

Pharmacy Sales Dashboard - December

Total sales

13.13M

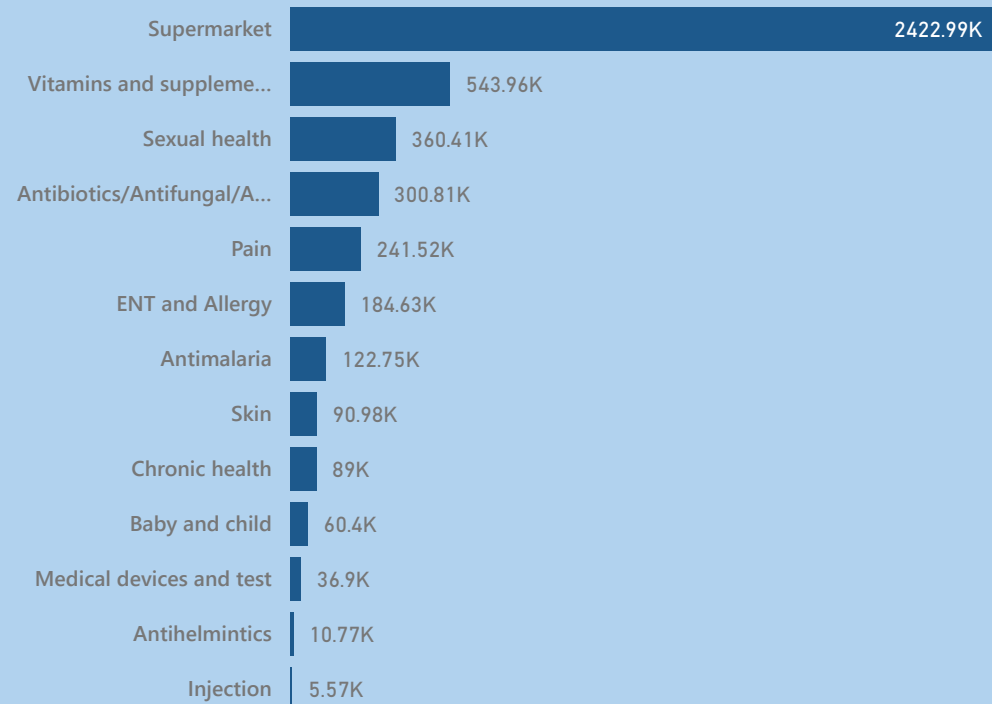
Gross profit

4.47M

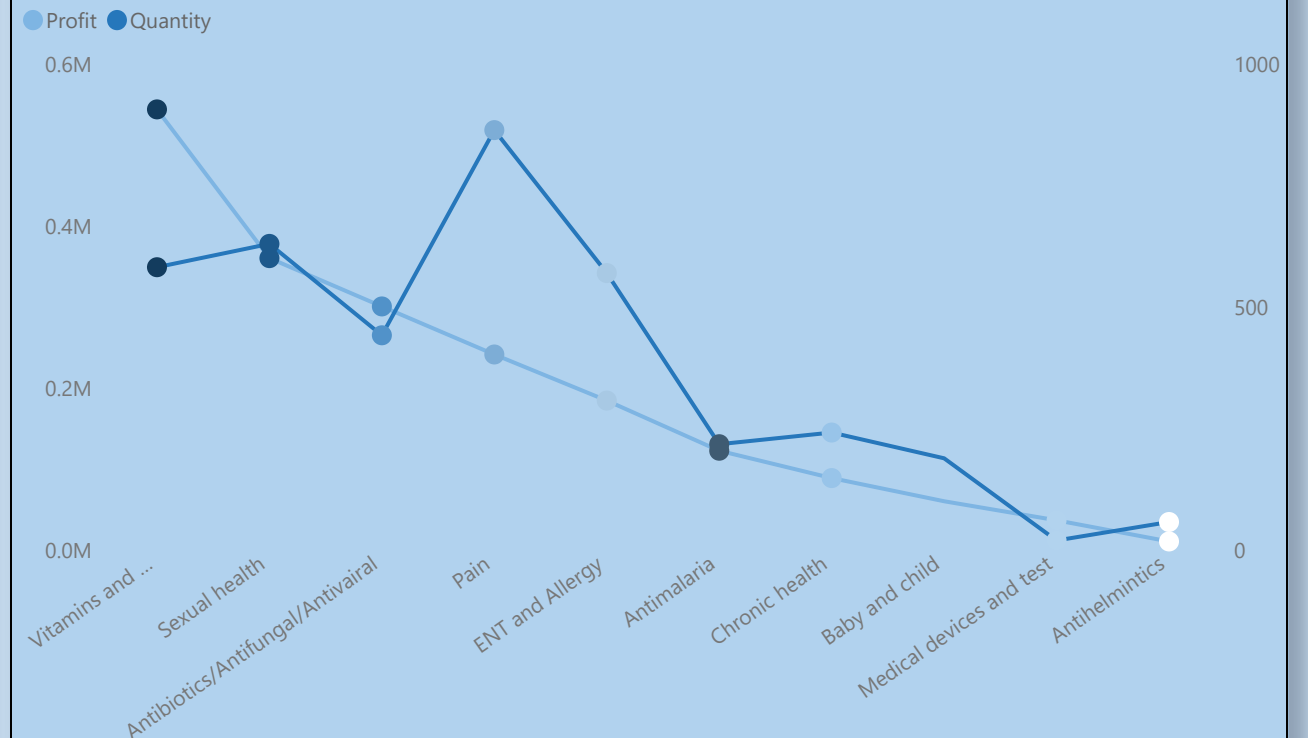
Category

All

