# **Define the parameters of your business capability analysis**

## What area of ABC Pharmacy business function or operation do you want focus on?

Areas of focus for me for ABC Pharmacy are

1. Products Performance measurement.
2. Store performance measurement.

## What types of things will the data tell you with respect to this focus?

### Product performance

This data will provide following things related to products

1. Maximum selling products quantity wise.
2. Products which are never getting sold or are getting sold in in very less quantity.
3. Products which provide high sales revenue.
4. Products which provide no or very less revenue.
5. Are some products getting sold in greater quantities based on seasonality?
6. Month wise revenue generated by products in dollar amount.
7. Month wise revenue generated by
   1. major product category
   2. product category
   3. product sub category
   4. product segments
8. Drill down data for products based on product category, sub category, segment.

### Store performance

This data will provide following things related to pharmacy stores

1. Stores which are high performing in sales revenue
2. Worst performing stores based on sales revenue.
3. Month wise performance of the stores in dollar amount
4. Stores in which state earn maximum revenue.
5. Revenue generated from particular stores.
6. Month wise revenue generated for a store by
   1. major product category
   2. product category
   3. product sub category
   4. product segments

## Why is this area of focus important?

Evaluating product performance is critical to success of the business for following reason.

* Based on the data provided we can calculate the revenue generated for each product and then compare against the cost associated with either procuring or producing it and see how much profit margin is been made.
* Based on the product sales, inventory related to those products can be either bumped up in the stores or can be brought down. This avoids shortage of certain products as well as overstocking.
* Month on month product performance.
* Products which are not performing can be deprecated.

Evaluating store performance could help in

* Profit/loss associated with each store based on sales revenue.
* Identifying store and product correlation, check if certain stores are consistently selling certain products more month on month compared to others.
* Identifying the stores which are not performing and then can be closed.

## What value do you expect your analysis will provide?

For both store and product performance data analysis will provide following value

1. Patterns of increase/decrease in sales revenue, so based on this it will be easy to make future sales revenue prediction and set appropriate sales targets.
2. Certain stores might not be performing as expected in sales revenue, so best option would be minimize losses in those stores, this analysis can help with that.
3. Better business decisions based on historical data.

## What types of recommendations would you expect to be able to make based on insights of your business questions?

Types of recommendations would you expect to be able to make based on insights of your business questions

1. Products on which to make more investments.
2. Product stock that needs to be maintained based on the time frame.
3. Target sales revenue for each store every month or for every year.
4. Top ‘X’ products based on sales revenue.
5. Top ‘X’ stores based on sales revenue.
6. In which major product category/ product category/sub category/segment, more similar products can be introduced.

# **Define business questions**

## Product Performance

1. Which of the products ABC Pharmacy should be producing more?
2. Which is the best-selling product?
3. What is Month on month increase/decrease in revenue for particular product?
4. Which product categories, sub categories, segments perform better or worse?
5. Which are the products should ABC pharmacy be decommissioning? (Based on sales revenue)
6. What’s is the average sales revenue for a particular product? Or what’s the average sales revenue for ABC pharmacy by product?
7. What’s total sales revenue for ABC Pharmacy?
8. What’s product revenue percentage share across the product portfolio? What’s product category, sub category, segment wise revenue percentage share across the product portfolio?
9. What is max, minimum and average quantity sold for particular product, product category, sub category and segment?
10. Should ABC pharmacy increase the number of items produced based on the increase in demand?
11. Are there seasonal trends that can be used for predicting future revenue?
12. What are the average number of products sold per transaction, per day, per month, per year?
13. What’s month or month or year on year growth for any particular product?

## Store Performance

1. What’s the average sales for any selected store? This can be further extended to monthly, yearly daily.
2. Which store has maximum performance based on sales revenue?
3. What’s best selling product for particular store?
4. What’s sales revenue for all the stores in particular state? What’s state wise sales revenue?
5. If there is need to minimize the losses, then which stores ABC pharmacy should be closing? (Note: Stores with least sales revenue can be closed)
6. What’s average sale per store? This can be further extended to monthly, yearly daily.
7. What’s month on month sales revenue for any particular store?
8. What’s percentage gain/loss in sales revenue every month or every year? (This could help in plotting the chart.)
9. For any particular store which product generates maximum revenue?
10. For any particular store which product does not generate any revenue or least revenue?
11. For any particular store which month has maximum sales?
12. What are number of stores state wise? To further expand, what are average number of stores per state?