SALES DASHBOARD

#Pharmaceutical_Data

- *About*
- *Overview*
- *Actual vs Target*
- *Product*
- *Cluster*
- *Rep Performance*
- *Decomp. Tree (RCA)*
- *Summary*

Guide Before Started

Description

-This Dashboard is designed to deliver Financial Summary (Sales & Target) for **Pharmaceutical** Database.
- Based on this Report & analysis, a Summary of the highlighted points and recommendation will be demonstrated in the summary page.

Boards

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How to Run

- Using a user friendly user interface combined with Filters *(Slicers Applied in all pages)* to help the user to reach the deepest detail and numbers.
- Page navigator (Boards) helps to move faster in Report pages.
- Most of the used visualization objects supports Personalize visuals functionally.

Definitions & Acronyms

Terms:
- **Sales Variance =** Actual Total Sales - Target Amount
- **Achievement (A/T%) =** Actual Total Sales / Target Amount
- **YoY% =** Year Over Year (Sales Change Rate)
- **MoM% =** Month Over Month (Sales Change Rate)

Definitions:
- **RCA =** Root Cause Analysis

Filters:
- **Date:** Period from 2017 to 2022
- **Product Category:** According to product family
- **Cluster:** Client's Organization
- **Representative :** Sales Persons

SALES DASHBOARD ANALYSIS

Date: All

Product Category: All

Cluster: All

Representative: All

Apply all Slicers

Remove all Slicers

Sales Amount 15.15M

Target Amount 17.15M

YearOverYear% 29.60%

MonthOverMonth% 1.01%

Achievement (A/T%) 88.36%

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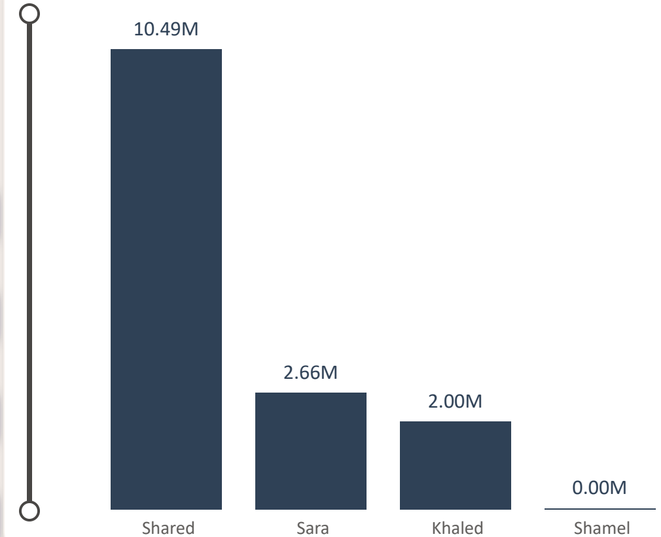
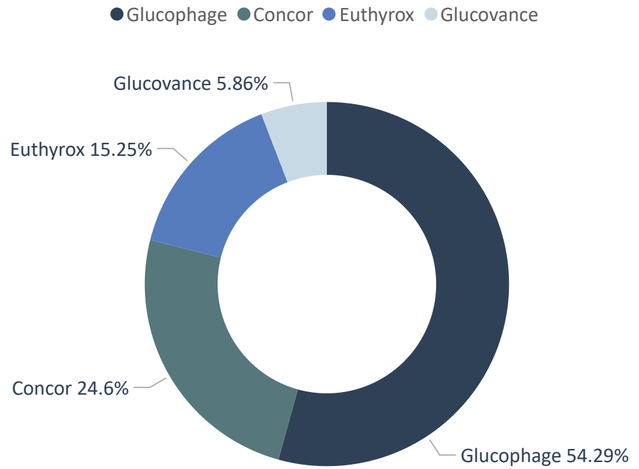
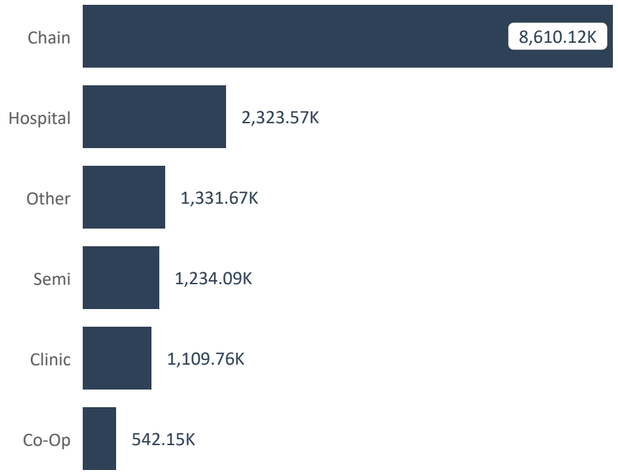
Sales Per Representative



