

SALE PERFORMANCE ANALYSIS NOVAMED SOLUTIONS





CASE OVERVIEW



NovaMed Solutions, a leading pharmaceutical distributor, is facing challenges in optimizing sales performance, managing inventory efficiently, and identifying key market opportunities.

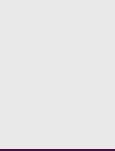
The company serves a diverse healthcare sector, ensuring the availability of essential medications. However, inefficiencies in demand forecasting, stock management, and customer engagement strategies have impacted operational effectiveness.



Over the past year, NovaMed Solutions has collected comprehensive sales data, including revenue, profit margins, drug performance, and customer demographics. This dataset provides a valuable opportunity for in-depth analysis, trend identification, and data-driven decision-making to enhance business strategies and streamline operations.



TOP | BOTTOM ANALYSIS





SALES PERFORMANCE ANALYSIS

KPI'S

Number of
customers

200

Cost of Goods
sold

12.95M

Total
Revenue

71M

Total
Profit

58M

Total Qty Sold

269K

Profit Margin

82%

NovaMed Solutions | Sales Performance Analysis

Top/Bottom Analysis

Customer Analysis

Age range
All

Metric
Total rev...

Month

Jan

Feb

Mar

Apr

May

Jun

Jul

Aug

Sep

Oct

Nov

Gender
All

DrugName
All

Number of...
200

COGS
£12.85M

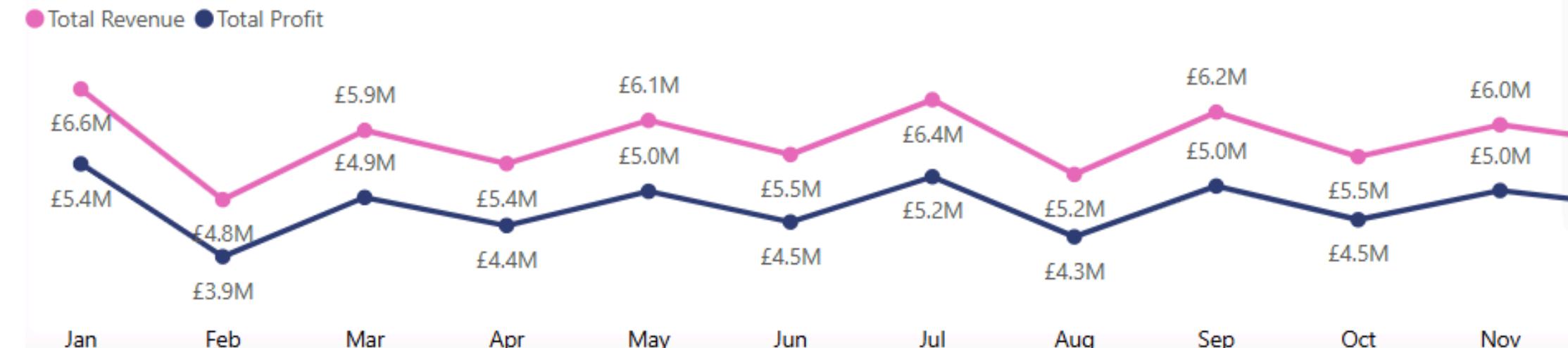
Total Revenue
£71M

Total Profit
£58M

Profit Margin
82%

Total Qty Sold
269K

Revenue and Profit by Month



Filters and slicers affecting this visual

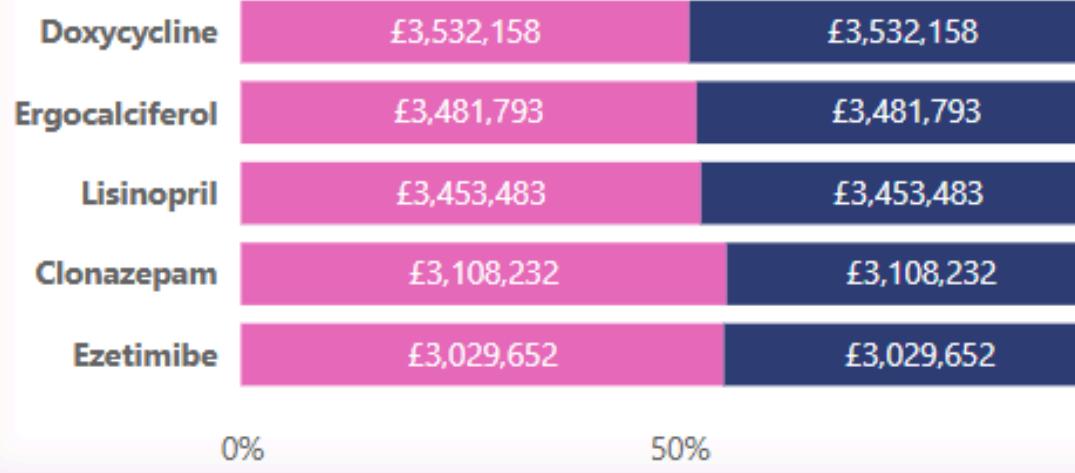
Excluded (1)	(Blank) (Month)
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Metric	is Total revenue
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Jane Brown	£3,943,315
Bob Smith	£3,727,469
Alice Smith	£3,309,477
	£3,276,114
	£3,121,059

