

## PHARMACY DATABASE RESULTS AND VISUALIZATIONS

We created this DB with Mockaroo. It's a pharmacy's daily business activities. Through it, the business can gain insights that will guide its strategic decision-making.

It has the following tables:

1. Prescriptions
2. Doctors
3. Patients
4. Medications

### **Business Problems.**

#### ***1. Calculate the average transaction amount for each payment method used***

Insights from this will inform on:

- Resource allocation toward enhancing payment compatibility to maximize customer satisfaction and efficiency.
- Fraud activities as unexpected revenues will be suspicious.
- Promotional strategies e.g., incentives for using insurance
- Profitability per payment method

#### ***2. Calculate the total number of prescriptions issued each month for the past year, grouped by month***

Insights from this will inform on:

- Patient education for conditions prevalent in certain months e.g., flu in July
- Marketing resources allocation in the peak months e.g., November to maximize revenues
- Inventory adjustment to match expected monthly sales e.g., sufficient inventory to see through November.
- Plotting monthly sales growth and setting targets

#### ***3. Retrieve the patients who have prescriptions for medications that are out of stock.***

Insights from this will inform on:

- Communication with the relevant customers and providing alternatives to enhance efficiency and customer satisfaction
- Prioritizing Inventory replenishment

#### ***4. Calculate the total revenues generated from each medication, considering the quantity sold and the price per unit.***

Insights from this will inform on:

- Prioritizing resources and investments to drugs that reflect high demand

- Cost analysis to assess profitability for each drug
- Price negotiations with suppliers to manage the cost of doing business.
- Price adjustments to boost sales for struggling SKUs or capitalize on profits due to good sales.

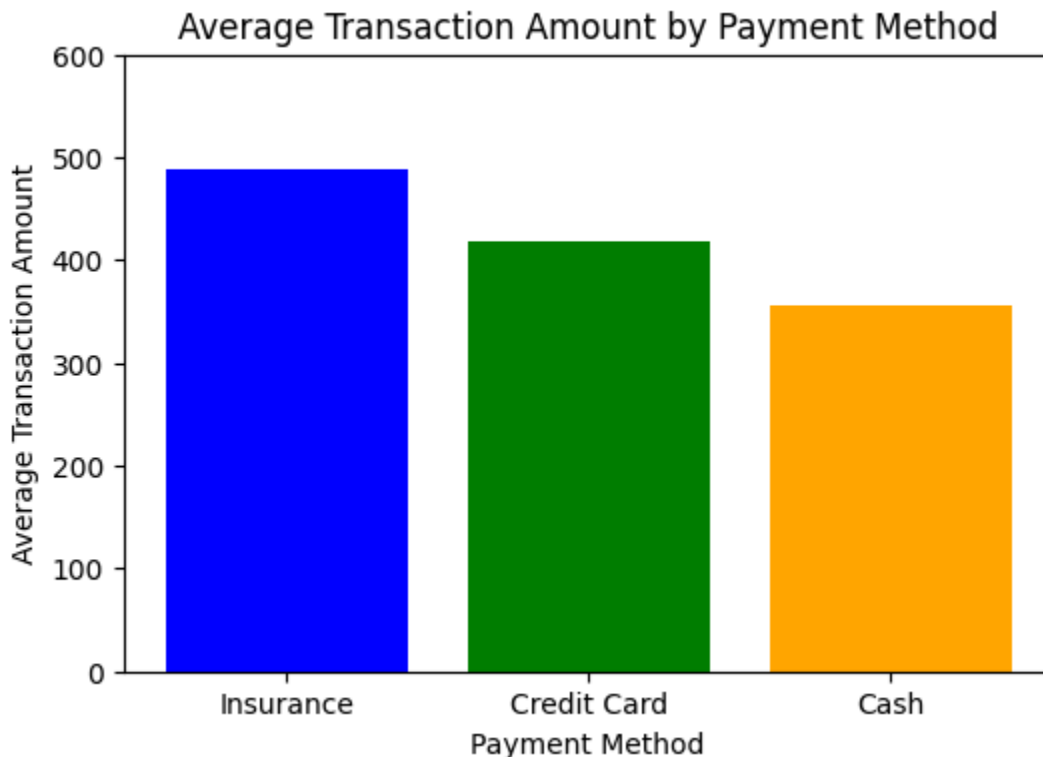
**5. Find the most commonly prescribed medication and the corresponding doctor who prescribed it.**

