

Assignment -2
Pharma Sales Dashboard

Assignment Date	7 NOVEMBER 2022
Student Name	ENIYAVAN R
Maximum Marks	2 Marks

Description:- Sales of Pharmaceutical products, which may include medicines, surgical devices, consumables of any form, machines, and equipment used in surgeries are called Pharma Sales. The target audience is doctors of any kind, chemists, and/or purchase in charge in hospitals or pharmacies.

Pharmaceutical sale is very different from regular sales of any kind right from the product to the customer to the process of selling. Of all the sales, Pharmaceutical sales are considered to be one of the most lucrative and most challenging jobs requiring a lot of learning on the salesperson's part.

Like every sale, there is a buyer and a seller. In this case, the buyer depends on the product of the manufacturer. We will consider all of the buyer kinds.

1. A buyer for medicines of any kind – Chemist, Distributor, Hospital Pharmacies
2. A buyer for medical devices, instruments, implants – Doctor, purchase officer

About the Pharma Dataset:

Let's understand the features of the dataset:

1. Month- January -December Months Data.
2. Customer- Hospitals & Organizations.
3. Period- Q1-Q4 are the four quarters which show the sales record quarterly.
4. Product- Different Tablets for diseases
5. Location-Sales in different regions,
6. Sales Rep- Sales Representative who sells pharma products.
7. Supplier-Pharmaceuticals companies are those who supply their products.
8. Warehouse Location- A warehouse location is a region where companies storing goods.
9. Actual-Actual sales for the product.
10. C.sales-Customer Sales for the product.
11. Inventory Stock: Inventory stock refers to the goods and materials that a business holds for the ultimate goal of resale.
12. L.sales-Location Wise Sales for the product.
13. M.sales-Monthly Sales for the product.

14. Received Inventory- Creating a safe, fast, and organized process for handling received inventory. Accurately track your goods from when they arrive in your warehouse to when they are shipped to your customer.
15. Rep. sales- Representative Sales for the product.
16. Target- Target sales for the product.

Challenge:- Upload the dataset to Cognos Analytics, prepare the data, explore and Create Interactive Dashboard

Task 1:Sales By Customer.

Task 2:Sales By Location.

Task 3:Sales By Sales Representative.

Task 4: Received Inventory From Supplier

Task 5: Inventory Stock for Warehouse Locations

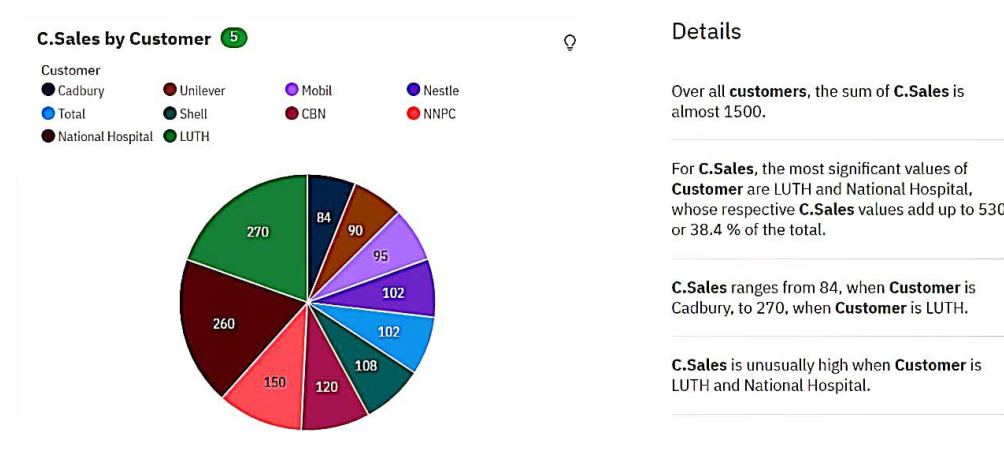
Task 6: Sales Trend

Task 7:Monthly Sales

Task 8: Actual and Received Inventory by Month

Solution:

Task 1:Sales By Customer.

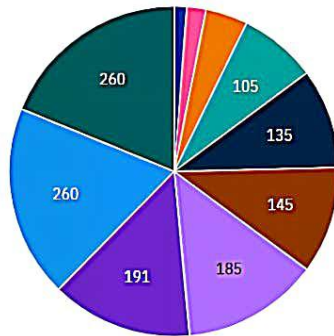


Task 2:Sales By Location.

C.Sales by Location 5

Location

- Calabar
- Abuja
- Ilorin
- Ibadan
- Kaduna
- Port Harcourt
- Warri
- Abeokuta
- Lagos
- Kano



Details

Over all **locations**, the sum of **C.Sales** is almost 1500.

