

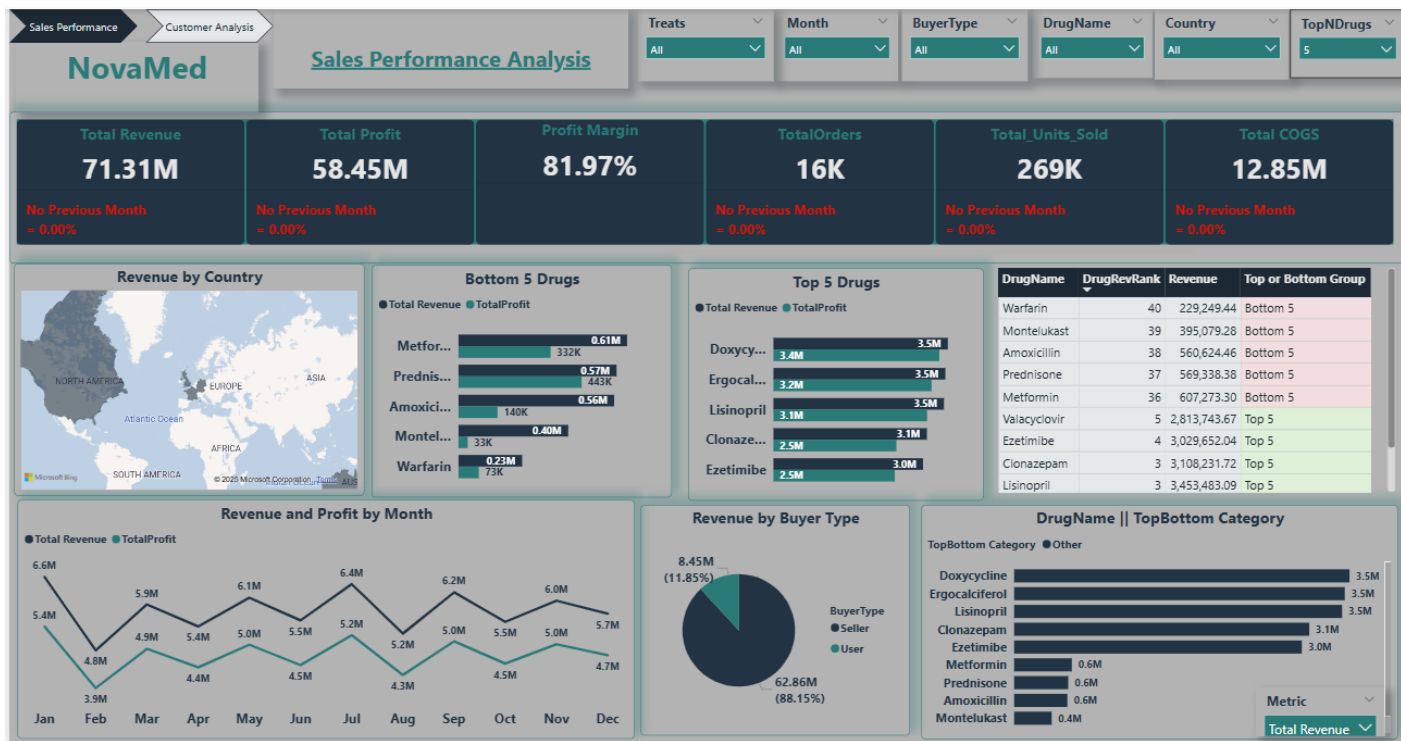


NovaMed Business Insights

Sales & Customer Analysis
Dashboard Summary
June 2025

- Overview
- Business Problem
- Sales Performance Overview
- Customer Insights
- Conclusion
- Recommendations





- This report provides a high-level overview of NovaMed's sales performance and customer behavior. It includes top-performing drugs, revenue by geography, demographic insights, and buyer segmentation.