Insights from this will inform on:

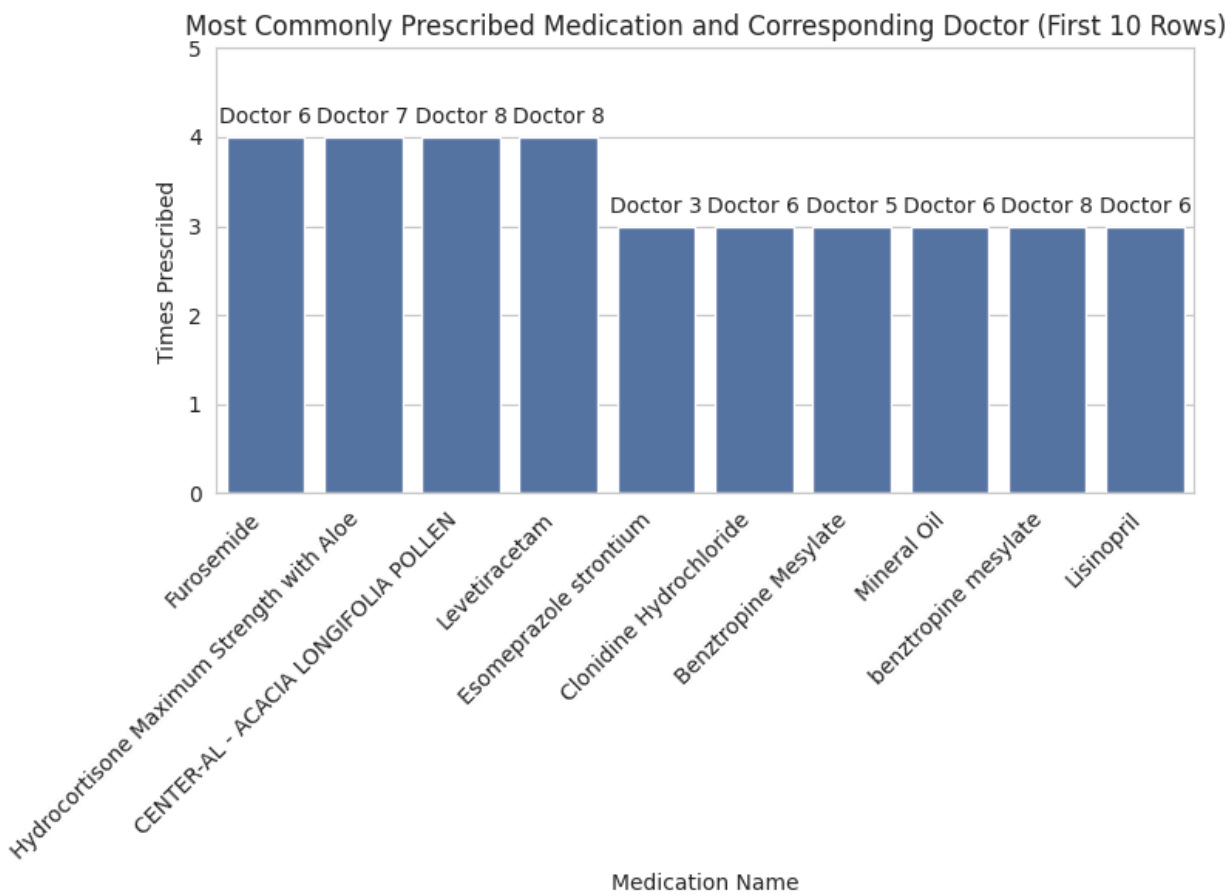
- Aligning the prescriptions with respective ailments and carrying patient health education.
- Training of doctors to enrich their knowledge as they are the best medium of communication with patients.
- Demand assessment and inventory replenishment

