

E-Commerce Sales Analytics Report

Powered by Reterpot Analytics Platform

Analysis Period: January – June 2025

Data: Anonymized | Platform: Shopee | Scope: Single Seller Account

Rp 167.5 Jt	1,055	690	Rp 158,811	18.7%
Total Net Revenue	Total Orders	Unique Customers	Avg Order Value	Avg Monthly Growth

This report presents a comprehensive data-driven analysis of sales performance for a single seller on a major Indonesian e-commerce platform. All product names and identifiable customer details have been anonymized. The analysis was conducted using the **Reterpot Analytics** platform, covering executive KPIs, temporal patterns, product performance, geographic distribution, and advanced RFM (Recency-Frequency-Monetary) customer segmentation.

1. Background Context

The seller operates across multiple product categories on Shopee, one of Indonesia's leading e-commerce marketplaces. Despite a steady stream of orders, the business lacked a structured analytical framework to understand customer behavior, identify top-performing products, or pinpoint the best times to run promotional campaigns.

To address this gap, the **Reterpot Analytics** platform was deployed — an end-to-end business intelligence solution purpose-built for e-commerce sellers. The system ingests raw order export files and automatically produces a multi-module analytical dashboard covering six key areas: Overview, Tables, CRM/RFM Analysis, Channel, Products, Temporal, and Geographic.

Business Problem

The seller had no visibility into which customers were most valuable, which products drove the majority of revenue, or when peak demand occurred — making marketing spend largely guesswork.

Solution Deployed

Reterpot Analytics transforms a raw Shopee order CSV into a fully interactive dashboard with automatic column detection, RFM scoring, geographic heatmaps, and actionable CRM segment cards — all without requiring the seller to write a single line of code.

2. Platform Overview & Technical Capabilities

The Reterpot Analytics dashboard is a Flask-based web application that provides helicopter-view KPIs on the main screen and deep-dive modules accessible via the navigation bar. Below is a snapshot of the main Overview module.

