

SALES TRENDS ANALYSIS (2017-2020)

Broad Analysis

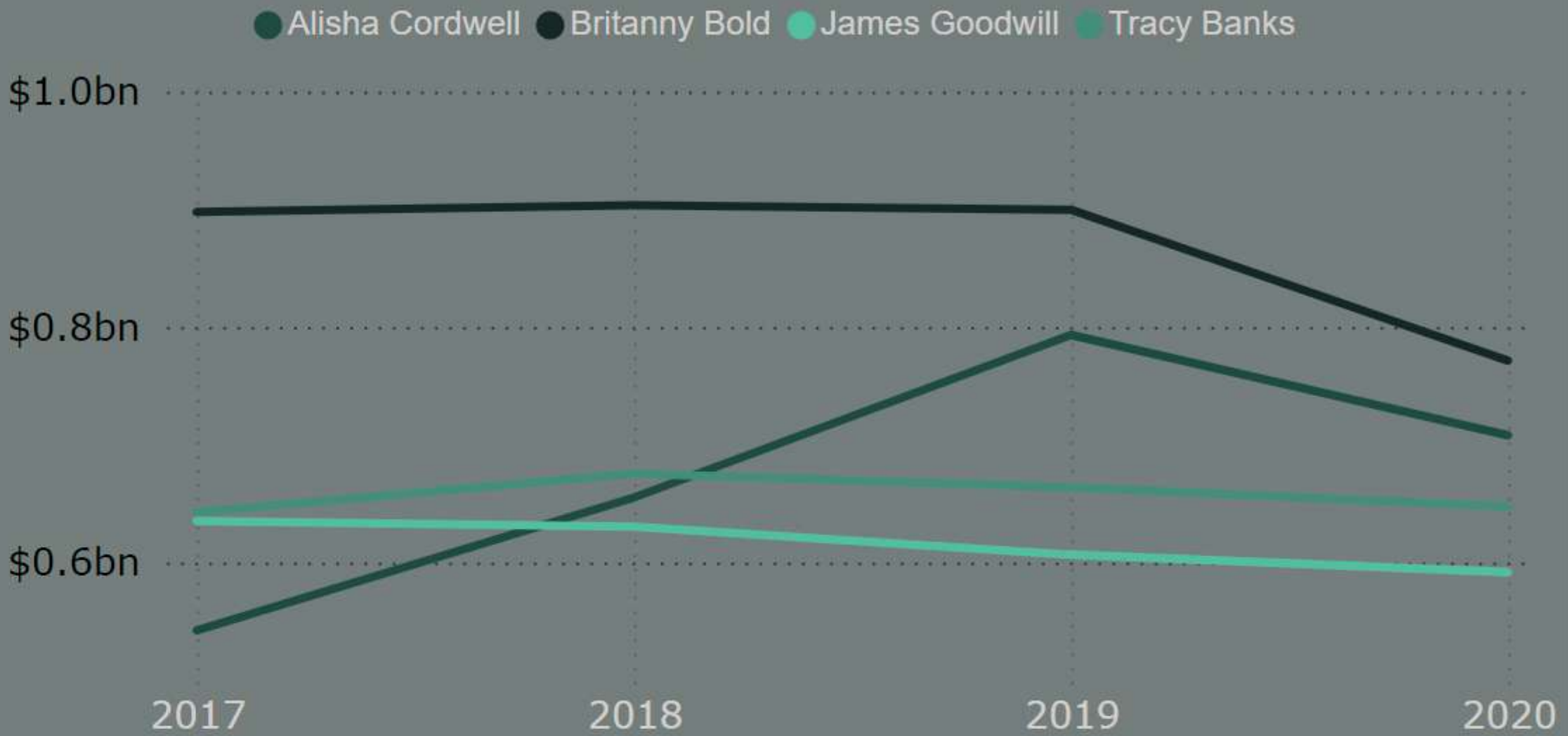
Sales Trends

Key Insights

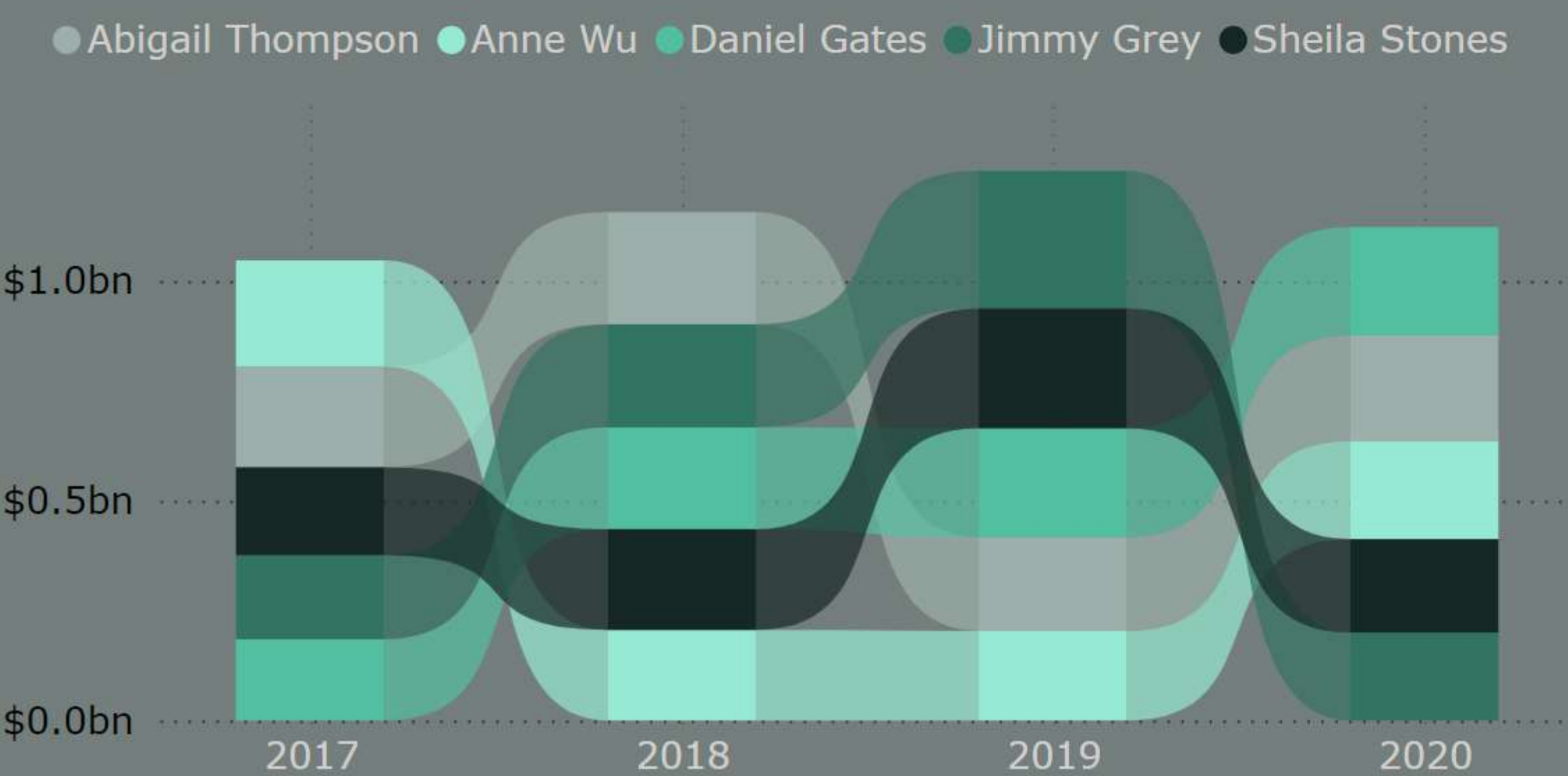
Sales and Quantities Sold by Year



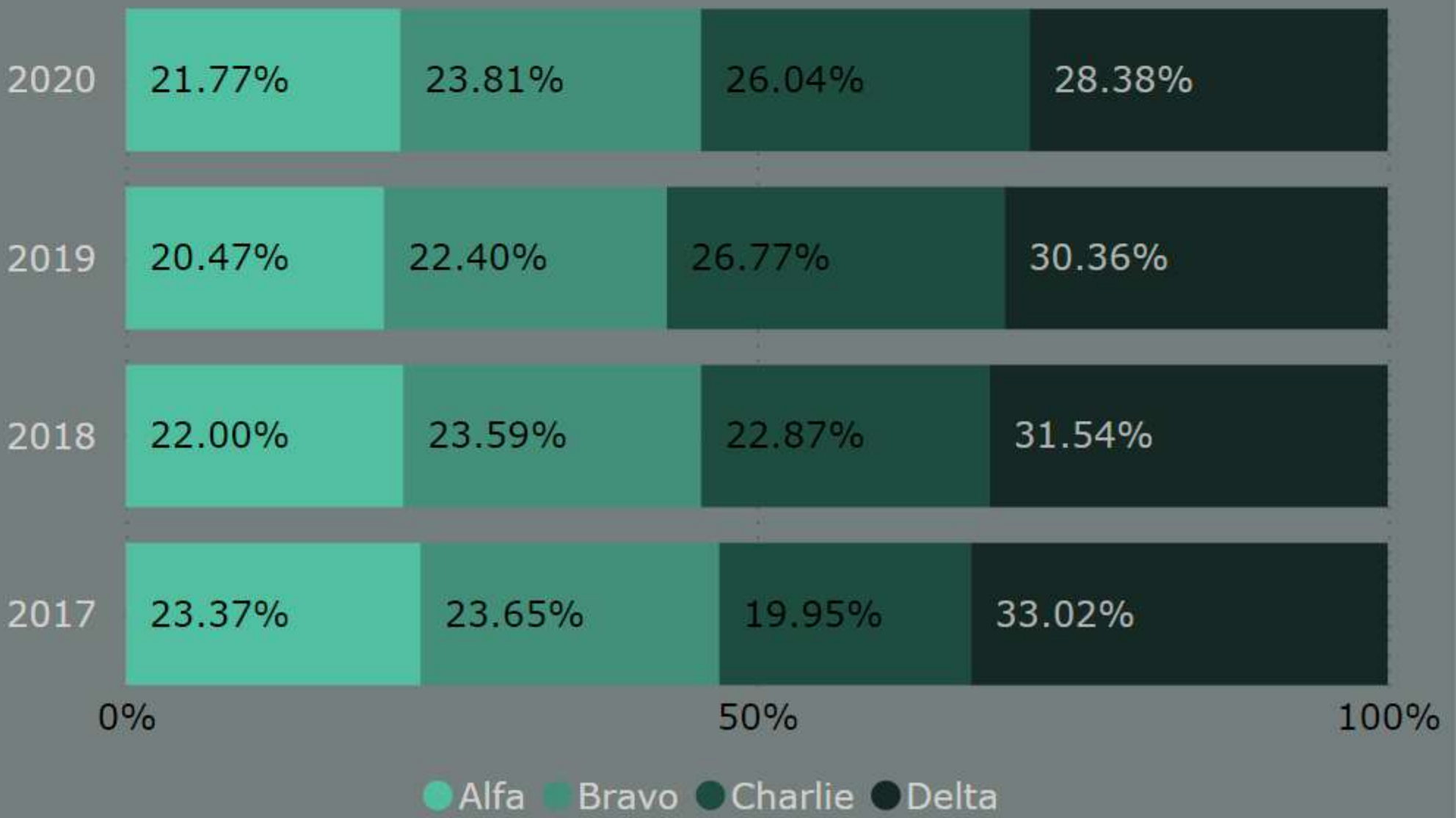
Sales by Manager and Year



Top 5 Sales Rep by Average Sales (2017-2020)



Total Sales by Team and Year



KEY INSIGHTS

Broad Analysis

Sales Trends

Key Insights

Over the specified period (2017-2020),

Total Sales: The total sales reached **\$11.26 billion**, with **27 million units** sold across 240 products. Sales and quantities saw a significant spike in 2019, followed by a decline in 2020.

