

NOVAMED SOLUTIONS ANALYSIS



NovaMed Solutions

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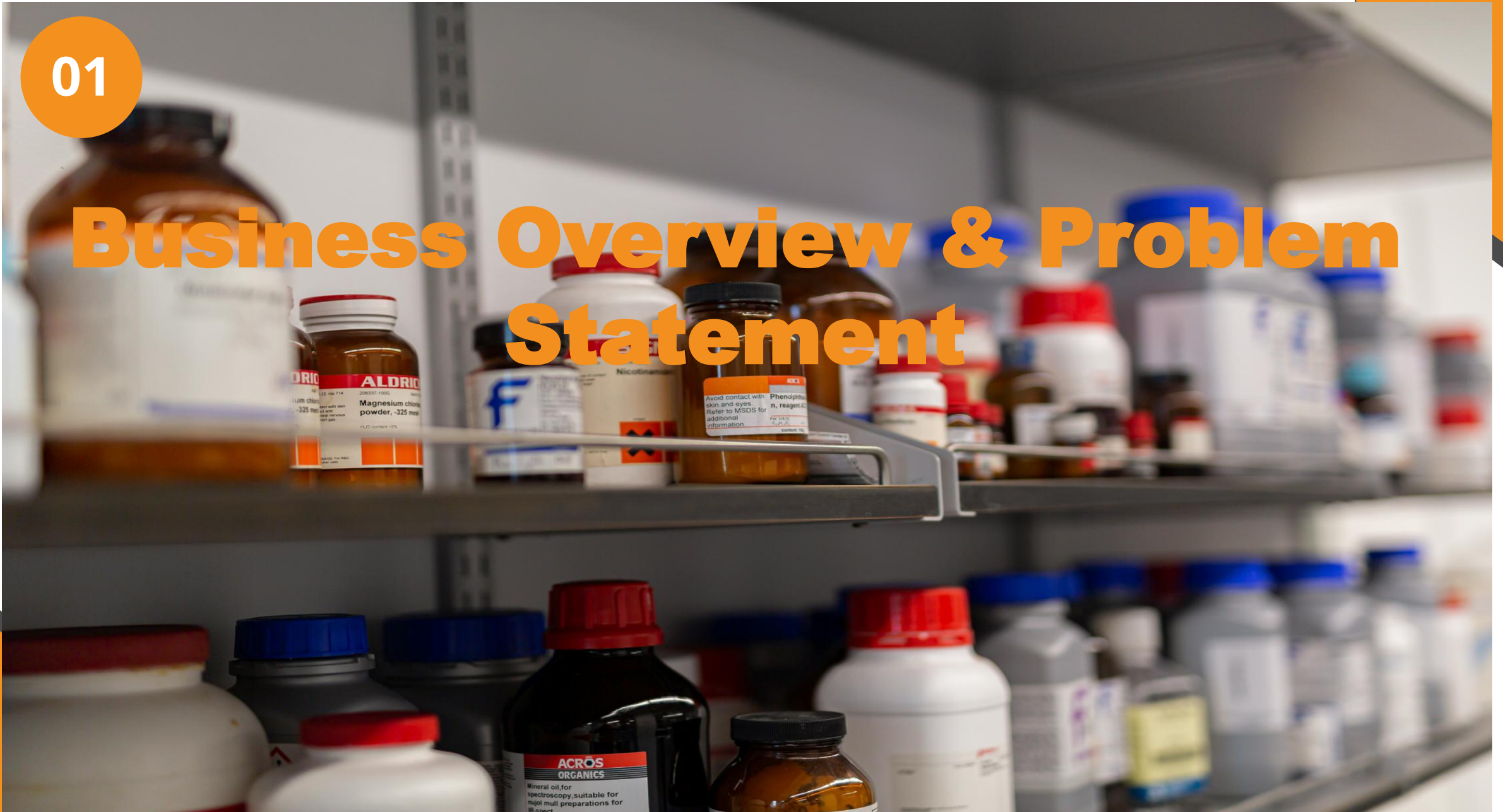
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Business Overview & Problem Statement





Business Overview

NovaMed Solutions is a leading pharmaceutical distributor that serves a diverse healthcare sector, ensuring the availability of essential medications.

