

## **Pharma Sales Dashboard**

**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.

**Download Dataset:-** [Pharma-Sales-Dataset](#)

**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**

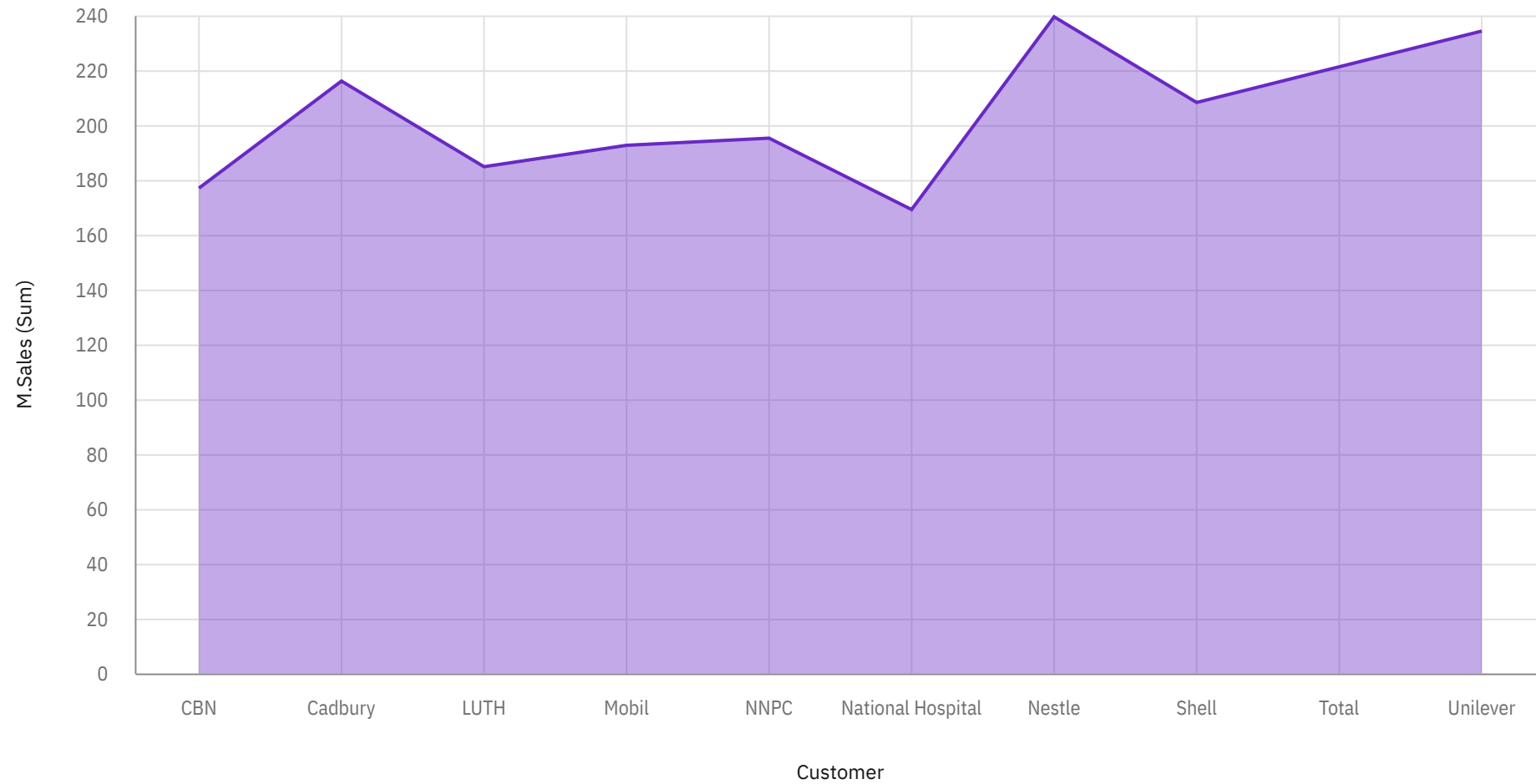
**Task 6: Sales Trend**

**Task 7:Monthly Sales**

