



ANALYTIXLABS

Visual Analytics with



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# Pharma Case Study

## Business Case:

Leading Pharmaceutical company (TabPharma) would like to understand Rx (prescription) sales and Historical performance. This will help them to screen the products and Rx Budget planning

## Data Availability:

We have the following data available:

- Rx : Contains various orders of different drugs
- DrugDistribution: Contains distribution information to various pharmacy stores
- Returns: This data is about orders returned due to multiple reasons (store closed, incorrect address)
- Sales Managers: This data is about sales managers by region

## Pharma Case Study

- Q1. What is the market share of TabPharma vs the competitors for each drug? Make the choosing of drugs dynamic to set top 'n' drugs? (Hint: Market Share is the Total sales %, do note that Sales is represented by the variable Rx Dollars)
- Q2. What is the Geo Distribution of TabPharma in total market? (Hint: TabPharma market share by Sales through a Map)?
- Q3. What are the Sales & Profit by Segment and Dosage Form?
- Q4. Show TabPharma's Sales Performance (Year-on-Year growth%) over time by Drug Routes?
- Q5. Show TabPharma's Sales Performance (Year-on-Year growth%) over time by Drug Routes for various Regions?
- Q6. Classify the entire data into four parts based on sales and distribution costs and understand how sales and costs are related to Regions and Routes, along with profits. (Hint: You might want to use Averages to split the data into Low and High)
- High Sales – Low distribution costs
  - High sales – High distribution costs
  - Low Sales – Low distribution costs
  - Low Sales – High distribution costs

# Contact Us

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