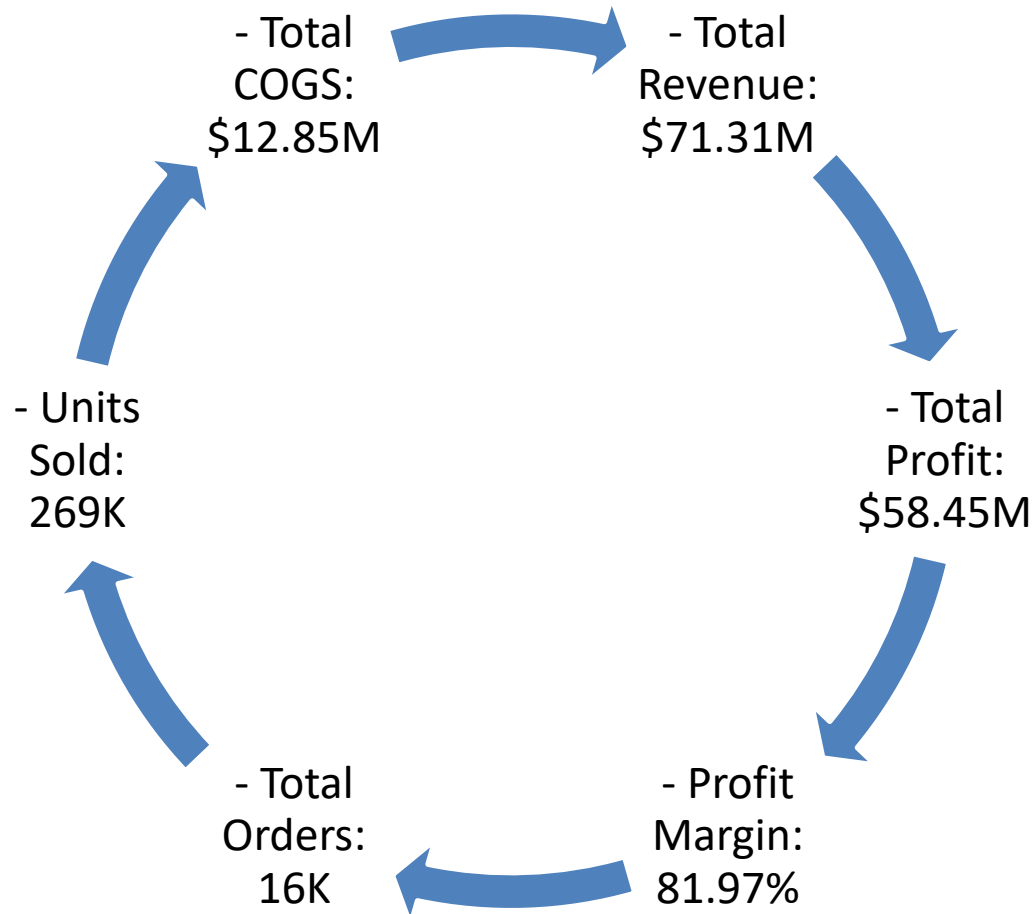
Executive Summary

Business Problem

- Despite strong overall sales performance, NovaMed faces **inconsistent profitability across months**, with notable gaps between revenue and profit in certain periods (e.g., July). Additionally, **a small group of products and customers account for a disproportionate share of revenue**, exposing the business to risk. There's also **untapped potential in lower-performing drugs and customer segments**, suggesting the need for **more balanced growth strategies**, **improved cost control**, and **deeper customer engagement**.