**Task 8: Actual and Received Inventory by Month**

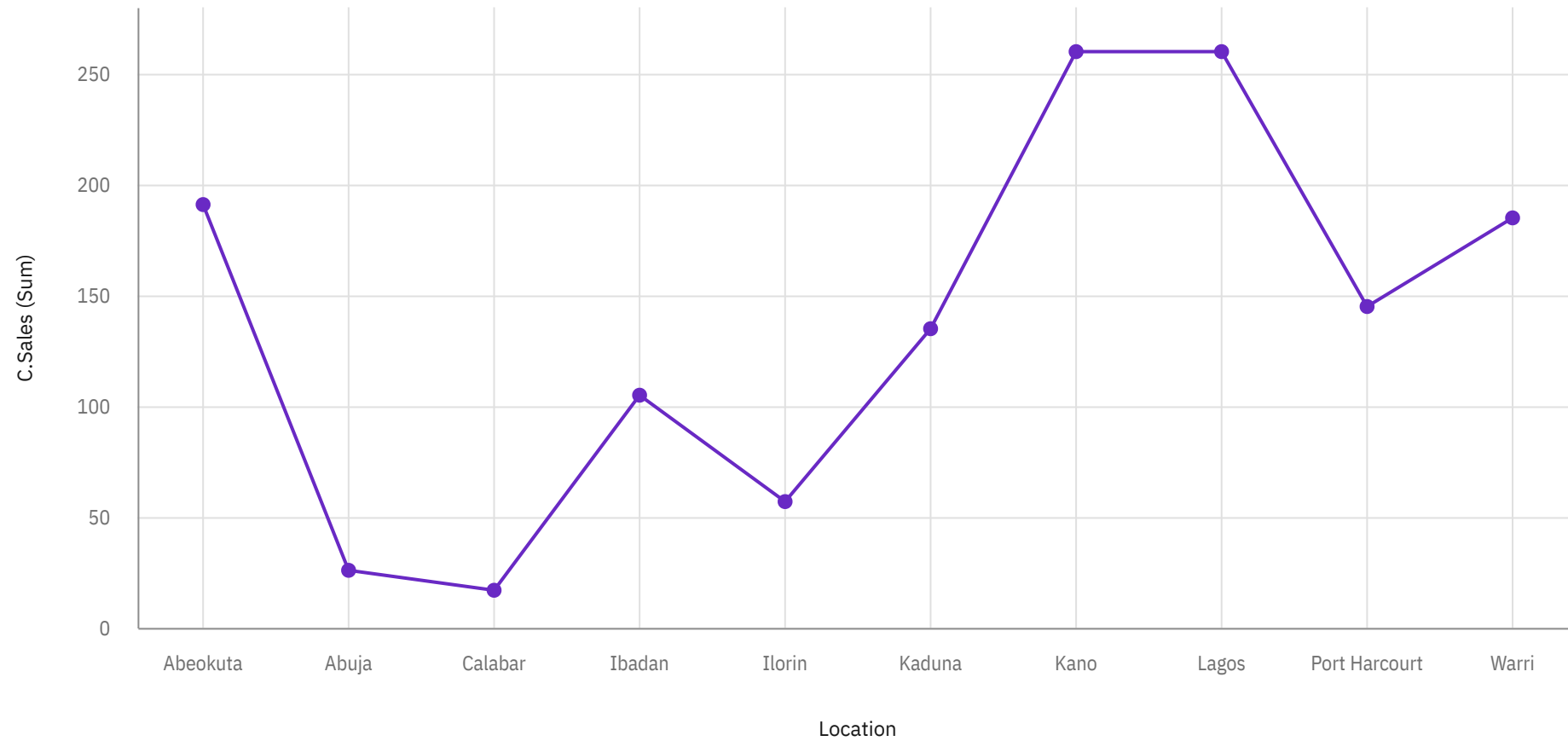
Tab 1

## M.Sales by Customer



Tab 2

## C.Sales by Location

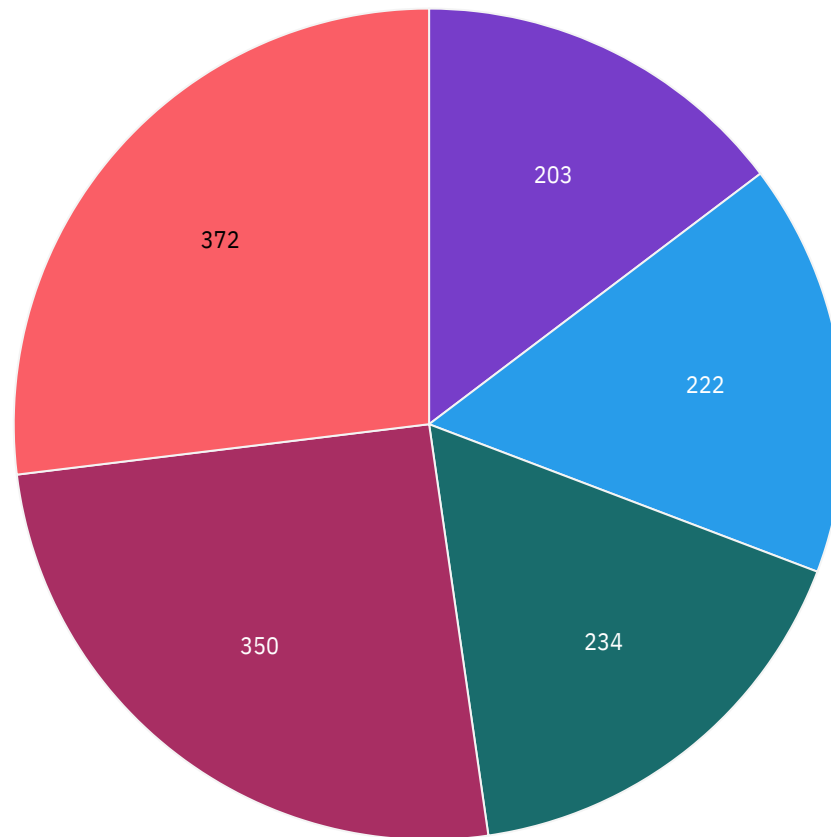


Tab 3

## C.Sales by Sales Rep

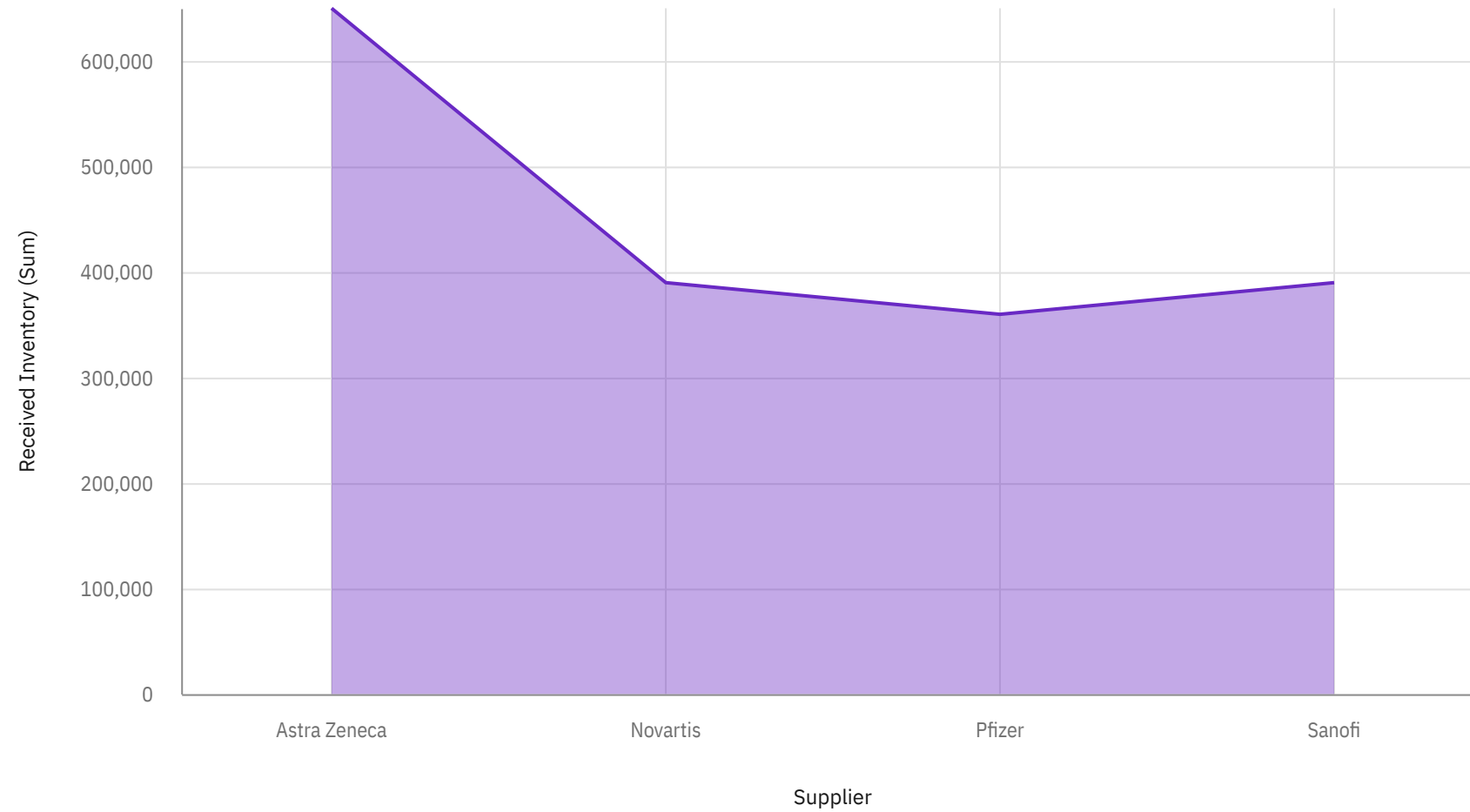
Sales Rep