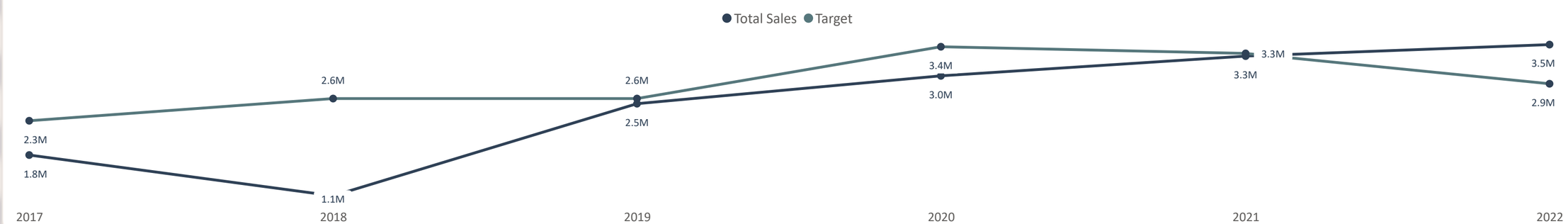
Sales % Per Product Category



Sales Per Cluster



Sales and Target By Date



SALES DASHBOARD ANALYSIS

Date: All

Product Category: All

Cluster: All

Representative: All

Apply all Slicers

Remove all Slicers

Sales Amount 15.15M

Target Amount 17.15M

Sales Variace -1.995M

YearOverYear% 29.60%

Achievement (A/T%) 88.36%

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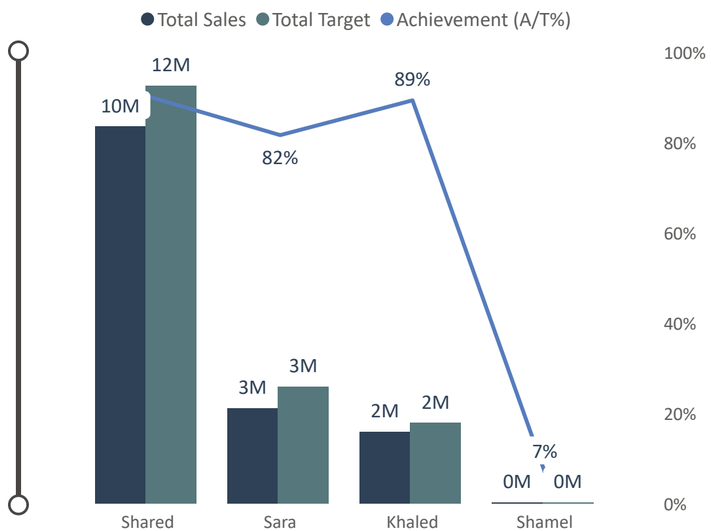
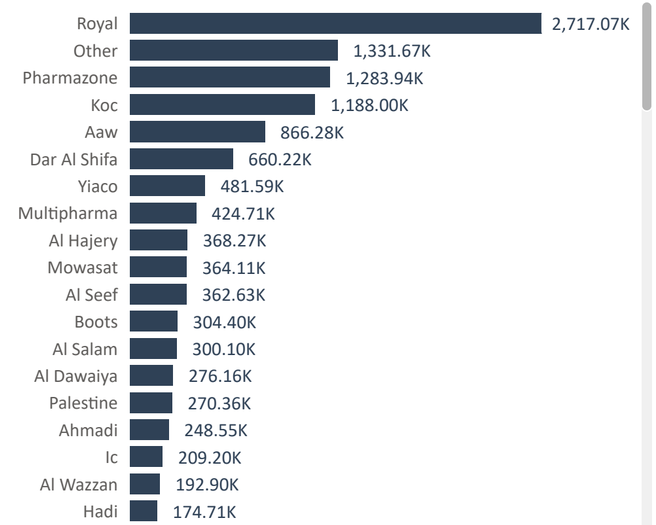
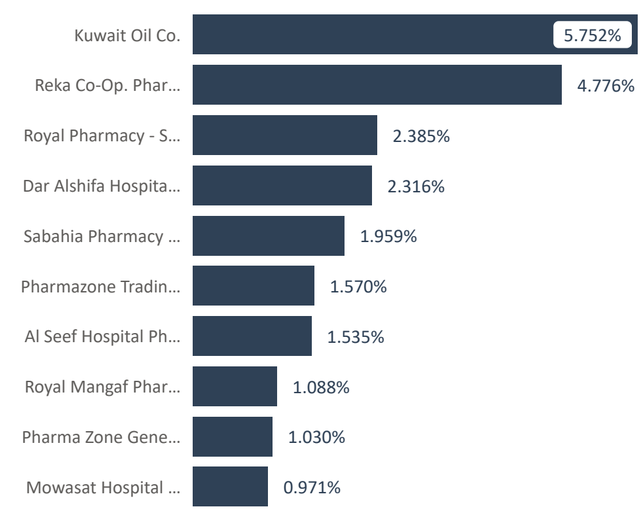
Sales and Target Per Representative