01

Problem Statement

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

Inefficiencies in demand forecasting, stock management, and customer engagement strategies have impacted operational effectiveness.

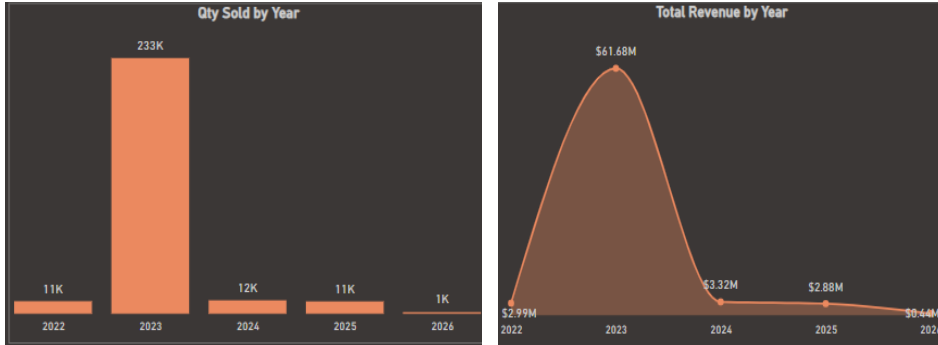
02

02

Sales Trend Analysis



KEY INSIGHTS



2023 contributed 86.62% (233,000) to the total quantities sold (269,000) which led to spike in sales of 86.49% (\$61.68million) of the total revenue over the years.

This could possibly be due to the global health challenge in 2023 (COVID-19 Pandemic).

It is worth noting that after the significant increase in 2023, there has been a decline in revenue and quantity sold from 2024 and 2026.



Novamed spends about 18% of their revenue (\$12.85million) on expenses leading to a profit margin of about 82%. This is a healthy revenue trend. Novamed also has a 0.22% month over month revenue growth with previous month revenue of \$71.15million - this may be due to the significant increase in revenue in 2023.

KEY INSIGHTS CONT.

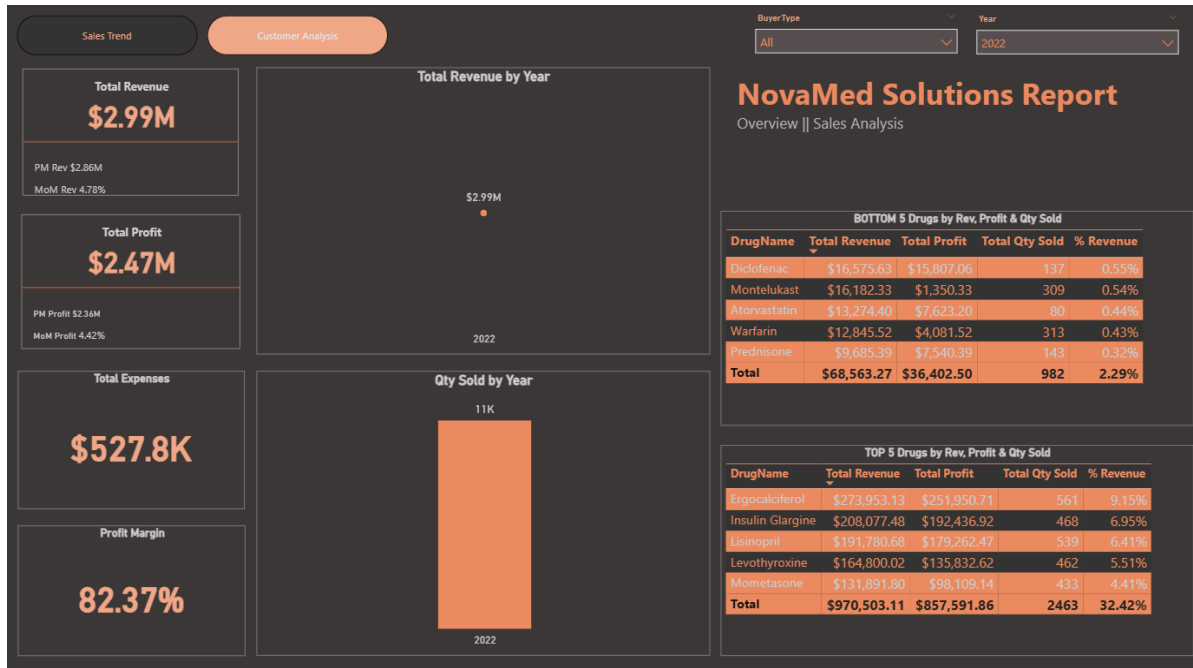
TOP 5 Drugs by Rev, Profit & Qty Sold				
DrugName	Total Revenue	Total Profit	Total Qty Sold	% Revenue
Doxycycline	\$3,532,158.00	\$3,359,227.20	7140	4.95%
Ergocalciferol	\$3,481,792.90	\$3,202,154.30	7130	4.88%
Lisinopril	\$3,453,483.09	\$3,112,124.24	11099	4.84%
Clonazepam	\$3,108,231.72	\$2,490,301.44	6732	4.36%
Ezetimibe	\$3,029,652.04	\$2,457,750.00	6554	4.25%
Total	\$16,605,317.75	\$14,621,557.18	38655	23.29%

