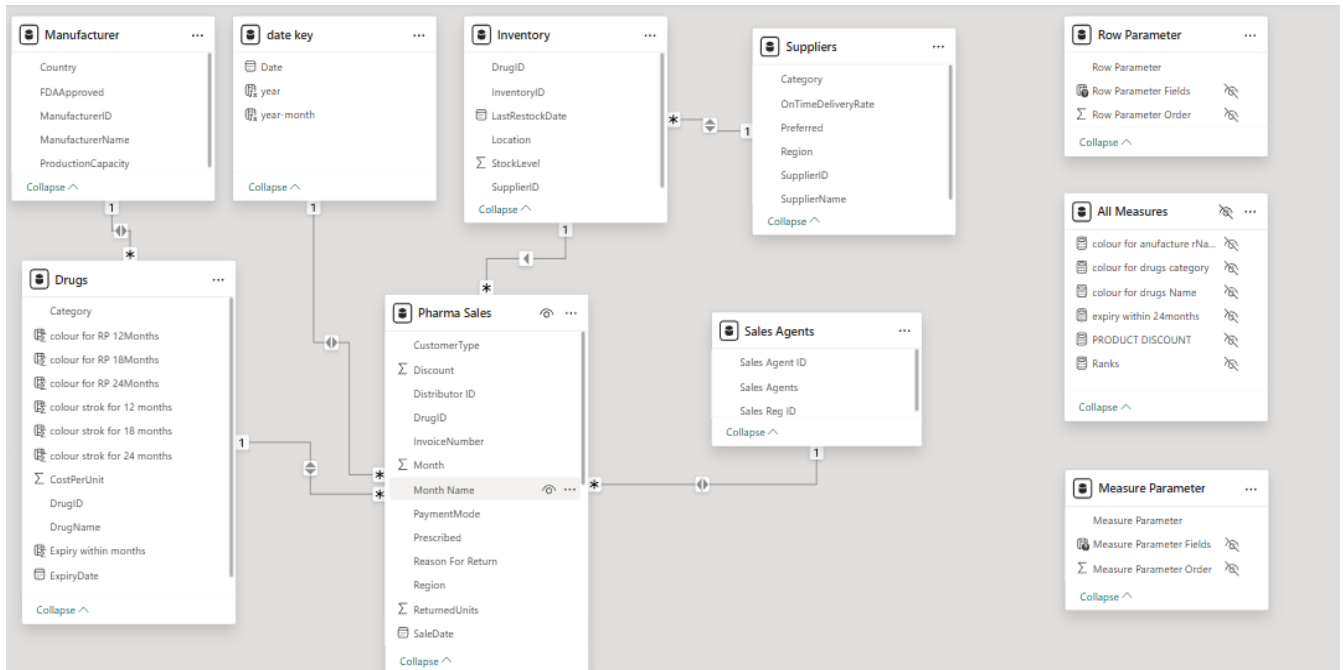


# Pharma Sales Project - Data Model



## Project Overview

The primary business goal of this project, initiated by the Pharma Sales Account Manager, is to gain clear and actionable insights into the sales performance of pharmaceutical products across different regions, customer segments, and suppliers. The dashboard supports the account manager's responsibilities by consolidating key sales data into an intuitive and interactive format. It enables tracking of product trends, evaluation of market penetration, and monitoring of distribution channels. Ultimately, the goal is to strengthen client relationships, drive revenue growth, and enhance strategic decision-making through greater visibility and control over the sales pipeline.

## Business Goals

- Track how different drugs/products are performing across markets.
- Understand which regions or zones are doing well or underperforming.
- Identify top suppliers and flag inefficiencies in the supply chain.
- Support sales planning and Revenue Forecasting using historical trends.
- Improve accountability and performance across the commercial ecosystem.
- Automate the report refresh every day.

## Drugs (Dimension Table)

DrugID	Unique code assigned to each drug
DrugName	The name of the drug
Category	Therapeutic class of the drug
ManufacturerID	Manufacturer identifier

Expiry Date	Expiration date of the drug
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### Manufacturers (Dimension Table)

ManufacturerID	Unique manufacturer identifier
ManufacturerName	Official name of manufacturer
Country	Operating country
ProductionCapacity	Production capacity per year
FDAApproved	FDA approval status

### Suppliers (Dimension Table)

SupplierID	Unique supplier identifier
SupplierName	Name of supplier
Region	Region served
On Time DeliveryRate	Percentage of on-time deliveries
Preferred	Preferred vendor status

### Inventory (Dimension Table)

InventoryID	Unique identifier for inventory
DrugID	Associated drug
SupplierID	Supplier of stock
StockLevel	Quantity in stock
LastRestockDate	Last restock date

### Sales Agents (Dimension Table)

Sales RepID	Unique ID of sales agent
Sales RepName	Name of sales agent

### Pharma\_Sales\_2022\_2024 (Fact Table)

SaleID	Unique identifier for sales transaction
DrugID	Drug sold (linked to Drugs)
Sales Rep ID	Sales representative handling transaction
Distributor ID	Distributor involved
Region	Region of sale

Customer Type	Type of customer
SalesChannel	Mode of sale
UnitsSold	Quantity sold
UnitPrice	Selling price per unit
Discount	Discount applied
SaleDate	Date of sale
Invoice Number	Invoice reference number
PaymentMode	Payment method
Prescribed	Prescription required status
ReturnedUnits	Number of returned units
Reason For Return	Reason for return