

Filters

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Dashboard Overview

How is the business performing overall, and where?

Search

8,633,977

Total Revenue

LY 4.22M

YOY% 104.4%

2,421,141

Total Margin

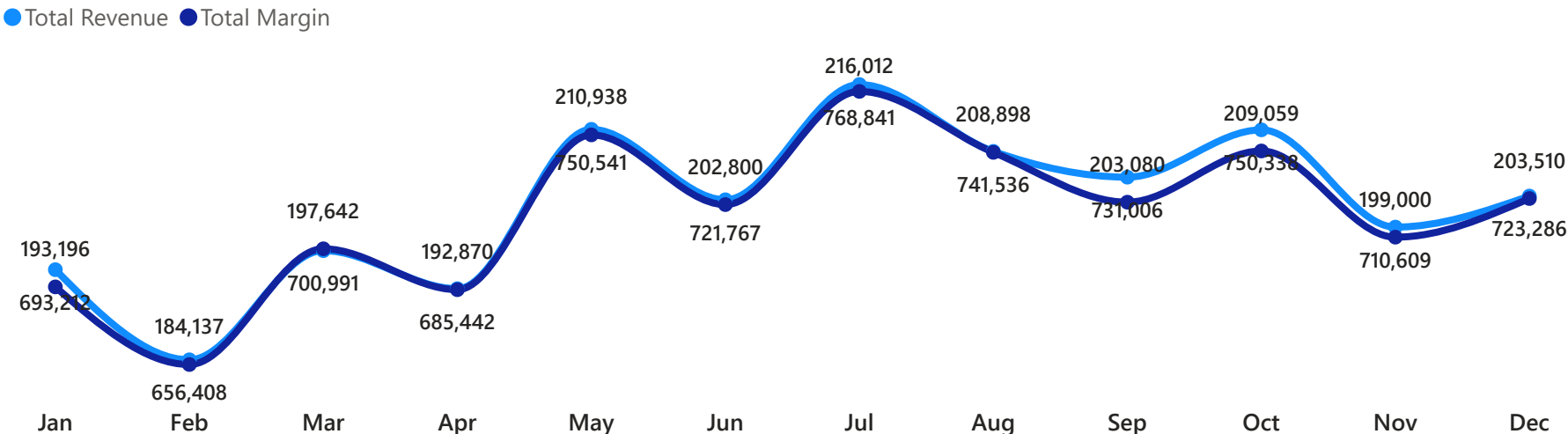
445,793

Units Sold