Overall, these are the top 5 performing drugs based on their revenue contribution between 2022 and 2026. The top 5 drugs contributed 23.3% to the total revenue with Doxycycline contributing the highest revenue (\$3.53M) among the top 5 drugs.

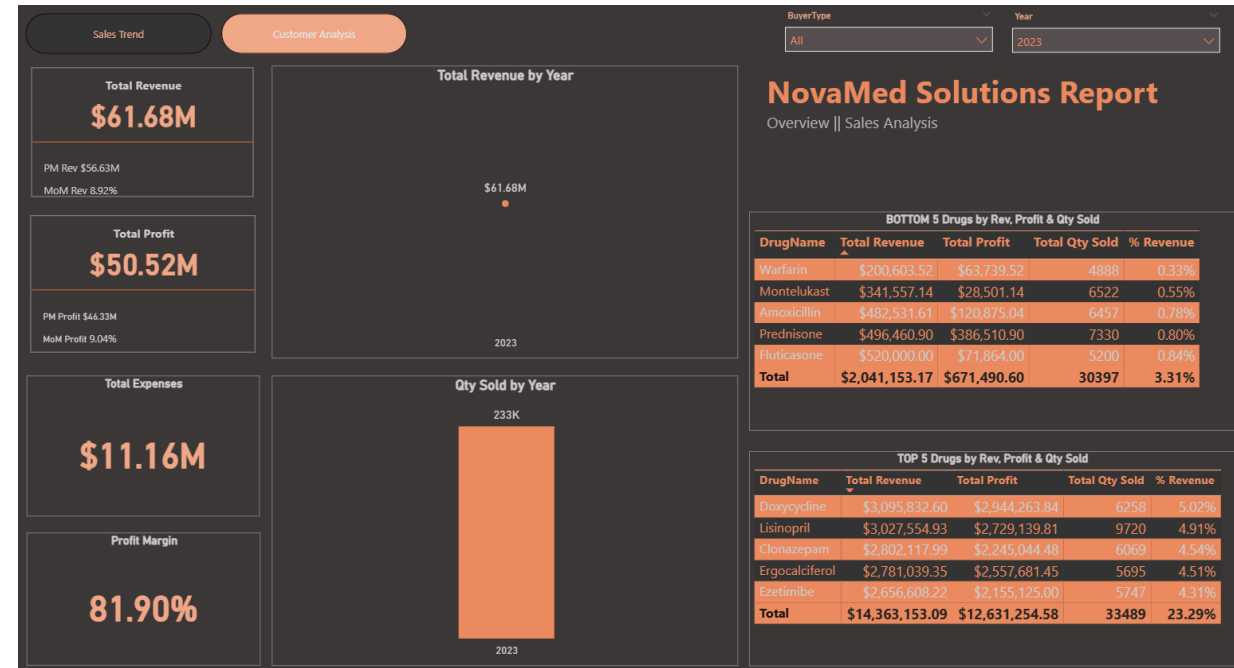
BOTTOM 5 Drugs by Rev, Profit & Qty Sold				
DrugName	Total Revenue	Total Profit	Total Qty Sold	% Revenue
Warfarin	\$229,249.44	\$72,841.44	5586	0.32%
Montelukast	\$395,079.28	\$32,967.28	7544	0.55%
Amoxicillin	\$560,624.46	\$140,437.44	7502	0.79%
Prednisone	\$569,338.38	\$443,248.38	8406	0.80%
Metformin	\$607,273.30	\$331,553.30	6893	0.85%
Total	\$2,361,564.86	\$1,021,047.84	35931	3.31%

Overall, the bottom 5 drugs contributed a total of 3.31% to the revenue with Warfarin having the least contribution of 0.32%.

