

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

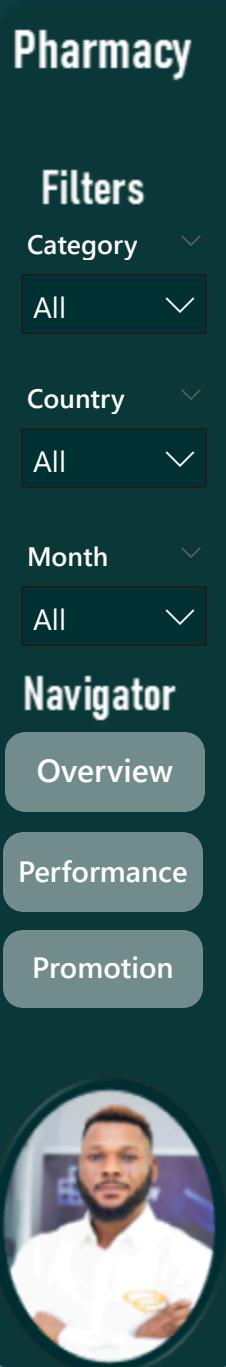
Total Margin

445,793

Units Sold

28.04%

Margin%



Filters

Category

All

Country

All

Month

All

Navigator

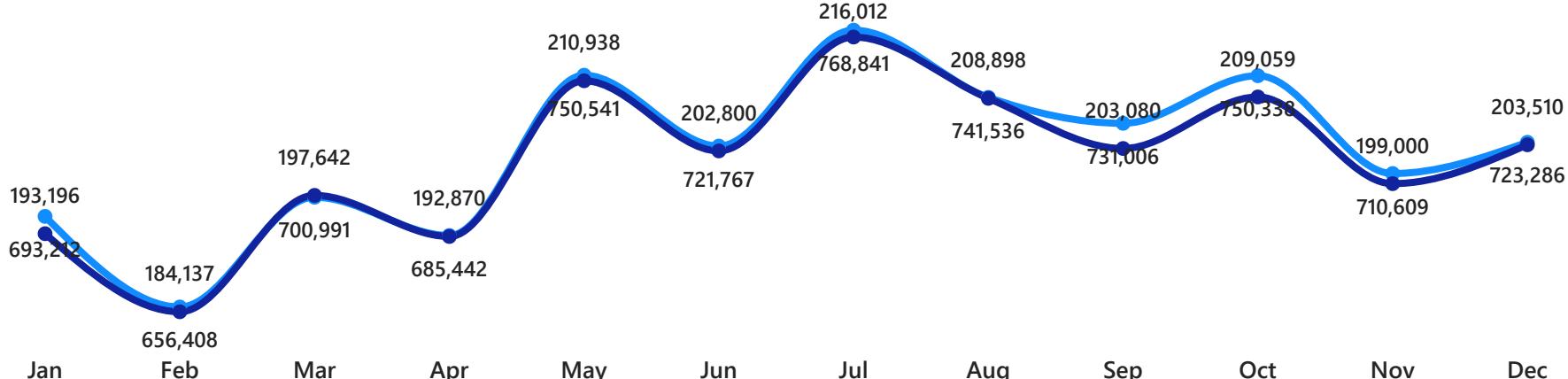
Overview

Performance

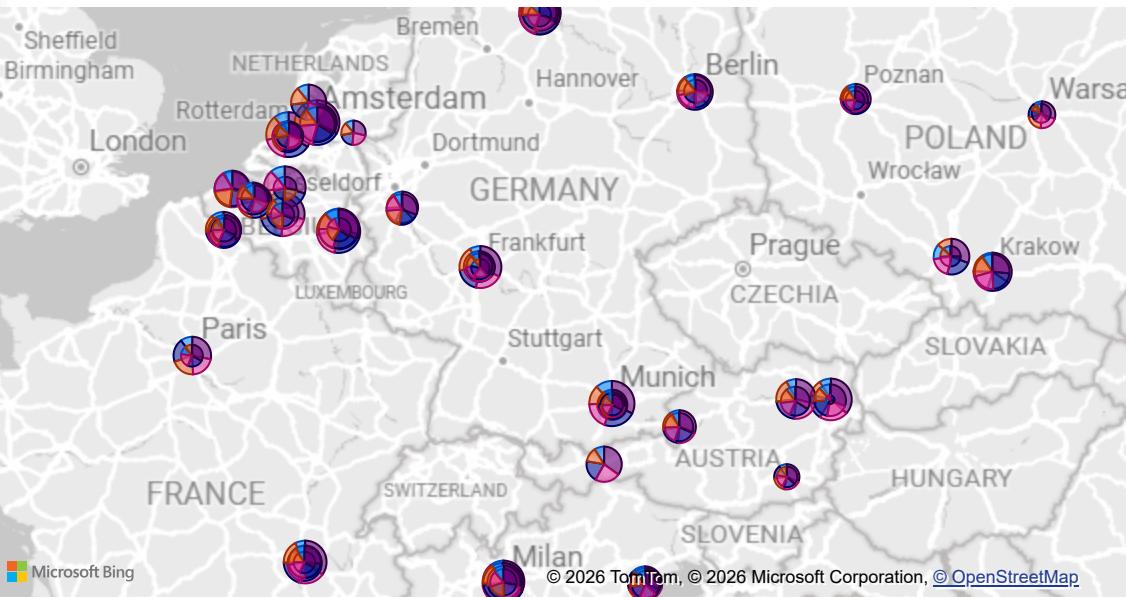