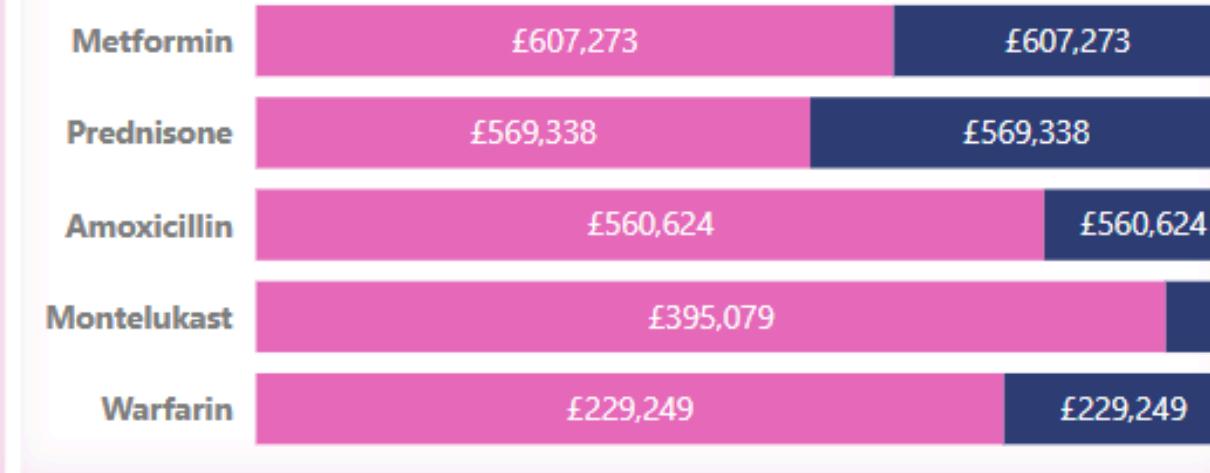
Top 5 Drugs by Revenue & Profit

Total Revenue ● Total Profit



Bottom 5 Drugs by Revenue & Profit

Total Revenue ● Total Profit



Bottom 5 customers by Profit and Total Revenue by FullName

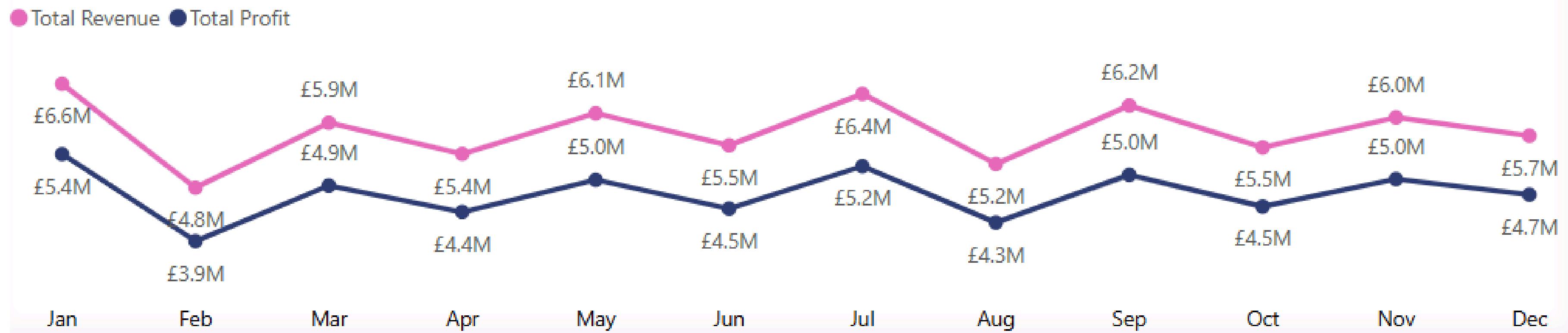
Total Profit ● Total Revenue

Alice Brown	£1,629,109	£1,629,109
Alice Williams	£1,547,364	£1,547,364
Carol Jones	£903,938	£903,938
Jane Smith	£606,666	£606,666
Carol Smith	£274,432	£274,432



REVENUE | PROFIT BY MONTH

Revenue and Profit by Month

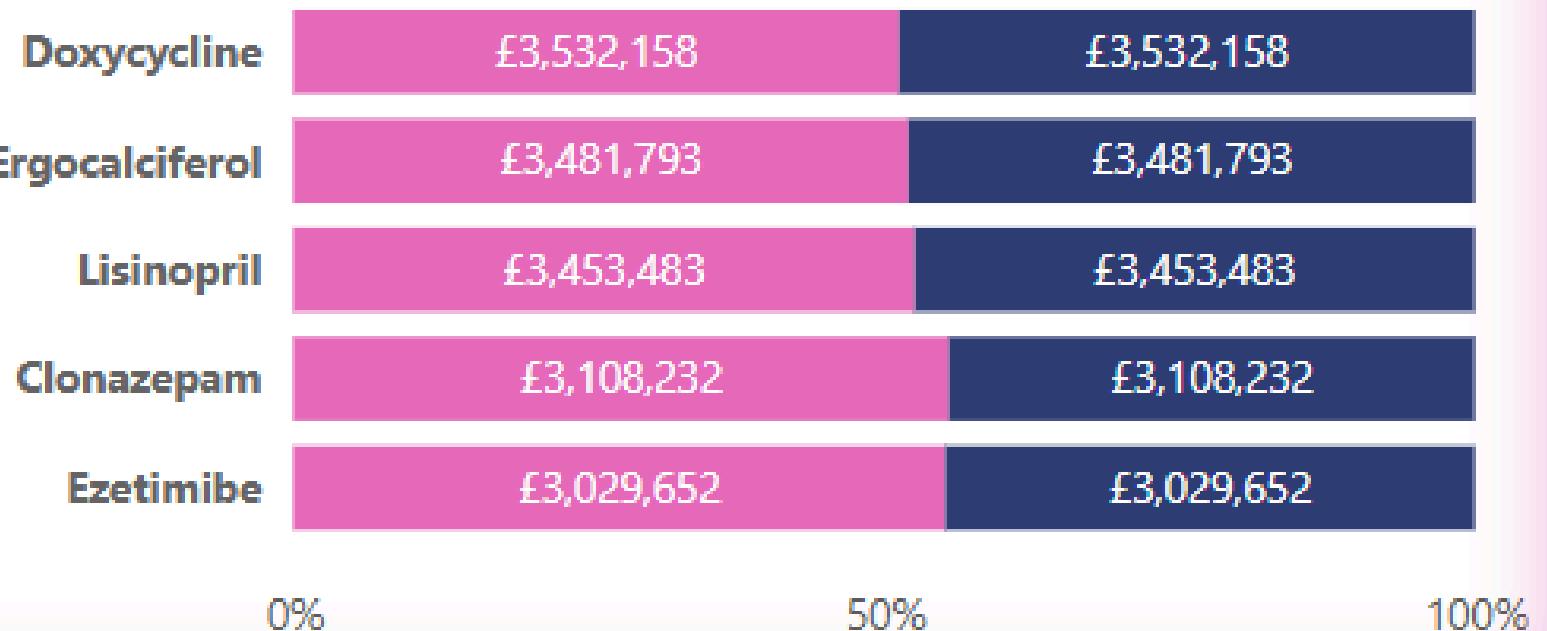


January had the highest revenue (£6.6M), which was 36.99% above February higher than the lowest month which were the month of April, August & October.