KEY INSIGHTS CONT.

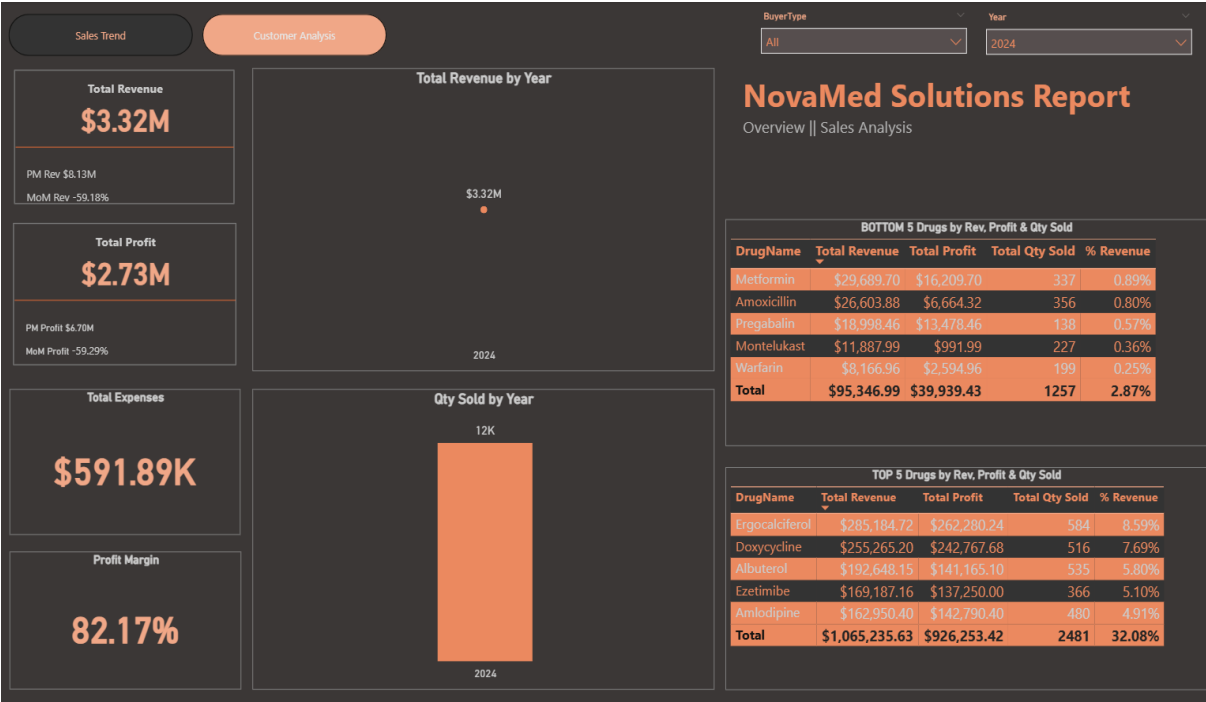


Slicing based on 2022, the total quantity sold was 11,000 and this generated a revenue of about \$3million and a profit margin of 82.37%. 2022 also had a month over month revenue of 4.78% and a month over month profit of 4.42%. Ergocalciferol was the best performing drug among the top 5 drugs in 2022 and Prednisone was the worst performing drug.