Promotion

Total Revenue and Total Margin by MonthName_short

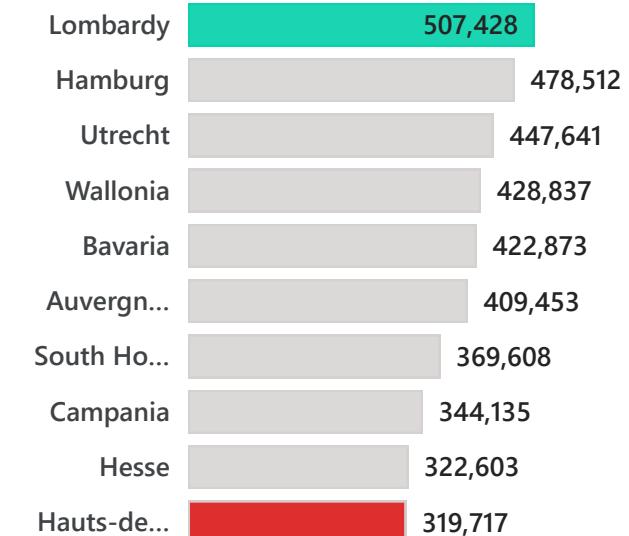
Total Revenue Total Margin



Total Revenue by Category



Total Revenue by Region



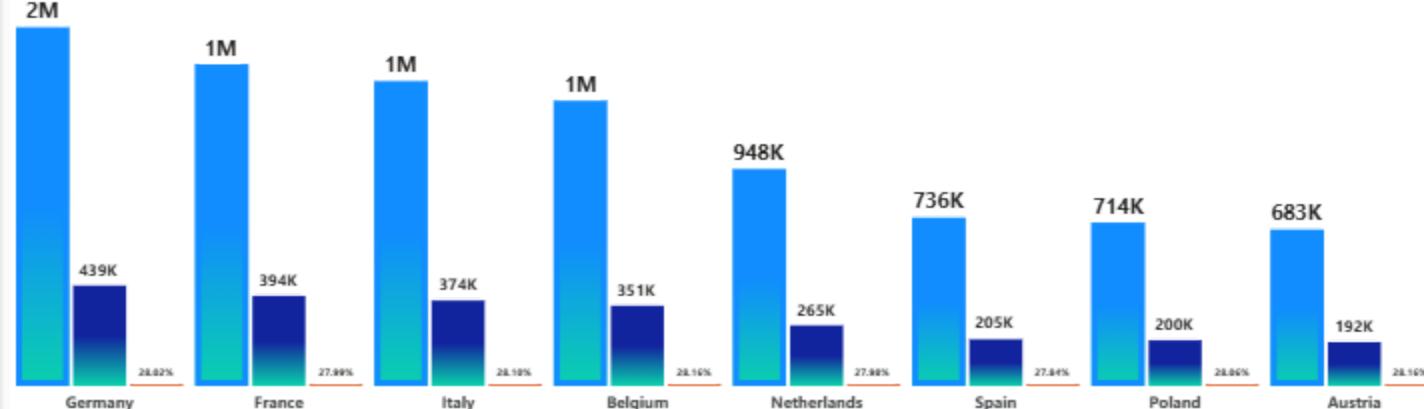
Geography Performance and Pharmacy Benchmarking