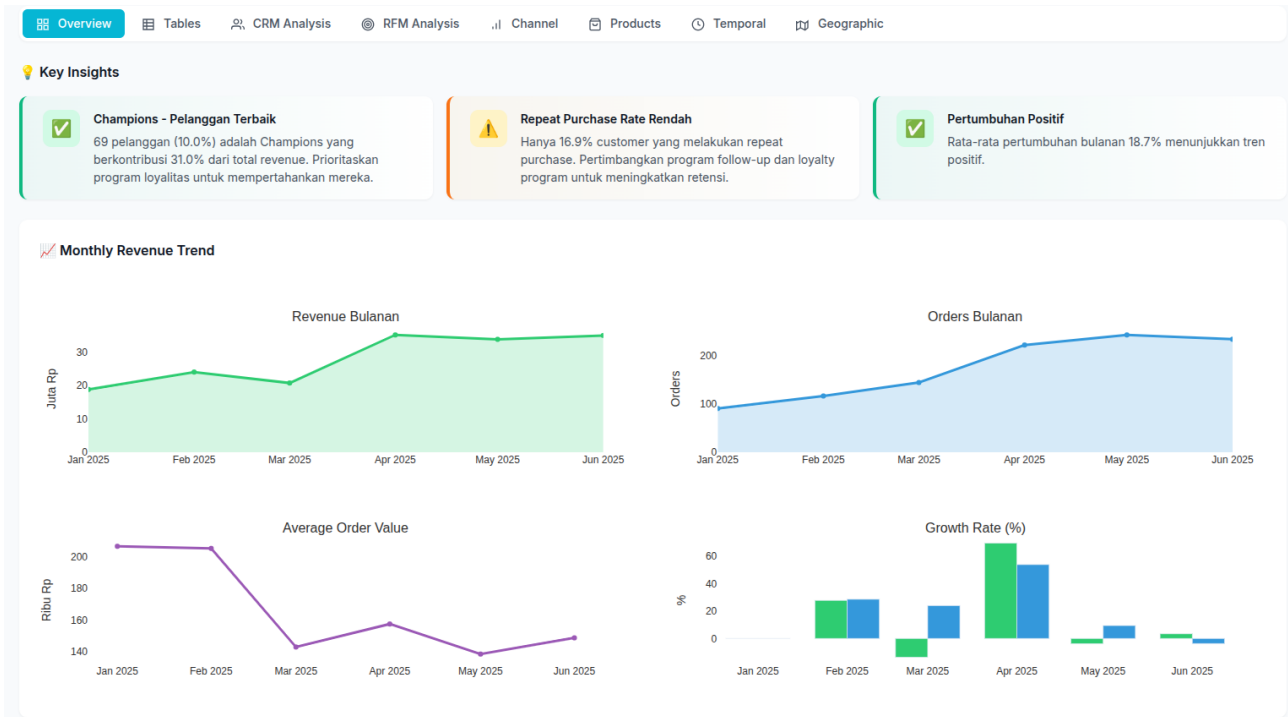


Figure 1: Executive Overview — Monthly Revenue Trend, Orders, AOV, and Growth Rate (Jan–Jun 2025).

Key Modules:

Overview & KPI Dashboard	Helicopter-view metrics: total revenue, order volume, average order value, and month-on-month growth rate with interactive trend charts.
Temporal Analysis	Day-of-week and hour-of-day order distribution, including a Day × Hour heatmap to identify 'Golden Hours' for campaign scheduling.
Product Analysis (SKU Performance)	Revenue leaderboard for all SKUs (anonymized as Produk Tipe A–Z), Pareto 80/20 identification, and dead-stock flagging.
Geographic Analysis	Province-level revenue ranking, cumulative concentration curve (Lorenz-style), and island/region donut chart for expansion planning.
CRM / RFM Segmentation	Automated RFM scoring places every customer into one of 8 behavioral segments. Outputs include a bubble-chart Customer Value Landscape and a Geo-RFM cross-analysis.
Summary Tables	Full tabular breakdown of payment methods, province distribution, hourly/daily periods, voucher and discount usage.

3. Data Summary — Period 2025-01-01 to 2025-06-30

The dataset covers **1,055 completed orders** across 6 months. Total gross merchandise value (GMV) reached **Rp 208,280,420**. After seller discounts, net revenue settled at **Rp 167,541,053** — an effective discount rate of only 0.01%, indicating the seller relies primarily on platform vouchers rather than self-funded markdowns.

Summary Tables
Data summary in tabular format - Periode 2025-01-01 s/d 2025-06-30

Summary			Payment Method by Order			Top 10 Provinsi			Periode Jam		
METRIC	VALUE	%	METHOD	QTY	%	PROVINSI	QTY	%	PERIODE	QTY	%
Total Harga Produk	Rp 208,280,420	100.0%	Online Payment	369	35.0%	JAWA TIMUR	190	18.0%	Early Morning (00-06)	111	10.5%
Diskon Dari Penjual	Rp 29,779	0.0%	COD (Bayar di Tempat)	242	22.9%	JAWA BARAT	188	17.8%	Morning (06-09)	122	11.6%
Diskon Dari Shopee	Rp 0	0.0%	Saldo ShopeePay	214	20.3%	JAWA TENGAH	166	15.7%	Work Time (09-12)	189	17.9%
Total Penjualan Setelah Diskon	Rp 167,541,053	80.4%	SPayLater	141	13.4%	DKI JAKARTA	58	5.5%	Lunch Break (12-14)	140	13.3%
			SeaBank Bayar Instan	65	6.2%	BANTEN	54	5.1%	Afternoon (14-18)	227	21.5%
			Kartu Kredit/Debit	15	1.4%	LAMPUNG	34	3.2%	Prime Time (18-21)	149	14.1%
			Indomaret/i.Saku	5	0.5%	KALIMANTAN SELATAN	31	2.9%	Late Night (21-24)	117	11.1%
			Alfamart/Alfamidi/Dan+Dan	4	0.4%	SUMATERA UTARA	31	2.9%	Total	1,055	100.0%
			Total	1,055	100.0%	DI YOGYAKARTA	31	2.9%			
						KALIMANTAN BARAT	29	2.7%			