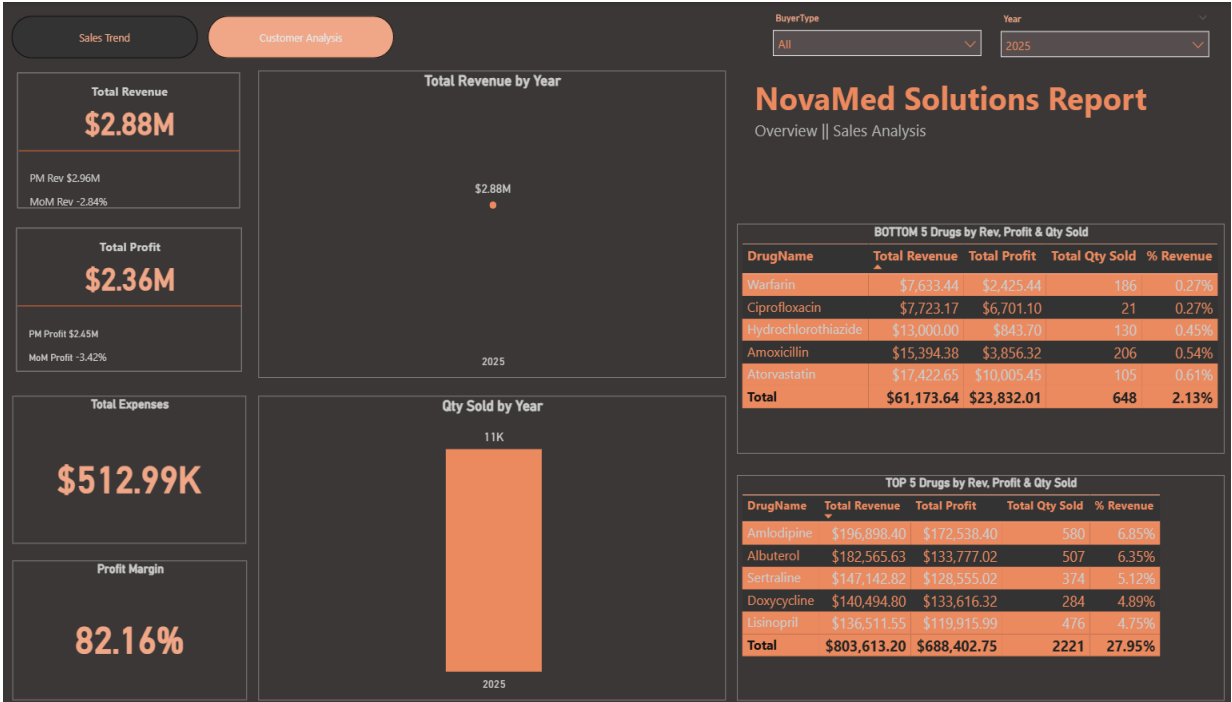


2023 experienced an exponential increase in quantity sold, revenue and profit. This spike may be attributed to the covid-19 pandemic. The top 5 drugs contributed 23.29% to the total revenue with Doxycycline been the best performing drug and Warfarin been the worst performing drug. Eventhough 2023 contributed the most revenue, there was a slight drop in the profit margin compared to 2022 which can be attributed to the higher expenses incurred.

KEY INSIGHTS CONT.