TOP 5 | BOTTOM 5 DRUG BY REVENUE & PROFIT

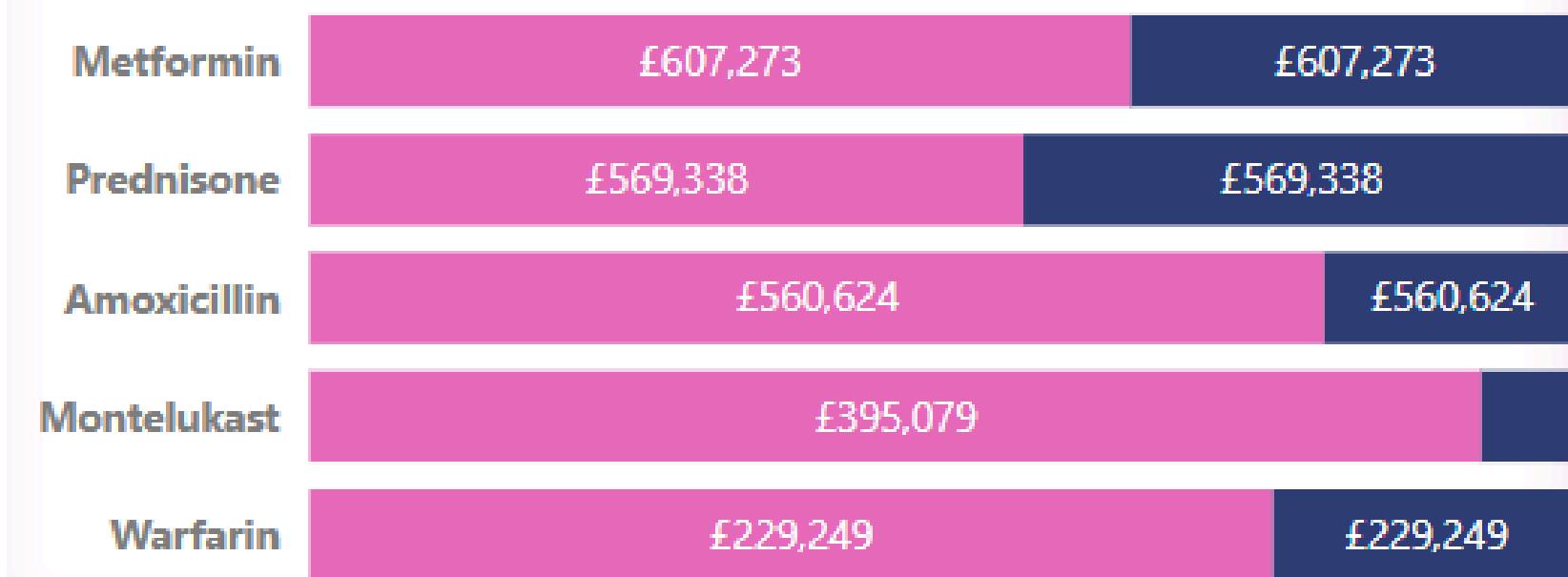
Top 5 Drugs by Revenue & Profit

● Total Revenue ● Total Profit



Bottom 5 Drugs by Revenue & Profit

● Total Revenue ● Total Profit



Doxycycline significantly performs contributing 4.97% of the total revenue and with the entire top 5 outperforming the bottom 5 drugs.

Warfarin had the lowest sales at £229,249, followed by Metformin at £607,273, making them the bottom two performing drugs by revenue.

TOP 5 | BOTTOM 5 CUSTOMER BY REVENUE & PROFIT

David Johnson was the top-performing customer, generating £3,943,315 in revenue. In contrast, Alice Smith, while still among the top five, brought in £3,121,069, making her the lowest contributor within the top customer group

Top 5 customers by Profit and Total Revenue by FullName

● Total Profit ● Total Revenue

Customer Name	Total Profit	Total Revenue
David Johnson	£3,943,315	£3,943,315
Bob Williams	£3,727,469	£3,727,469
Jane Brown	£3,309,477	£3,309,477
Bob Smith	£3,276,114	£3,276,114
Alice Smith	£3,121,059	£3,121,059

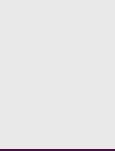
Bottom 5 customers by Profit and Total Revenue by FullName

● Total Profit ● Total Revenue

Customer Name	Total Profit	Total Revenue
Alice Brown	£1,629,109	£1,629,109
Alice Williams	£1,547,364	£1,547,364
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CUSTOMER ANALYSIS