Periode Hari			Periode Tanggal			Penggunaan Voucher			Penggunaan Diskon		
HARI	QTY	%	TANGGAL	QTY	%	TIPE	QTY	%	TIPE	QTY	%
Rabu	170	16.1%	1-10	362	34.3%	Dengan Voucher Seller	851	80.7%	Dengan Diskon	851	80.7%
Senin	169	16.0%	11-20	313	29.7%	Tanpa Voucher Seller	204	19.3%	Tanpa Diskon	204	19.3%
Sabtu	156	14.8%	21-31	380	36.0%	Total	1,055	100.0%	Total	1,055	100.0%
Jumat	146	13.8%	Total	1,055	100.0%						
Kamis	144	13.6%									
Minggu	137	13.0%									
Selasa	133	12.6%									
Total	1,055	100.0%									

Figure 2: Summary Tables — payment methods, top provinces, time periods, voucher and discount usage.

Highlight Findings from Summary Tables:

- **Payment Mix:** Online Payment leads at 35.0%, followed by COD (22.9%) and ShopeePay (20.3%) — a healthy spread suggesting diverse customer demographics.
- **Geographic Concentration:** Jawa Timur (18.0%), Jawa Barat (17.8%), and Jawa Tengah (15.7%) together account for ~52% of all orders.
- **Peak Trading Window:** The Afternoon slot (14:00–18:00) captures 21.5% of all daily orders, followed by Work Time (09:00–12:00) at 17.9%.
- **Voucher Dependency:** 80.7% of orders used a seller voucher — a strong signal that promotions are a key purchase trigger for this audience.
- **Date-of-Month Pattern:** Orders cluster at month-end (21–31: 36.0%) and month-start (1–10: 34.3%), consistent with salary-cycle shopping behavior.

4. Temporal Analysis — When Do Customers Buy?

Understanding transaction timing allows the seller to align marketing spend with natural demand peaks, maximizing return on ad spend (ROAS) while reducing wasted budget during off-peak hours.

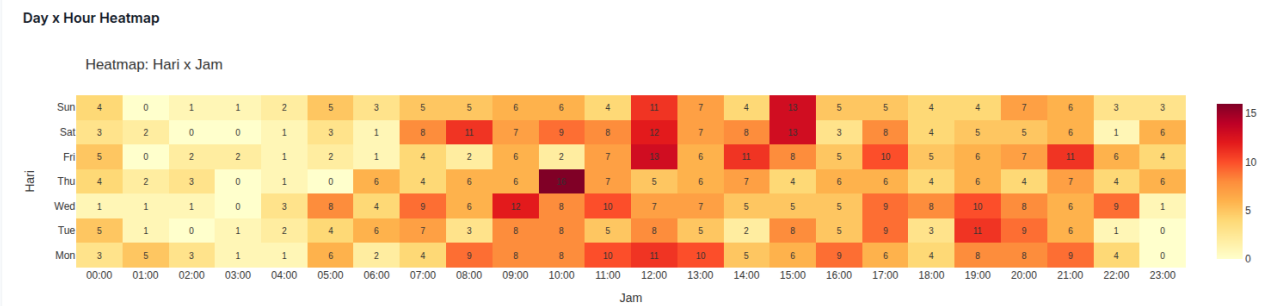
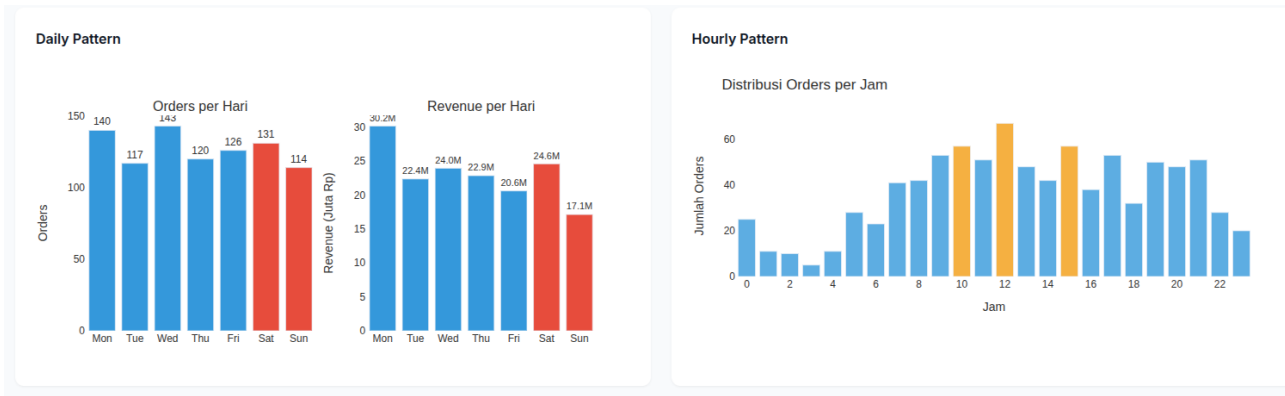


