

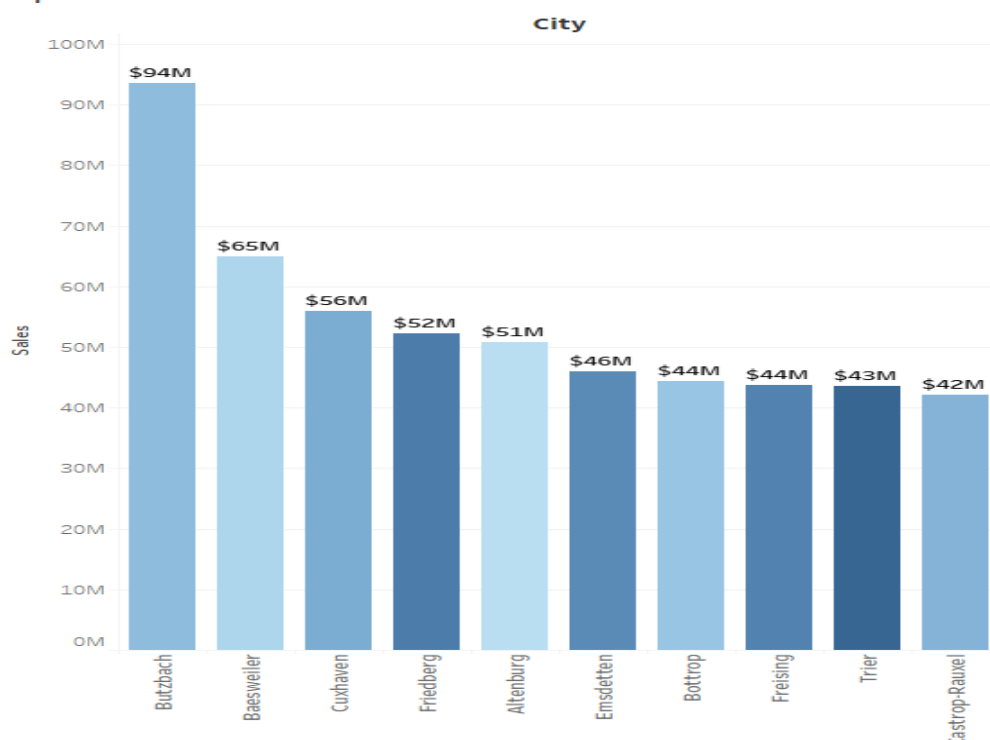
TABLEAU PHARMACEUTICAL PROJECT REPORT

This project will consist of at least 3 multi-frame dashboards which will answer questions below:

1. The top 10 best and worst performing cities in terms of sales and quantity of products sold.
2. Which country or region generates high revenue?
3. The percentage contribution each city in their respective country and the percentage contribution of each region or country to the overall profits for the company.
4. Which channel and sub-channel has the highest revenue.
5. The top and worst performing products and product class.
6. The best and worst performing distributor.
7. What is the sales trend for each year and is there any seasonality in the product sales?
8. The best and worst performing sales team in terms of revenue generated across each year and who are top 3 best and worst sales reps for each team?
9. Who are our top 5 customers?
10. Which country should we focus on improving our services or operations?

- **Top 10 best and worst performing cities:** The top 10 best cities in terms of sales are Butzbach with \$94M in sales followed by Baesweiler, Cuxhaven, Friedberg, Altenburg, Emsdetten, Bottrop, Friesing, Trier and Castrop-Rauxel with approximately \$65M, \$56M, \$52M, \$51M, \$46M, \$44M, \$44M, \$34M and \$42M respectively. All these cities are in Germany which constitute more than 90% of the total profit across the years between the two countries (Germany and Poland).

Top 10 Cities



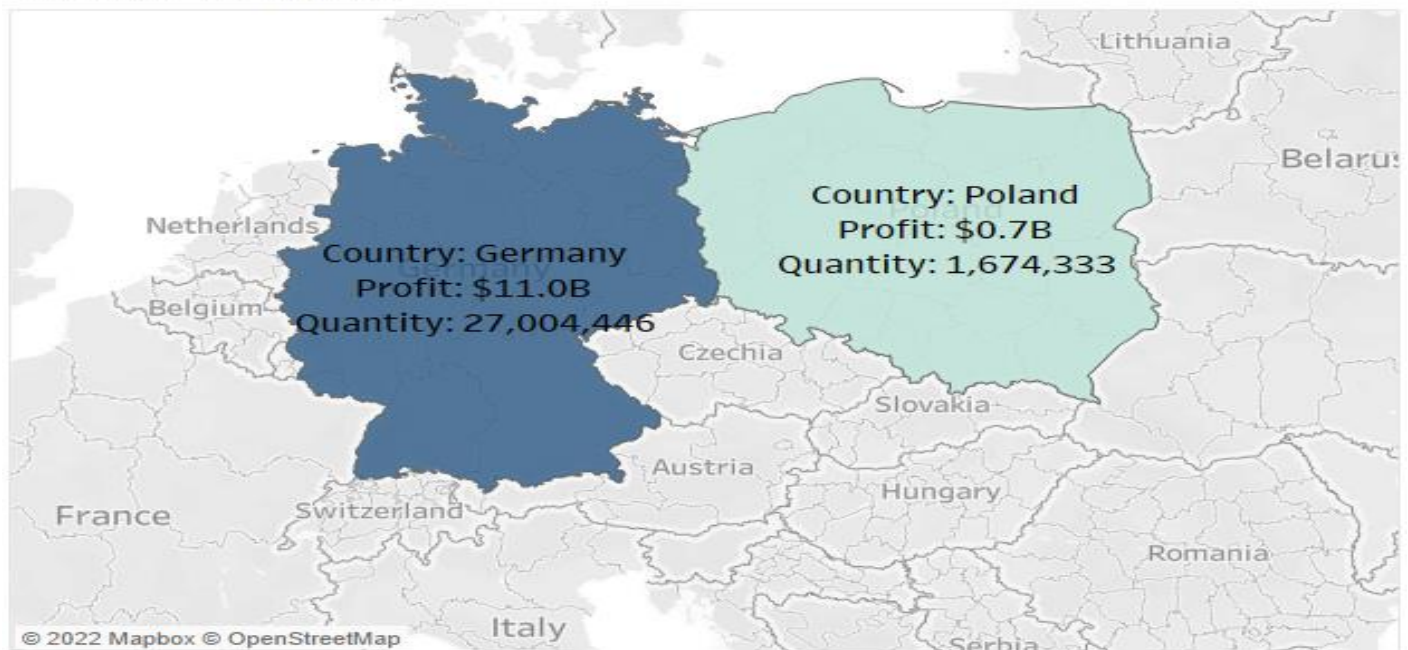
- **Worst Cities:** Poland being the country with low contribution to the overall total profit for the company which less than 5% has the worst cities in terms of sales, profit and quantity sold as well. The city of Szczytno worst performing city with just \$1.7M in sales, followed by Nowy Targ, Plock, Krotoszyn, Police, Krakow, Swiecie, Blatogard and Krostrzyn nad Odra with approximately \$1.8M, \$1.8M, \$1.9M, \$2.0M, \$2.0M, \$2.0M, \$2.0M, \$2.1M, \$2.1M respectively.