NovaMed Solutions | Sales Performance Analysis

Top/Bottom Analysis

Customer Analysis

Age range Gender

Country

All

Number of...
200

COGS
£12.85M

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Month

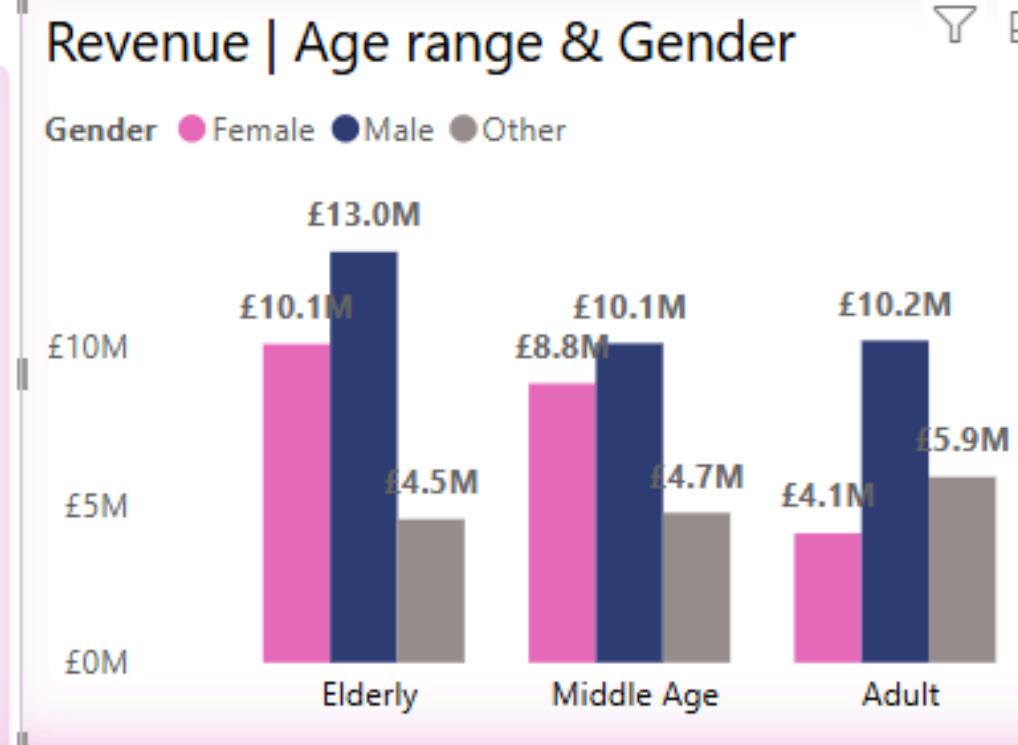
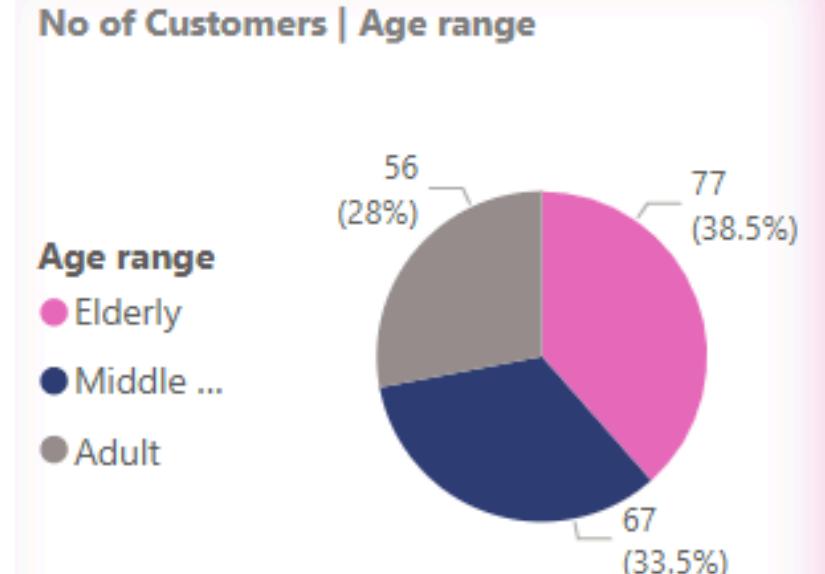
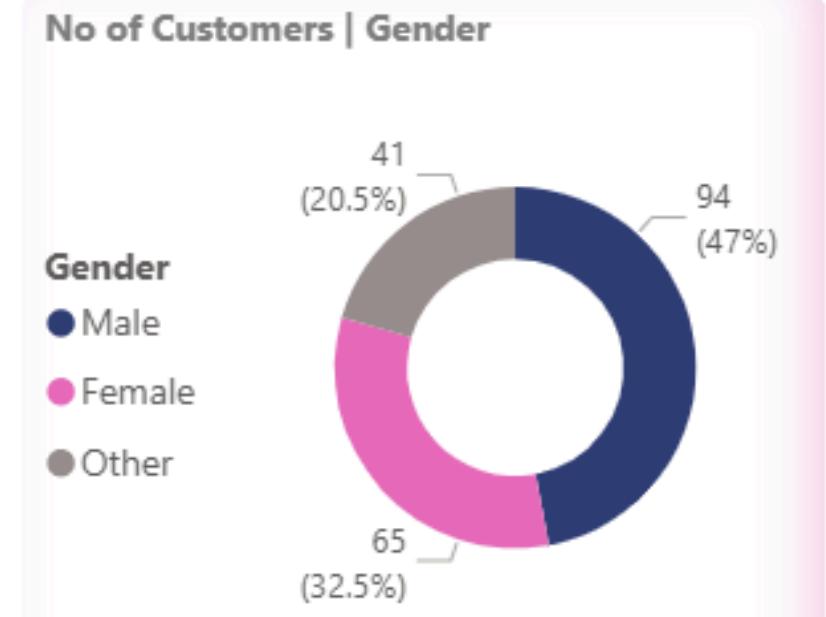
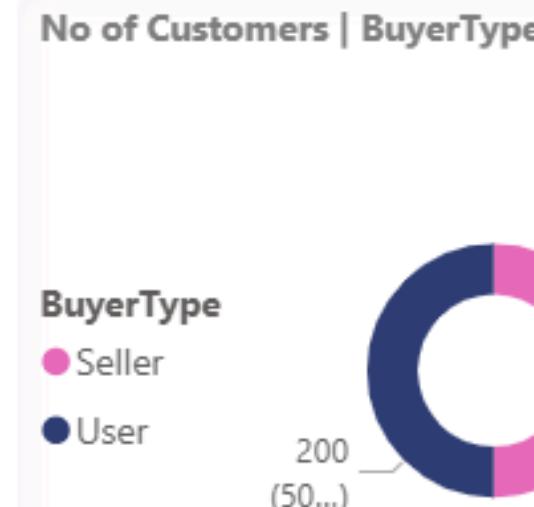
Jan