Figure 3: Temporal Analysis — Daily order/revenue bars, hourly distribution, and Day x Hour heatmap.

Key Observations:

- **Best Day:** Monday and Wednesday lead in order volume (140 and 145 orders respectively), while Saturday generates the highest single-day revenue (Rp 30.2M).
- **Weakest Day:** Sunday records the lowest revenue (Rp 17.1M) — a 43% drop vs Saturday — suggesting reduced browsing intent on rest days.
- **Golden Hours:** The heatmap shows the 10:00–12:00 window is consistently the hottest across all weekdays (dark red clusters), making it the optimal broadcast window for campaigns.
- **Secondary Peak:** A secondary peak appears around 15:00 on weekdays, likely driven by post-lunch mobile browsing.

Actionable Recommendation — Temporal

Schedule all promotional broadcasts (WhatsApp, push notifications, flash sale triggers) to fire between 09:00–10:00 to catch customers just before the 10:00–12:00 peak window. Increase paid ad budgets on Monday, Wednesday, and Saturday; reduce them on Sunday and in the 00:00–06:00 slot to minimize CPA.

5. Product Analysis — SKU Performance & Pareto Structure

The product catalog has been fully anonymized (Produk Tipe A–Z). The analysis identifies star products, evaluates revenue concentration, and flags potential dead-stock candidates suitable for bundling strategies.