## **VISUALIZATIONS**

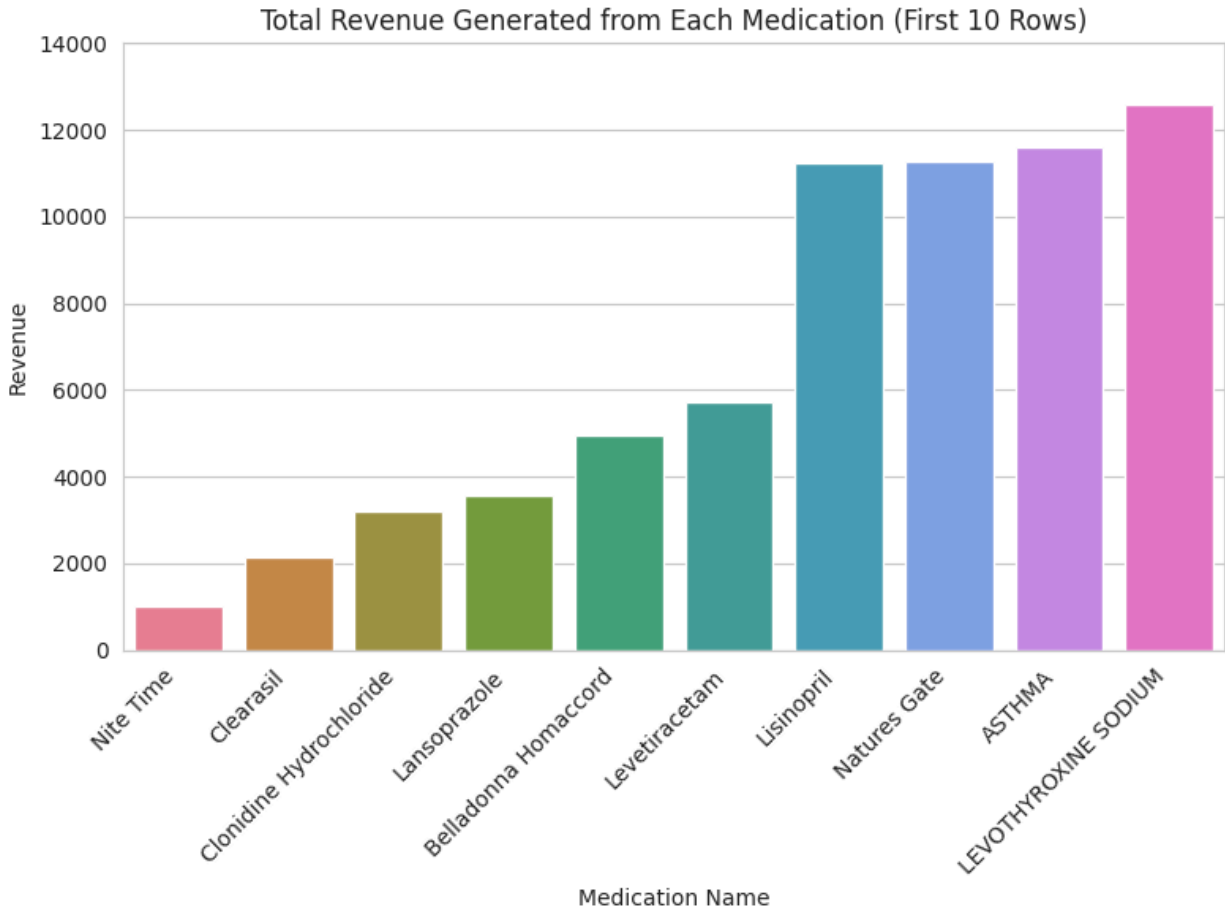
1.



2.



3.



4.