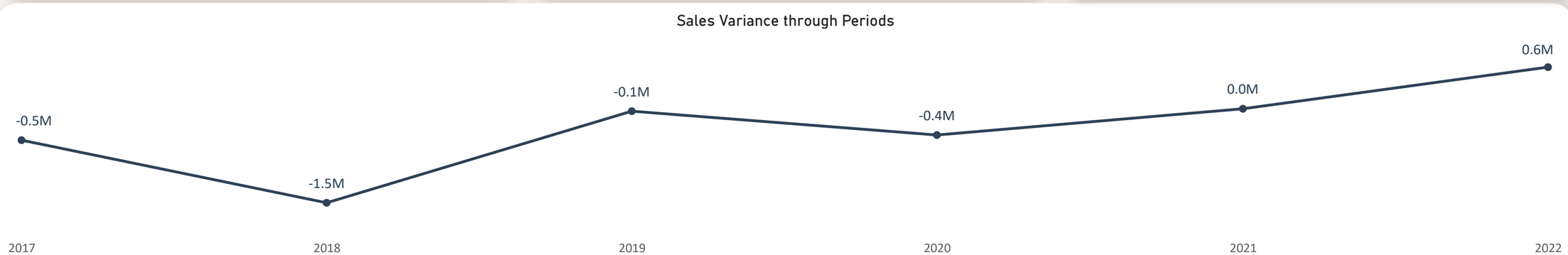
Sales Per Group



Top 10 Account Per AvgSalesVariance



Sales Variance through Periods



SALES DASHBOARD ANALYSIS

Date: All

Product Category: All

Cluster: All

Representative: All

Apply all Slicers

Remove all Slicers

Sales Amount 15.15M

Target Amount 17.15M

YearOverYear% 29.60%

Achievement... 88.36%

Sold Units 4.28M

AvgQtySold 51

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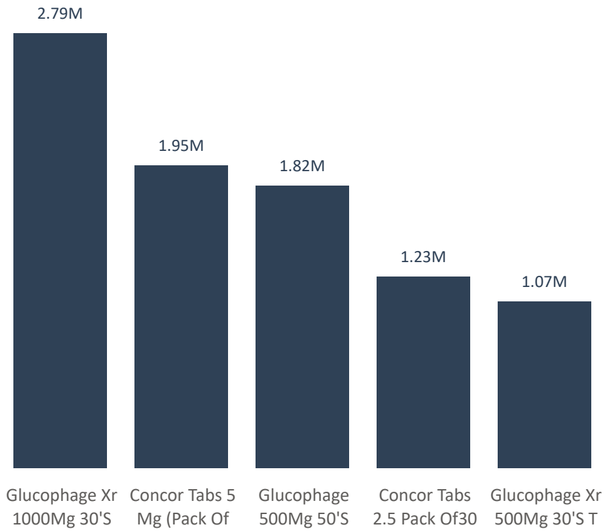
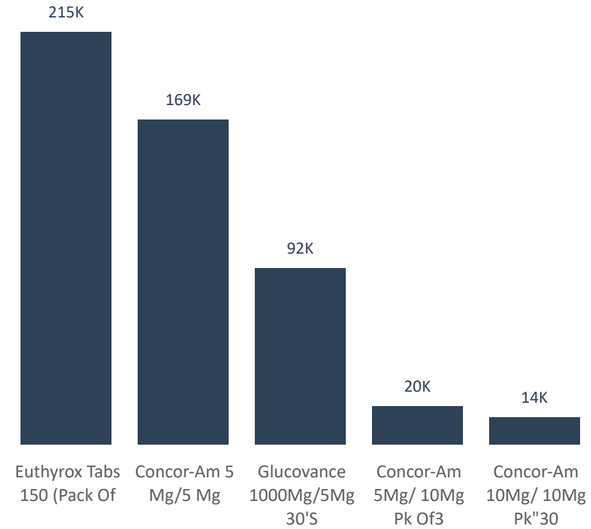
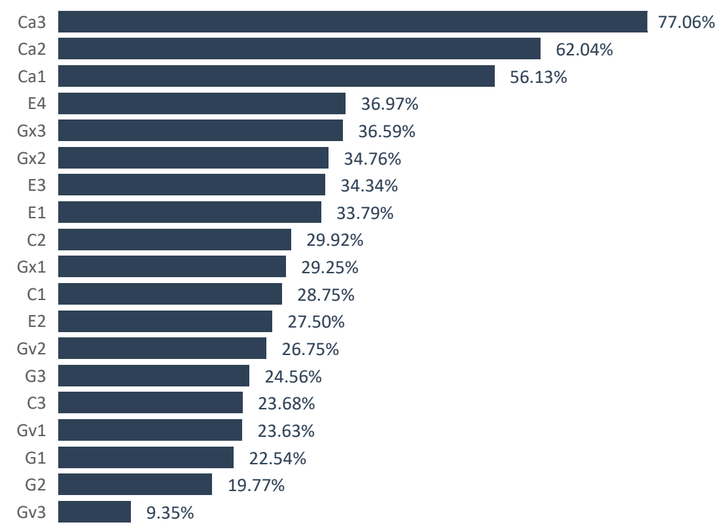
Top 5 Products