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



Search

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

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Lin ?


Total Margin by Region

Lombardy	142,605
Hamburg	134,181
Utrecht	124,713
Wallonia	120,030
Bavaria	118,354
Auvergne...	115,438
South Ho...	103,692
Campania	97,094
Hesse	90,331
Hauts-de...	89,045

Navigator

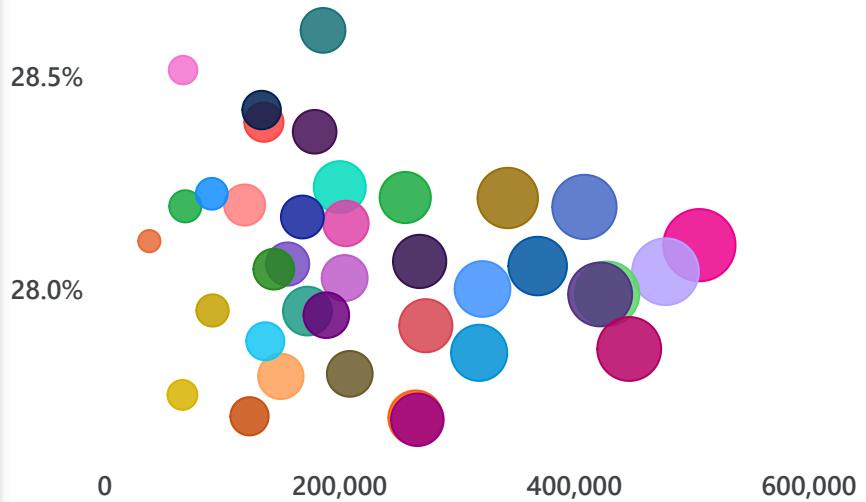
Overview

Performance

Promotion



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



PharmacyName

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	34,352
	Basque Country	156,505	43,914
	Catalonia	189,503	52,946
	Community of Madrid	265,581	73,564