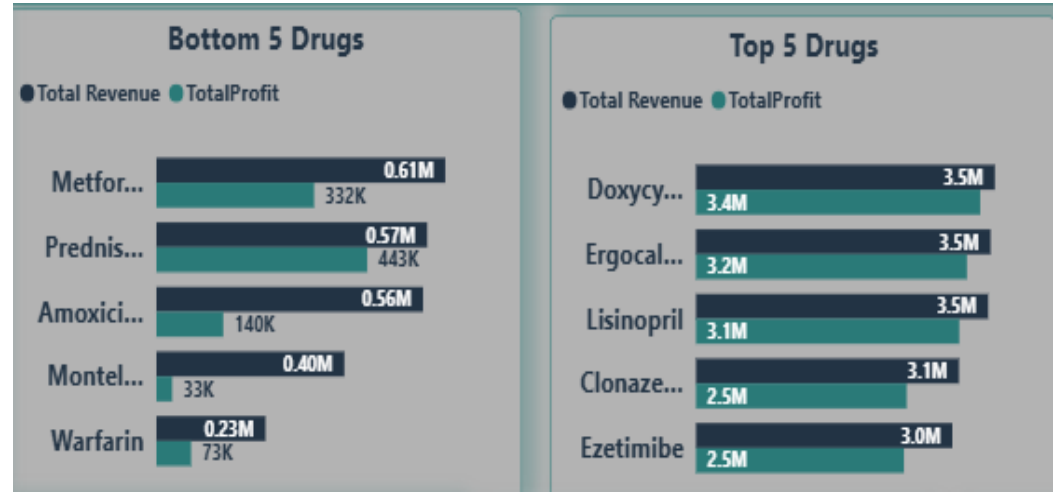


Sales Performance Overview



Top & Bottom Performing Drugs

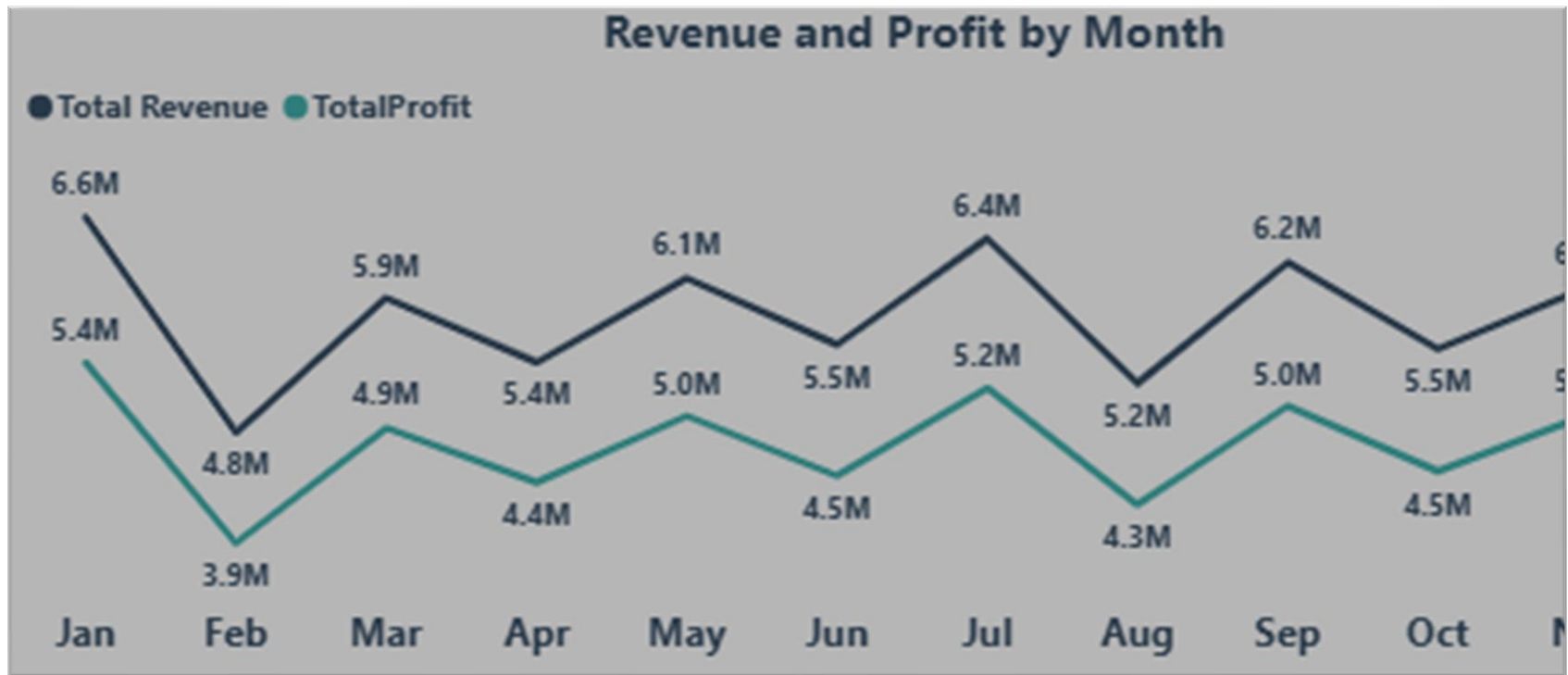
- Top 5 Drugs by Revenue: Doxycycline, Ergocalciferol, Lisinopril, Clonazepam, Ezetimibe
- Bottom 5 Drugs by Revenue: Warfarin, Montelukast, Amoxicillin, Prednisone, Metformin



Revenue by Geography

- A geographic map shows highest revenue-generating countries.
- **North America and Europe** are visibly dominant contributors.
- Key Revenue Contributors by Region:
 - - North America
 - - Europe
- Country-level breakdown available on the map visualization.