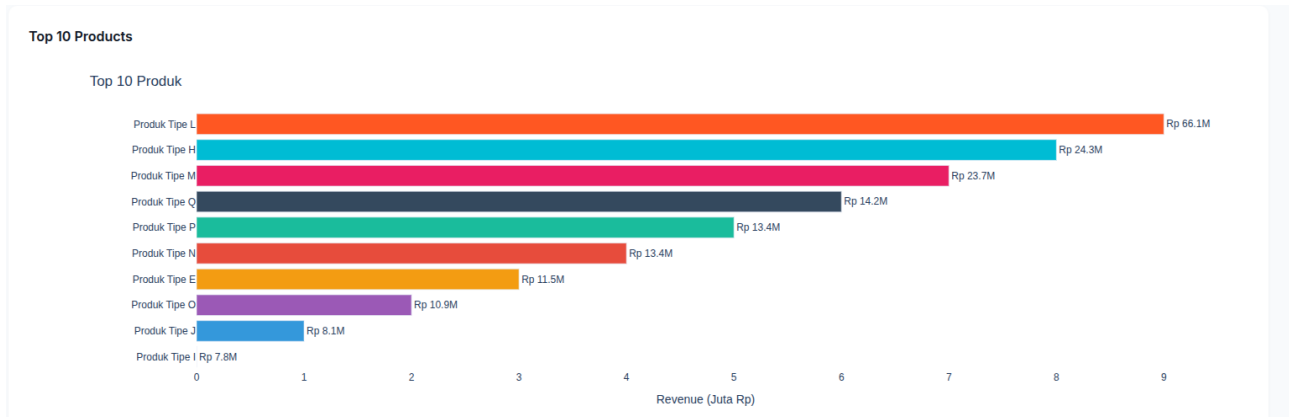


Figure 4: Top 10 Products by Revenue — anonymized SKUs ranked by net revenue contribution.

Key Observations:

- **Star Product:** Produk Tipe L dominates with **Rp 66.1M** in revenue — nearly 3x the second-ranked product (Tipe H at Rp 24.3M), a strong indicator of a hero SKU.
- **Top-3 Concentration:** Produk Tipe L, H, and M together represent approximately Rp 114.1M, or ~68% of total revenue — a textbook Pareto pattern (few SKUs driving most revenue).
- **Long Tail:** Products Tipe E through I (ranks 7–10) each contribute Rp 7.8M–11.5M, forming a viable secondary tier that could anchor bundling campaigns.
- **Bundling Opportunity:** Pairing Tipe L (hero) with slower-moving mid-tier products as a bundle set could increase average basket size and clear slow inventory.

Actionable Recommendation — Products

Protect margins on Produk Tipe L — avoid deep discounting on the hero SKU as it sells on value. Instead, design bundles that attach mid-tier SKUs (Tipe E, O, J) to every Tipe L purchase via a 'Frequently Bought Together' mechanic or a bundled promo set, converting dead-stock into a cash-flow release.

6. Geographic Analysis — Where Are the Customers?

Geographic mapping of revenue and orders reveals where the seller's audience is concentrated and where under-served growth pockets exist across the Indonesian archipelago.