Product Performance And Promotion Impact

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

Search

Filters

Category

All

Country

All

Month

All

Navigator

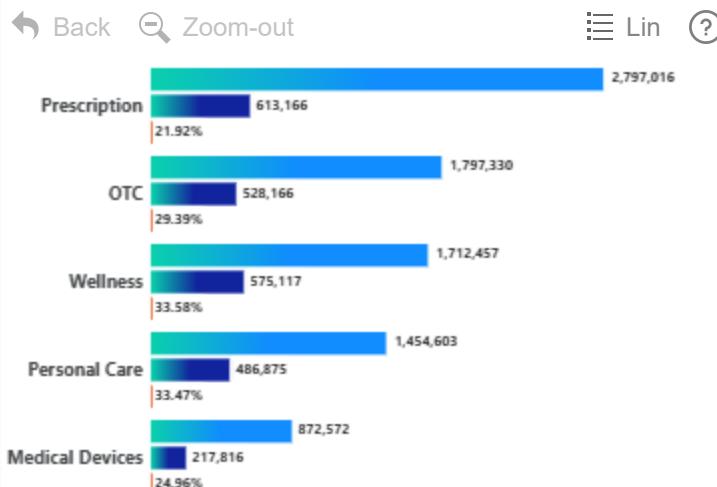
Overview

Performance

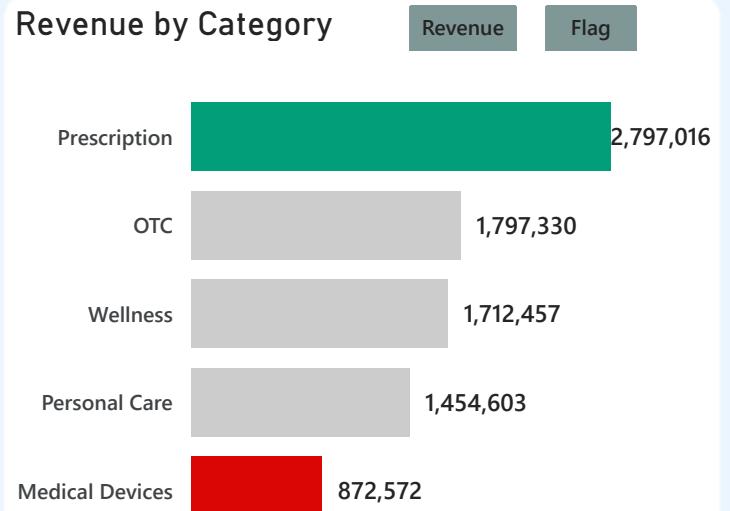
Promotion



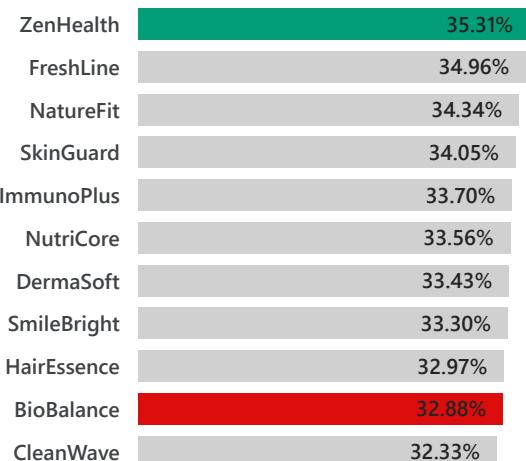
Revenue, Margin and Margin%



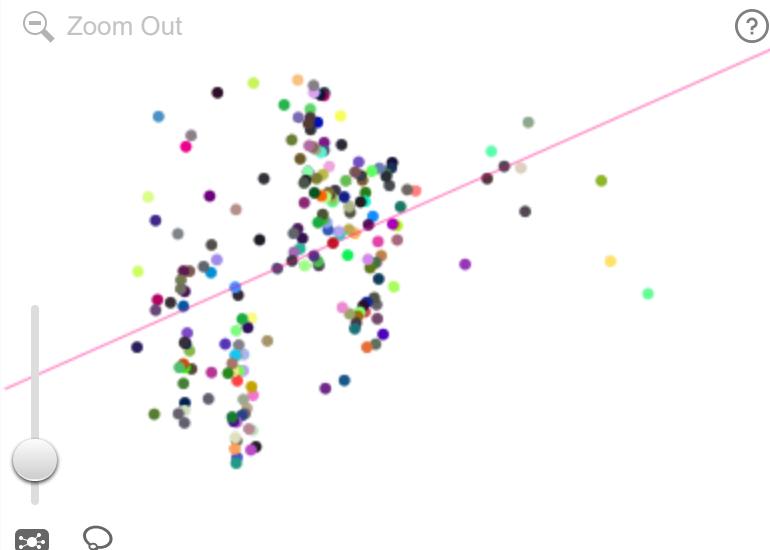
Revenue by Category



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