

Frank Pena

8W1/Fall 2023

Date Range  
2011 to 2015

Revenue

\$70.89M

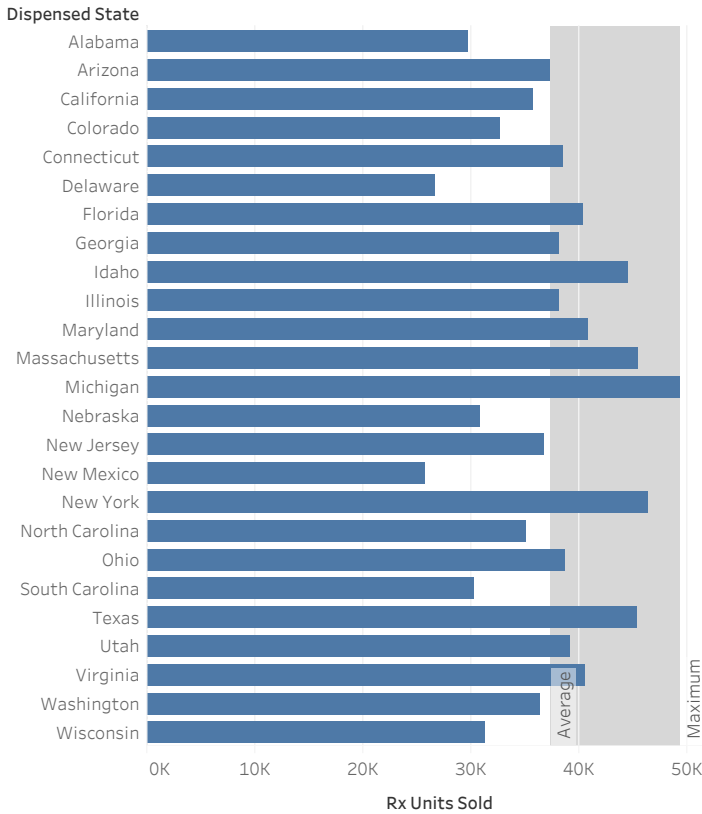
Gross Order Profit

\$44.13M

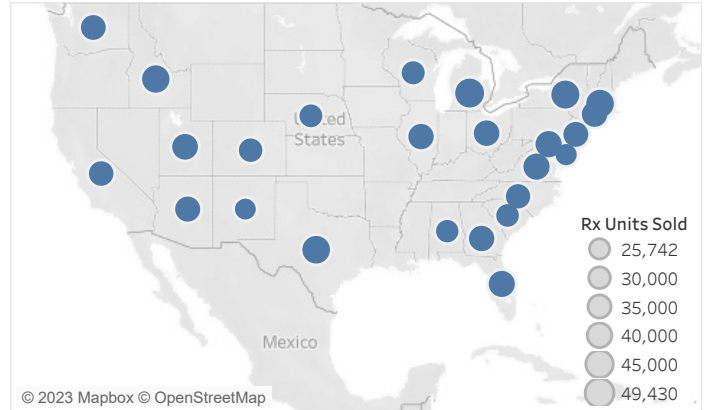
Rx Units Sold

934.63K

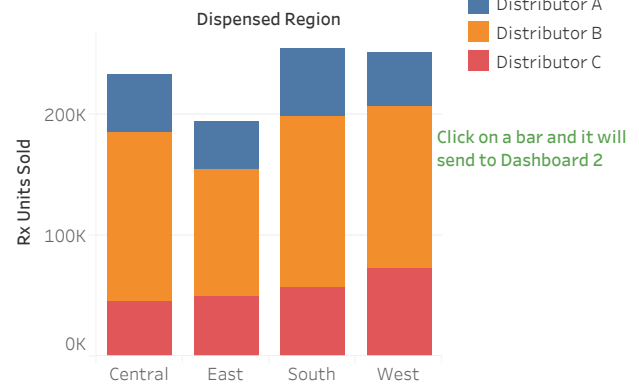
### Units Sold by State

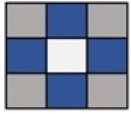


### Units Sold in the US



### Sold by Region/Distributor



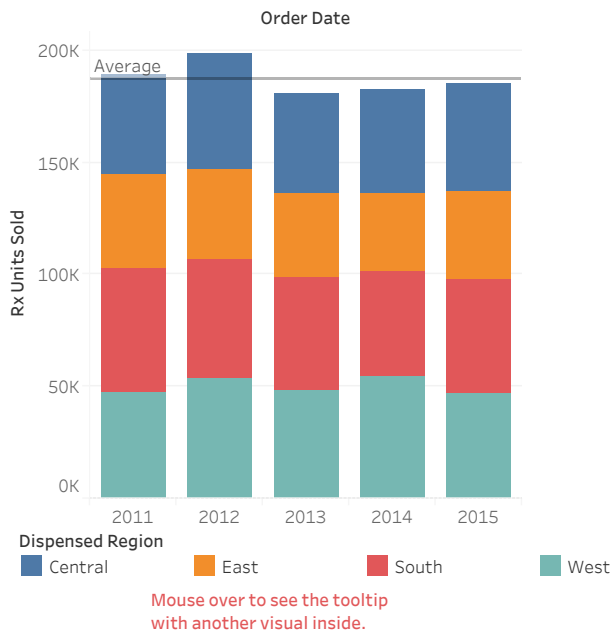


Frank Pena

8W1/Fall 2023