A. Chukwu A. Oni S. Sunday P. Michaels M. Sule



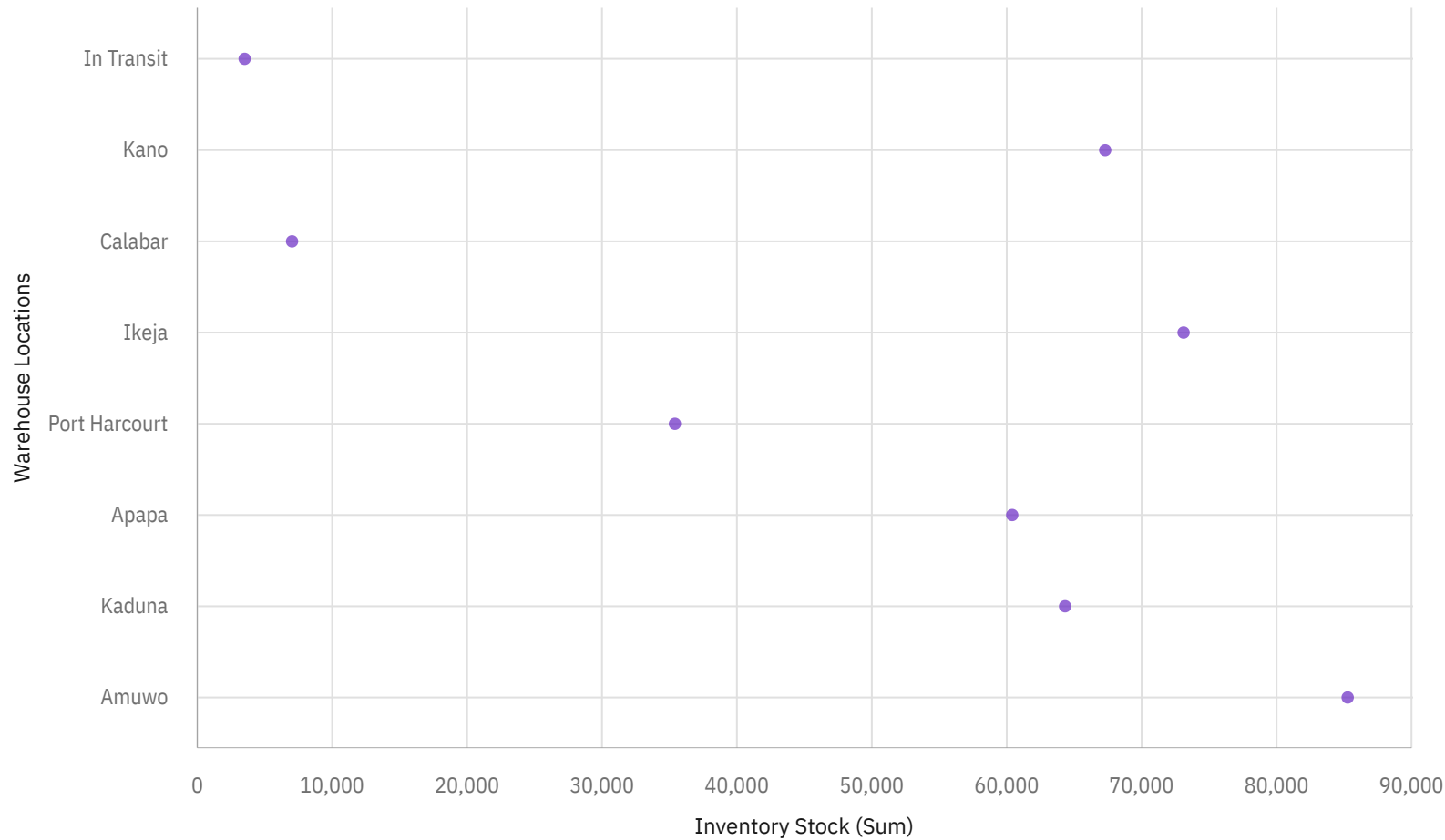
Tab 4

## Received Inventory by Supplier



Tab 5

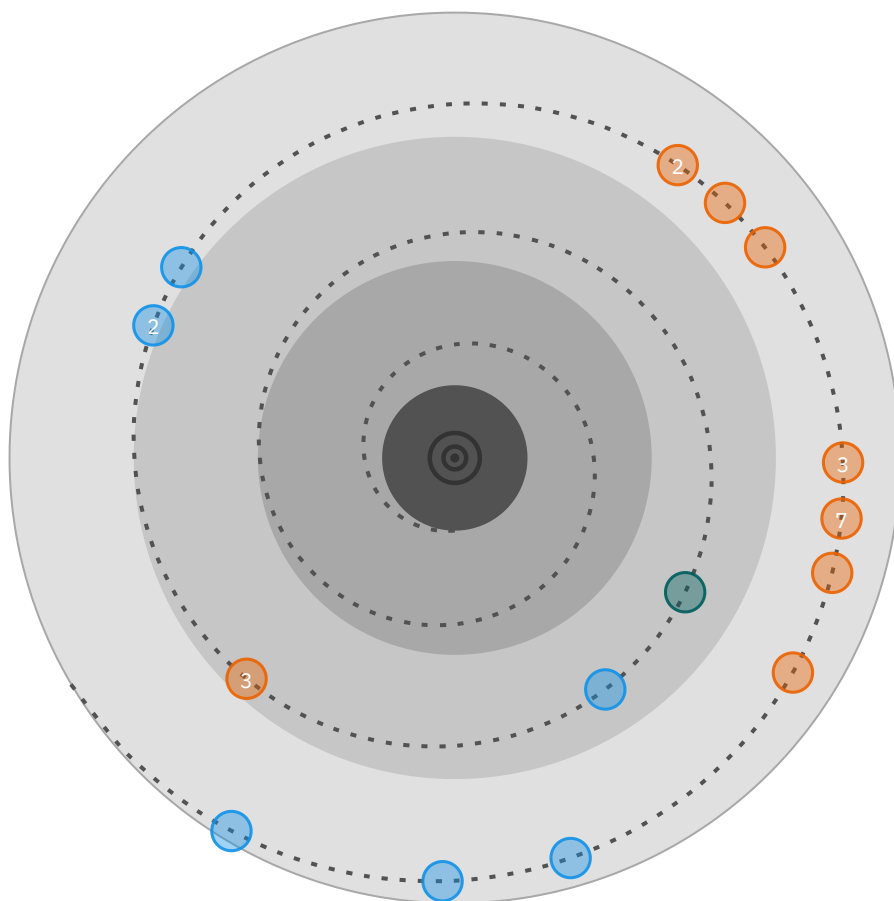
Inventory Stock by Warehouse Locations



Tab 6

## M.Sales

● 1 Driver    ● 2 Drivers    ● Combination