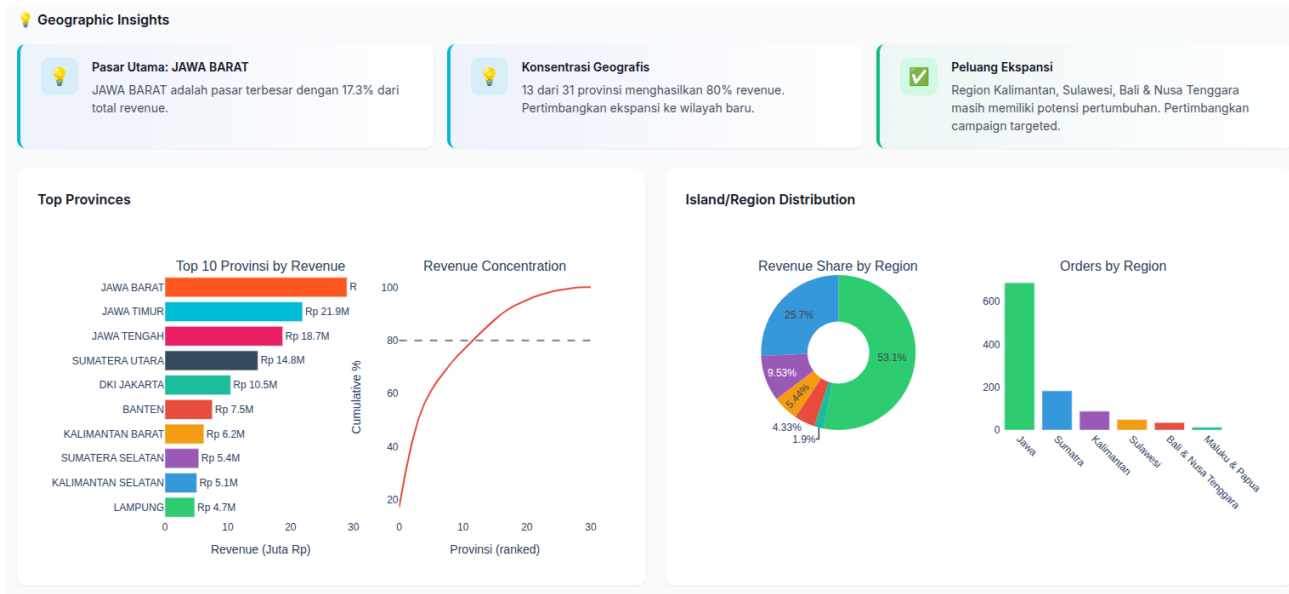


Figure 5: Geographic Insights — Top 10 provinces by revenue, cumulative concentration curve, and island distribution.

Key Observations:

- **Jawa Dominance:** The island of Java (Jawa Barat, Jawa Timur, Jawa Tengah, DKI Jakarta, Banten) collectively accounts for ~53.1% of all orders — the single largest regional bloc.
- **Sumatera Rising:** Sumatera contributes ~25.7% of revenue, with Sumatera Utara reaching Rp 14.8M — making it the 4th-highest province and a strong secondary market.
- **Revenue Concentration:** Only 13 out of 31 provinces generate 80% of total revenue. The remaining 18 provinces present clear expansion opportunities.
- **Eastern Indonesia Gap:** Kalimantan (9.53%), Sulawesi (5.44%), and Bali & Nusa Tenggara (4.33%) are significantly under-indexed relative to their population — likely due to shipping cost barriers.

Actionable Recommendation — Geographic

Launch a targeted 'Subsidi Ongkir' (shipping subsidy) campaign for Sulawesi and Kalimantan to reduce checkout abandonment driven by high shipping costs. Use Sumatera data — especially Sumatera Utara and Sumatera Selatan — to justify placing a northern Sumatra fulfillment node to cut delivery lead times and unlock latent demand.

7. CRM & RFM Analysis — Customer Segmentation Engine

RFM (Recency, Frequency, Monetary) is the core analytical engine of the Reterpot platform. Every customer is scored on three behavioral dimensions and automatically assigned to one of 8 actionable segments.

Days since the customer's last purchase. Lower = more recent = higher score.	Total number of distinct orders placed. Higher = more loyal = higher score.	Cumulative spend value. Higher = more valuable customer = higher score.
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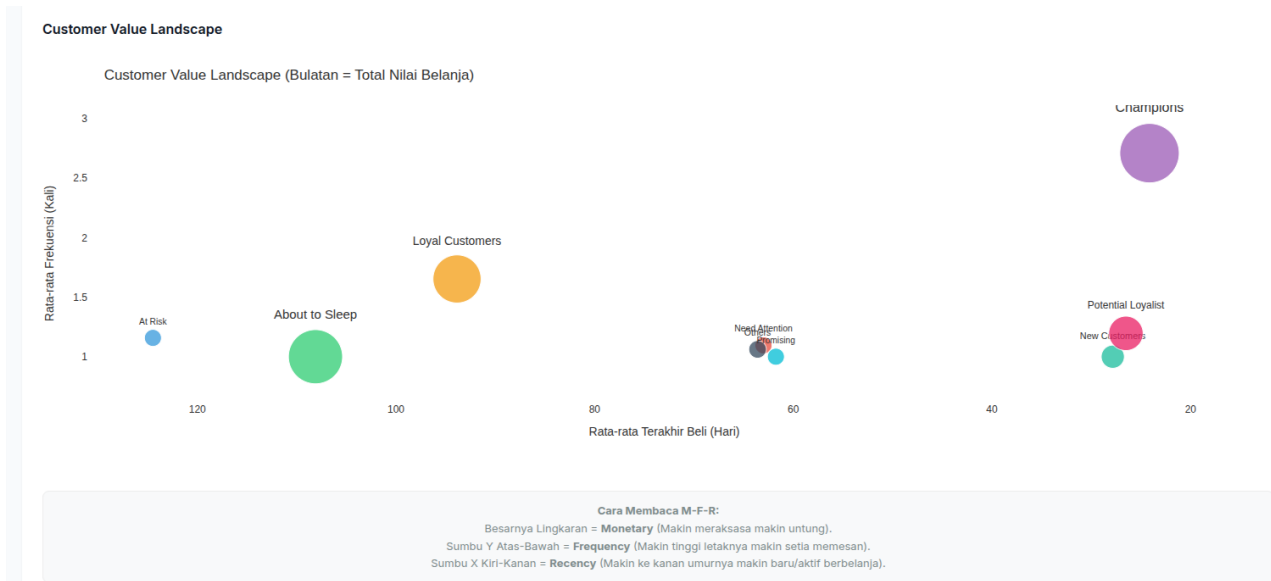