Worst City

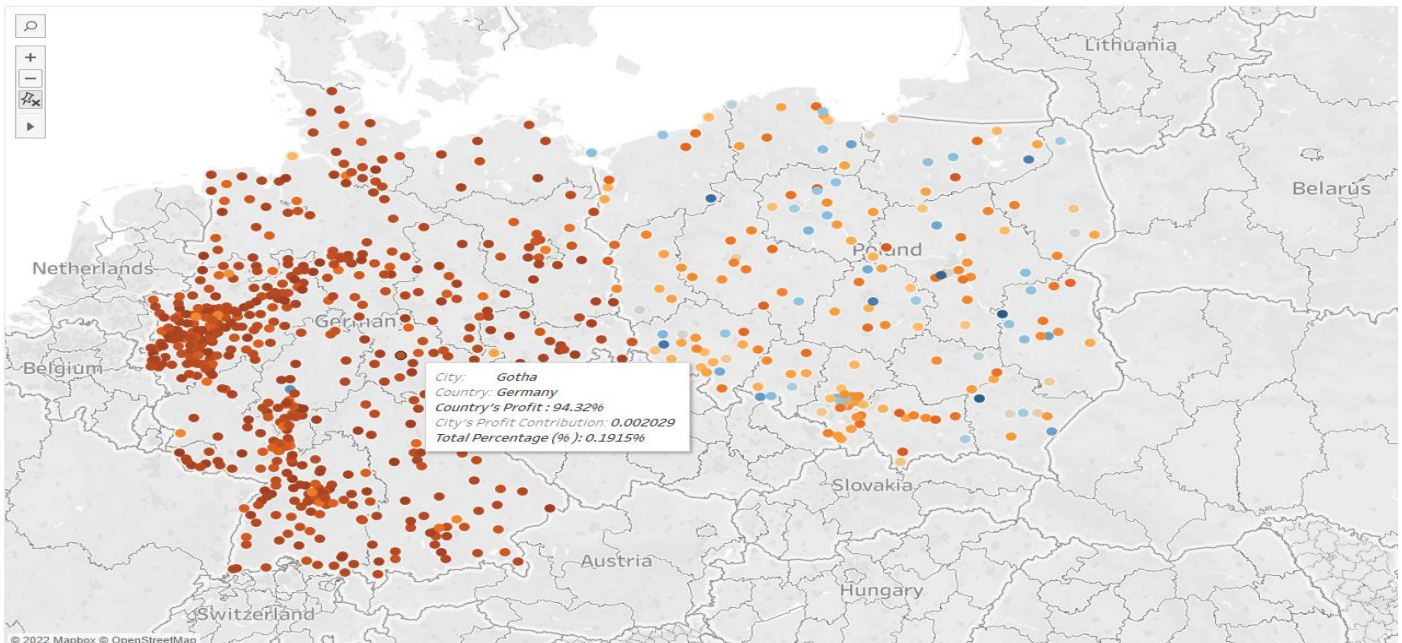
City	
Szczytno	\$1.7M 4.2K
Nowy Targ	\$1.8M 5.2K
Płock	\$1.8M 5.2K
Krotoszyn	\$1.9M 5.7K
Police	\$2.0M 7.2K
Kraków	\$2.0M 9.8K
Świecie	\$2.0M 5.7K
Białogard	\$2.0M 6.0K
Brzesko	\$2.1M 5.5K
Kostrzyn nad Odrą	\$2.1M 5.7K

- Profit generated by countries:** The company made more revenue in Germany than in Poland. Is not surprising because the company is a Germany company and it started operating in Germany for years before expanding to Poland. \$11B of profit is being made from sales in Germany for the years of operating with 27 million of items or products sales as compared to the less a billion profit made from sales in Poland with only \$0.7B and about 1.8 million quantity of product sold.

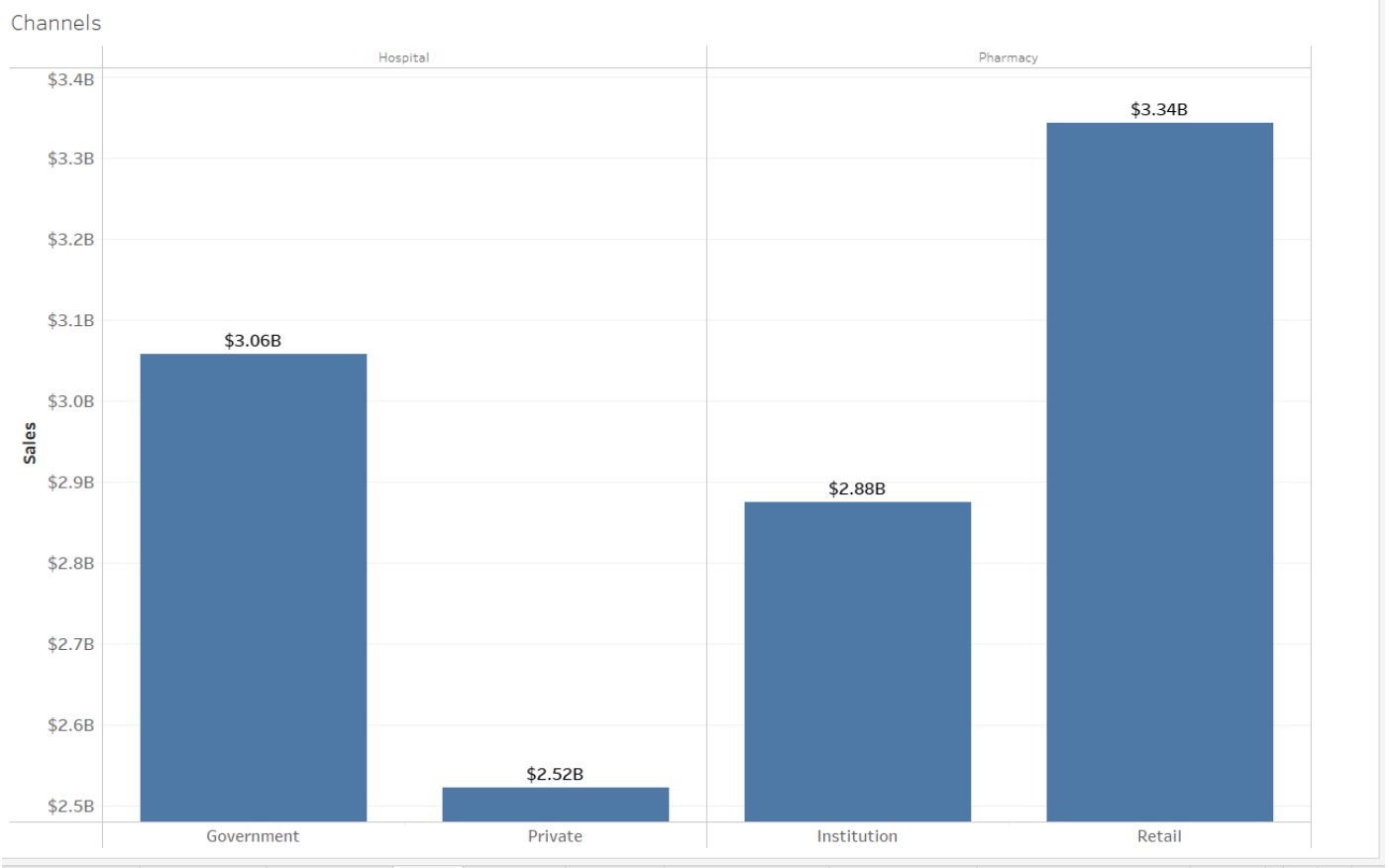
Country Renvenue



- Percentage of Contributions by Cities:** The city Butzbach has the highest profit contribution to the total profit contribution in Germany with 0.8% overall total profit for the company. Deblin is the highest contributor to the overall profit contribution for Poland with 6% profit contribution. Hagan, Vebert, Amisberg, Plock, Nowy Targ and among others the worst profit contributors across both countries or region.