Feb

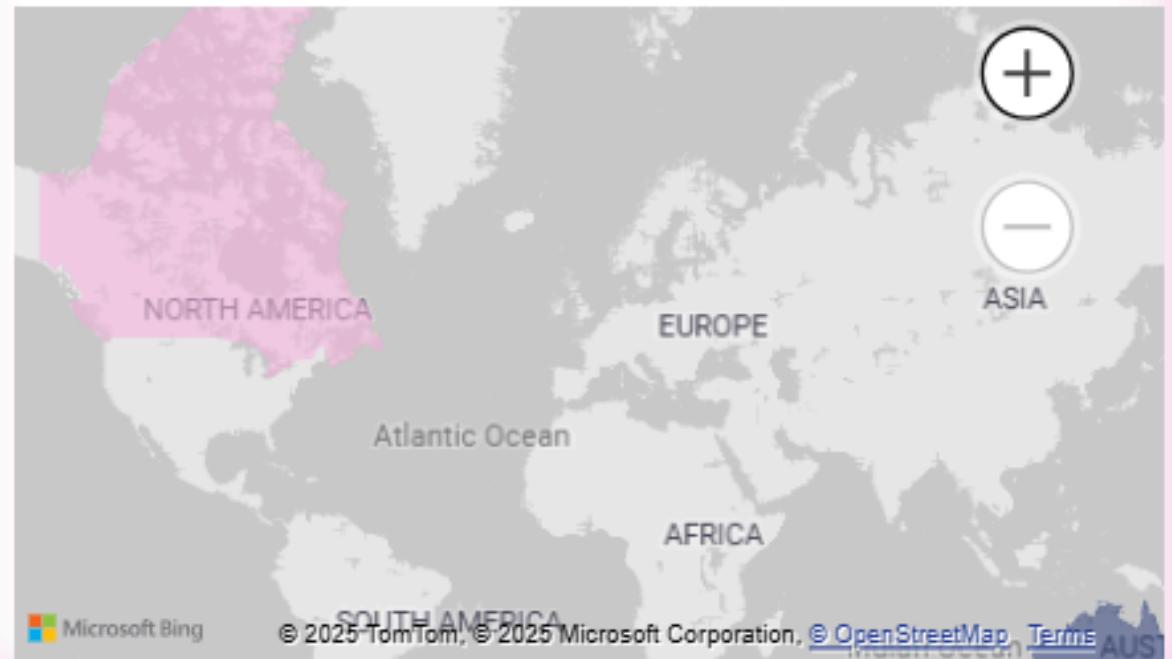
Mar

Apr

May



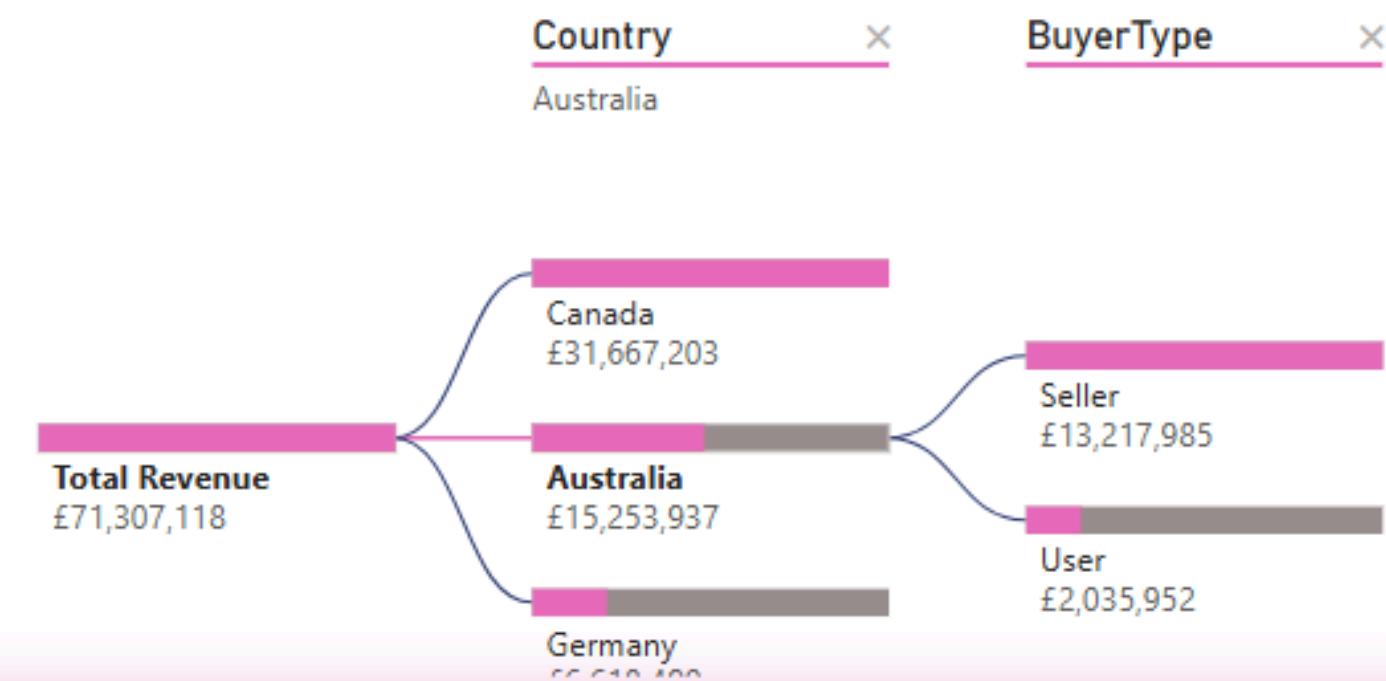
Total Revenue by Country



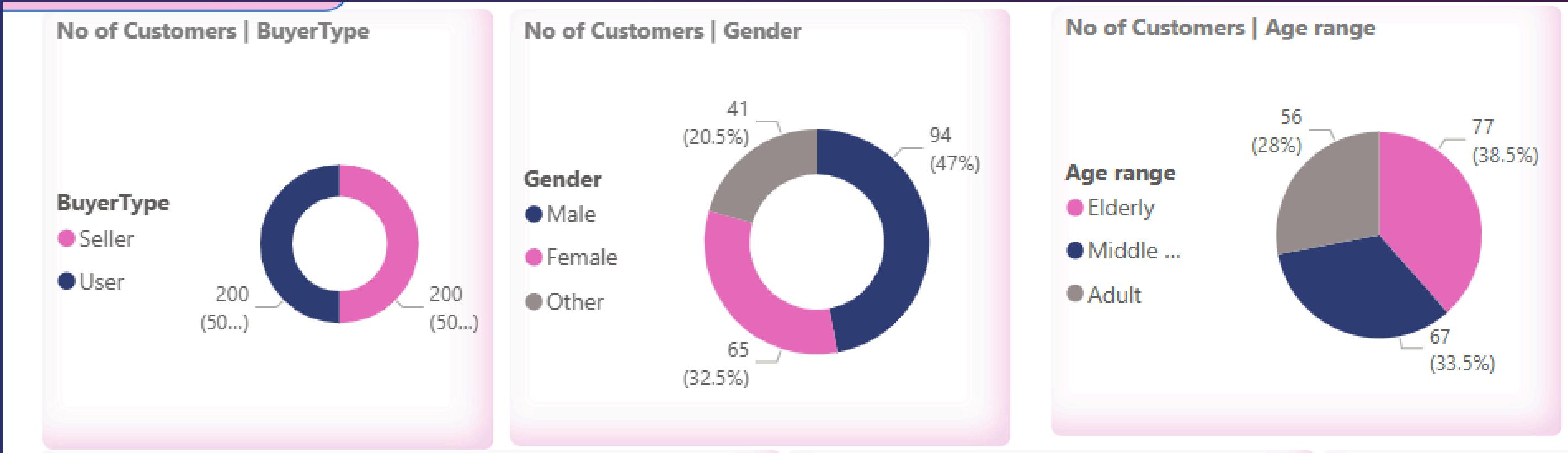
Average Revenue | Buyer Type