Monthly Sales Trend

- Revenue and profit peak in March and September. Lowest performance observed mid-year in June and July.

Buyer Type Insights

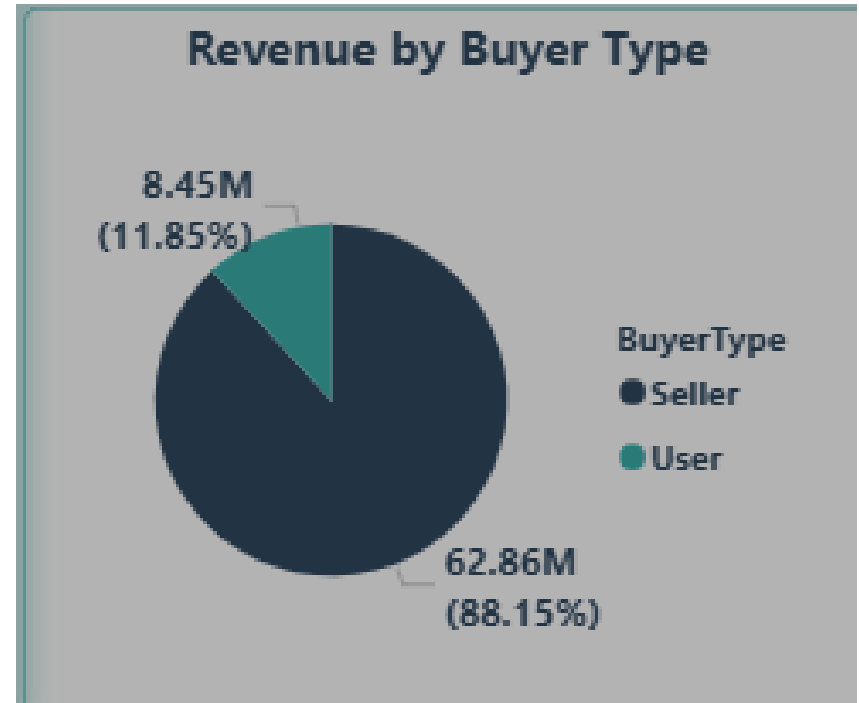
This suggests users are the dominant customer type driving sales.