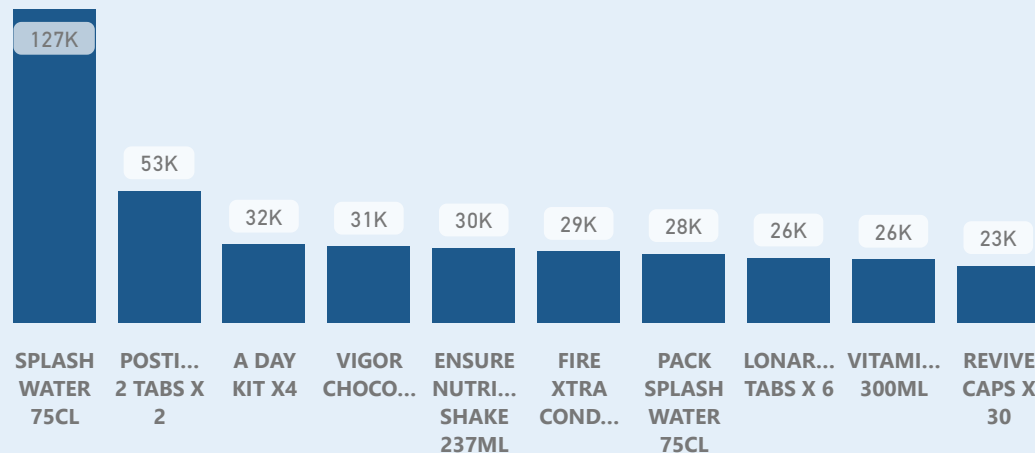
Product category by profit generated



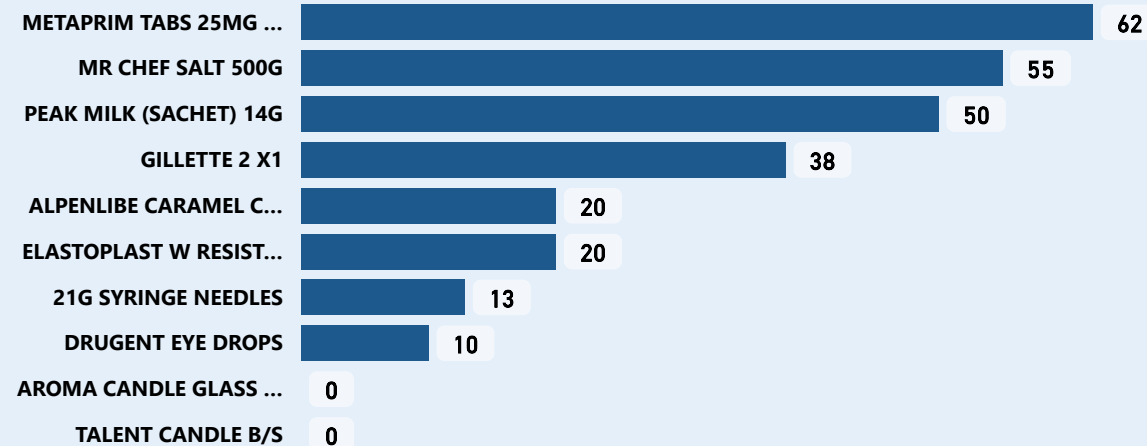
Pharmacy product category by profit and quantity