Figure 6: Customer Value Landscape — bubble size = Monetary value, X-axis = Recency (days), Y-axis = Frequency.

Segment Breakdown & Strategic Playbook:

Champions (69 customers | 10.0% | 31% of Revenue)

The most recently active, most frequent, and highest-spending customers. Do NOT discount this group — they buy on value and loyalty. Reward with VIP access, early-product releases, and exclusive membership tiers. Use as a Lookalike Audience seed for Facebook/TikTok ad targeting.

Loyal Customers

High frequency but irregular recency. High lifetime value potential. Activate with cross-sell recommendations and a referral ('bring a friend') programme to leverage their brand affinity into word-of-mouth acquisition.

Potential Loyalist & New Customers

1–2 orders, small basket, but very recent. The brand impression is still fresh. Send a time-limited second-purchase voucher (e.g. 48-hour FOMO voucher) to lock in a habit loop before competitors capture their attention.

At Risk / About to Sleep

Formerly active, now going silent. Extremely high churn risk. Deploy an aggressive win-back campaign: personalised WhatsApp/SMS with a deep discount ('We miss you — 40% off, today only'). If no response after 2 attempts, escalate to direct phone outreach to diagnose the service failure.

Hibernating & Others

Long-dormant, low historical spend. Do NOT invest retargeting budget here. Reserve this segment for annual clearance/warehouse-clearing campaigns only. If no reactivation after 2 cycles, remove from active CRM lists entirely.

7b. Geo-RFM Cross Analysis — Segment Distribution by Region

The Geo-RFM module overlays customer segment data with geographic province data, revealing which regions hold the most high-value customers and which are dominated by at-risk or dormant segments.

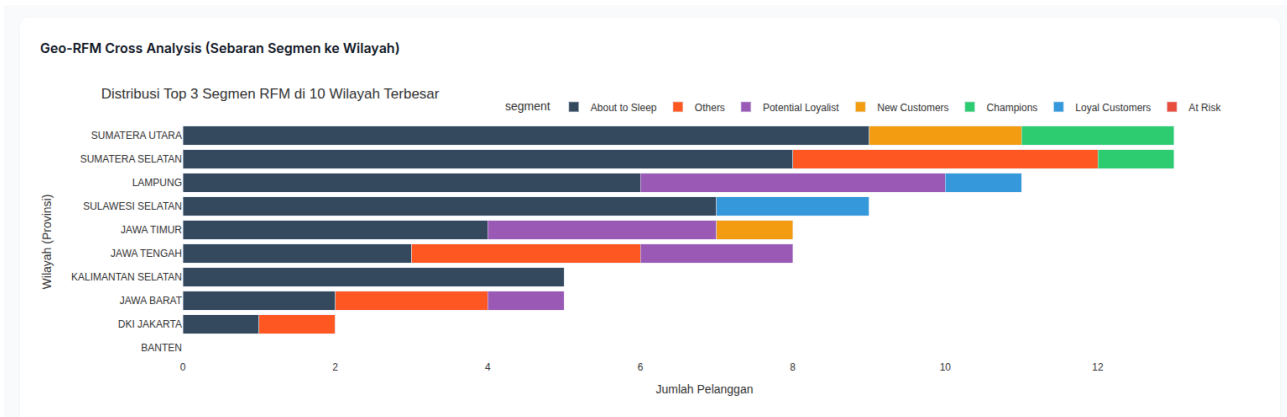


Figure 7: Geo-RFM Cross Analysis — Top 3 RFM segments distributed across 10 largest provinces.