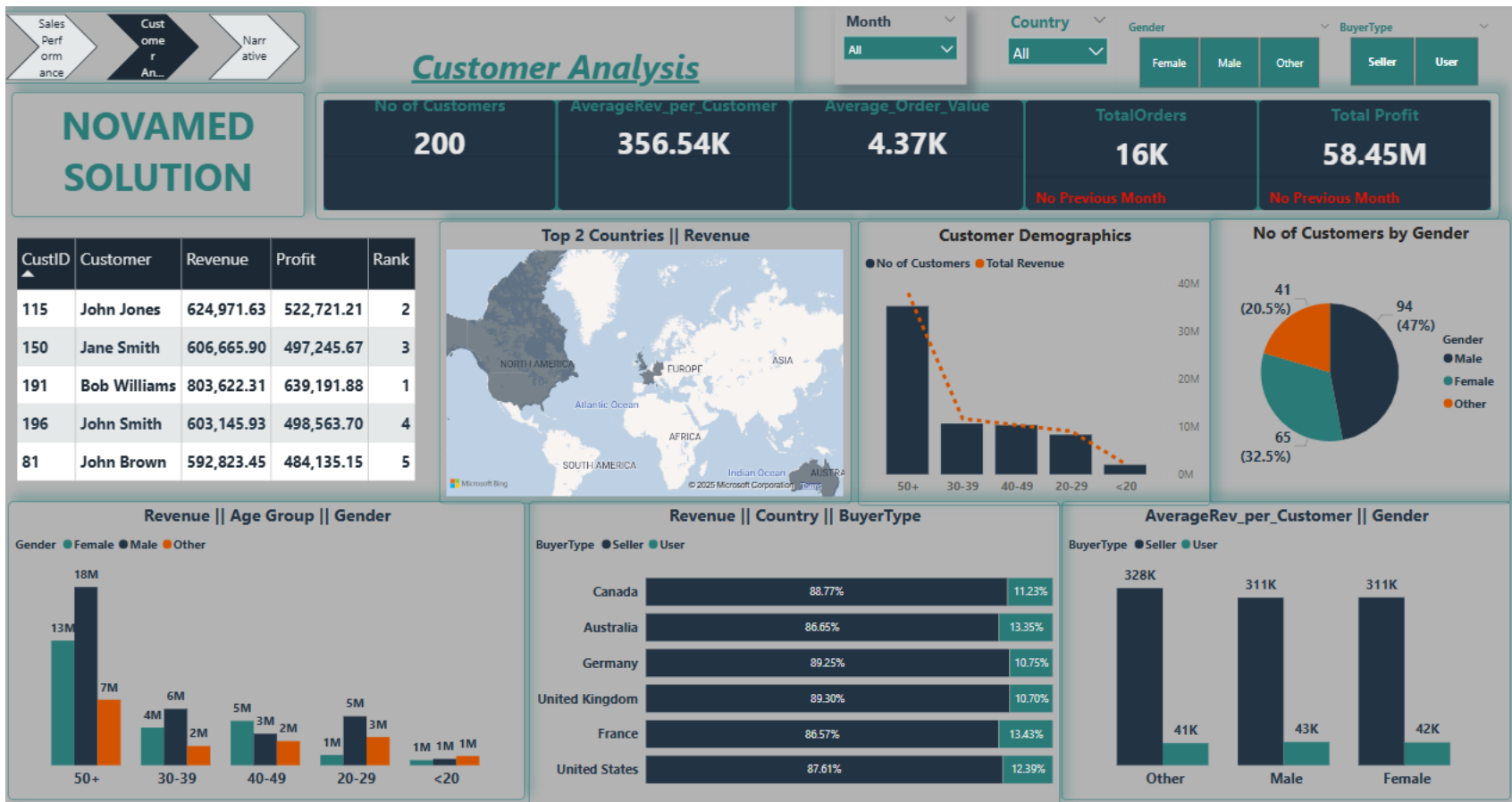


- Users contribute 88.15% of revenue



- Sellers contribute 11.85%





• This dashboard provides detailed insights into **customer behavior, demographics, and revenue contribution** across multiple dimensions. It's focused on understanding **who the customers are, how much they contribute, and how behavior differs by gender, country, and age group.**

The dashboard offers a customer-centric view of performance, helping to:

- Identify top customers and segments
- Understand which demographics drive revenue
- Guide marketing and retention strategies by buyer type and region