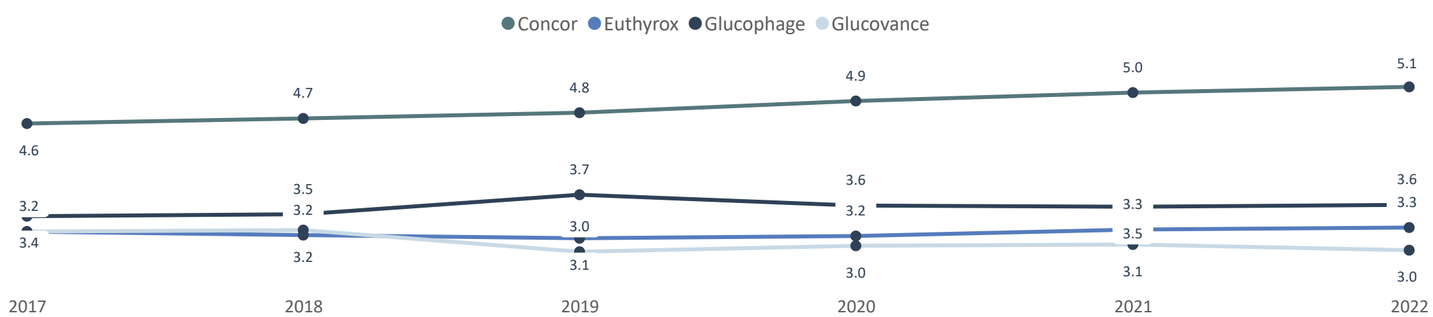
Lowest 5 Products



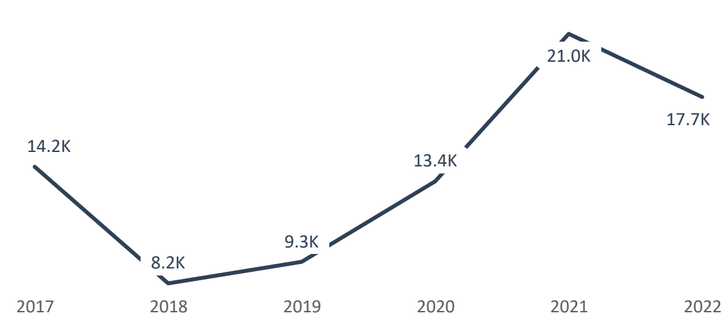
YoY% Product Status



AVG Selling Price Per Price Unit



QNT of Unit Sold by Year



SALES DASHBOARD ANALYSIS

Date: All | Product Category: All | Cluster: All | Representative: All | Apply all Slicers | Remove all Slicers