- Channel and Sub-Channel Revenue:** Pharmacy channel is the most profitable channel with retailers' contribution approximately \$3.34B in sales revenue and institutions contributing \$2.88B in revenue as well. Hospitals having \$3.06B in revenue from government institutions and \$2.52B in revenue for private institutions. The government hospitals buy more of the company's product which is a very good indicator of the best quality products the company provides or manufacture.



- Top Product Class:** Antimalarial drugs have more sales with \$35M in sales revenue followed Antiseptics, Analgesics, Antibiotics and Mood Stabilizers with \$27M, \$21M, \$17M and 49M respectively. Malaria is a common disease affecting the whole world, most especially in Africa,

South American and Eastern Europe, this a major factor for the high revenue sales in the Antimalaria drugs.

Product Class

Product Class =

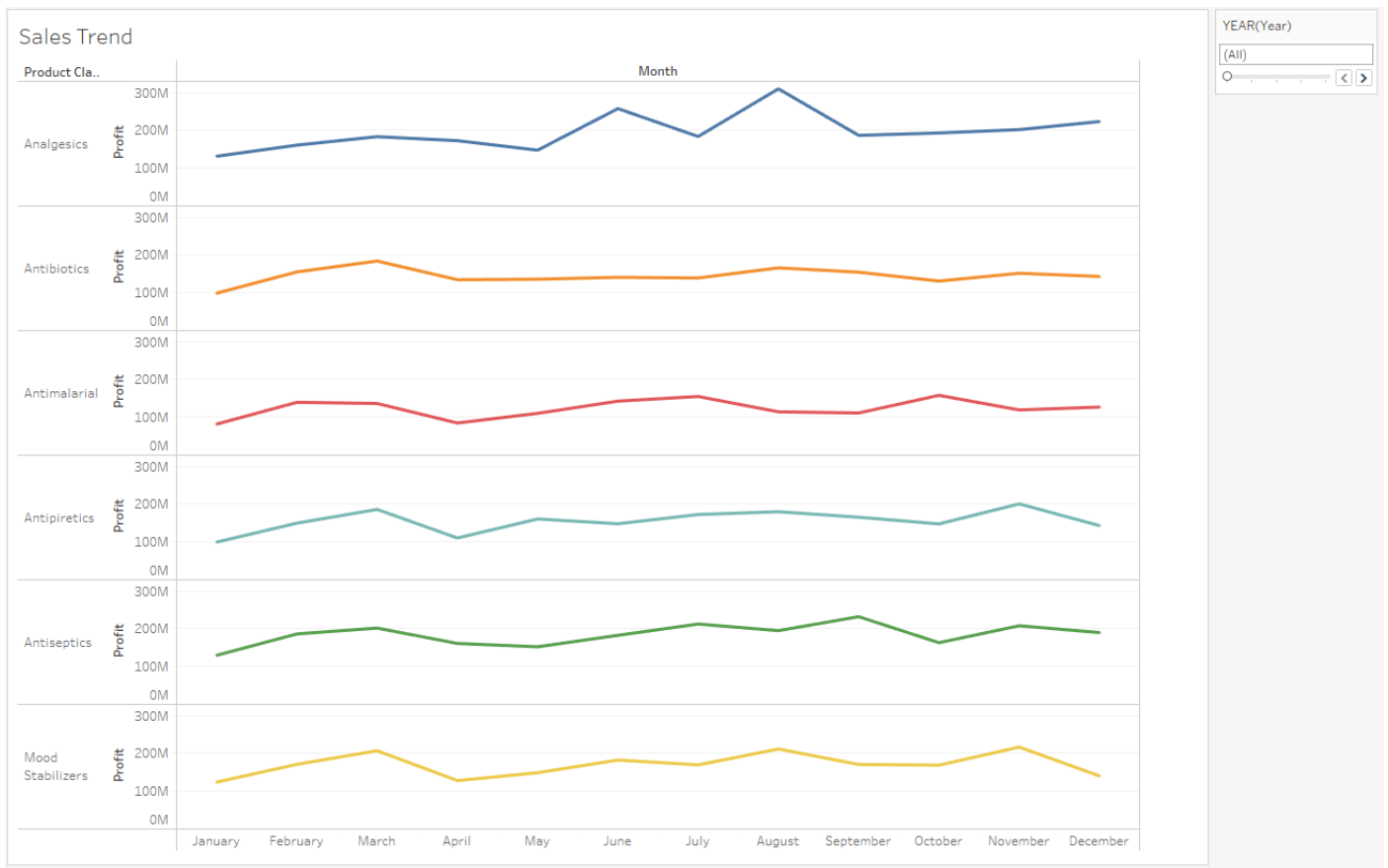
Antimalarial	\$35M
Antiseptics	\$27M
Analgesics	\$21M
Antibiotics	\$17M
Mood Stabilizers	\$9M

- Distributors Performance: Garlach LLC is the best performing distributor with \$3.50B in sales revenue and \$3.46B in profit. Harlsen Group Pharm, Kris LLC are the low performing distributors for the company with approximately less than a billion in sales and profit as well.