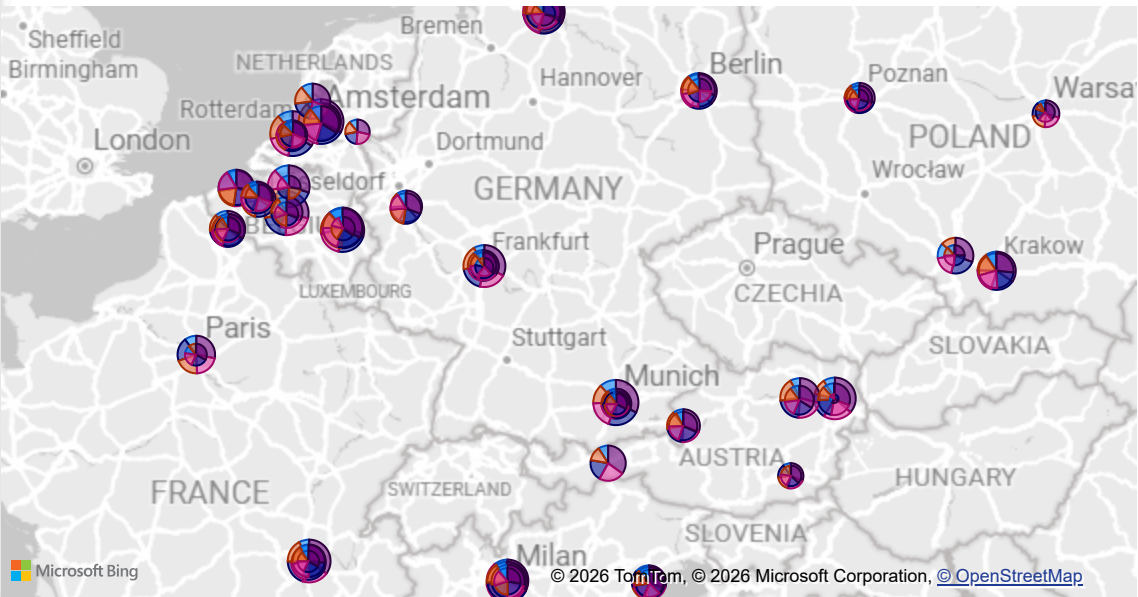
28.04%

Margin%

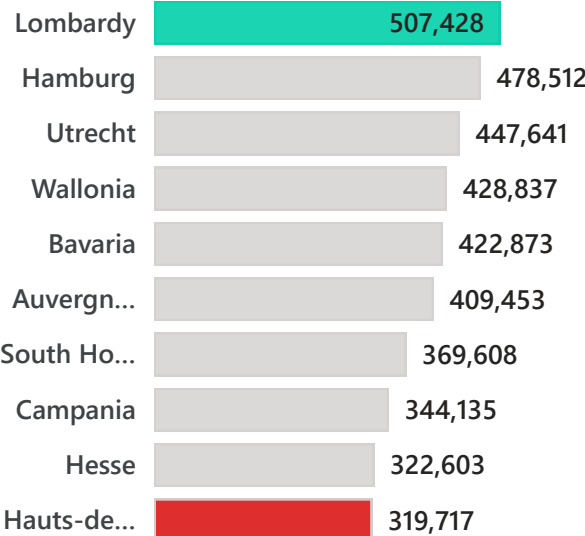
Total Revenue and Total Margin by MontName\_short



Total Revenue by Category



Total Revenue by Region



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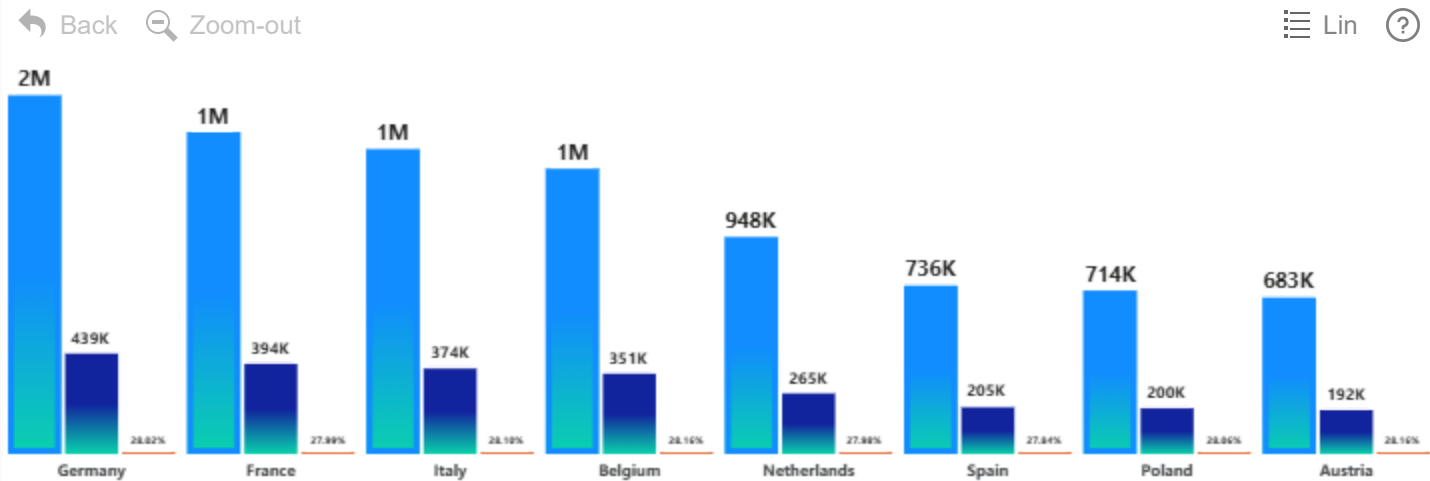


