

# PHARMACY SALES PERFORMANCE REPORT

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**Subtitle:** Sales Analysis & Business Insights

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**Role:** Business Intelligence / Data Analyst

**Tools Used:** Excel (Pivot Tables & Dashboard)

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## 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**

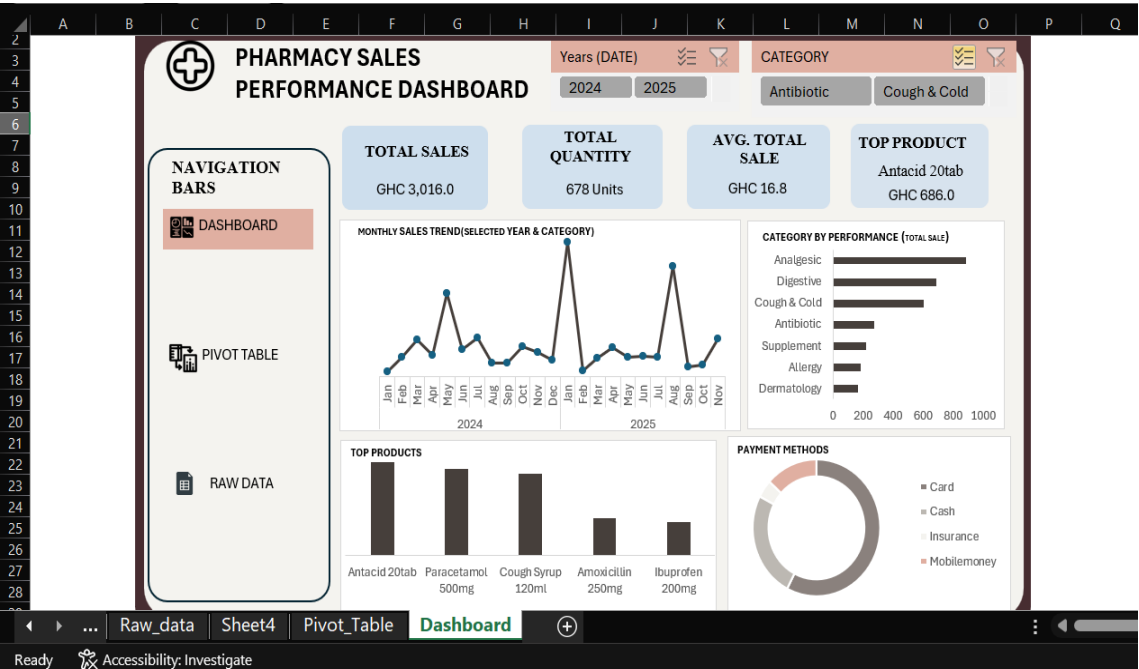
- Card payments dominate transactions
- Cash and mobile money are secondary options

- 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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