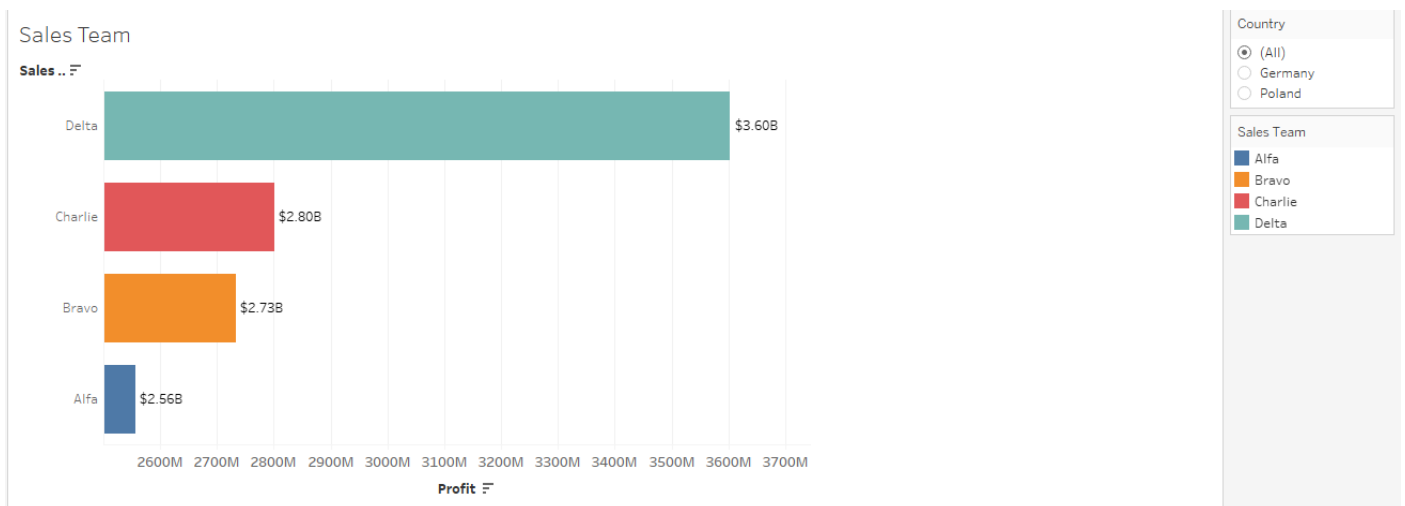
Distributors

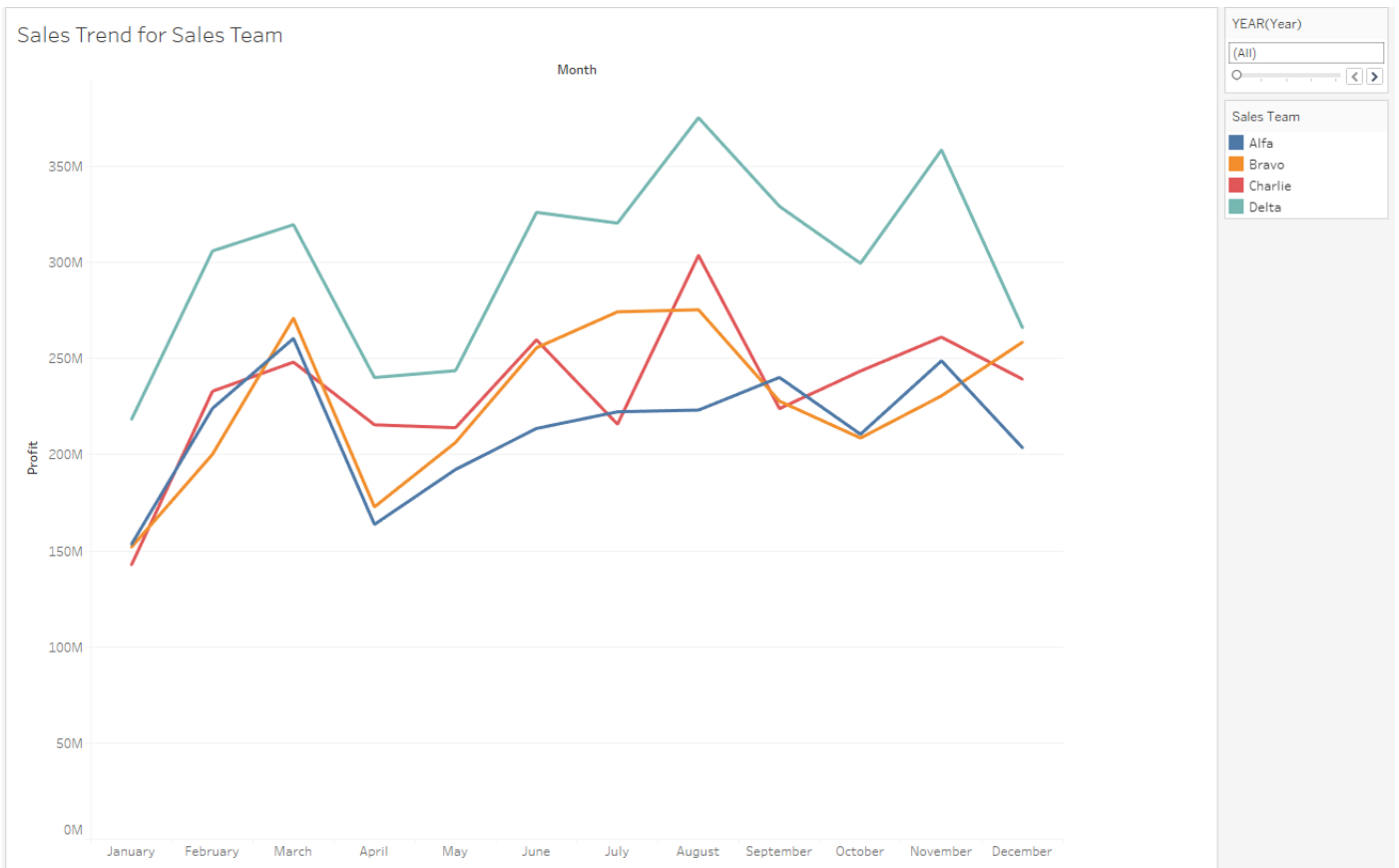
Distributor	≡	Profit	Sales
Gerlach LLC		\$3.46B	\$3.50B
Koss		\$3.06B	\$3.09B
Erdman		\$1.51B	\$1.52B
Kozey-Emmerich		\$1.23B	\$1.23B
Romaguera-Fay		\$0.44B	\$0.44B
Bashirian-Kass..		\$0.35B	\$0.35B
Welch-Langwor..		\$0.26B	\$0.26B
Daugherty-Rem..		\$0.23B	\$0.23B
Beier		\$0.15B	\$0.15B
Rohan and Sons		\$0.14B	\$0.14B
Gleason		\$0.14B	\$0.14B
Stehr-Champlin		\$0.12B	\$0.13B
Smith Inc		\$0.12B	\$0.12B
Lockman		\$0.10B	\$0.10B
Prohaska-Kuhic		\$0.08B	\$0.08B
Cassin		\$0.06B	\$0.06B
Gottlieb-Cruick..		\$0.05B	\$0.05B
Crist Inc		\$0.04B	\$0.05B
Rohan		\$0.03B	\$0.03B
Nader-Gaylord		\$0.03B	\$0.03B
Schaefer LLC		\$0.02B	\$0.02B
Lindgren-Simon..		\$0.02B	\$0.02B
Graham and So..		\$0.02B	\$0.02B
Lesch		\$0.01B	\$0.01B
Schuppe Inc		\$0.01B	\$0.01B
Carter-Conn		\$0.01B	\$0.01B
Rogahn-Klein		\$0.01B	\$0.01B
Kris LLC		\$0.00B	\$0.00B
Hansen Group P..		\$0.00B	\$0.00B

- Sales Trends:
For Sales Per Product class. There has been some significant upward trend for all product class in May and October and down trend in December except for Analgesics with which an upward trend for in May, October and December as well and there is no seasonality for all sales in the data.

