

NovaMed Solutions: Sales Performance Analysis and Reporting

NovaMed Solutions, a pharmaceutical distributor, conducted an in-depth analysis of its 2023 sales data to uncover insights into revenue, profit, top-selling drugs, and customer demographics

CASE OVERVIEW

NovaMed Solutions, a leading pharmaceutical distributor, is facing challenges in optimizing sales performance, managing inventory efficiently, and identifying key market opportunities.



The company serves a diverse healthcare sector, ensuring the availability of essential medications. However, inefficiencies in demand forecasting, stock management, and customer engagement strategies have impacted operational effectiveness.

Over the past year, NovaMed Solutions has collected comprehensive sales data, including revenue, profit margins, drug performance, and customer demographics. This dataset provides a valuable opportunity for in-depth analysis, trend identification, and data-driven decision-making to enhance business strategies and streamline operations.

Drug Information

- **DrugID** – Unique identifier for each drug.
- **RegulatoryComplianceID** – Identifier for regulatory approval and compliance tracking.
- **DrugName** – Name of the drug.
- **UnitSalesPrice** – Selling price per unit of the drug.
- **CostOfProduction** – Cost incurred to produce one unit of the drug.
- **Treats** – The medical condition or illness the drug is used to treat.

Sales Information

- **SaleID** – Unique identifier for each sales transaction.
- **DrugID** – Identifies the drug sold in the transaction.
- **CustomerID** – Identifies the customer who made the purchase.
- **UnitsSold** – The quantity of the drug sold in the transaction.
- **Sale Date** – The date on which the sale occurred.
- **Buyer Type** – Classification of the buyer (e.g., individual, pharmacy, hospital).

Customer Information

- **CustomerID** – Unique identifier for each customer.
- **FirstName** – Customer's first name.
- **LastName** – Customer's last name.
- **Age** – Age of the customer.
- **Gender** – Gender of the customer.
- **Country** – The country where the customer is located.
- **OtherCustomerInfo** – Additional details about the customer.

-- POWERBI --



Subject: Sales Performance Dashboard Insight

Hello,

I hope you're doing well.

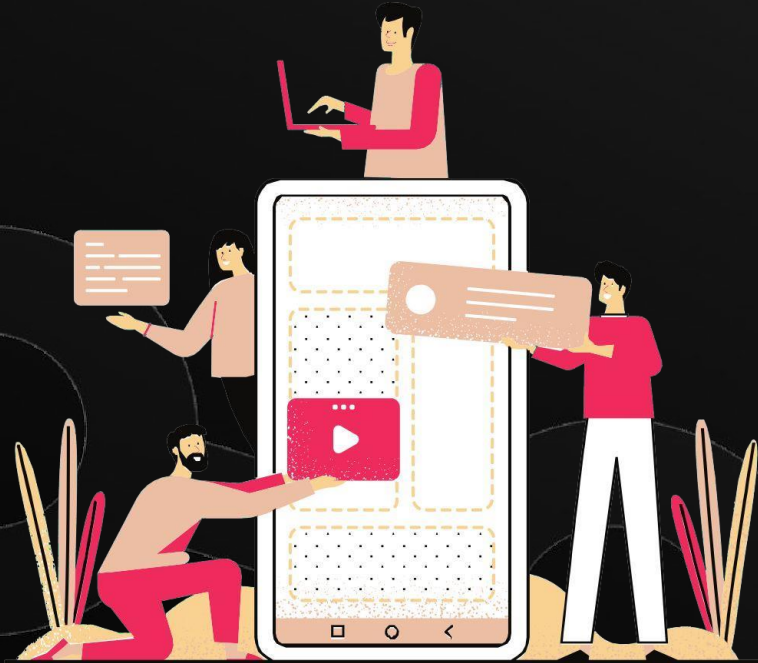
As part of our efforts to enhance sales monitoring and customer insights, we are developing an interactive Power BI dashboard focusing on two key areas:

- 1. Top/Bottom Analysis** – This will track overall **sales metrics, including revenue, profit, and cost of goods sold (COGS), with month-over-month comparisons.** It will also highlight the **top-performing and underperforming drugs and customers based on dynamic measures.**
- 2. Customer Analysis** – This will provide insights into **customer demographics, revenue distribution by buyer type, and purchasing behavior.** Additionally, it will include **geographical sales insights, highlighting key revenue sources.**

These dashboards will offer stakeholders a clear view of sales trends and customer engagement, supporting data-driven decision-making.

Best regards

Mark Olafare



Dashboard 1: Top/Bottom Analysis



Develop Overall Sales Metrics – Calculate key sales indicators such as quantity sold, cost of goods sold (COGS), revenue, profit, and profit margin.



Compare Monthly Performance – Implement a month-over-month comparison for revenue and Profit



Identify Top 5 & Bottom 5 Drugs – Rank drugs dynamically based on revenue, profit, and sales volume, with percentage contributions.



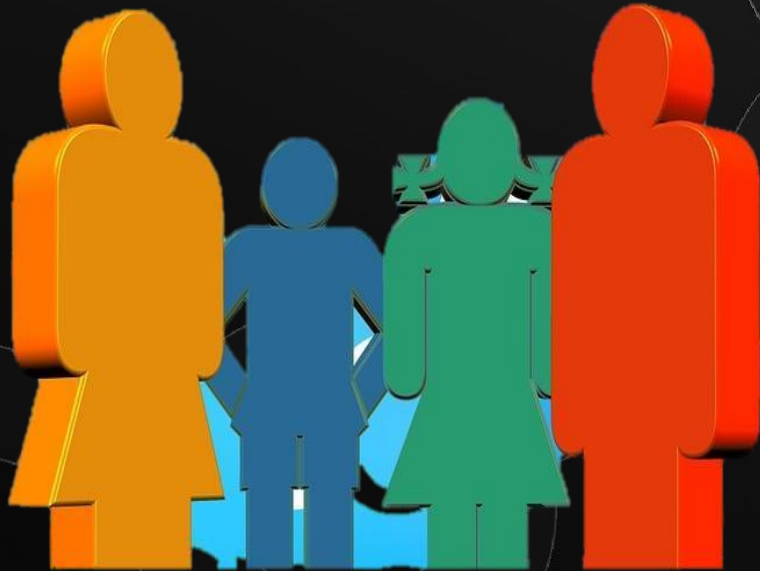
Analyze Customer Performance – Identify top and underperforming customers based on sales metrics and contributions.



Create Interactive Visualizations – Develop dynamic charts and slicers to allow users to explore sales performance by different dimensions.



Dashboard 2: Customer Analysis



Analyze Customer Demographics – Generate insights into customer distribution based on age, gender, and buyer type.

Calculate Average Revenue per Customer – Determine the average revenue generated per customer segment.

Visualize Revenue Distribution – Display revenue breakdown by country and customer type.

Revenue by Gender & Age – Provide insights into purchasing trends based on demographic segments.

Geographical Insights – Highlight revenue share from the top two countries using maps or heatmaps.

EVALUATION CRITERIA

- Projects will be evaluated on the thoroughness of the analysis, effectiveness of data visualizations, and the strategic value of the actionable recommendations provided.

Dataset



Click [Here](#) to download datasets





GOOD LUCK!!!!

- Complete your dashboard and **submit your solution via the submission box in your google classroom**, ensure to be present during your **presentation** to get invaluable feedback
- AND **DON'T** FORGET TO POST YOUR WORK ON **LINKEDIN** and Tag Your Facilitators

Also feel free to **collaborate** with your group members to brainstorm.