Geography Performance and Pharmacy Benchmarking

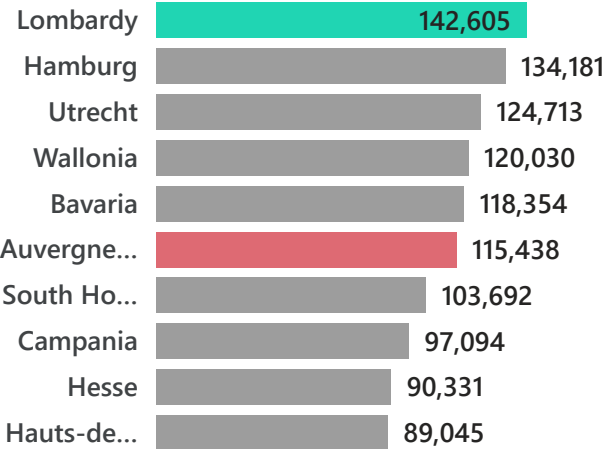
Which countries, regions, & pharmacies drive performance? And Who is overperforming or underperforming?

Search

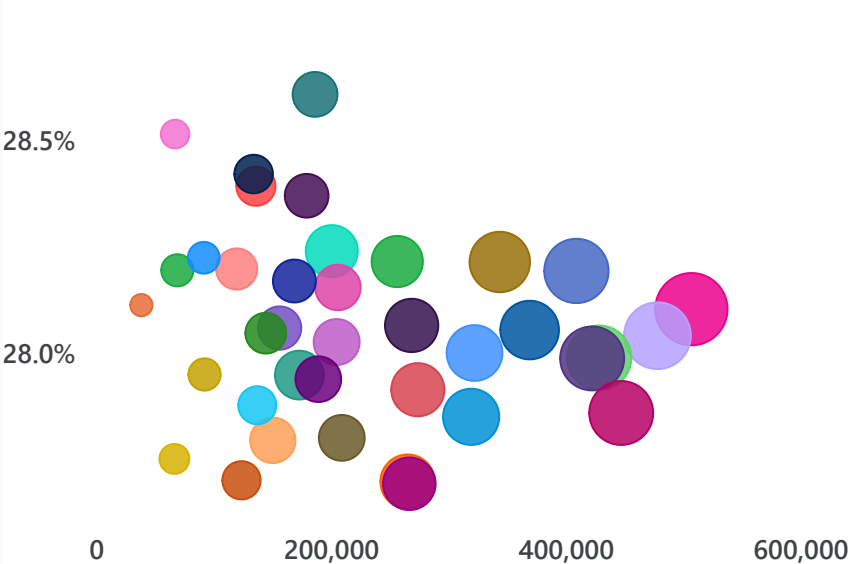
Total Revenue, Total Margin and Margin% by Country, Region and PharmacyName



Total Margin by Region



Total Revenue, Margin% and Total Units by City and City



PharmacyName	Region Avg Revenue
Munich HealthPoint #095	162,320.29
Rotterdam HealthPoint #023	159,495.01
Utrecht HealthPoint #058	158,935.66
Brussels HealthPoint #078	151,533.96
Liège HealthPoint #010	147,924.27
Lyon HealthPoint #073	143,722.53
Frankfurt HealthPoint #055	137,422.29
Antwerp HealthPoint #109	135,770.62
Vienna HealthPoint #074	135,215.32
Milan HealthPoint #085	134,961.07
Hamburg HealthPoint #106	134,838.87
Madrid HealthPoint #018	131,761.06
Milan HealthPoint #056	131,215.31
Liège HealthPoint #104	127,894.39
Hamburg HealthPoint #053	124,277.51
St. Pölten HealthPoint #066	120,943.68
Liège HealthPoint #044	117,847.33
Milan HealthPoint #069	113,938.34

Country	Region	Revenue	Margin
⊕ Austria		683,281	192,432
⊕ Belgium		1,246,511	351,005
⊕ France		1,406,812	393,706
⊕ Germany		1,567,634	439,238
⊕ Italy		1,332,156	374,344
⊕ Netherlands		947,748	265,195
⊕ Poland		714,236	200,443
⊖ Spain	Andalusia	124,012	34,354
	Basque Country	156,505	43,914
	Catalonia	189,503	52,946
	Community of Madrid	265,581	73,564