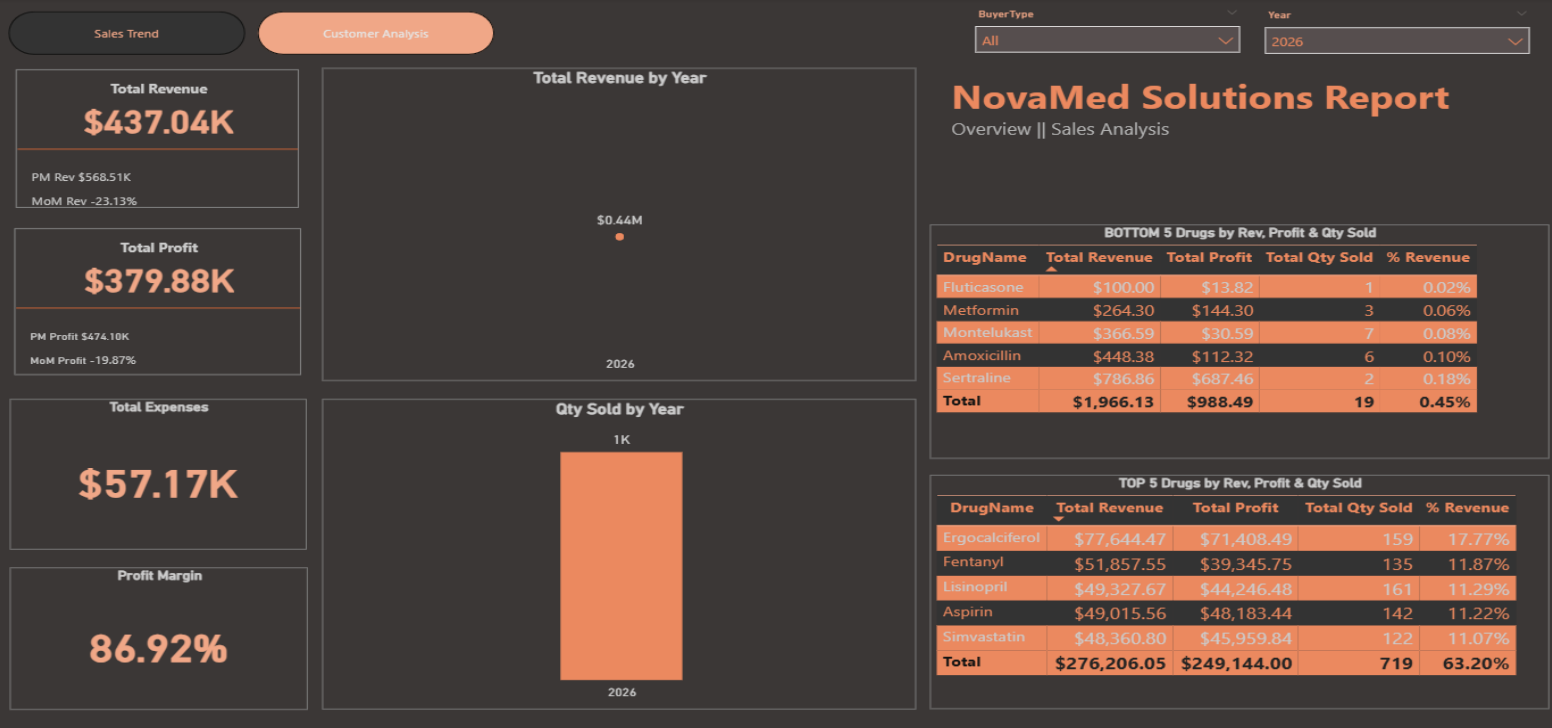


There was a significant drop in revenue, quantity sold and profit in 2024 which goes to suggest that the revenue spike in 2023 may have been due to the Covid-19 pandemic. Eventhough there was a significant drop in profit generated, the profit marfin increased marginally compared to 2023. Again, Ergocalciferol came out as the best performing drug among the top 5 drugs in 2024 with Doxyclycline dropping to the second position from been the best performing drug in 2023. Wafarin came out again as the worst performing drug in 2024



There was a further decline in revenue, quantity sold and profit in 2025 compared to 2024 however, the profit margin remained relatively stable. For the third consecutive time, Warfarin was the worst performing drug.

KEY INSIGHTS CONT.





RECOMMENDATIONS

- ❖ Investigate and adjust the marketing or target audience for under performing drugs such as Warfarin to boost its performance
- ❖ Prioritise the supply and distribution of top selling drugs such as Ergocalciferol, Lisinoprin and Doxycycline in order to maintain consistent market presence and customer satisfaction
- ❖ Consideration should be given to new markets, especially in emerging economies with growing healthcare demand
- ❖ Align promotions with health awareness months such as diabetes month, immunisation week, world TB day etc.
- ❖ Prevent stock outs of high demand products through improved inventory management

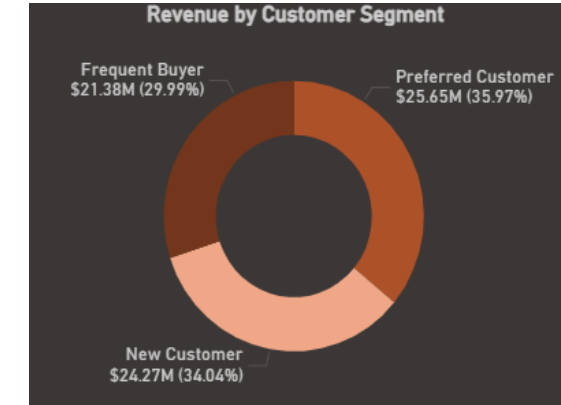
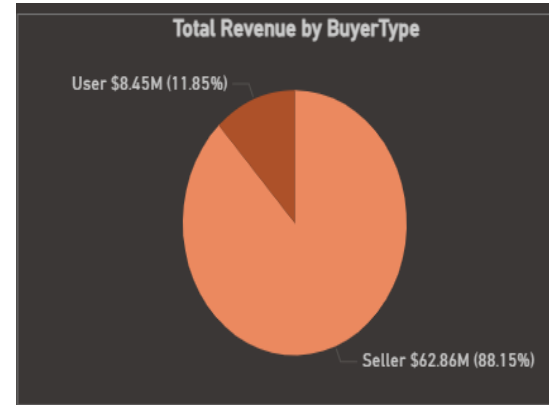
Customer Analysis