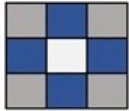
Date Range  
2011 to 2015

Annual Total Rx Dispensed by Region



Annual Total Order Revenue by Region



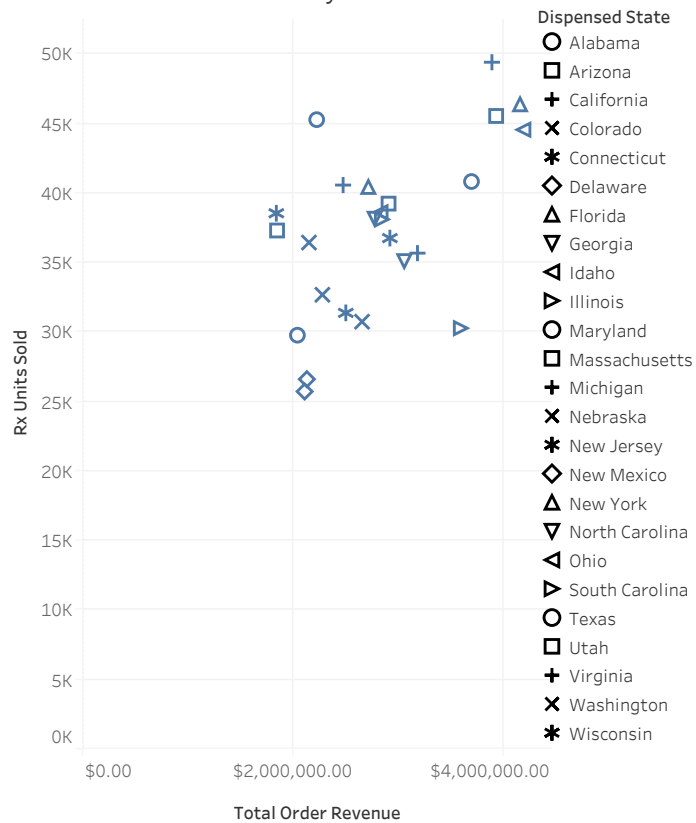


Frank Pena

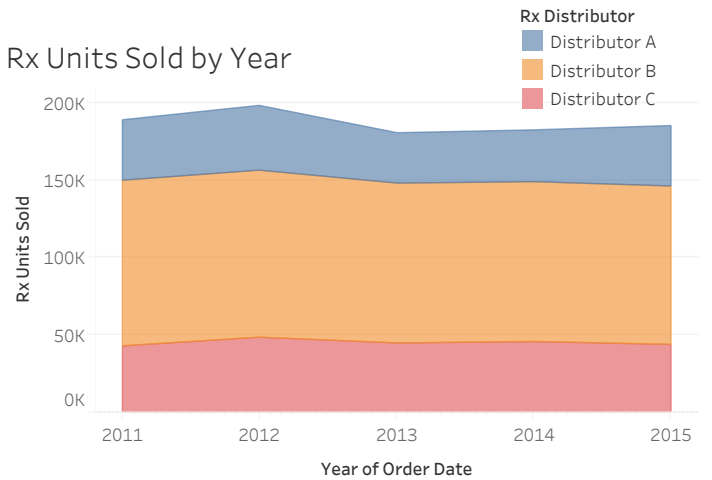
8W1/Fall 2023

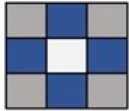
Date Range  
2011 to 2015

Units Sold vs Revenue by State



Rx Units Sold by Year



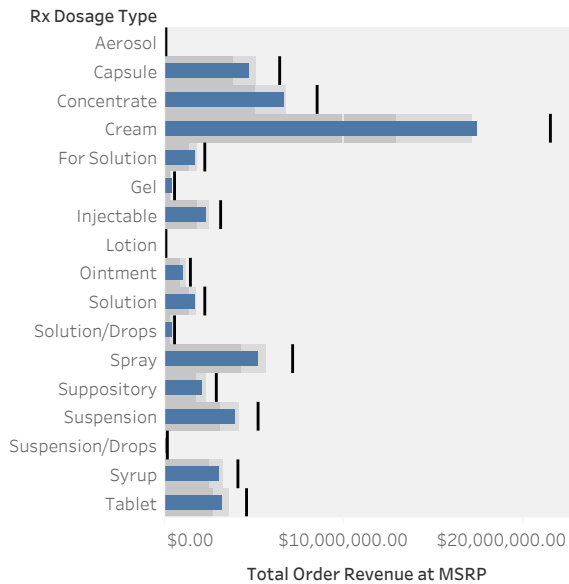


Frank Pena

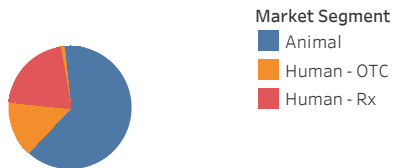
