

DASHBOARD 1

1. Overall Sales Metrics

- Quantity sold, cost of goods sold (COGS), revenue, profit, and profit margin with comparing current month vs previous month

2. Performance of Top and Bottom Drugs: -

- Identification of dynamic top drugs by Different Measures and the percentage contributions
- Overview of the Dynamic Top and underperforming Drugs by Different Measures and the percentage contributions

3. Month-over-Month Revenue Changes

- Detailed analysis of revenue changes for each month (Monthly Trend)

DASHBOARD 2

1. Customer Demographics and Sales Distribution

- Total number of customers and average revenue per customer.
- Revenue distribution by country and key statistics on buyer type.

2. Revenue by Demographics

- Breakdown of revenue by gender and age group.
- Highlighting the revenue share from top 2 countries