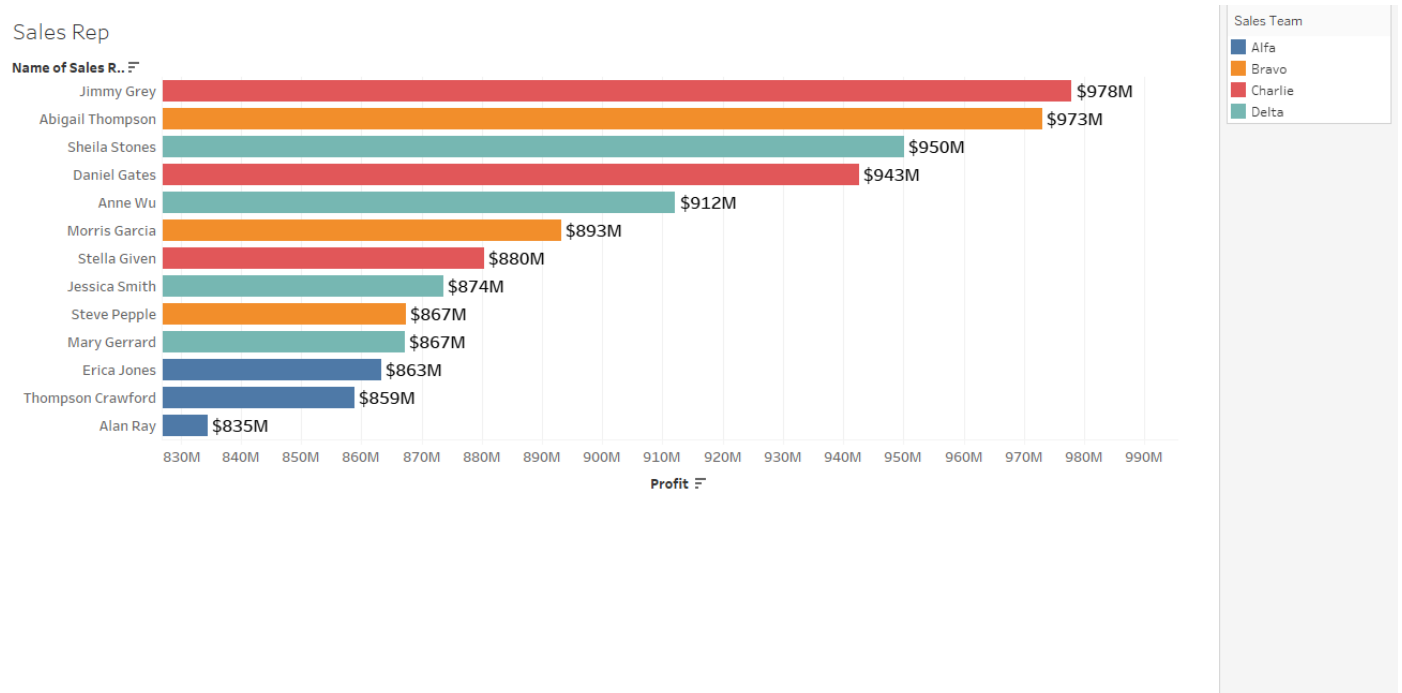


- Sales Team: Team Delta have the highest sales among the team with \$3.6B in sales revenue followed by Team Charlie with \$2.8B. Team Bravo which is the third highest sales have generated a sales revenue of \$2.73B and Team Alfa with \$2.56B is sales revenue as well.





- Sales Reps: All the sales reps have made a huge contribution to sales revenue with a small significant difference between them. Jimmy Grey has the highest sales revenue of \$978M and Alan Ray being the least contributor with \$835M. The difference in revenue between Jimmy Grey and Alan Ray is just about \$143M.



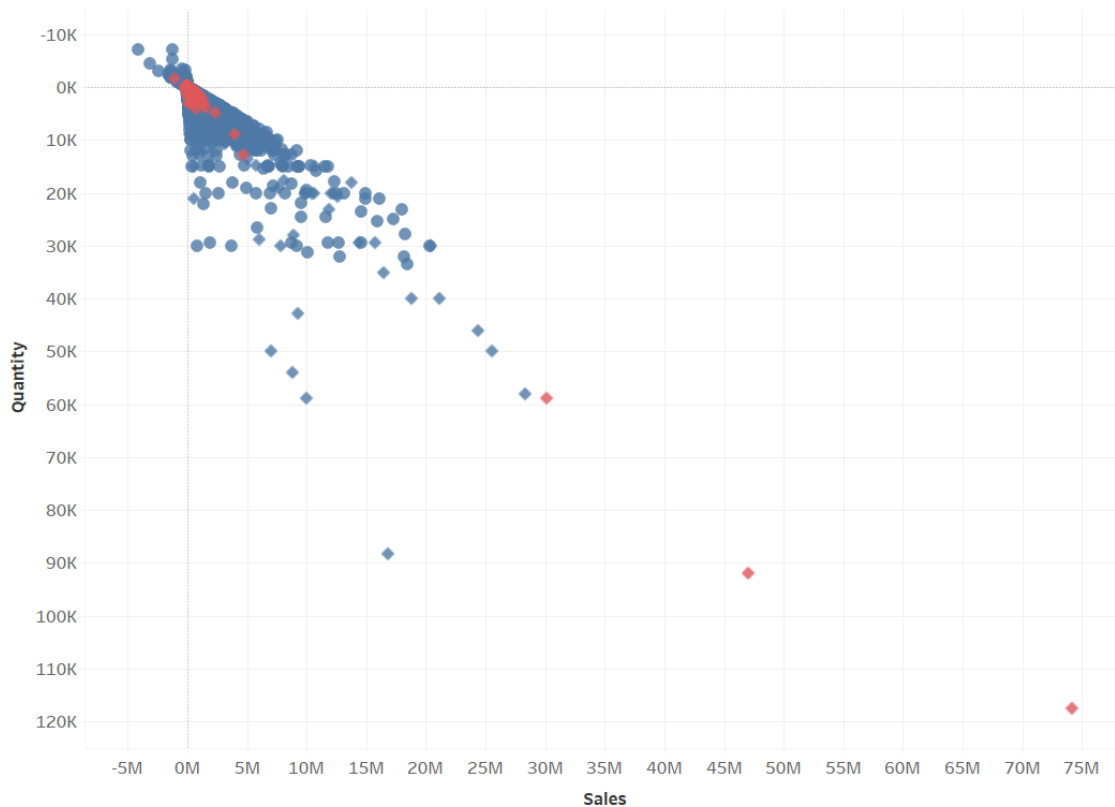
- Top Customer by High Sales and High Quantity of product bought: Below are the top 10 customers of the company with most of them being government institutions are from Germany. Mraz-Kutch Pharma Plc being the best customer with a revenue of \$94M in sales.

Top 10 Customers

Customer Name	
Mraz-Kutch Pharma Plc	\$94M
Parker, Green and Emm..	\$65M
Zemlak-Witting	\$56M
Moen, Murazik and Smi..	\$51M
Mills Inc Pharmaceutica..	\$46M
Streich PLC	\$44M
Gleichner, Bahringer an..	\$44M
Reichel Inc	\$43M
Romaguera, Moen and ..	\$42M
Torphy, Pfeffer and Jak..	\$42M

This scatter plot shows the customers with high sales revenue and high quantity of product bought by a customer's being part of the top 10 customers in sales revenue as well. The red ones are our top customers. The Quantity Target and Sales Target controls can be used to select customers based on the target or threshold the management wants.

Customer Scatterplot (High Sales and High Quantity)

