



Apex Health Pharmacy

Sales Analysis

Agenda

- ❏ Project Recap
- ❏ Problem
- ❏ Analytics team
- ❏ Process
- ❏ Insights
- ❏ Recommendations




Project Recap

Apex Health is an infant community pharmacy located in Otito bus stop, Ishefun.

The pharmacy is involved in the sale of both drugs and non-drug items.



Problem

- ❑ The company would like to uncover insights concerning:
 - ❑ Profit and total sales the company made in 2023
 - ❑ The products generating the most revenue and profit
 - ❑ Best performing products
 - ❑ Products which sold the most unit
 - ❑ Price change across products
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Analytics Team

Eti-ini Umoh

Data Analyst



Process

- ❏ Data Understanding
- ❏ Data Cleaning
- ❏ Data Modelling
- ❏ Data Analysis
- ❏ Uncovering Insights



Insights

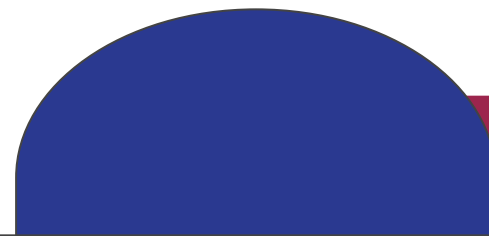
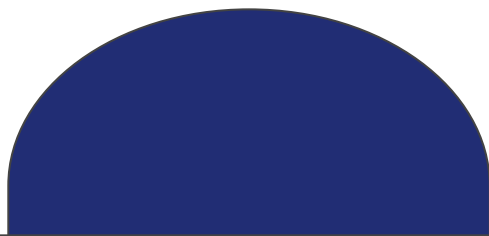
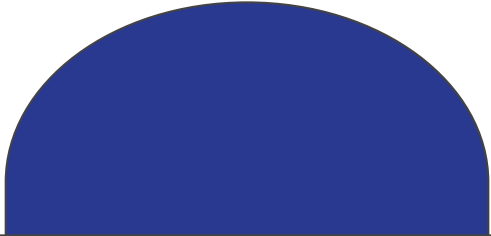
1046