Revenue Distribution | Country & Customer Type



CUSTOMER DISTRIBUTION BY AGE | GENDER | BUYER TYPE

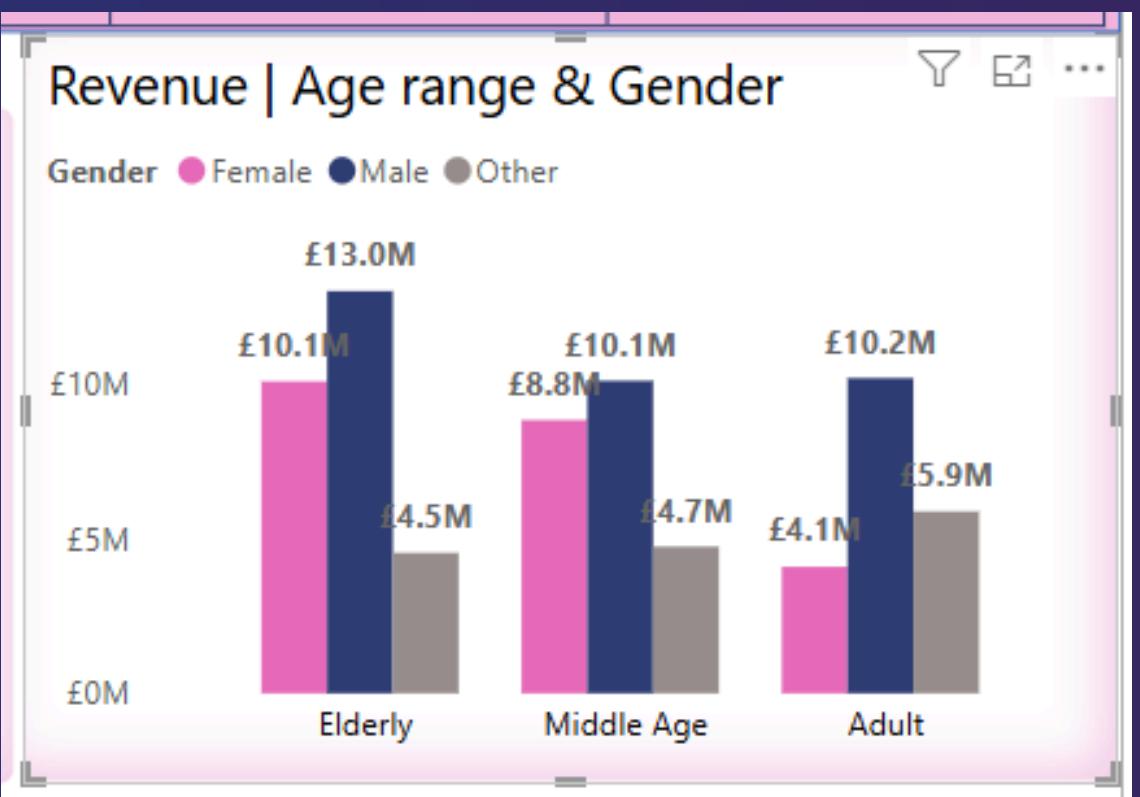


The buyer types are evenly split, with Sellers and Users each accounting for 50% of the customer base.