Top Products: **Ionclotide** was the best-selling product, followed by Tetratanyl and **Sumanazole**.

Leading Product Classes: **Analgesics** and **Antiseptics** were the top-selling product classes, generating **\$2.3 billion** and **\$2.1 billion** respectively.

Channel Performance: **Pharmacy** accounted for **52.9%** of total sales, with **Hospitals** contributing **47.1%**.

Sub-Channel Breakdown: The **Retail** sector led sales at **28.41%**, followed by the **Private sector** at **26.26%**.

Channel Preference: The share of pharmacies and hospitals for each product class is roughly equivalent, except for **Antipiretics**, where **pharmacies** had a slightly more prominent contribution.

Regional Leaders: **Butzbach**, **Baesweiler**, and **Friedberg** were the top cities by sales volume.

Distributor Performance: **Genfac** was the highest-grossing distributor, operating in the most cities, with sales exceeding **\$3.5 billion**.

Top Sales Reps: **Abigail Thompson** led with **\$938.7 million** in sales, closely followed by **Jimmy Grey** and **Sheila Stones**. Over the years, **Daniel Gates** demonstrated consistent progress in his performance.

Team Performance: The **Delta** team (led by **Britanny Bold**) consistently led in sales, while the team **Alfa** (led by **James Goodwill**) lagged behind almost every year.