**UNIQUE
ARTICLES**

43

**UNIQUE
CLASS**

**AMATEM
SOFTGEL
MOST
PROFITABLE**

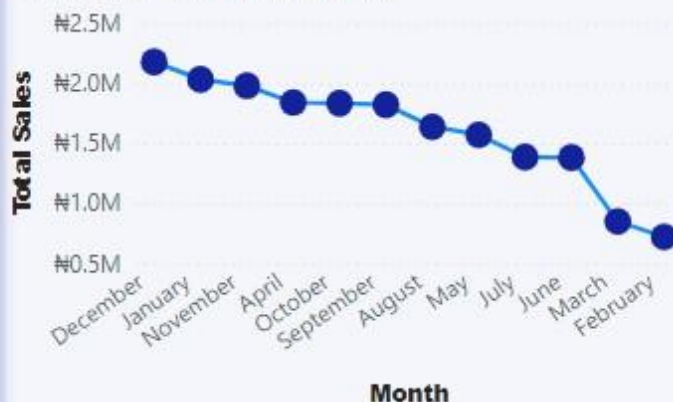


APEX HEALTH SALES ANALYSIS, 2023

Total Profit of top Articles



Total Sales in Each Month



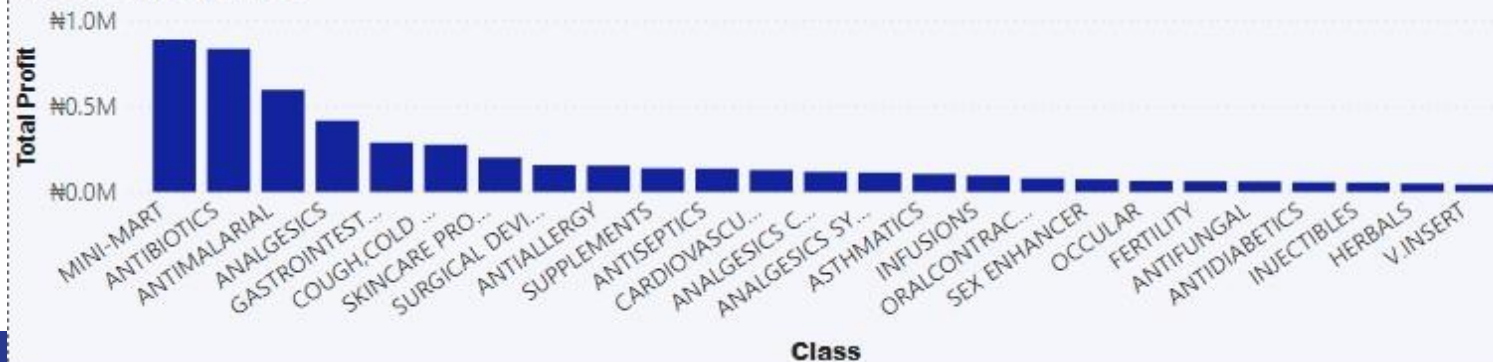
₦4.9M

Total Profit

₦38.5M

Total Sales

Total Profit by Class



₦139,524

Max Daily Sales

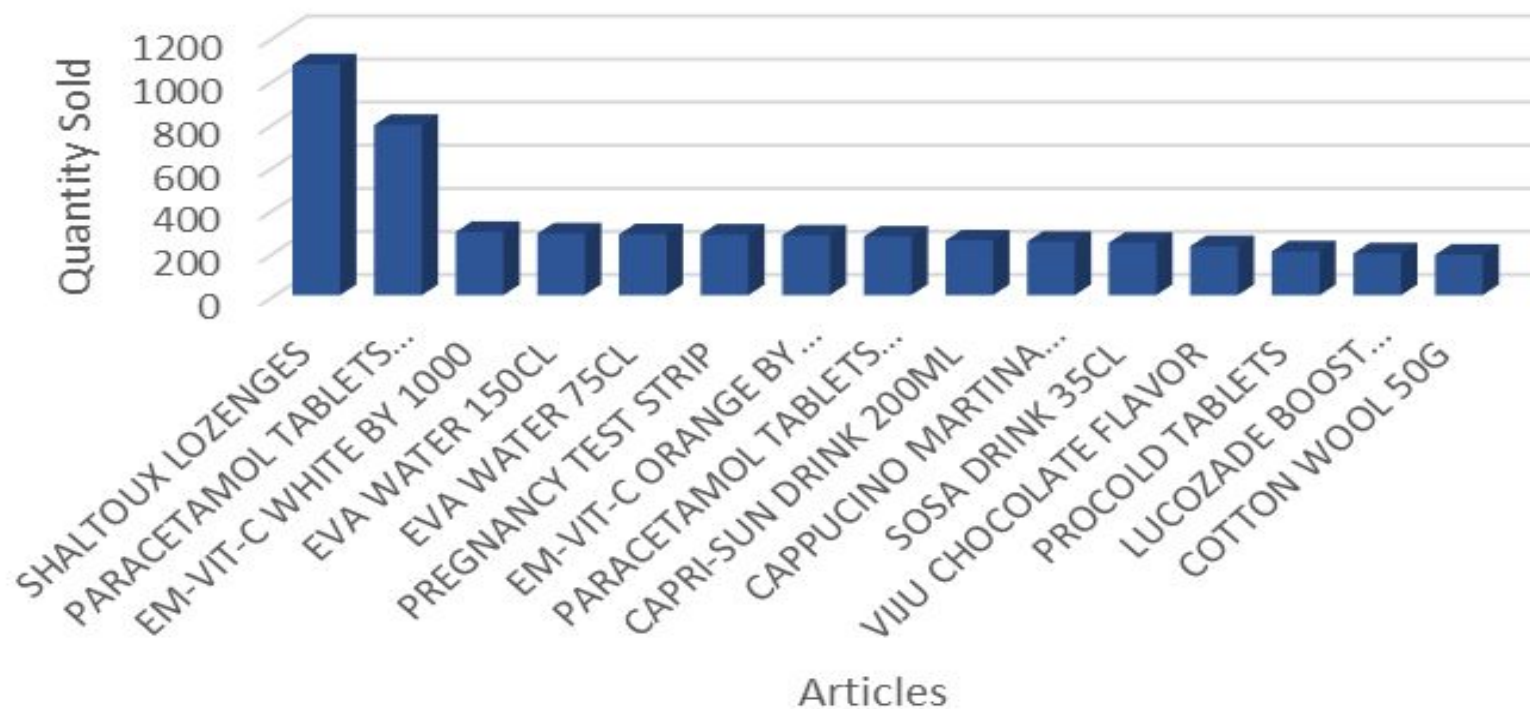
₦5,330

Min Daily Sales

₦54,683.89

Average Daily Sales

Quantity Sold Per Article



Summary

The pharmacy's customers and patients spend readily on Antimalarials, Antibiotics, Analgesics and mini mart items.

Necessary adjuncts to these categories should be promoted to boost sales

January and December are festive periods, patients and customers are also willing to make purchases during the season. Products should always be made available to satisfy their needs.

For future purpose; if possible, customer names should be recorded to gain insights as well as walk-ins per day





Thank you
for listening
Any Question?