Number of Clusters: 6

Number of Groups: 92

Number of Accounts: 993

Boards

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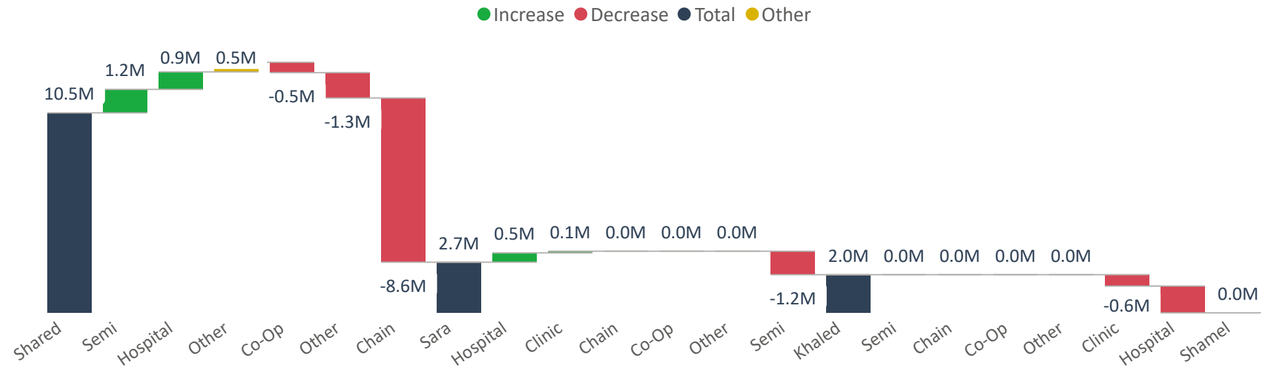
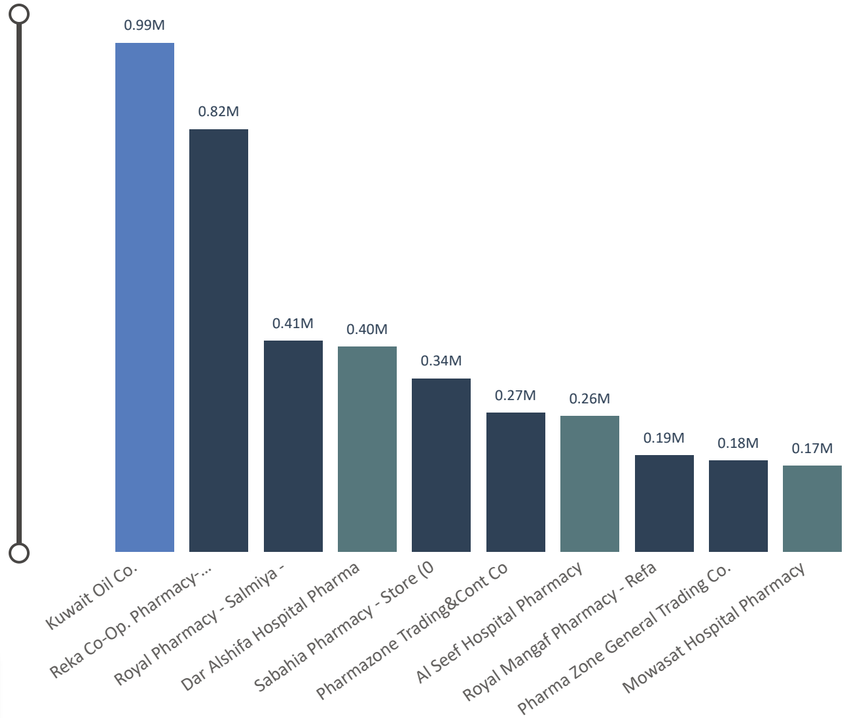
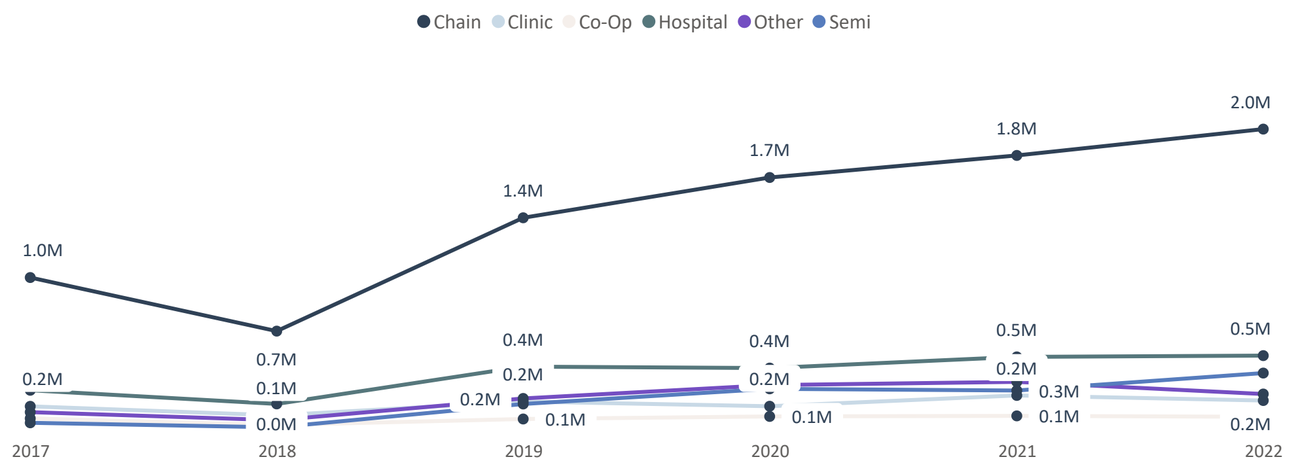
Sales by Representative and Cluster breakdown