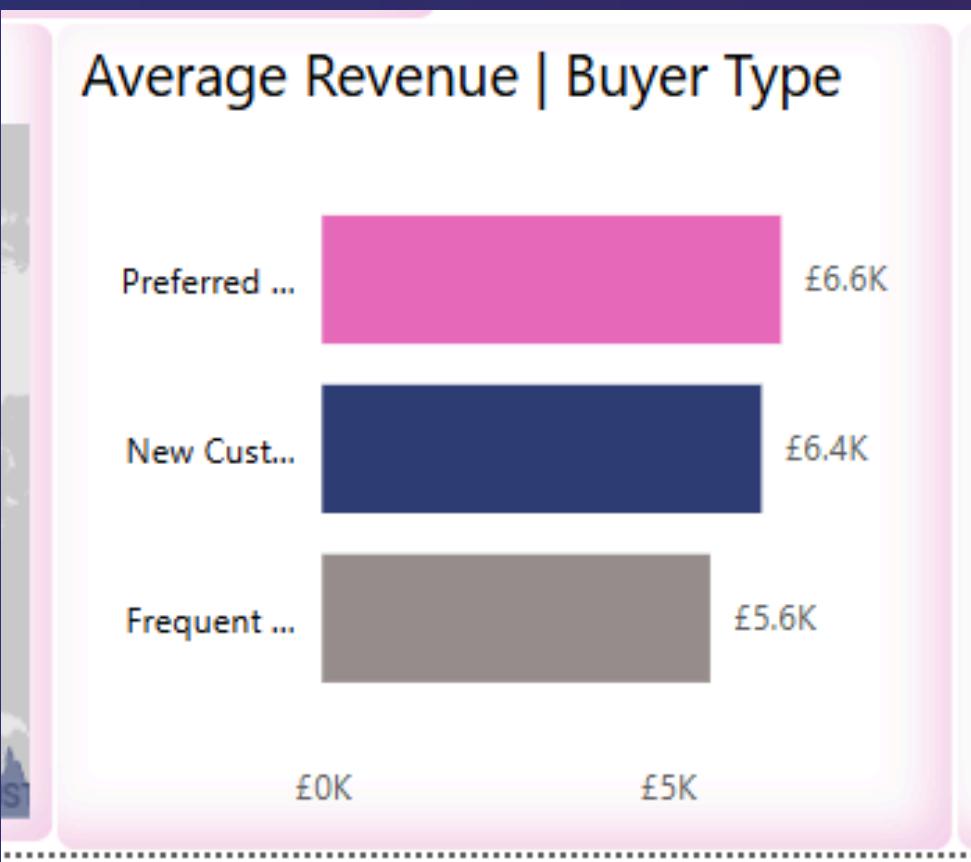
In terms of gender, males made up the largest portion at 47%, while females accounted for 32.5%. The remaining 20.5% may represent other genders, undisclosed information. the customer base. Customers were categorized into three age groups: Adult (18–38 years), Middle-aged (39–58 years), Elderly (59–79 years) Among these groups, the Elderly segment had the highest representation, making up 38.5% of the customer base, suggesting that older adults are the primary consumers of NovaMed's pharmaceutical products.



AVERAGE REVENUE BY AGE RANGE & GENDER BY REVENUE & PROFIT

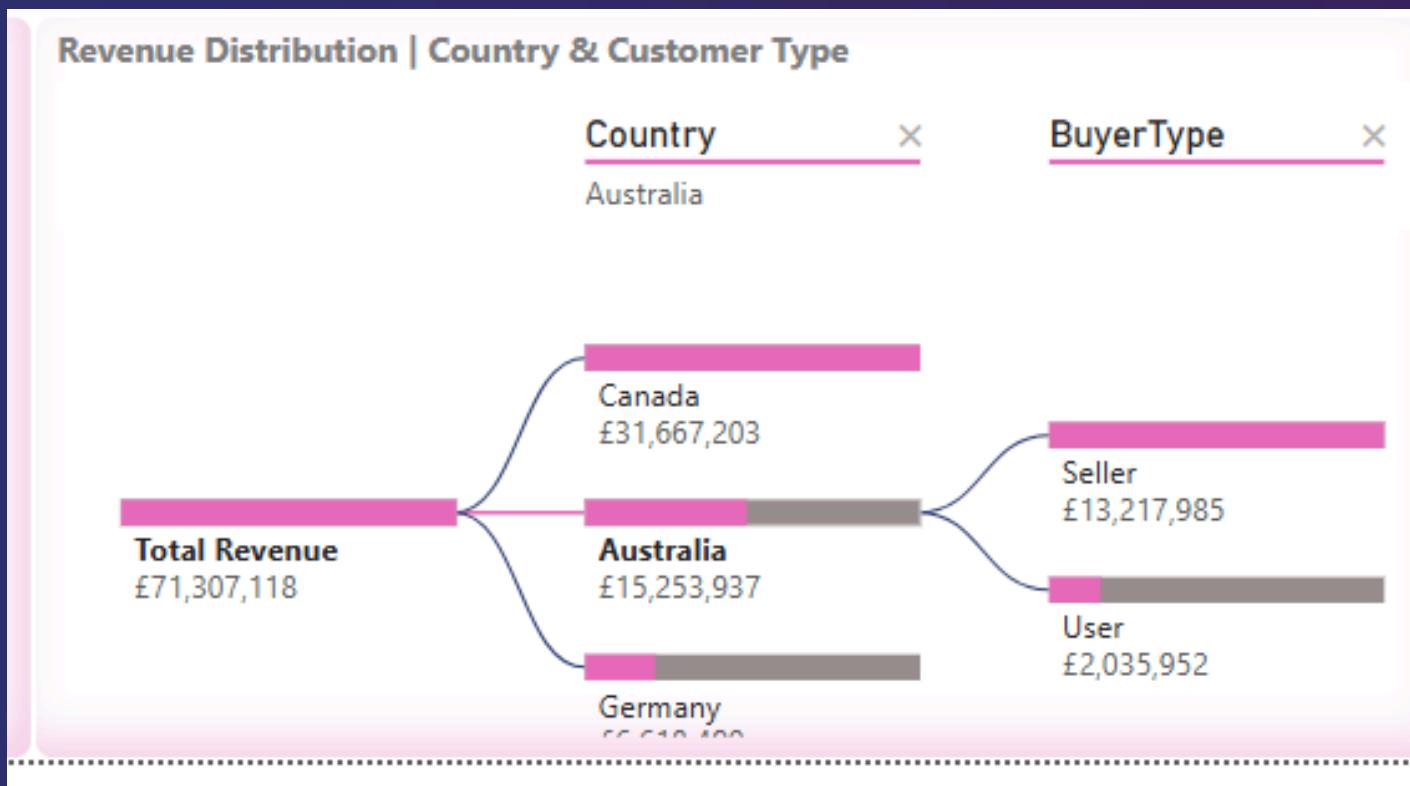


The Elderly Male segment topped the revenue chart with £13 million, contributing to a total of £25.5 million from the entire Elderly group. This was followed by the Middle-aged group, generating £23.6 million, and the Adult group, with £20.2 million in total revenue.



