Total Pesanan	0	134	-100.0%
Total Pendapatan	Rp 0	Rp 31,744,800	-100.0%
Pembeli Unik	0	93	-100.0%
AOV	Rp 0	Rp 236,901	-100.0%

RINCIAN PENDAPATAN PER KATEGORI

Kategori	Pendapatan	Pesanan
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Performa Produk

KURSUS TERPOPULER

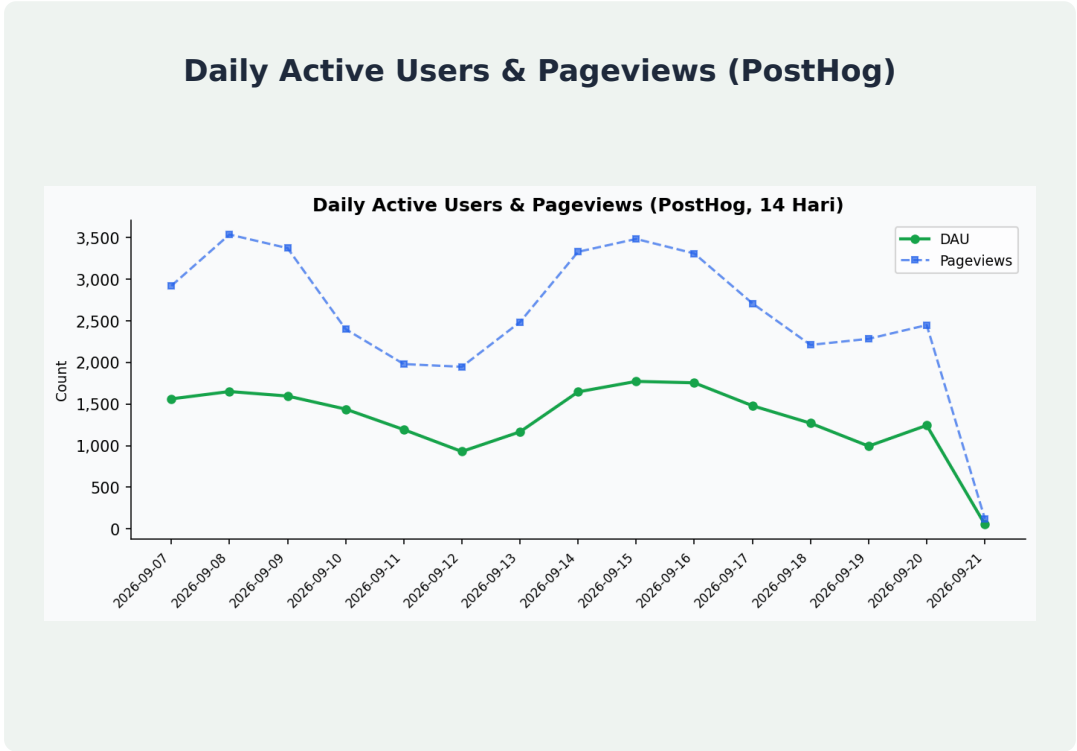


Kursus Teratas:

Buku Teratas:

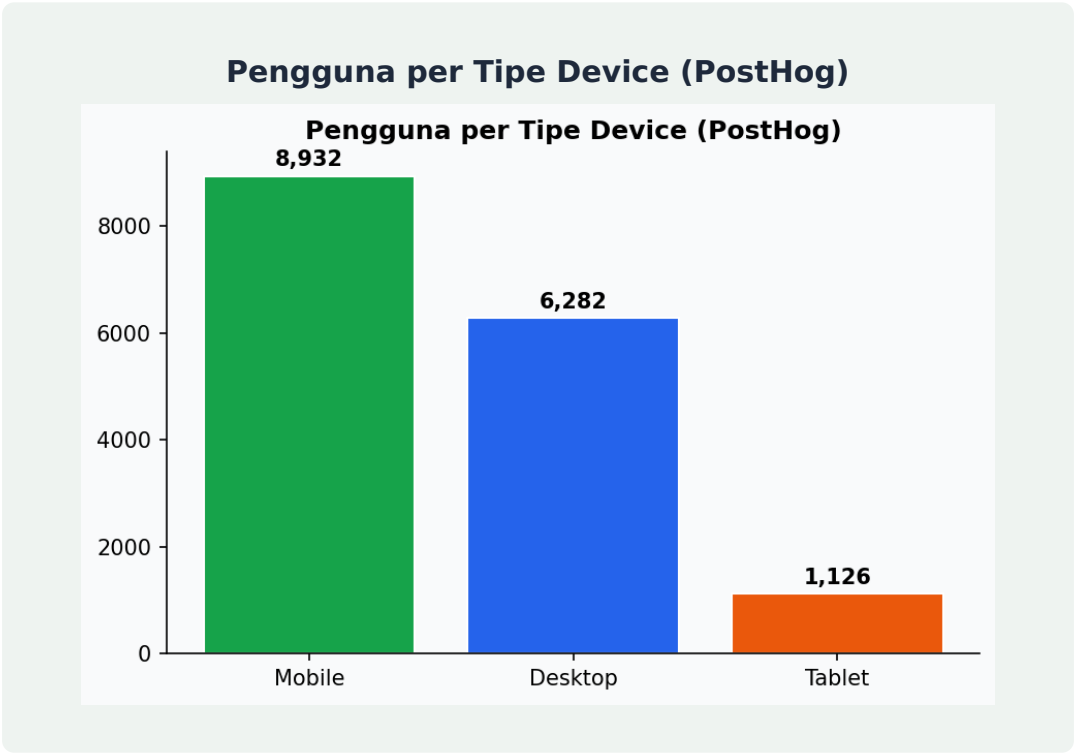
Analisis Produk (PostHog — 14 Hari)

TREN DAU



DAU (Pageview): **8,178** DAU this week (+6% **WoW**) · Retention: **21.5%** retention · **4,260** retained users · UX Health: **2,200** rage clicks detected

PENGGUNA PER DEVICE



LAYAR PALING BANYAK DILIHAT

Layar	Views	Pengguna
indexHomeView	7,257	806
indexDetailMateriBelajarView	5,672	356
topikMateriBelajarView	3,386	350
myBookPdfViewer	2,673	217
bookListView	2,540	430
myBookDetailView	2,070	223
indexQuizMateriBelajarView	1,393	66
bookDetailView	1,186	226

ENGAGEMENT PDF

Metrik	Nilai
Buka PDF	2,064

Metrik	Nilai
Pengguna PDF Unik	16,098
Toggle Mode Immersive	2,852

ENGAGEMENT VIDEO

Metrik	Nilai
Mulai Video	885
Selesai Video	232
Completion Rate	26.2%
Pengguna Video Unik	16,098

Rekomendasi per Divisi

TECH

- › Revenue dropped 100.0% WoW — check payment gateway and server health.
- › ALERT: 2,200 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 99.1% — 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 26.2% (232/885) — 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: 1 (-99.1% 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 (2,200) — 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