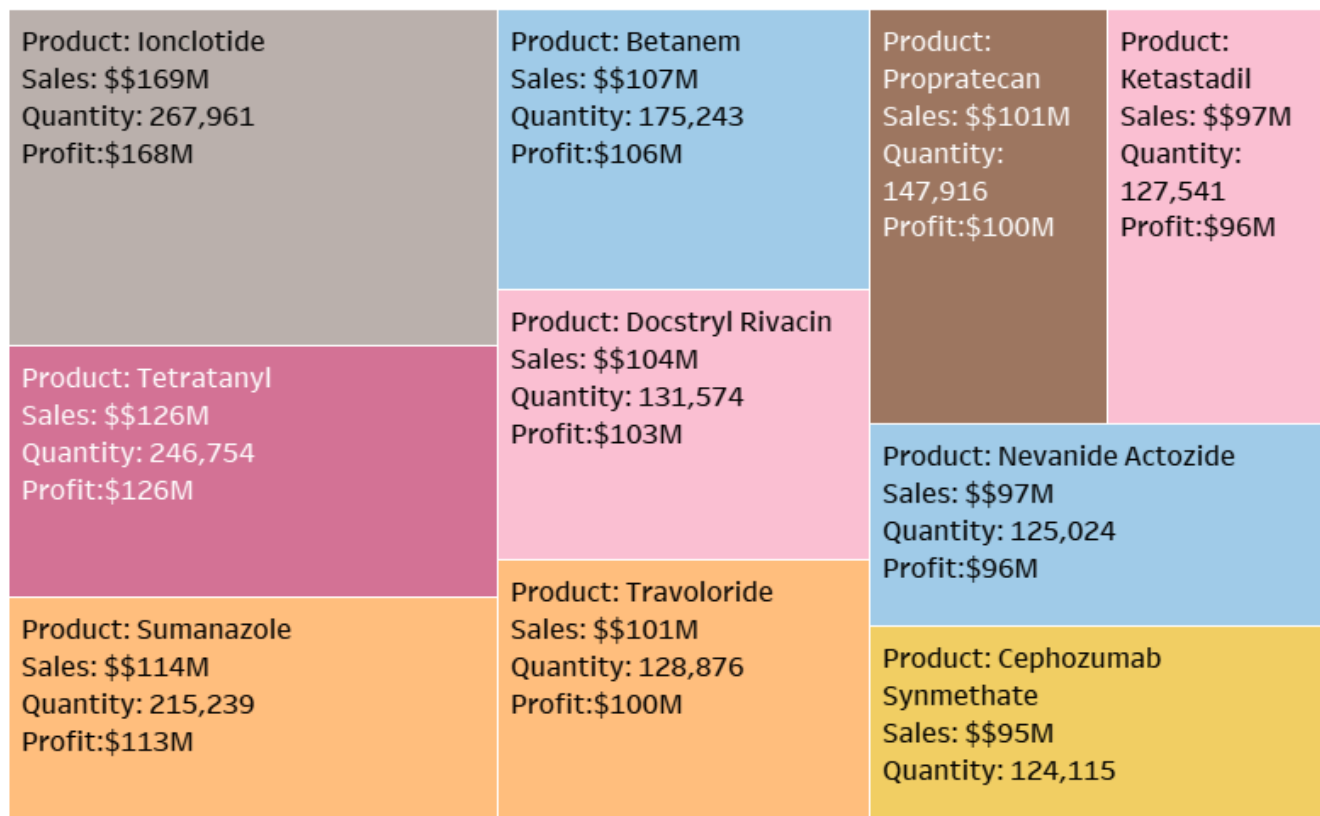


Quantity Target

Sales Target

- Best Products by sales: Best Products sold with sales revenue and quantity sold attached.

Treemap(Best Product by Sales)

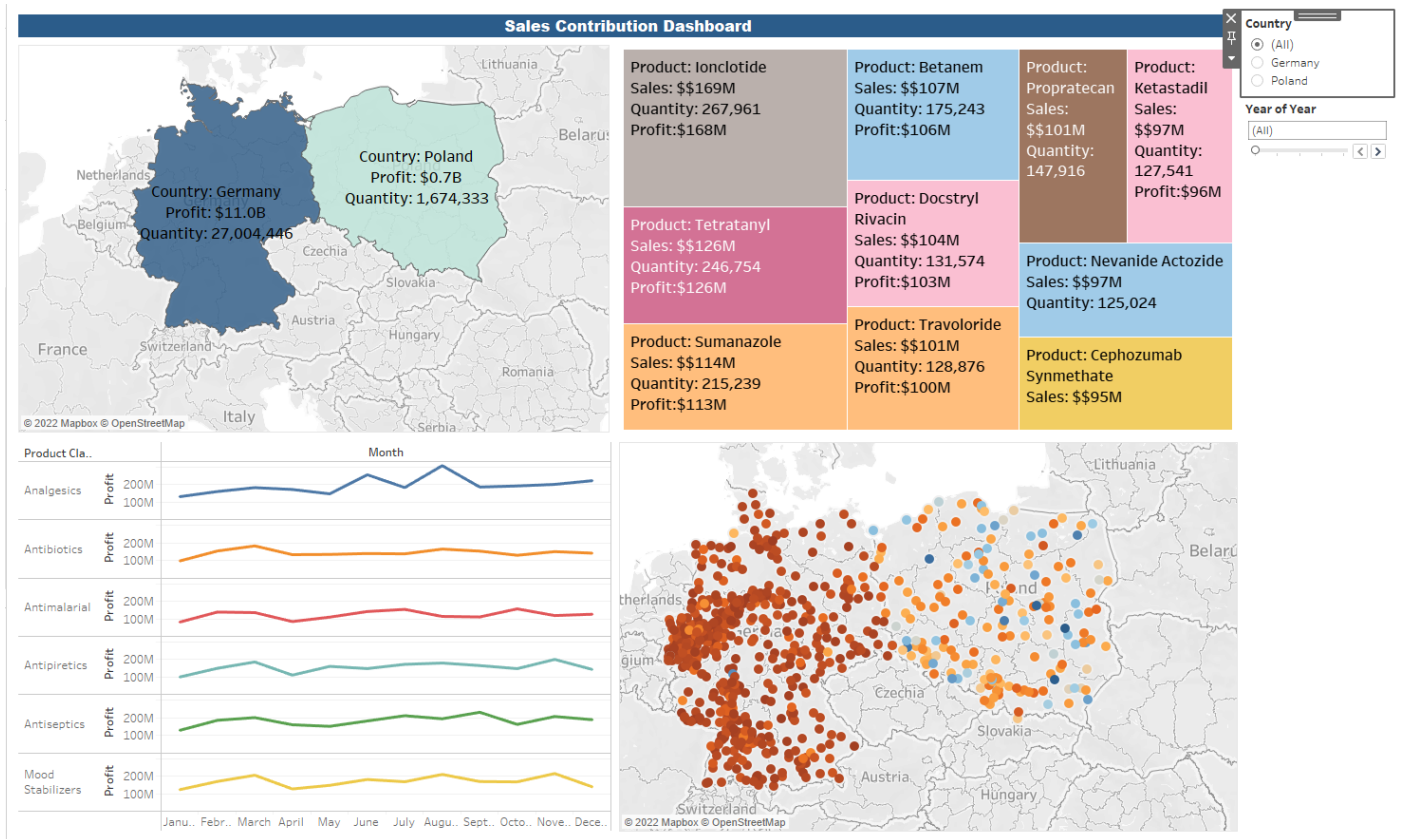


- Which country should be focused on improving: The revenue contribution of Poland is very low and I believe this country needs more improvement. Poland as only contributed approximately 5.7% of the total revenue for the company as compared to Germany with 94.3%, it has few cities for which the company operates.

