**QUESTIONS ANSWERED IN THIS ANALYSIS**

1. What is the Total Revenue from 2022 to 2025?
2. What is the Total Target from 2022 to 2025?
3. What is the Percentage of Revenue Achieved to Target?
4. What is the Revenue Volume Achieved?
5. What is the Target Volume?
6. What is the Percentage of Revenue Volume Achieved to Target Volume?
7. What is the Actual Revenue by Sales Representative?
8. What is the Target Amount of Sales Representatives?
9. What is the Actual Volume of Sales Representatives?
10. What is the Target Volume of the Sales Representatives?
11. What is the Actual Revenue Achievement by Sales Team?
12. What is the Percentage Contribution of each Team to the Total Revenue?
13. What is the Revenue Achieved by Product Class?
14. What is the Percentage Contribution of the Product Class?
15. What is the Volume Achievement by Product Class?
16. What is the Revenue Trend from 2022 to 2025?
17. What is the Yearly Revenue Achieved by the Sales Team?
18. What is the Yearly Revenue Achieved by Product Class?
19. What is the Yearly Distribution of Revenue by Channel?
20. What is the Total Revenue Year To Date (January to December 2025)?
21. What is the Total Revenue Same Period Last Year (January 2024 to December 2024)?
22. What is the Total Revenue Previous Year To Date from January 2024 to December 2025?

**OBSERVATIONS**

1. Total Revenue Achieved for 2022 to 2025 is $11,303,631,675.

2. Total Target for the year 2022 to 2025 is $8,453,326,524.

3. The Percentage of Revenue Achieved to Target is 133%

4. The Revenue Volume Achieved is 27,720,212.

5. The Target Volume Achieved is 20,505,144.

6. The Percentage of Revenue Volume Achieved to Target Volume is 135%.

7. The Top contributor to the Volume and Revenue is Thompson Crawford, he generated $950M and sold 2.36M products. His Target volume was 1.5M and his Target Amount was $645M.

8. Anne Wu had the highest target of $777M but he surpassed his target by $18M.

9. The Total Revenue for the year 2025 is $2,744,203,376.

10. The Total Revenue for January 2024 to December 2024 is $2,953,925,683.

11. The Total Revenue from January 2024 to December 2025 is $5,698,129,059.

**INSIGHTS DERIVED FROM THIS ANALYSIS**

1. The Target for 2022 to 2025 was reached and surpassed by 33%.
2. The Revenue volume achieved surpassed the Target volume by 35%.
3. The top contributors to the revenue are Thompson Crawford, Daniel Gates, and Jimmy Grey, who excel as sales representatives.
4. The Top contributor to the Volume and Revenue is Thompson Crawford, he generated $950M and sold 2.36M products. His Target volume was 1.5M and his Target Amount was $645M.
5. Anne Wu had the highest target of $777M but he surpassed his target by $18M.
6. Team Delta makes the greatest contribution to sales, accounting for 30% of the Total Revenue.
7. The antiseptic category of products accounts for the highest proportion of revenue.
8. Revenue increased from 2022 to 2024, but drastically decline in 2025.
9. Throughout the period spanning 2022 to 2025, Retail Pharmacy and Government Hospital maintained their status as the Leading Revenue Contributors.

**Recommendations**

1. **Recognize and Reward Top Performers**: Given that Thompson Crawford, Daniel Gates, and Jimmy Grey are top contributors to revenue, consider implementing a recognition program to acknowledge their efforts. This could include bonuses, incentives, or public recognition within the organization to motivate them to maintain or even improve their performance.
2. **Sales Training and Development**: Since Team Delta makes a significant contribution to sales, investing in their training and development can further enhance their performance. Providing them with advanced sales techniques, product knowledge, and effective communication skills can help them excel even more.
3. **Diversification of Revenue Streams**: While the antiseptic category of products is currently the highest revenue generator, explore opportunities to diversify product offerings or expand into new markets to reduce reliance on a single category. This can help mitigate risks associated with fluctuations in demand for specific product categories.
4. **Investigate the Decline in 2025 Revenue**: Analyze the factors contributing to the drastic decline in revenue in 2025. It could be due to external factors such as changes in market conditions, competitive pressures, or internal factors such as operational inefficiencies or lack of innovation. Addressing these issues promptly can help prevent further declines in revenue in the future.
5. **Review Target Setting Process**: Evaluate the target-setting process to ensure that targets are realistic yet challenging. While surpassing targets can be motivating, consistently setting targets that are too easily achievable may not encourage optimal performance. Adjusting targets based on market conditions and historical performance can lead to more meaningful goals.
6. **Strengthen Customer Relationships**: Since Retail Pharmacy and Government Hospital are leading revenue contributors, focus on strengthening relationships with these key customers. This could involve providing personalized service, addressing their specific needs, and offering incentives to encourage repeat business.
7. **Long-Term Strategic Planning**: Develop a long-term strategic plan that takes into account market trends, competitive landscape, and potential challenges. This can help guide decision-making and resource allocation to ensure sustained growth and profitability beyond the current planning period.

**Conclusion**

The analysis of the Forggith pharmaceuticals performance data from 2022 to 2025 provides valuable insights into the achievements and areas for improvement within the organization. Despite surpassing the targets for both revenue and volume, there are notable trends and opportunities that require attention to sustain growth and success in the future.