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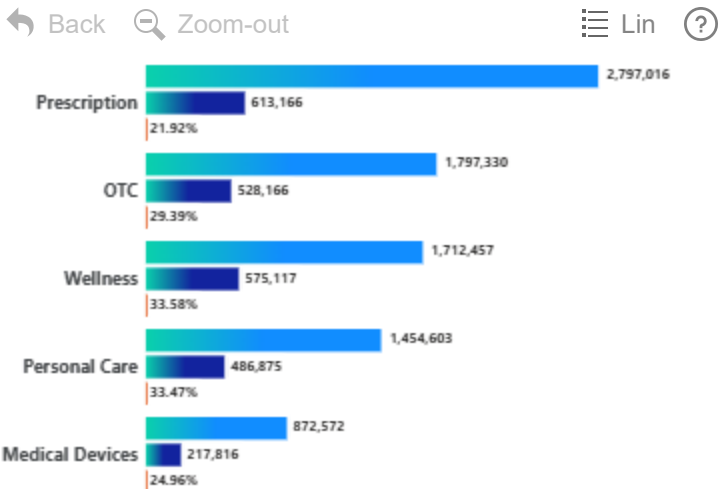


Product Performance And Promotion Impact

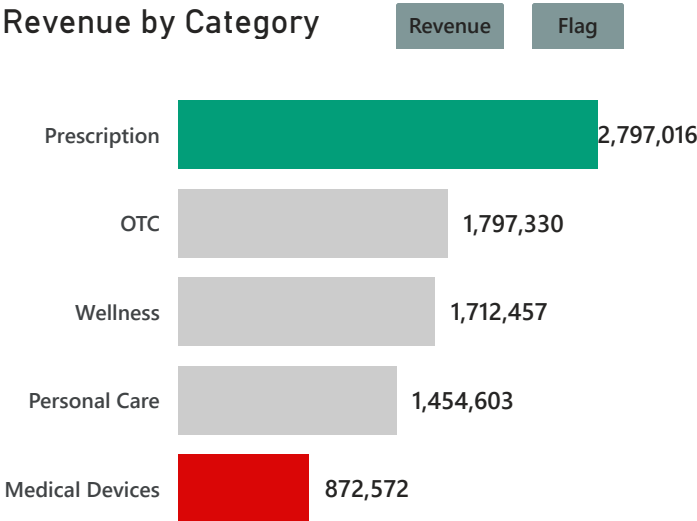
What products drive volume vs profit? And Do promotions help or hurt profitability?