8W1/Fall 2023

Date Range  
2011 to 2015

## Rx Dosage Type Revenue

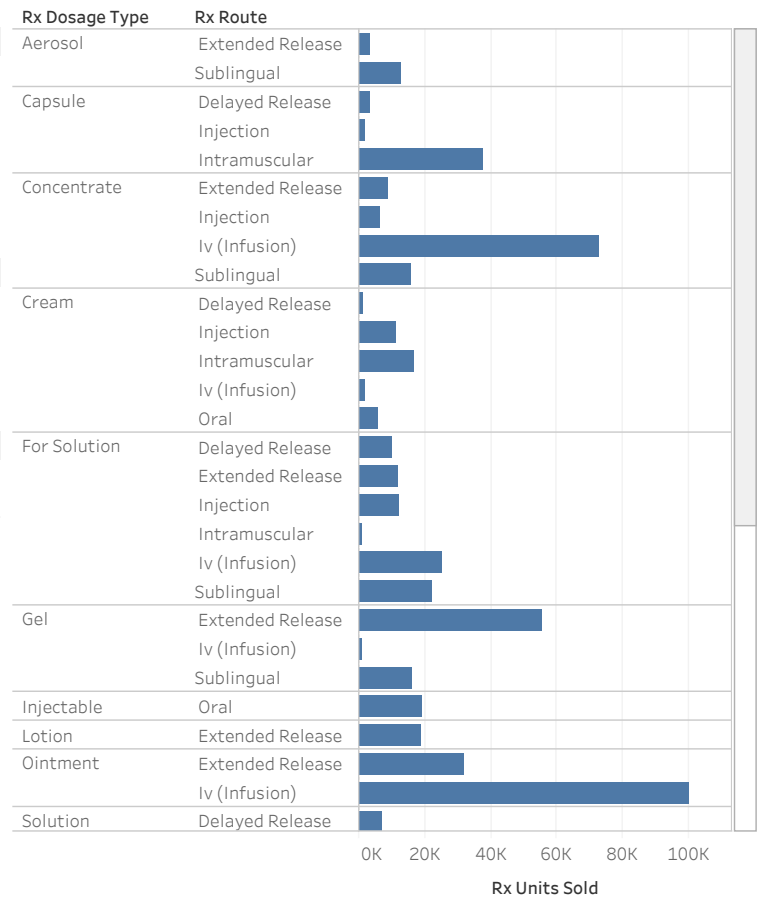


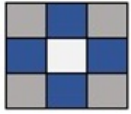
## Market Segment Gross Profit at MSRP



## Hierarchy Rx Dosage Type/Route Sold

Highlight Rx Route  
No items highlighted





Frank Pena

8W1/Fall 2023

Date Range  
2011 to 2015

Gross Margin vs Gross Margin at MSRP



Gross Profit vs Gross Profit at MSRP



Rx Dosage Type

Aerosol

Capsule

Concentrate

Cream