Customer Overview



- Total Customers:
200



- Avg Revenue per
Customer: \$356.54K



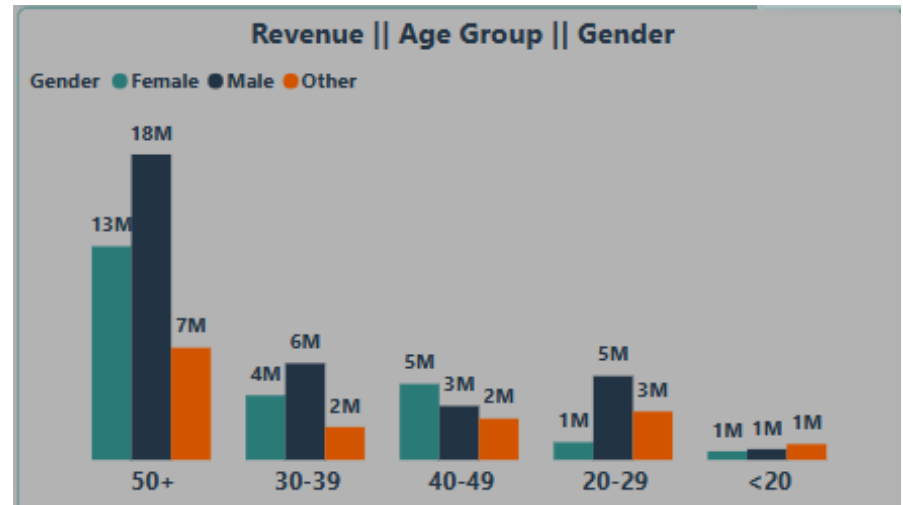
- Avg Order Value:
\$4.37K



- Total Profit:
\$58.45M

Customer Demographics

- - Largest customer segment: Age 50+
- - Male customers make up 47%, Female 32.5%, Other 20.5%
- Older age groups drive the most revenue.
- Gender comparison within age brackets:
- **Males 50+** dominate revenue (~18M).
- Females also have consistent revenue, but lower than males across age groups.
- “Other” contributes notably in younger groups.



Top 5 Customers

- Lists top 5 customers by revenue and profit.
- **Bob Williams** is #1 with **\$803K** revenue and **\$639K** profit.
- Others include John Jones, Jane Smith, John Smith, and John Brown.
- Useful for identifying high-value customers.

CustID ▲	Customer	Revenue	Profit	Rank
115	John Jones	624,971.63	522,721.21	2
150	Jane Smith	606,665.90	497,245.67	3
191	Bob Williams	803,622.31	639,191.88	1
196	John Smith	603,145.93	498,563.70	4
81	John Brown	592,823.45	484,135.15	5

Top 5 Customers

1. Bob Williams: \$803K Revenue

2. John Jones: \$625K

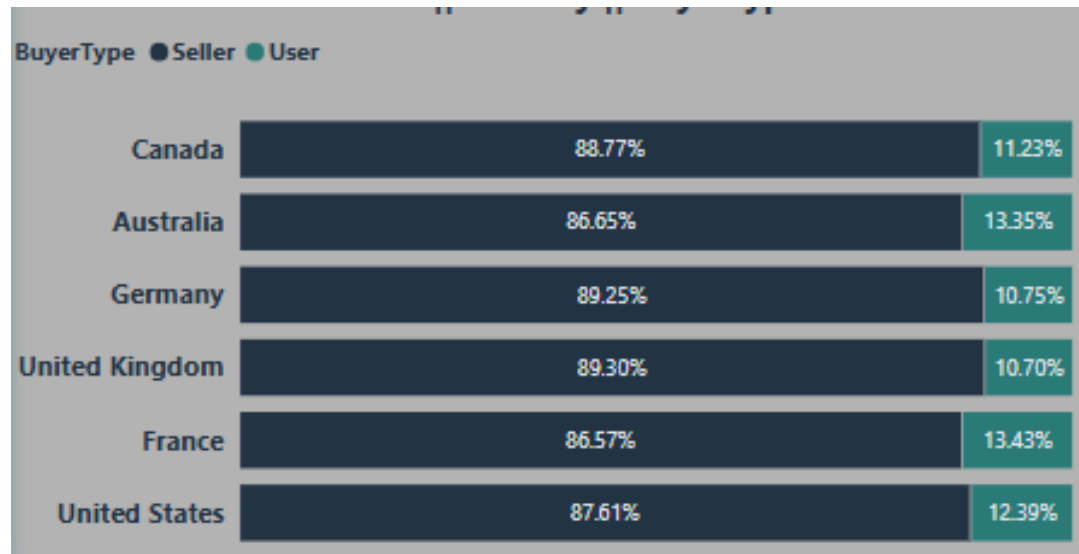
3. Jane Smith: \$607K

4. John Smith: \$603K

5. John Brown: \$593K

Revenue by Segment

- Compares revenue contribution between **Sellers and Users** by country.
- - Age Group 50+ (Male) contributes highest revenue
- - **Users** dominate revenue share in all countries (over 85%).
- **Canada** has the highest user revenue at 88.77%.
- Minimal revenue difference between genders for average revenue per customer



Conclusion & Recommendations

- - Focus marketing on high-performing drugs
- - Optimize strategies in top countries
- - Prioritize high-value users in the 50+ age group
- - Explore potential with lower-performing products

Actionable Recommendations:

- Use strong Q1 results to shape campaigns in weaker months.
- Re-evaluate low-margin top sellers — refine pricing or reduce cost.
- Control costs in off-peak months like July.
- Build loyalty with high-value customers like Bob Williams.
- Use forecasting, segment analysis, and profit metrics to improve planning.