KEY INSIGHTS

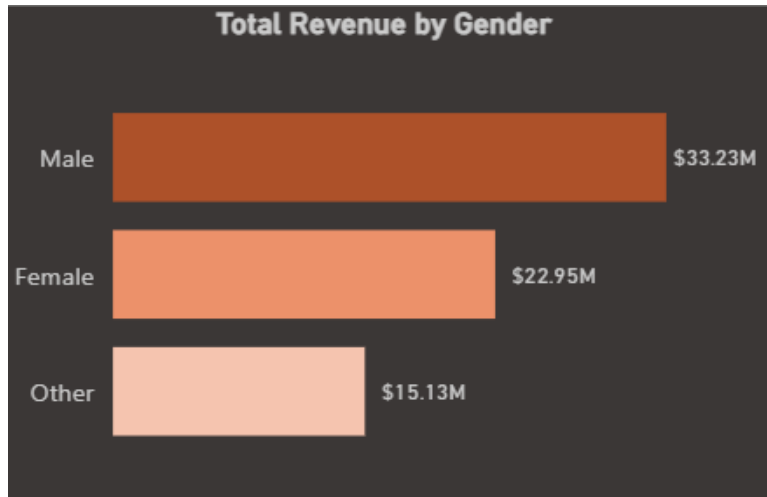


NovaMed solutions sold a total of 269,000 drugs with 40 different types of drugs between 2022 and 2026. NovaMed also has a customer base of 200 customers spread over 6 countries.

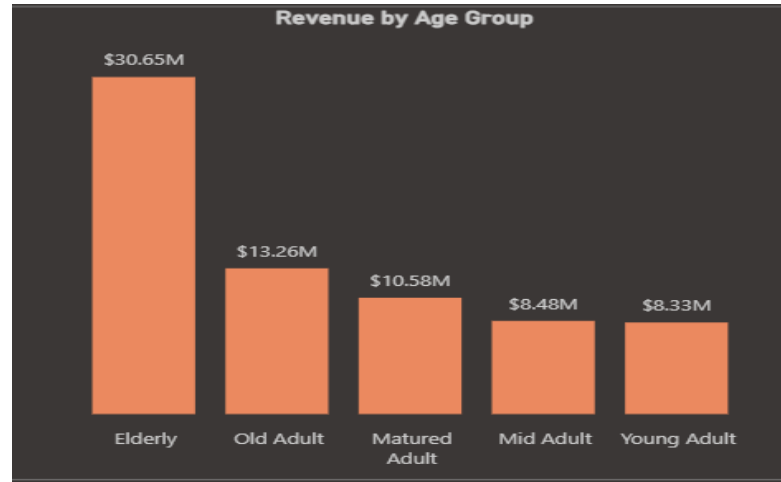


Segmenting the 200 customers into users and sellers, the sellers contributed to 88.15% (\$62.86million) of the total revenue whereas the users contributed 11.85% (\$8.45million). Again, the preferred customers contributed the highest (35.97%) to the total revenue followed by new customers contributing 34.04%. Frequent buyers contributed the least (29.99%) to the total revenue.

KEY INSIGHTS CONT.