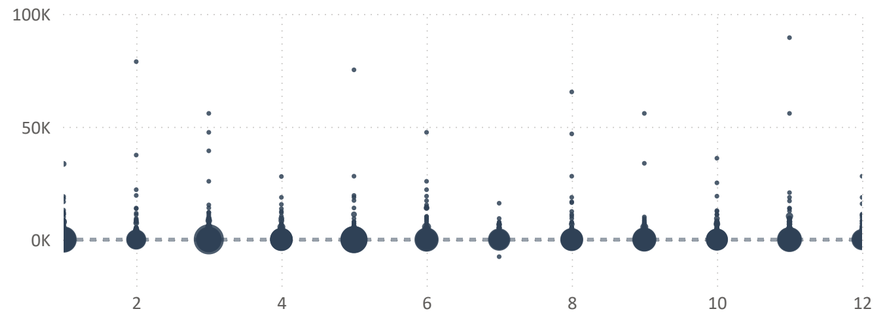
Sales Per Account & Cluster



AVG Selling Price Per Cluster



Sales Per Month by Cluster (Low Correlation)



SALES DASHBOARD ANALYSIS

Date: All

Product Category: All

Cluster: All

Representative: All

Apply all Slicers

Remove all Slicers

Sales Amount	15.15M
Target Amount	17.15M
YearOverYear%	29.60%
Achievement (A/T%)	88.36%
Sales Persons	4

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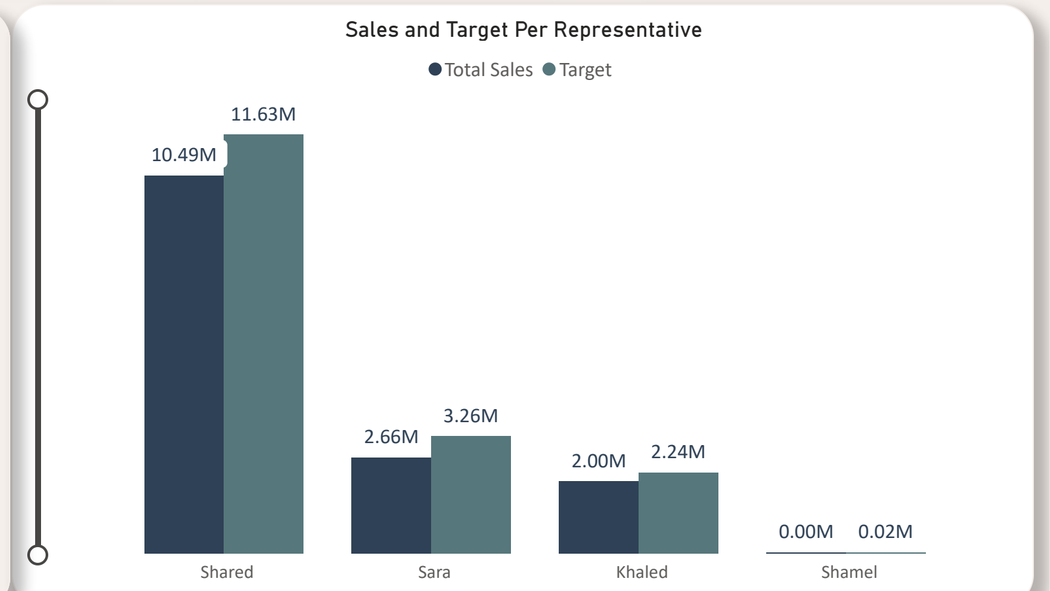
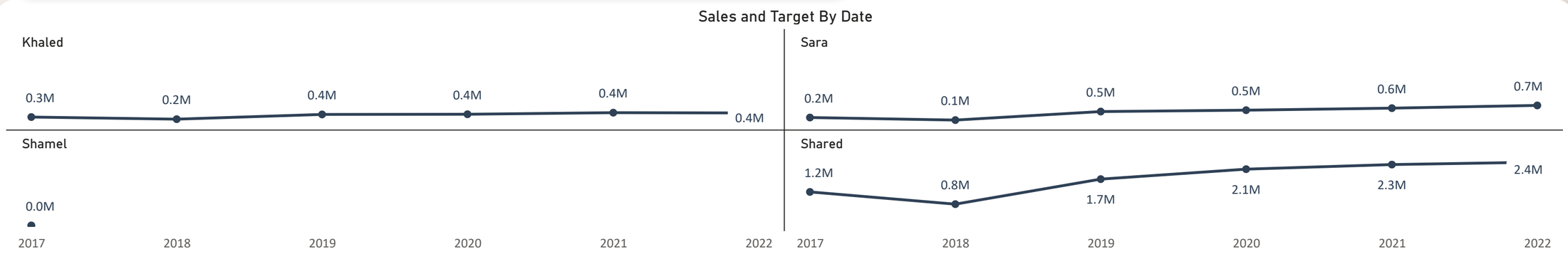
Year	Sales	Target	Sales Variace	Achievement (A/T%)
2022	3,460,205	2,855,901	604,304	121.16%
2021				
Shared	2,266,910	2,253,924	12,986	100.58%
Shamel		4,650	-4,650	
Khaled	423,727	434,422	-10,695	97.54%
Sara	591,909	631,273	-39,364	93.76%





