



## Pharmacy Insights

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ADTA 5250 Large Data Visualizations  
FALL 2023 8W1

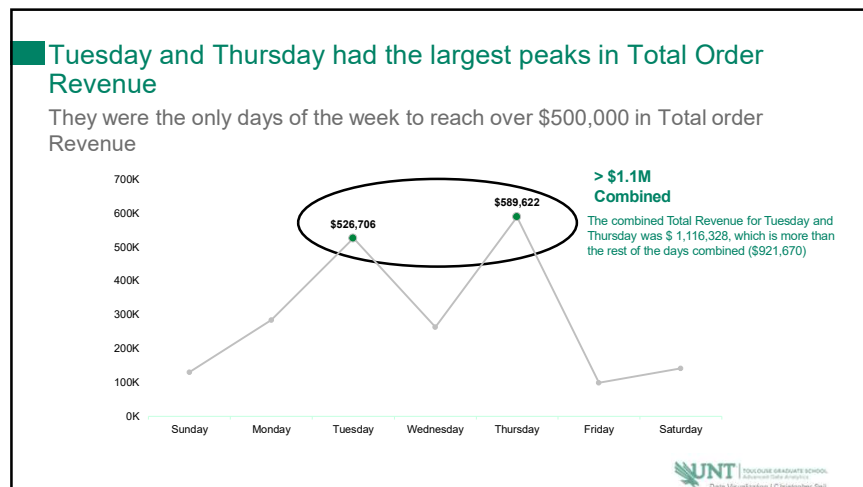
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## Executive Summary

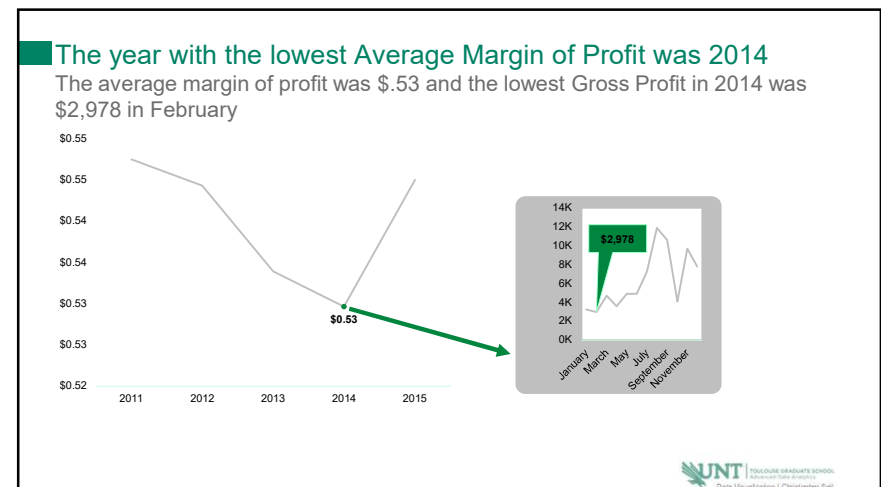
- Distributor B outperformed both Distributor A and Distributor B in Total Order Revenue**
  - Distributor B was 1.3 times more than the sum of Distributor A and Distributor B
- Tuesday and Thursday were the only days to achieve over \$500,000 in total order revenue**
  - Had a combined Total Order Revenue of \$ 1,116,328, while the rest of the days only had \$921,670 combined
- Terry Thomas led Pharmacy Reps in Total Distributor Wholesale Cost with \$ 22,355**
  - IV was Terry Thomas' best performing Rx Route
- 5 pharmacies reps were above the average for Order Gross Profit**
  - Sum of 1,863.5 among the 5 pharmacy reps, with \$,1014.30 of it being Human – OTC
- Winter months performed the worst when it came Total Order Revenue**
  - Total order Revenue decreased by about \$45,000 in winter months

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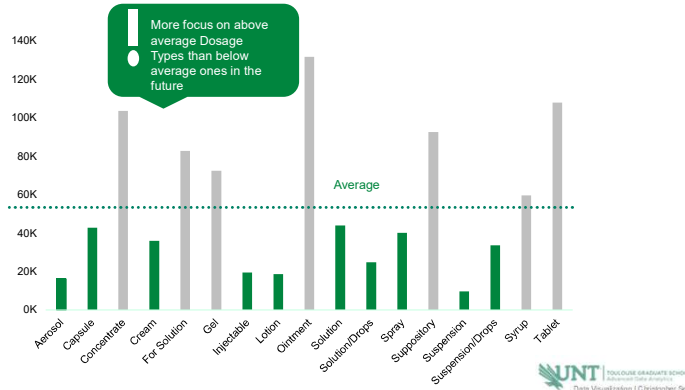
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### Adjust Dosage Types emphasis

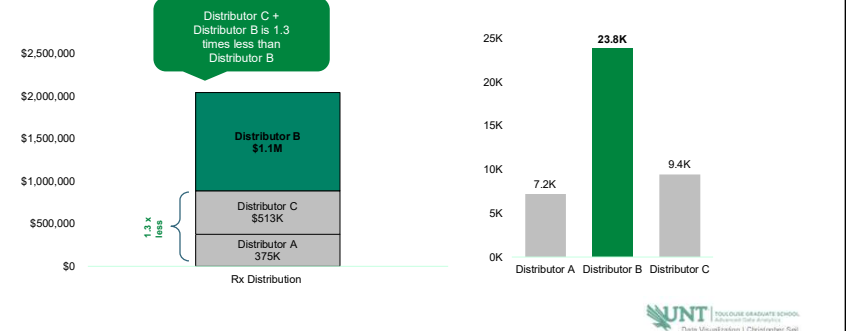
Focus more on Dosage types that were above the average in Rx Units Sold



