

PHARMACY SALES PERFORMANCE REPORT

Subtitle: Sales Analysis & Business Insights

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Role: Business Intelligence / Data Analyst

Tools Used: Excel (Pivot Tables & Dashboard)

SLIDE 2: BUSINESS CONTEXT

Background

- Retail pharmacies generate large volumes of daily sales data
- Raw data alone does not clearly show performance trends or revenue drivers
- Management needs a clear, visual way to understand sales performance

Purpose

- To transform raw sales data into actionable business insights
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SLIDE 3: BUSINESS PROBLEM STATEMENT

Problem Statement

How can the pharmacy monitor sales performance, identify top-performing products and categories, and make data-driven decisions to improve revenue and operations?

Key Challenges

- Limited visibility into sales trends
 - Difficulty identifying revenue-driving products
 - Lack of clarity on category performance and customer payment behavior
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SLIDE 4: OBJECTIVES OF THE ANALYSIS

Analysis Objectives

- Evaluate overall sales performance
 - Identify top-performing products and categories
 - Analyze sales trends over time
 - Understand customer payment preferences
 - Provide actionable business recommendations
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SLIDE 5: DATASET OVERVIEW

Dataset Description

- Transaction-level pharmacy sales data
- Time period: *[Based on dataset]*

Key Fields Used

- Date of sale
 - Product name
 - Category
 - Quantity sold
 - Total sales value
 - Payment method
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SLIDE 6: DASHBOARD OVERVIEW

Dashboard Components

- KPI Cards (Sales, Quantity, Average Sale, Top Product)
- Monthly Sales Trend
- Category Performance
- Top Products
- Payment Method Distribution
- Interactive slicers (Year & Category)

Purpose

- Provide a single view of sales performance and key drivers
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SLIDE 7: KEY PERFORMANCE INDICATORS (KPIs)

KPI Summary

- **Total Sales:** GHC 3,016
- **Total Quantity Sold:** 678 units
- **Average Sale Value:** GHC 16.8
- **Top Product:** Antacid 20tab (GHC 686)

Interpretation

- Sales are driven by frequent low-to-mid value transactions

- A small number of products generate a large share of revenue
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SLIDE 8: SALES TREND ANALYSIS

Monthly Sales Trend

- Sales fluctuate across months
- Clear peaks during certain periods
- Indicates seasonal or demand-based patterns

Business Meaning

- High-performing months signal peak demand
 - Low-performing months highlight opportunities for promotions
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SLIDE 9: CATEGORY PERFORMANCE ANALYSIS

Category Performance (Total Sales)

- Digestive and Analgesic categories lead revenue
- Some categories underperform consistently

Insight

- Revenue is concentrated in a few key categories
 - Category-level focus can improve sales efficiency
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SLIDE 10: PRODUCT PERFORMANCE ANALYSIS

Top Products

- Antacid 20tab is the highest revenue-generating product
- Few products contribute most of total sales (Pareto effect)

Business Meaning

- High-performing products should be prioritized for stocking
 - Low-performing products require review
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SLIDE 11: PAYMENT METHOD ANALYSIS

Payment Distribution

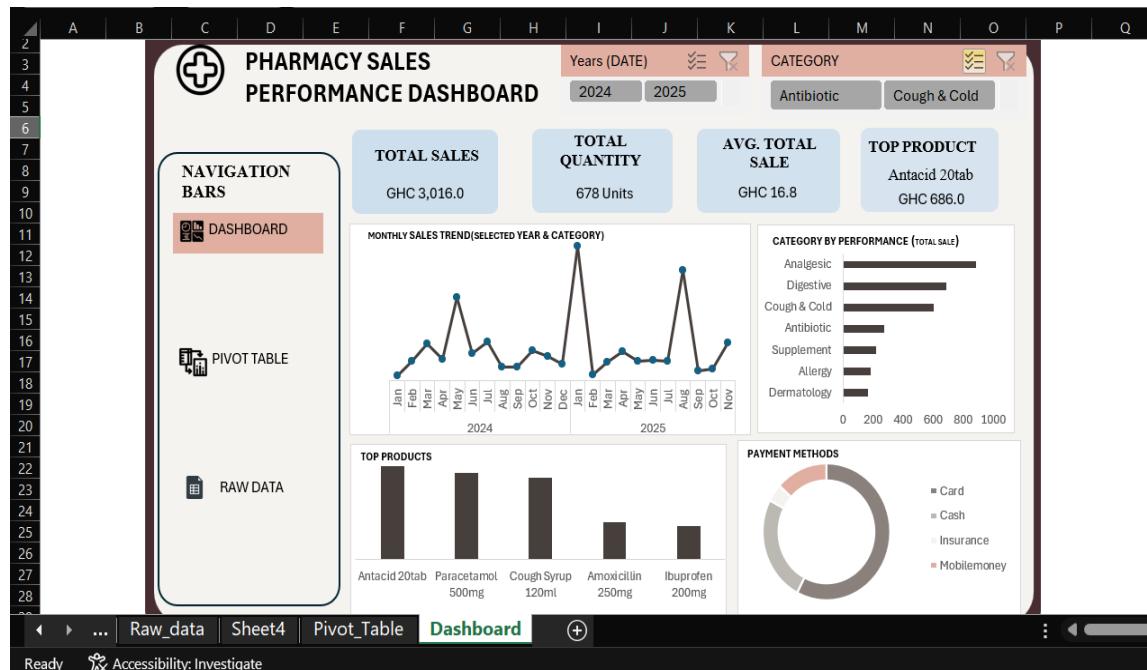
- Card payments dominate transactions
- Cash and mobile money are secondary options

- Insurance payments form a smaller portion

Insight

- Customers prefer fast, electronic payment methods
- Reliable card infrastructure is essential

DASHBOARD INTERFACE



SLIDE 12: KEY INSIGHTS SUMMARY

Key Insights

- Sales performance varies by month, indicating seasonal demand
- Digestive and Analgesic categories are major revenue drivers
- Antacid 20tab is the top-selling product
- Card payments are the preferred payment method

SLIDE 13: BUSINESS RECOMMENDATIONS

Recommendations

- Increase stock levels for top-performing products
- Prioritize high-revenue categories for promotions
- Introduce targeted campaigns during low-sales months

- Maintain efficient card payment systems
 - Use the dashboard for ongoing performance monitoring
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SLIDE 14: BUSINESS IMPACT

Expected Impact

- Improved inventory planning
 - Reduced stock-out risks
 - Better category and product focus
 - More informed, data-driven decisions
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SLIDE 15: LIMITATIONS & NEXT STEPS

Limitations

- Analysis is limited to sales data
- No customer loyalty or marketing data included

Next Steps

- Incorporate inventory and expiry data
 - Add profit and margin analysis
 - Extend dashboard into Power BI for automation
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SLIDE 16: CONCLUSION

Conclusion

- The dashboard provides a clear and actionable view of pharmacy sales performance
 - It supports better operational and strategic decisions
 - Demonstrates effective use of Business Intelligence tools
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SLIDE 17: THANK YOU

Thank You

- Questions & Discussion
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