For Solution

Gel

Injectable

Lotion

Ointment

Solution

Solution/Drops

Spray

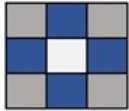
Suppository

Suspension

Suspension/Dro..

Syrup

Tablet



Frank Pena

8W1/Fall 2023

Date Range  
From 2011 to 2015

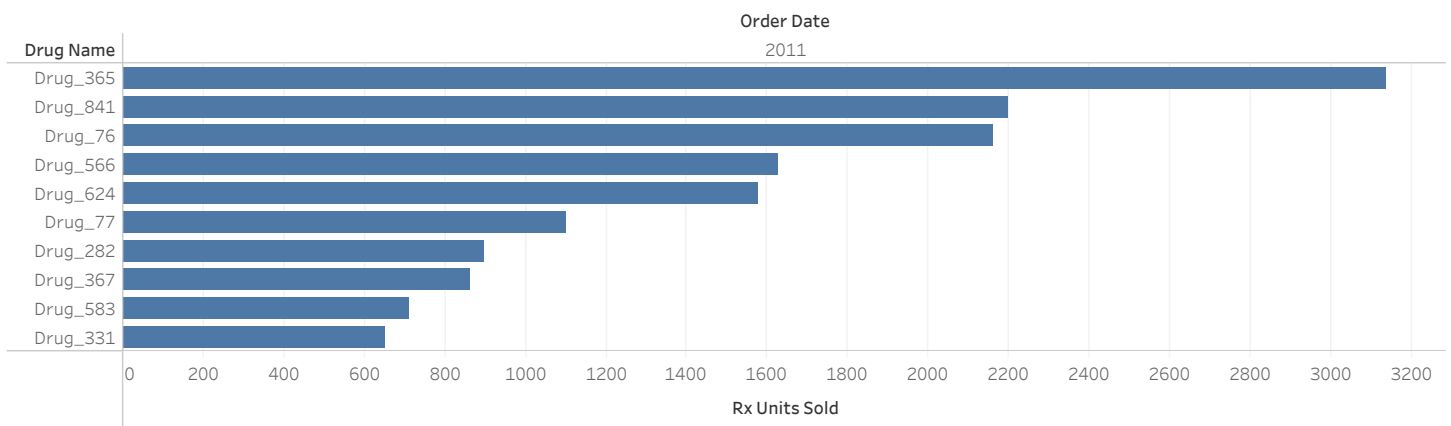
### At Least 60K Sold

Dispensed Pharma..	
Bill Barreto	81,442
Dolly DeCherney	83,833
Mary Monton	88,068
Pricilla Patt	78,629
Stephen Skaria	69,523
Terry Thomas	111,591
Wally Wasserman	65,422