Key Observations:

- **Sumatera Utara & Sumatera Selatan** show a high proportion of 'About to Sleep' customers alongside a Champion segment — suggesting a strong initial acquisition followed by poor retention. A targeted reactivation campaign for these provinces could yield high ROI.
- **Lampung** has a notable Potential Loyalist presence — this is a 'growth province' where focused loyalty nurturing could convert new buyers into regulars.
- **Jawa Timur & Jawa Tengah** feature a healthy mix of Potential Loyalists and New Customers, indicating active ongoing acquisition — maintain ad spend here.
- **DKI Jakarta** shows a small but notable 'Others/About to Sleep' cluster — despite being the economic capital, customer retention here appears weaker than the Javanese heartland provinces.

🏆 Top 10 High-Value Individual Customers Data diekstrak spesifik dari pelanggan dengan nilai transaksi (Monetary) terbesar.

USERNAME/CUSTOMER ID	SEGMENT	RECENCY (HARI LALU)	FREQUENCY (TOTAL ORDER)	TOTAL SPEND (NOMINAL)
imeymey05	Champions	14 hari	6x	Rp 9,528,110
joezoev_anwari	Champions	18 hari	4x	Rp 3,504,794
rudy.yo08	Champions	14 hari	8x	Rp 2,807,940
syahsr865	Champions	11 hari	8x	Rp 2,704,466
ayukadek266	Champions	12 hari	3x	Rp 2,392,063
ernahernah531	Champions	10 hari	7x	Rp 1,515,640
yulianti123	Champions	30 hari	4x	Rp 1,358,060
c3668wbi79	Champions	16 hari	4x	Rp 1,306,200
arifarsyila	Champions	28 hari	4x	Rp 1,082,646
dirman168	Champions	6 hari	3x	Rp 991,050

Figure 8: Top 10 High-Value Individual Customers — all from the Champions segment, sorted by Total Spend.

The top customer alone (imeymey05) has spent **Rp 9,528,110** across 6 orders in the past 14 days — a spend velocity that is 57x the dataset average. This cohort of 10 customers should be placed in a bespoke VIP programme with direct relationship management.

8. Business Impact & Conclusions

Deploying the Reterpot Analytics platform transforms a seller's intuition-driven operation into a data-backed growth engine. The following outcomes are directly attributable to insights surfaced by this analysis:

Area	Finding	Estimated Impact
Temporal Optimisation	Shift ad spend to Mon/Wed 09:00–12:00 window	↓ CPA by 15–25% through budget efficiency
RFM Champion Retention	69 Champions = 31% of revenue; zero discounting needed	↑ Margin protection on top revenue tier
At Risk Win-back	Aggressive WhatsApp campaign before full churn	Recover 20–40% of dormant revenue
Geographic Expansion	Sulawesi/Kalimantan under-indexed; shipping subsidy unlocks demand	Potential +10–15% new province revenue
Product Bundling	Attach slow SKUs to Produk Tipe L hero bundles	↑ AOV and inventory clearance

Conclusion

This analysis demonstrates that with the right analytical tooling, even a small-to-medium e-commerce seller can derive enterprise-grade intelligence from their transaction data. The Reterpot platform's automated RFM engine, combined with temporal and geographic modules, provides a clear, actionable roadmap for revenue growth, customer retention, and marketing efficiency.

Key metrics that validate the analytical quality of this engagement: **18.7% average monthly revenue growth**, a **31% revenue contribution from just 10%** of the customer base (Champions), and a geographic footprint spanning **31 provinces** with clear concentration and expansion signals.

Report prepared by: Reterpot Analytics | Data period: Jan–Jun 2025 | All customer and product data fully anonymized.