Search

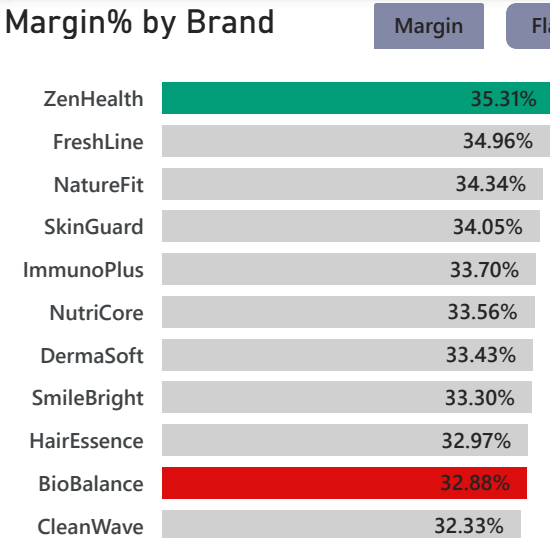
Revenue, Margin and Margin%



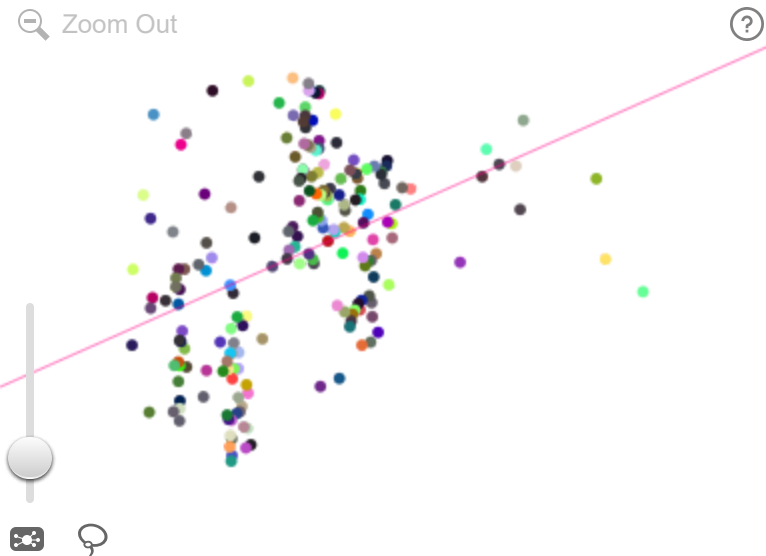
Revenue by Category



Margin% by Brand



Units, Margin% and Revenue



Promotion Impact On Profitability

ProductName	Promo Revenue	Non-Promo Revenue	Promo Revenue Lift	Promo Margin%	Non-Promo Margin%
AntiBioX ACE Inhibitor 400 mg	21,225.86	161,006.73	-139,780.87	0.17	0.17
NeuroMed Antidepressant 100 mg	19,087.13	140,417.55	-121,330.42	0.14	0.14
OncoAssist Antidepressant 40 mg	16,082.44	88,625.07	-72,542.63	0.17	0.17
GlucoSafe Insulin Pen 20 mg	16,081.47	73,146.39	-57,064.92	0.17	0.17
DermRx Insulin Pen 200 mg	15,390.33	115,196.87	-99,806.54	0.14	0.14
AntiBioX Inhaler 200 mg	14,548.79	104,781.02	-90,232.23	0.12	0.12
DermRx Antibiotic 40 mg	14,245.31	78,587.40	-64,342.09	0.12	0.12
GlucoMeterX Digital Thermometer Smart	13,384.75	93,356.51	-79,971.76	0.22	0.22
GlucoSafe Antidepressant 40 mg	12,166.88	82,736.62	-70,569.74	0.09	0.09
RxNova Antibiotic 100 mg	11,775.66	97,862.57	-86,086.91	0.11	0.11
AntiBioX ACE Inhibitor 500 mg	10,123.87	70,590.40	-60,466.53	0.18	0.18
CardioPro Inhaler 10 mg	10,004.71	70,127.76	-60,123.05	0.08	0.08
GlucoSafe Insulin Pen 100 mg	9,926.00	78,480.58	-68,554.58	0.14	0.14
DermaSoft Moisturizer Classic	9,864.07	75,529.84	-65,665.77	0.27	0.27
NeuroMed Corticosteroid Cream 200 mg	9,759.93	102,990.51	-93,230.58	0.12	0.12
ThermoSense Pulse Oximeter Home	9,107.18	61,296.42	-52,189.24	0.20	0.20

# Summary

This Power BI report analyzes daily sales transactions for a European pharmacy chain operating across multiple countries, regions, pharmacies, and product categories. The objective was to understand how revenue, units sold, and profitability vary over time, across geography, and by product, while evaluating the impact of promotions on business performance.

The dashboard reveals clear seasonal sales patterns, with revenue and margin generally moving in tandem, indicating stable cost control. Geographic analysis shows that performance is highly concentrated in a small number of countries and regions, with significant variation in performance between pharmacies operating within the same region. This highlights both dependency risk and opportunities to replicate best-performing pharmacy practices.

Product-level analysis shows a strong imbalance between volume and profitability. Several products generate high sales volumes but deliver low margins, while a smaller group of products contributes disproportionately to total profit. Promotional analysis further indicates that while promotions often increase sales volume, they frequently reduce margin, with effectiveness varying significantly by product and region.

Overall, the report enables stakeholders to quickly identify where value is created, where profitability is under pressure, and where targeted actions can improve financial performance.