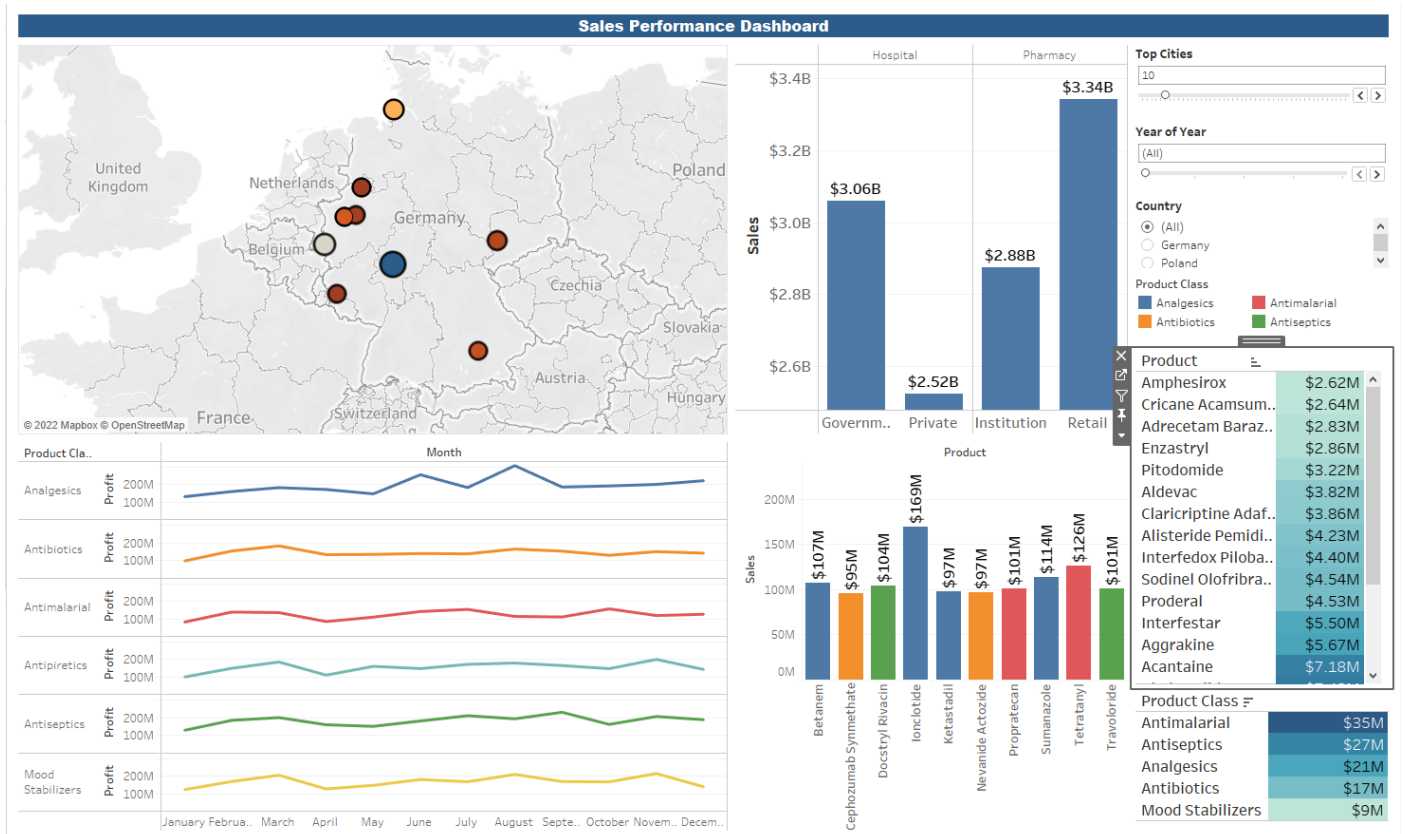
DASBOARDS

There are four dashboard which further explains the findings in the data.