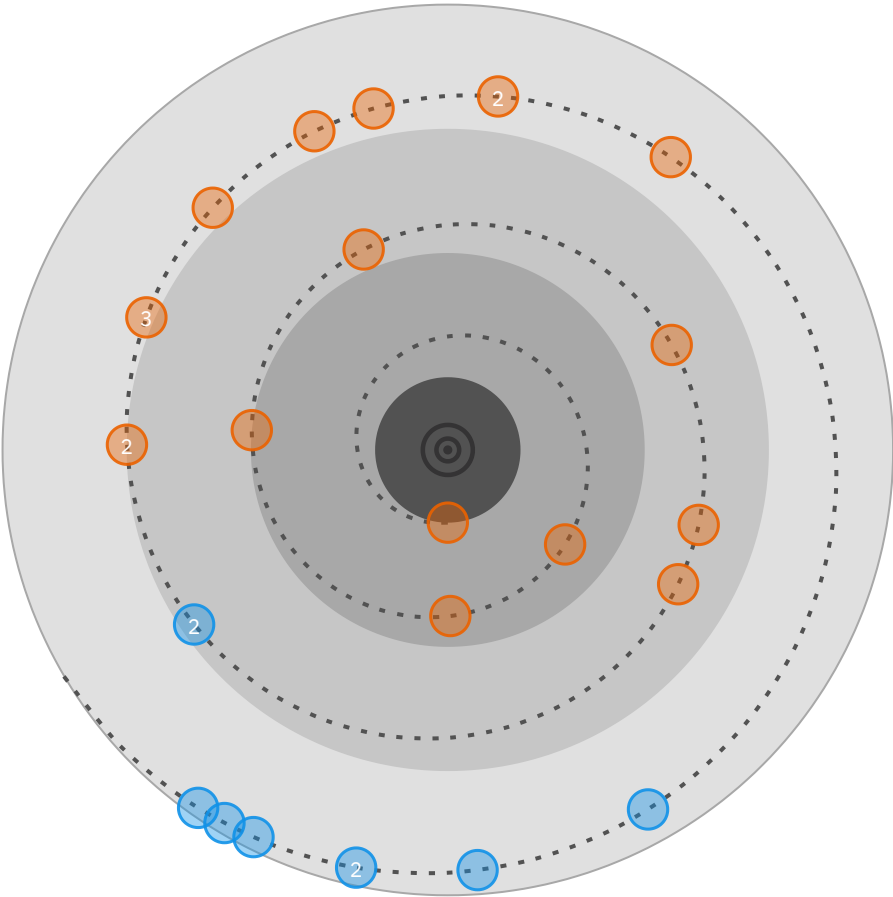
🔍 Search drivers

Drivers	%
Product, Location and Month	60
Product	58
Rep.Sales and Received Inventory	52
Actual and Rep.Sales	52
Actual and Period	52
L.Sales and Customer	46
Actual	46
Rep.Sales	45
Target and Month	36
L.Sales and Sales Rep	36
L.Sales and Supplier	35
Target and Period	34
L.Sales and C.Sales	30



C.Sales

1 Driver    2 Drivers    Combination



Search drivers

Drivers	%
Customer and Product	100
Customer and Rep.Sales	83
Customer and L.Sales	80
Customer and Actual	74
Product and L.Sales	70
Customer and M.Sales	64
Customer and Target	61
Customer and Received Inventory	60
Supplier and Sales Rep	51
Customer	51
L.Sales and Sales Rep	48
Supplier and L.Sales	48
Month and Warehouse Locations	46

Tab 8

## Actual by Received Inventory colored by Month

Month

April August December February January July June March May November October  
September