Among the buyer types, Preferred Customers had the highest average revenue at £6,645, followed closely by New Customers at £6,362. Frequent Buyers had the lowest average revenue at £5,621, indicating that while they purchase more often, the value per transaction may be lower.

Revenue by Top 2 Country

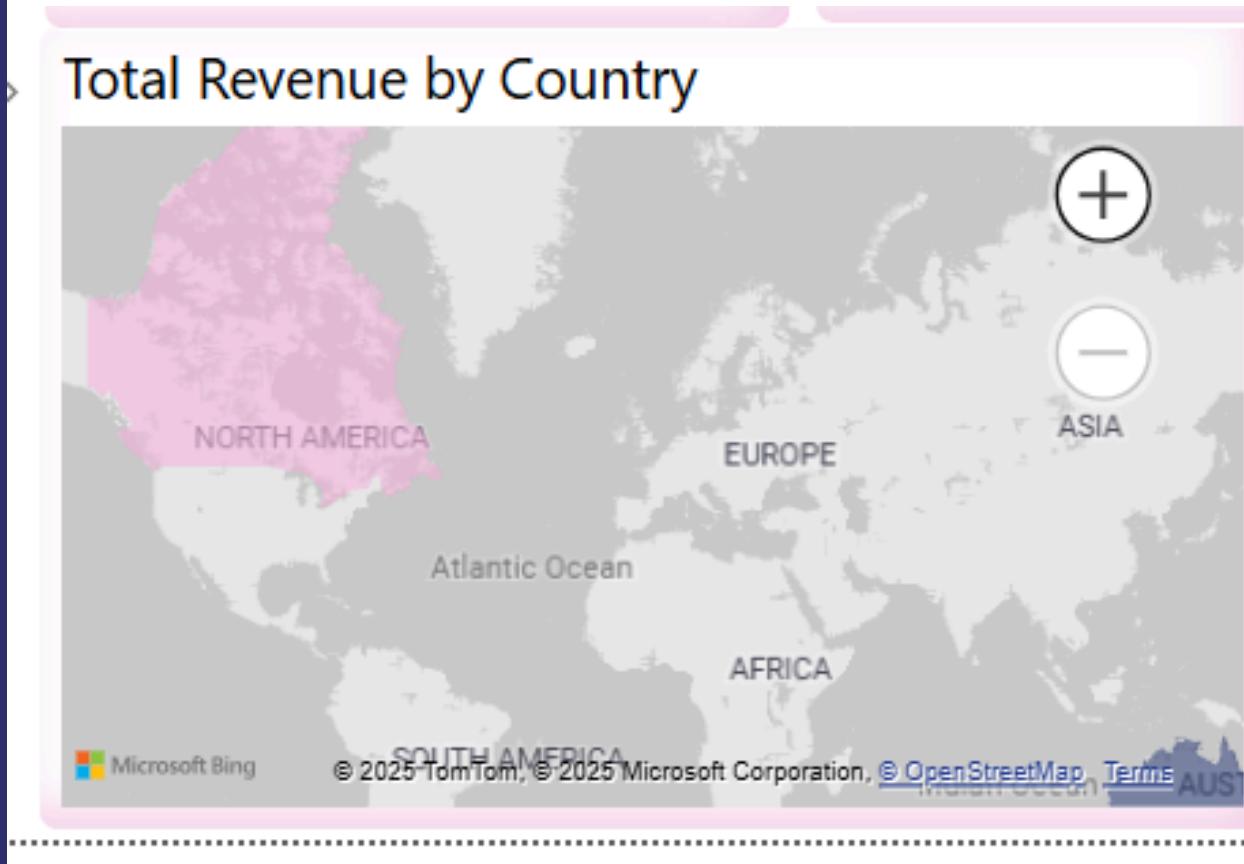


Canada stands out as the top-performing country, generating over £28 million in revenue, primarily driven by Seller-type customers.

Australia follows, with a strong Seller contribution of approximately £13 million.

Other regions, such as **France** and additional countries, contribute moderately - again with Sellers being the dominant buyer type.

Across all regions, Sellers consistently outperform Users, indicating that NovaMed's sales are primarily business-to-business (B2B) in nature.



RECOMENDATIONS



REALLOCATE MARKETING BUDGETS TO UNDERPERFORMING MONTHS

NovaMed should reallocate its Q1 marketing spend toward the three lowest-performing months, using January's campaign strategies (product bundling, promotions, or channel focus). This will help smooth out revenue inconsistencies and raise the annual revenue baseline.



PRIORITIZE PRODUCT DEVELOPMENT AND OFFERS FOR ELDERLY SEGMENT

NovaMed should tailor at least one new product bundle or loyalty tier specifically for elderly customers in the next quarter. Marketing efforts should shift to focus on this demographic, using reminders, easy reorders, and access support. If they already like us, let's make sure they love us.



Evaluate Opportunities for Growth in Smaller Markets

Strengthen engagement with high-performing Seller segments, particularly in leading markets such as Canada and Australia, where business-to-business sales are driving significant revenue.

In contrast, conduct targeted market research in France, Spain, and Italy to uncover potential barriers such as pricing sensitivity, local competition, or regulatory constraints.

Early identification of these challenges will help NovaMed tailor its approach and unlock growth opportunities in these emerging markets.



THANK YOU!