For **C.Sales**, the most significant values of **Location** are Kano and Lagos, whose respective **C.Sales** values add up to 520, or 37.7 % of the total.

C.Sales ranges from 17, when **Location** is Calabar, to 260, when **Location** is Lagos.

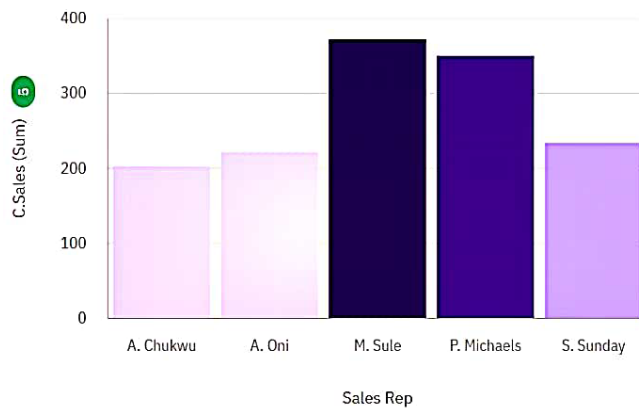
C.Sales is most unusual when **Location** is Lagos, Kano and Calabar.

Task 3:Sales By Sales Representative.

C.Sales by Sales Rep colored by C.Sales

C.Sales (Sum)

203 372



Details

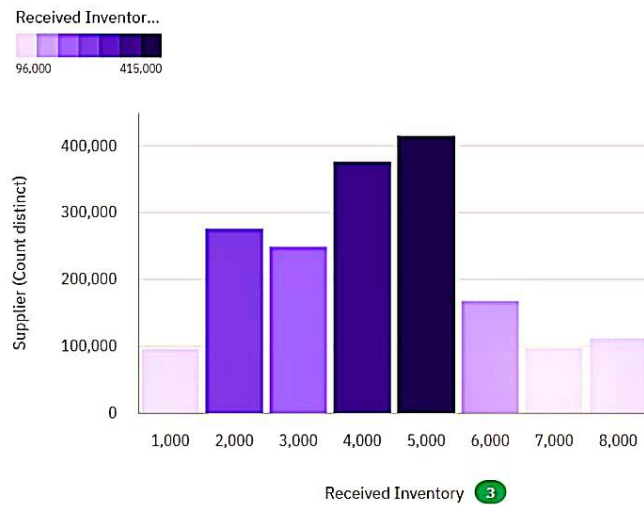
Over all values of **Sales Rep**, the sum of **C.Sales** is almost 1500.

For **C.Sales**, the most significant values of **Sales Rep** are M. Sule and P. Michaels, whose respective **C.Sales** values add up to 722, or 52.3 % of the total.

C.Sales ranges from 203, when **Sales Rep** is A. Chukwu, to 372, when **Sales Rep** is M. Sule.

Task 4: Received Inventory From Supplier

Supplier by Received Inventory colored by Received Inventory



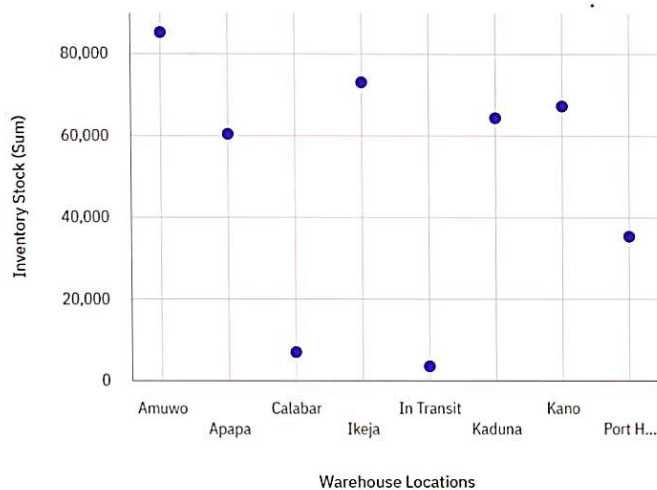
Details

The total number of results for **Supplier** is 550.

The most common value of **Received Inventory** is 2000, occurring 138 times, which is 25.1 % of the total.

Task 5: Inventory Stock for Warehouse Locations

Inventory Stock by Warehouse Locations



Details

Across all **warehouse locations**, the sum of **Inventory Stock** is over 396 thousand.