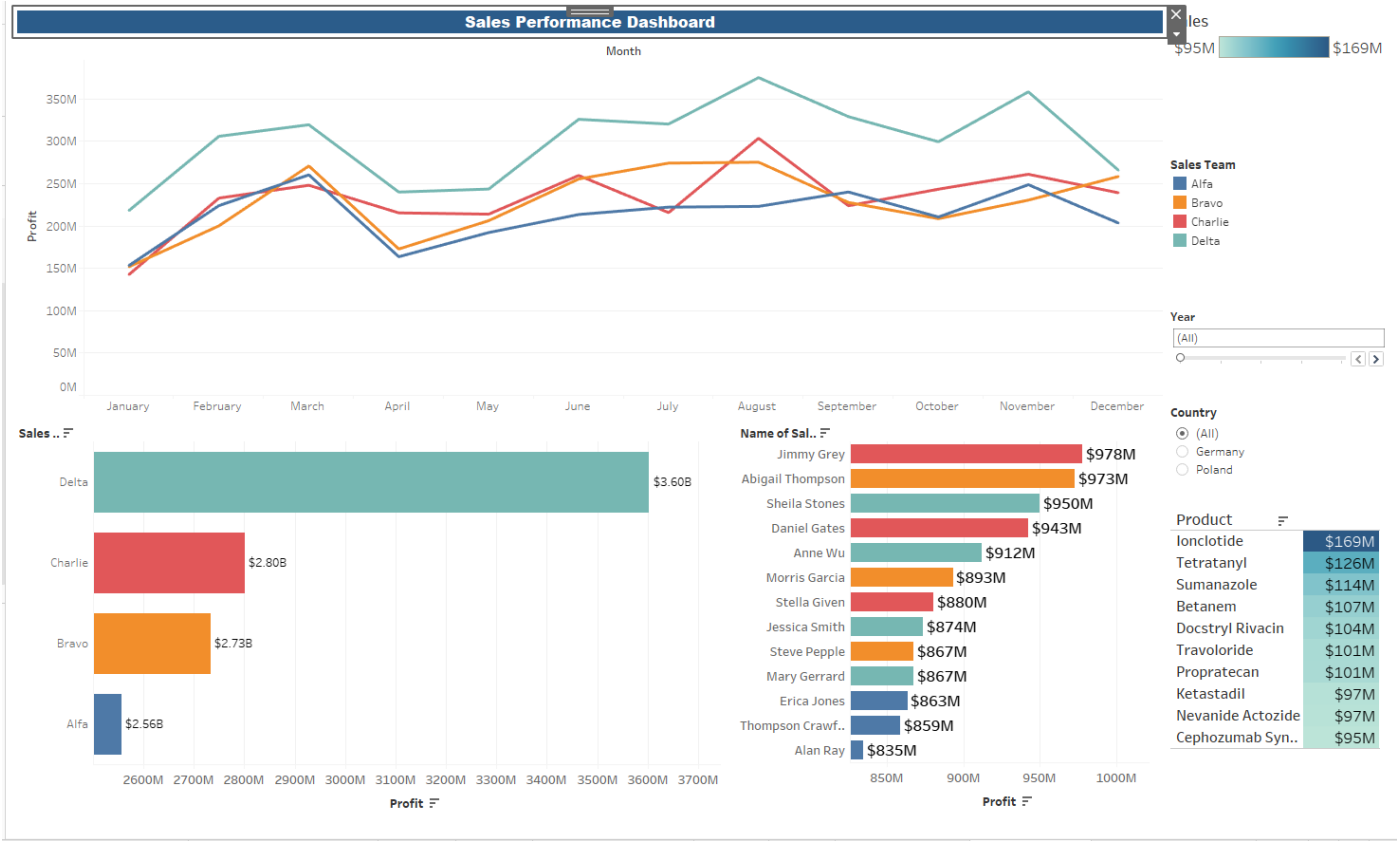
SALES CONTRIBUTION DASHBOARD



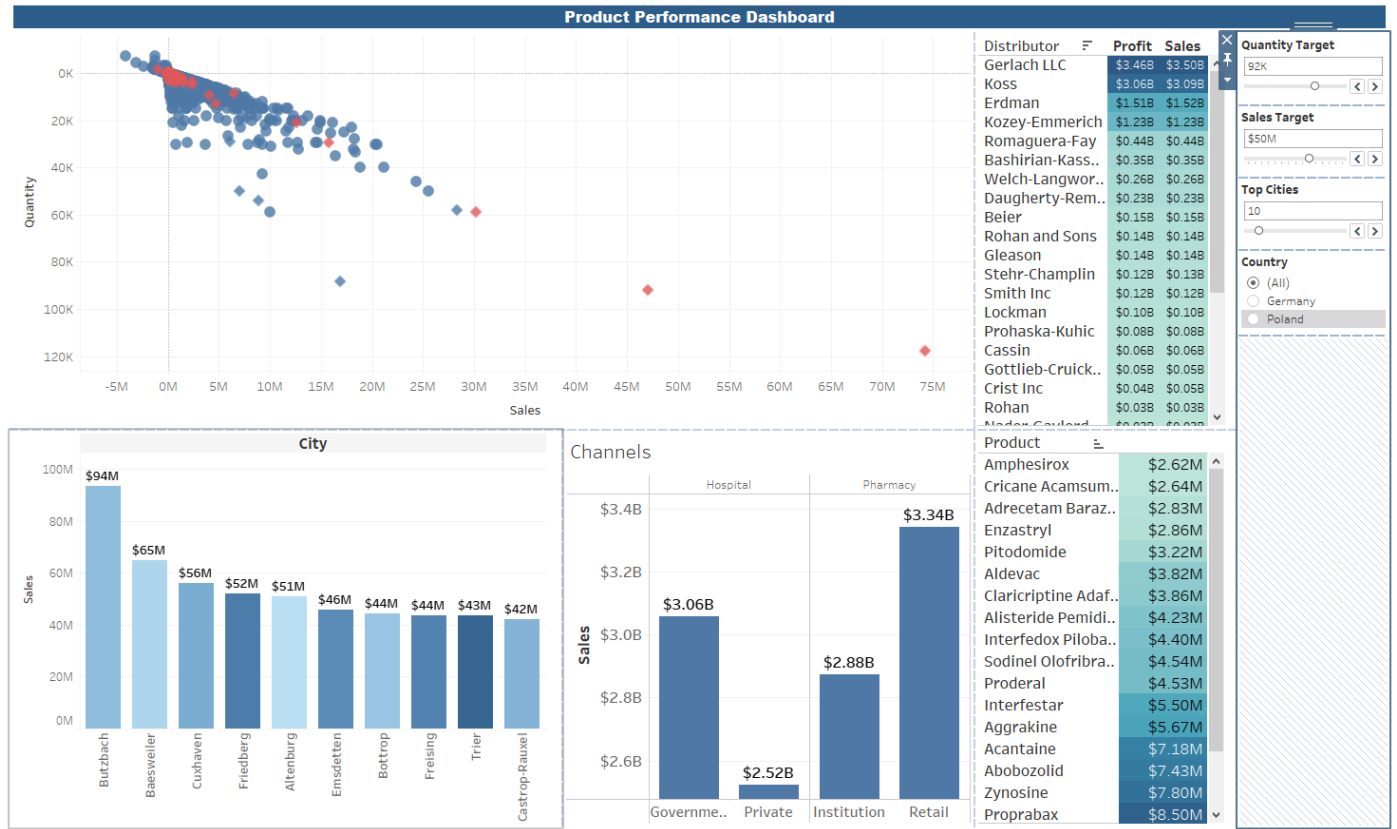
OVERALL PERFORMANCE DASHBOARD



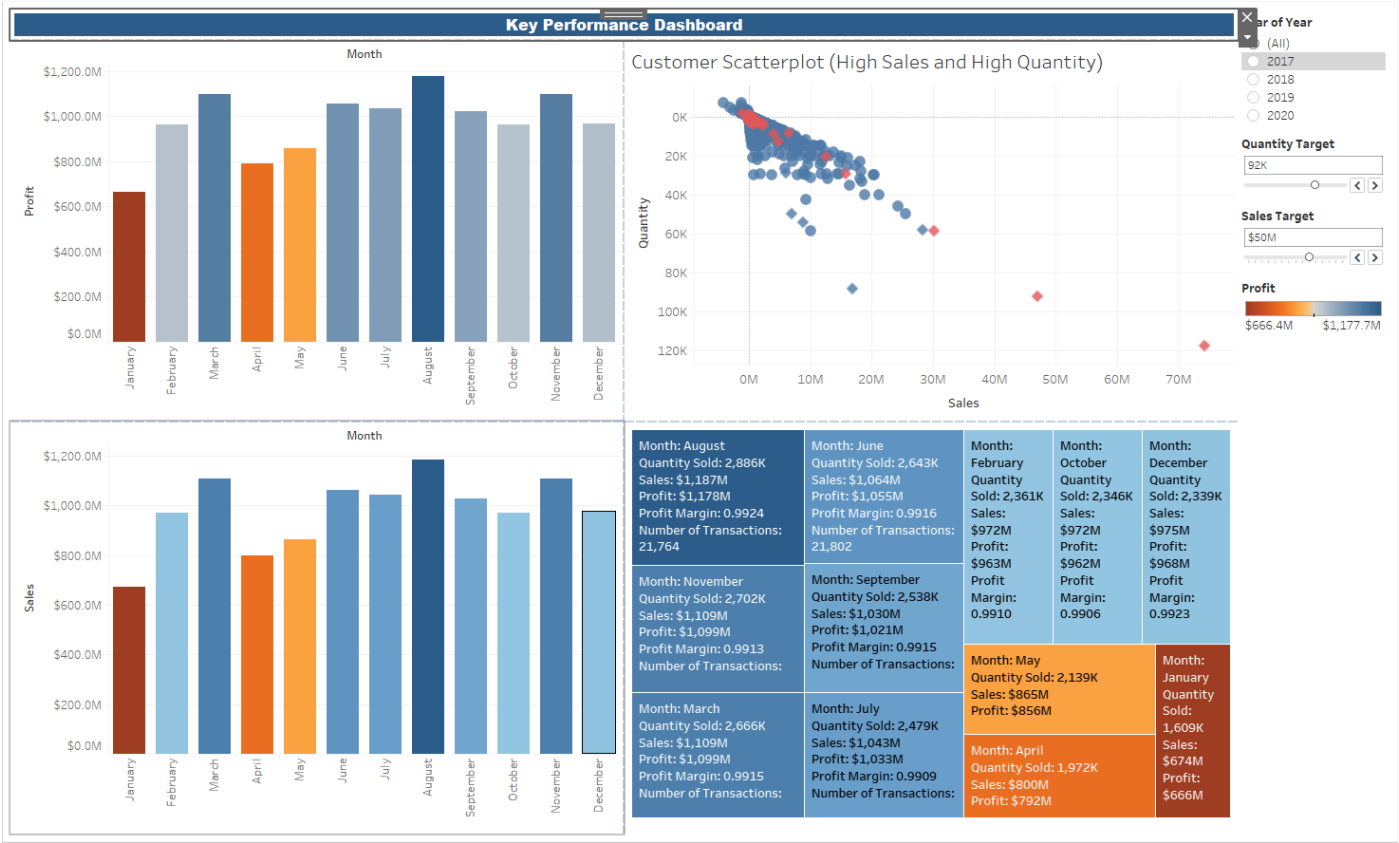
SALES PERFORMANCE DASHBOARD



PRODUCT PERFORMANCE DASHBOARD



KEY PORMANCE METRIC DASHBOARD



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