RCA (2018 Drop)

Date: All

Product Category: All

Cluster: All

Representative: All

Apply all Slicers

Remove all Slicers

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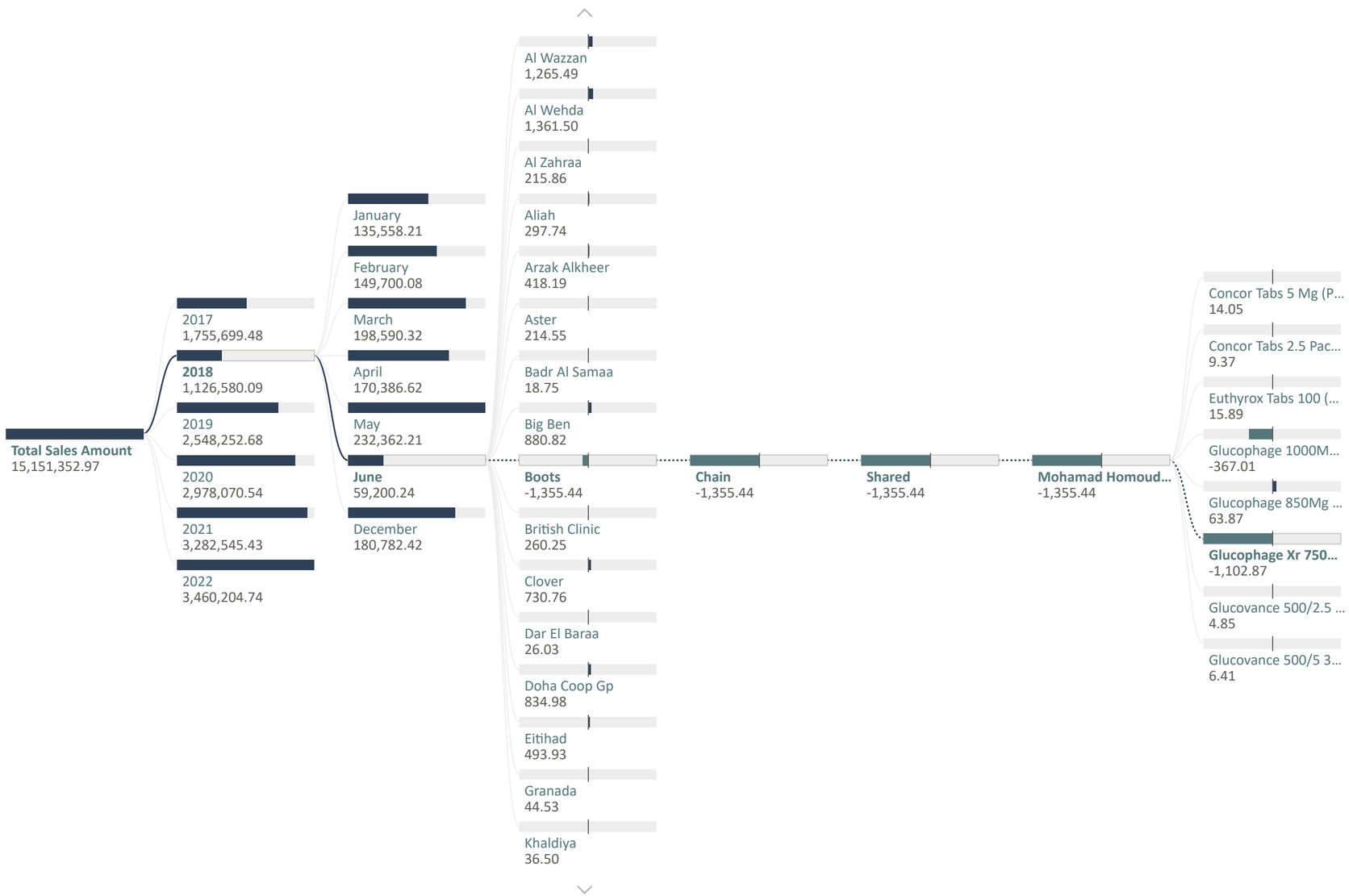
Year: 2018 | Month: June | Group: Boots | Cluster: Chain | Representative: Shared | Account: Mohamad Homoud ... | Product



Analysis Summary

General Overview based on Analysis

- Target isn't achieved in all year but once in **2022** by **121.16% (+604.30K)**

- Target isn't achieved in all year but once in **2018 (-1.5M)** has the lowest unachievable target as shown in Decomposition Tree Analysis.