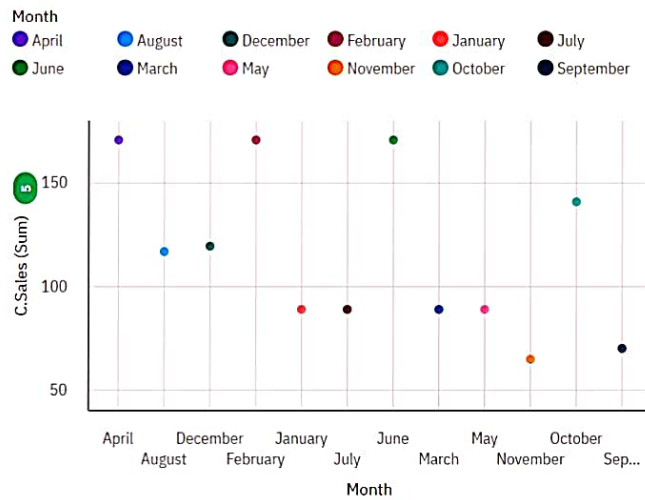
For **Inventory Stock**, the most significant values of **Warehouse Locations** are Amuwo, Ikeja, Kano, Kaduna, and Apapa, whose respective **Inventory Stock** values add up to over 350 thousand, or 88.4 % of the total.

Inventory Stock ranges from nearly 3500, when **Warehouse Locations** is In Transit, to over 85 thousand, when **Warehouse Locations** is Amuwo.

Inventory Stock is most unusual when **Warehouse Locations** is In Transit, Calabar and Amuwo.

Task 6: Sales Trend

Month by C.Sales colored by Month



Details

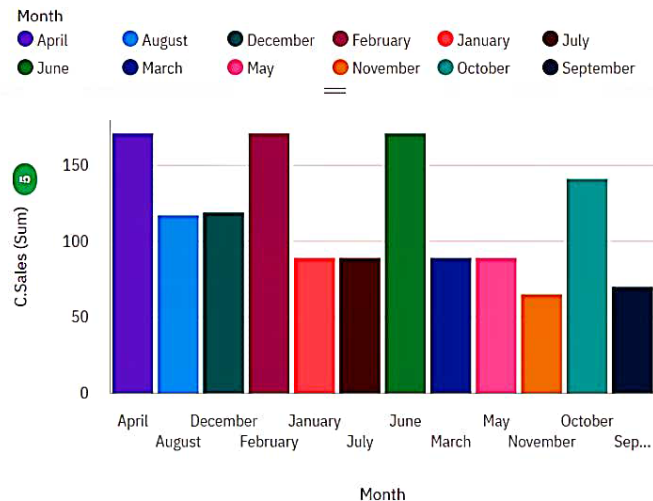
For **C.Sales**, the most significant values of **Month** are June, February, April, and October, whose respective **C.Sales** values add up to 654, or 47.4 % of the total.

Over all **months** and **months**, the sum of **C.Sales** is almost 1500.

The summed values of **C.Sales** range from 65 to 171.

Task 7: Monthly Sales

C.Sales by Month colored by Month



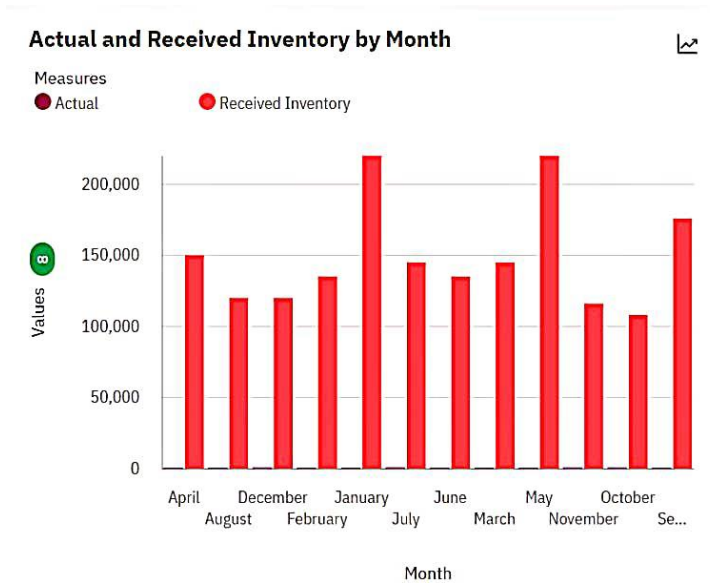
Details

For **C.Sales**, the most significant values of **Month** are June, February, April, and October, whose respective **C.Sales** values add up to 654, or 47.4 % of the total.

Over all **months** and **months**, the sum of **C.Sales** is nearly 1500.

The summed values of **C.Sales** range from 65 to 171.

Task 8: Actual and Received Inventory by Month



Details

The total number of results for **Actual**, across all **months**, is 550.

Over all **months**, the average of **Actual** is 15.59.

The most common values of **Month** are June (9.1 %), May (9.1 %), March (9.1 %), July (9.1 %), and February (9.1 %), together occurring 250 times, which is 45.5 % of the total.

Actual ranges from 591.7, in February, to 852, in July.

Received Inventory ranges from 108 thousand, in October, to 220 thousand, in January.