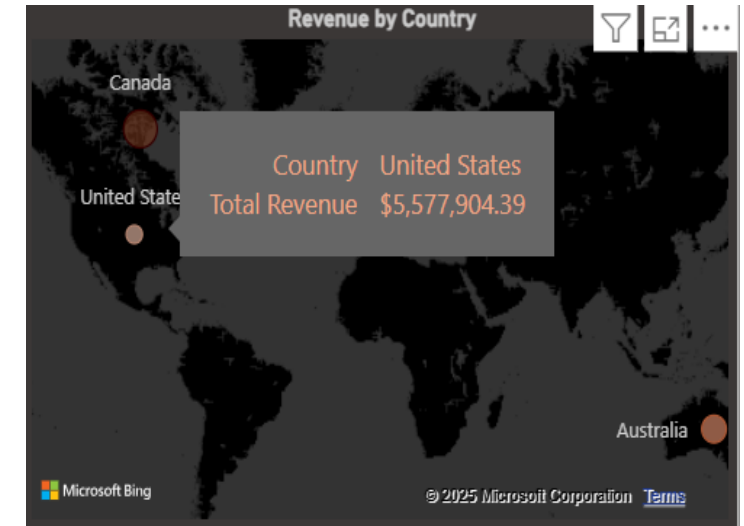
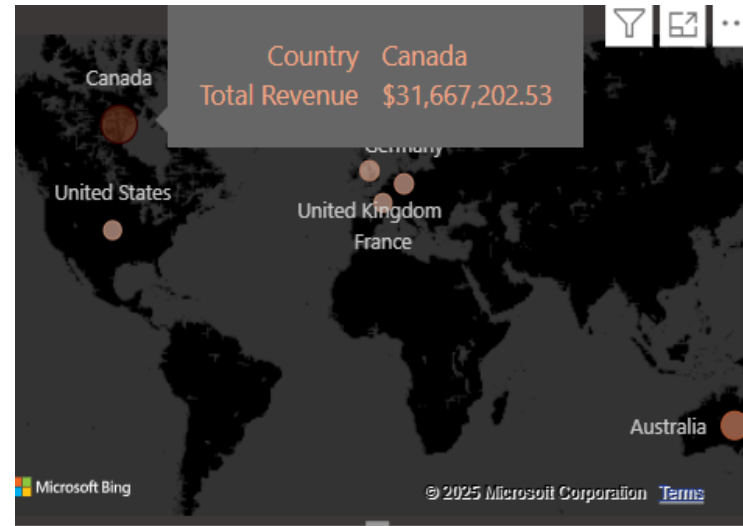
Categorising customers based on gender, the male is our highest performing customers generating \$33.23 million in revenue with the female coming second with a revenue contribution of \$22.95 million. The other genders contributed \$15.13 million.



The elderly contributed the highest revenue of \$30.65 million and young adult been the lowest contributor of \$8.33 million.

- ❖ Young Adult is between 18 and 25 years
- ❖ Mid Adult is between 26 and 35 years
- ❖ Old Adult is between 36 and 45 years
- ❖ Matured Adult is between 46 and 55 years
- ❖ Customers above the age of 55 are classed as elderly

KEY INSIGHTS CONT.



These are the 6 countries where our customers are based. Majority of our customers are located in Canada followed by Australia and the least in United States. There is a positive relationship between the number of customers and the revenue generated in each country; with 86 customers, Canada generated the highest revenue of \$31.67million with United States generating the least revenue of \$5.57million with 15 customers.



RECOMMENDATIONS

- ❖ Consider targeted marketing campaigns in under performing countries such as United States
- ❖ Develop tiered loyalty programs for new customers based on quantities sold
- ❖ Incentivise new customers in order to retain them
- ❖ Use surveys, focus groups or digital feedback tools to understand customer experience
- ❖ Use demand forecasting to align with local needs and seasonal trends

THANK YOU!

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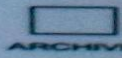
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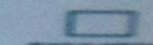
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ARCHIVE



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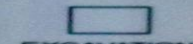
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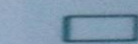
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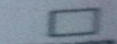
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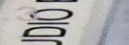
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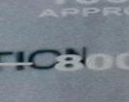
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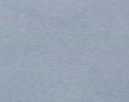
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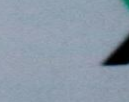
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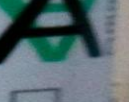
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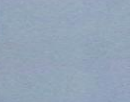
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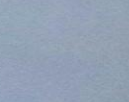
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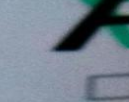
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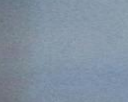
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