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### Distributor B was the only Distributor to reach over 1M in Total Revenue and over 20,000 in Rx Units Sold

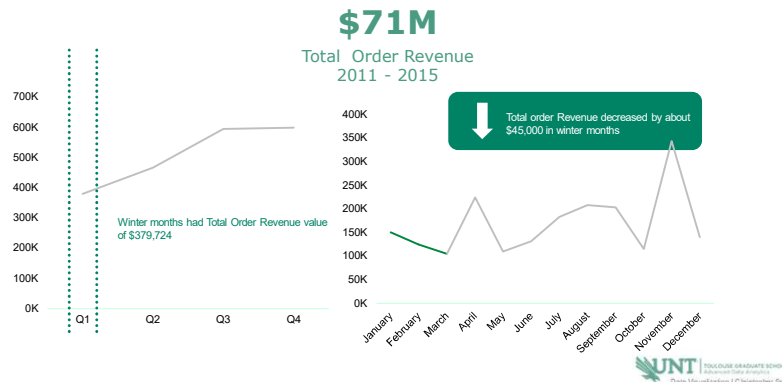
Distributor B was the best performing Distributor when it came to these measurements



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### Winter months performed the worst

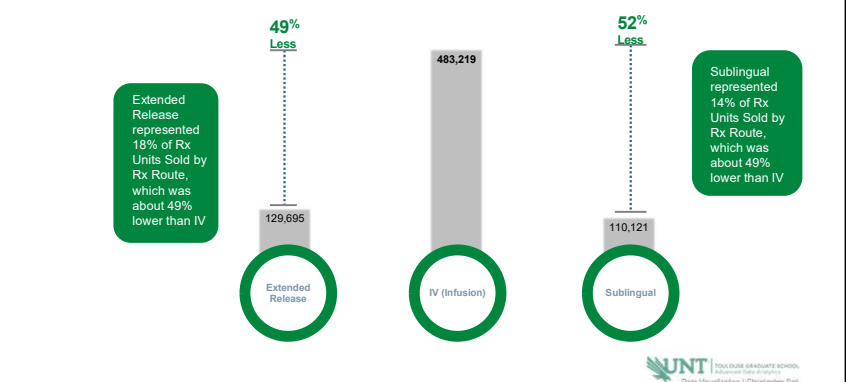
Had the lowest Total Order Revenue out of all the seasons



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### IV was the best performing based on Rx Route

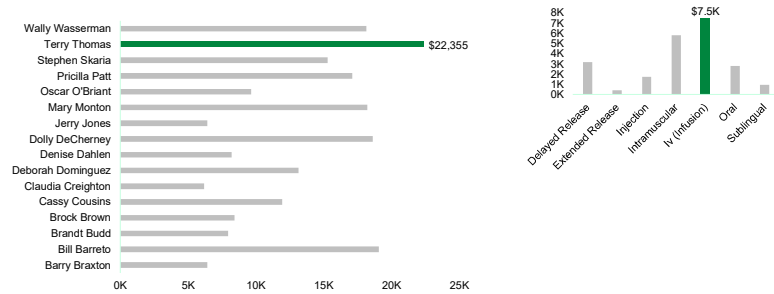
IV had a significantly more larger percent of Rx Units Sold than the others



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## Terry Thomas led in Distributor Wholesale Cost, IV was his leading Rx Route

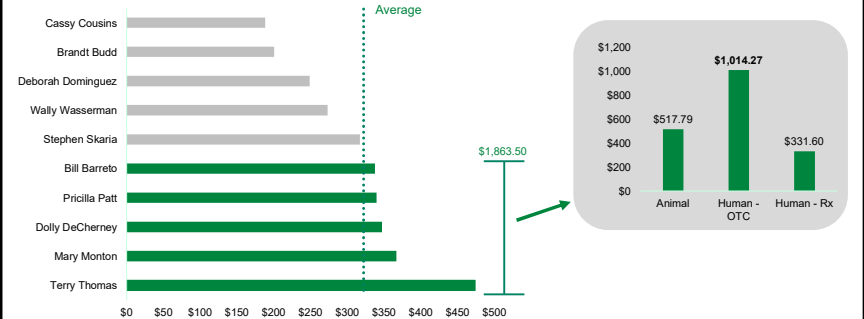
Only Pharmacy rep to hit \$22,000 in Distributor Wholesale Cost



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## 5 pharmacies reps were above the average for Order Gross Profit

Sum of 1,863.5 among the 5 pharmacy reps, with \$1,014.30 of it being Human - OTC



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## Recommendations

### Prioritize Distribution B in order to maximize revenue

- Distribution B is making more than A and B combined for Total Order Revenue, it would be more cost efficient to prioritize Distribution B.

### Lower the price of medication during winter months in order to increase Total Order Revenue

- The winter season is the lowest performing season when it comes to Total Order Revenue

### Prioritize Terry Thomas

- Terry Thomas dominates other pharmacy reps when it comes to Order Gross Profit and Distributor Wholesale Cost

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