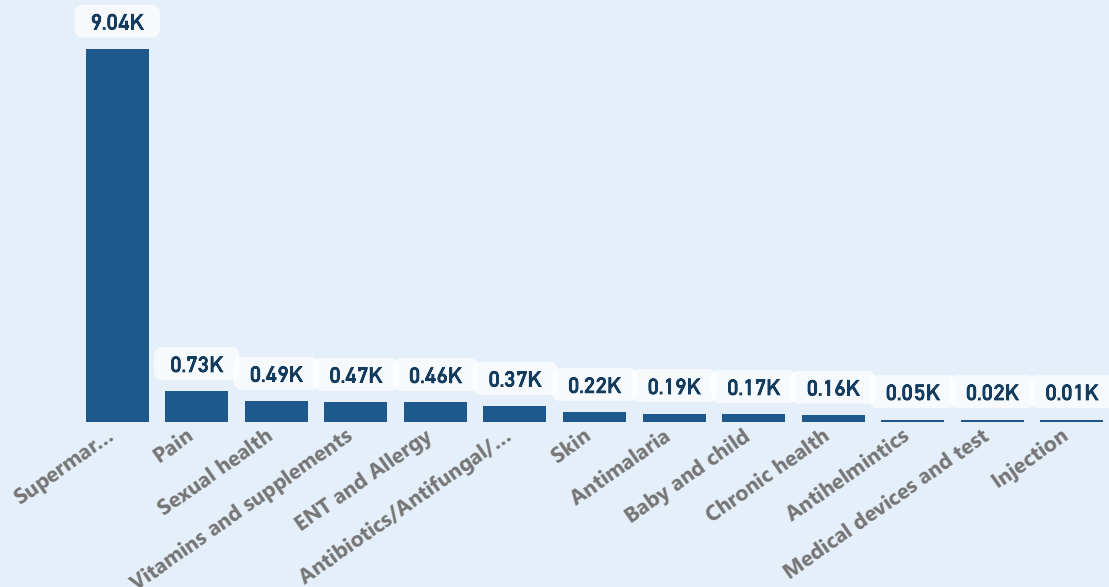
Top 10 product with the highest profit



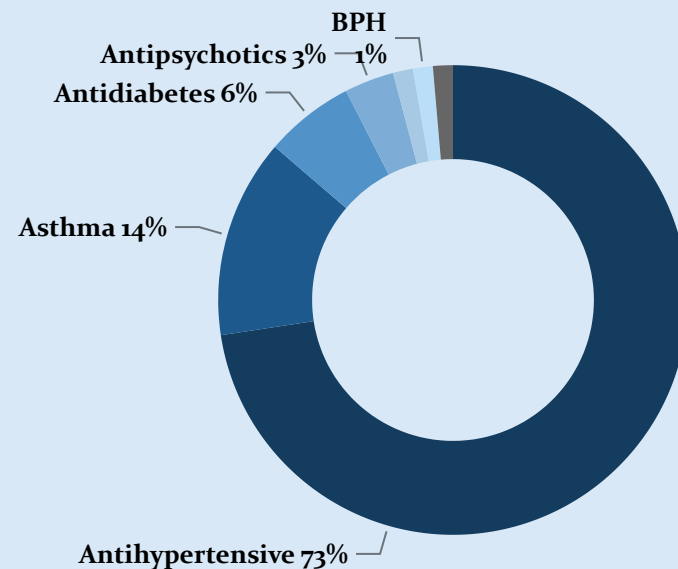
Bottom 10 products with the least profit



Product category sold by Quantity



Distribution of Chronic health subcategory



Summary

The products were categorized into the following

- **Supermarket** - Non-pharmacy products, wound dressing
- **Vitamins and Supplements** - All the supplements and multivitamins, blood tonics
- **Sexual health** - Condoms, pregnancy test strips, lubricants and hormone medications
- **Baby and child care** - Children supplements and drugs
- **Pain** - Analgesics, antiulcer, muscarinics and antacids
- **ENT and Allergy** - Ear & Eye drops and allergy medications
- **Skin** - All topical medications
- **Chronic health** - Antihypertensives, Antidiabetics, Anticholesterol/ Lipids, CNS medications

The most profit was generated from the supermarket product (supermarket sales resulted in half of the profit generated, 2.42M), it was also the most sold category. The top 5 pharmacy products generating the most sales include; Vitamins and supplements, Sexual health, Antibiotics/Antifungal/Antiviral and Pain. These top 5 pharmacy product were not directly proportional to the quantity sold. That is, the quantity sold does not affect the profit generated for pharmacy products. It was also observed that antihypertensives were sold the highest.

Recommendations

- To 10 or Top 5 pharmacy products generating the most profit should be well positioned on the shop floor for customers to easily see and pick
- Vitamins and supplements are good ways to increase the basket size since they also generate more profit and its easy to encourage more customers to buy based on their complains and conditions with the appropriate knowledge. Especially the sexual health supplements, that can go together with the products under the sexual health category since it is one of the most sold product in that area.
- The medical devices and tests category in the pharmacy section can be explored more to boost the profit from the pharmacy unit. Compared to the other pharmacy categories that mostly contain drugs, exploring the medical devices and tests category through improving knowledge, awareness, and available services to customers. Also, self-test kit for sexual health such as HIV self-test kits, ovulation kit or partner with nearby labs to encourage STI testing can be explored to improve sales.
- Programs and outreaches for hypertensive patients would help to retain these customers and even bring more people to the pharmacy since antihypertensives are sold the highest.