- Some Sales Persons **(Shamel)** didn't sell any product from 2018 to 2022 which and his sales in 2017 was minor **3.20K** (Could be neglected in a long term) to not affect target.

- All Sales Persons expect **(Shamel)** did achieve their target in **2022 & Some in 2021**, and to continue keeping achieving a periodically awareness session about the updates & the products.

- **Glucophage** Family has the **highest** sales (**54.29**% from the total sales)while a plan of action could be set to distribute & work **Glucovance** Family as it has the **lowest** sales (**5.86**% from the total sales)

- While **Concor** family record the highest price selling per unit each year and its sales close to **Glucophage** family, Glucophage family has the highest sales records.

- Clusters such as Shared (Group of Pharmacies, etc.) records the highest sales amount on Clusters level while Account such as Kuwait Oil Co. has the highest sales sales amount which contributes in Semi Cluster, which we can focus as well to sell to the accounts belongs to this cluster

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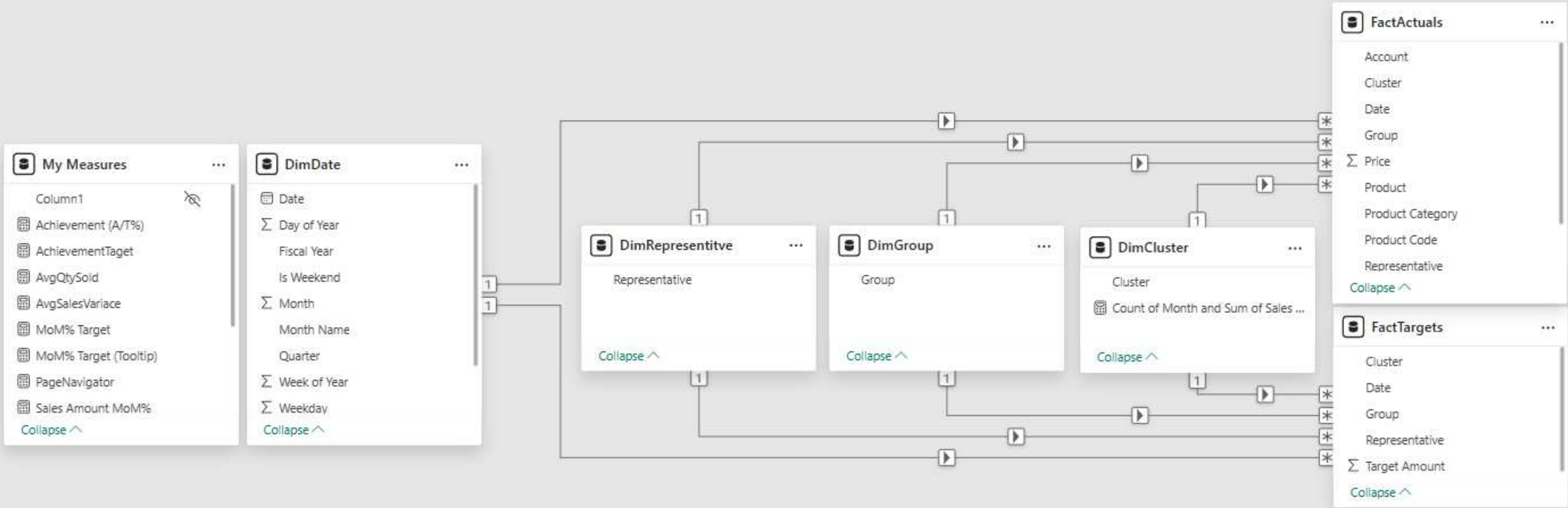
My Measures
Column1
Achievement (A/T%)
AchievementTaget
AvgQtySold
AvgSalesVariace
MoM% Target
MoM% Target (Tooltip)
PageNavigator
Sales Amount MoM%
Collapse
DimDate
Date
Day of Year
Fiscal Year
Is Weekend
Month
Month Name
Quarter
Week of Year
Weekday
Collapse
DimRepresentitve
Representative
Collapse
DimGroup
Group
Collapse
DimCluster
Cluster
Count of Month and Sum of Sales ...
Collapse
FactActuals
Account
Cluster
Date
Group
Price
Product
Product Category
Product Code
Representative
Collapse
FactTargets
Cluster
Date
Group
Representative
Target Amount
Collapse
1
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