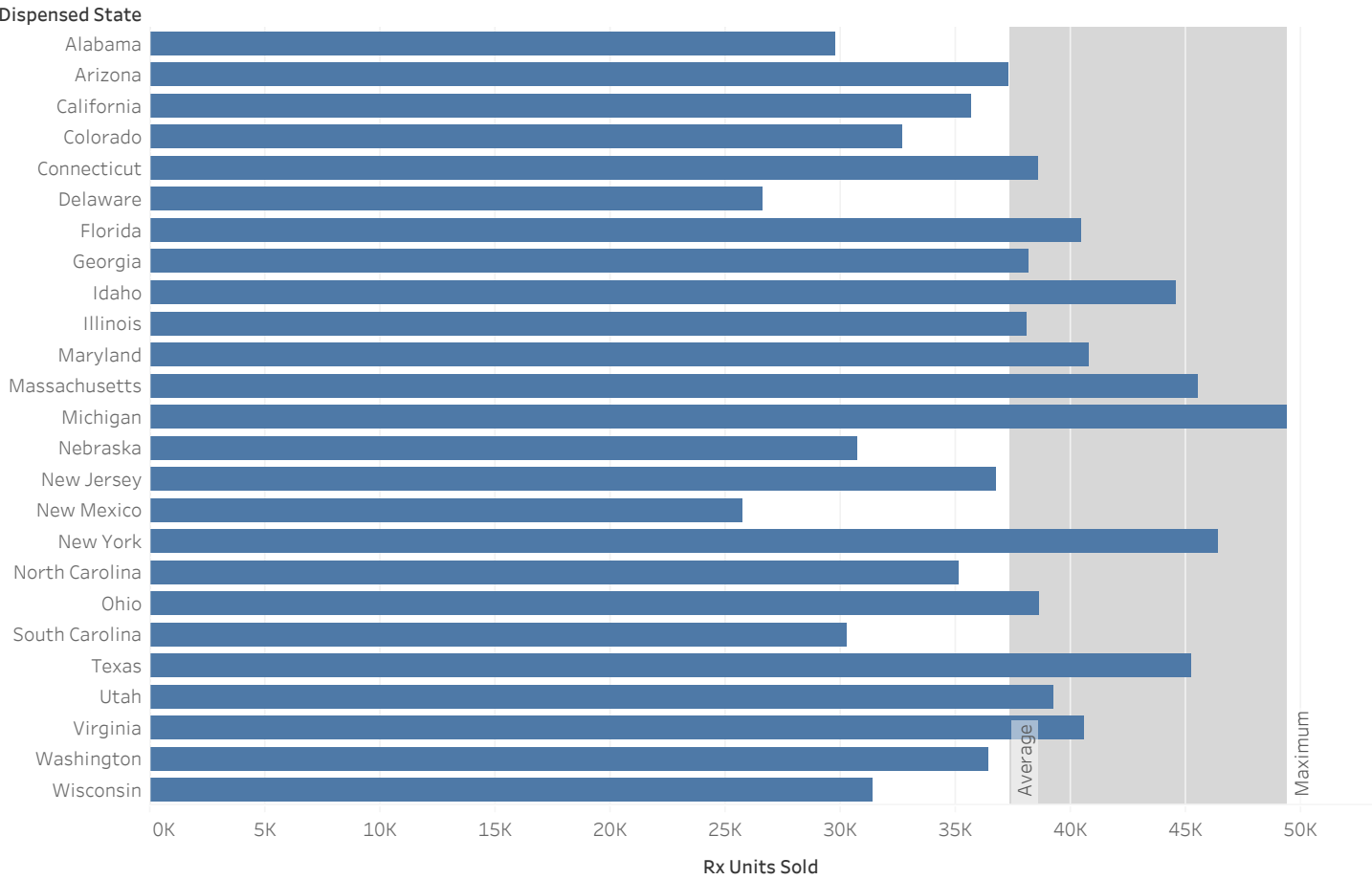
### Rep Avg Gross Profit between \$5K and \$6K

Dispensed Pharma..	
Deborah Dominguez	\$5,749.92
Oscar O'Briant	\$5,699.38
Pricilla Patt	\$5,194.66

### Top 10 Drug Name Ordered for 2011



# Units Sold by State



Sum of Rx Units Sold for each Dispensed State. The data is filtered on Action (Dispensed Pharmacy Rep,Dispensed Region), Action (Dispensed State) and Action (Dispensed Region,Rx Distributor). The Action (Dispensed Pharmacy Rep,Dispensed Region) filter keeps 16 members. The Action (Dispensed State) filter keeps 25 members. The Action (Dispensed Region,Rx Distributor) filter keeps 12 members.

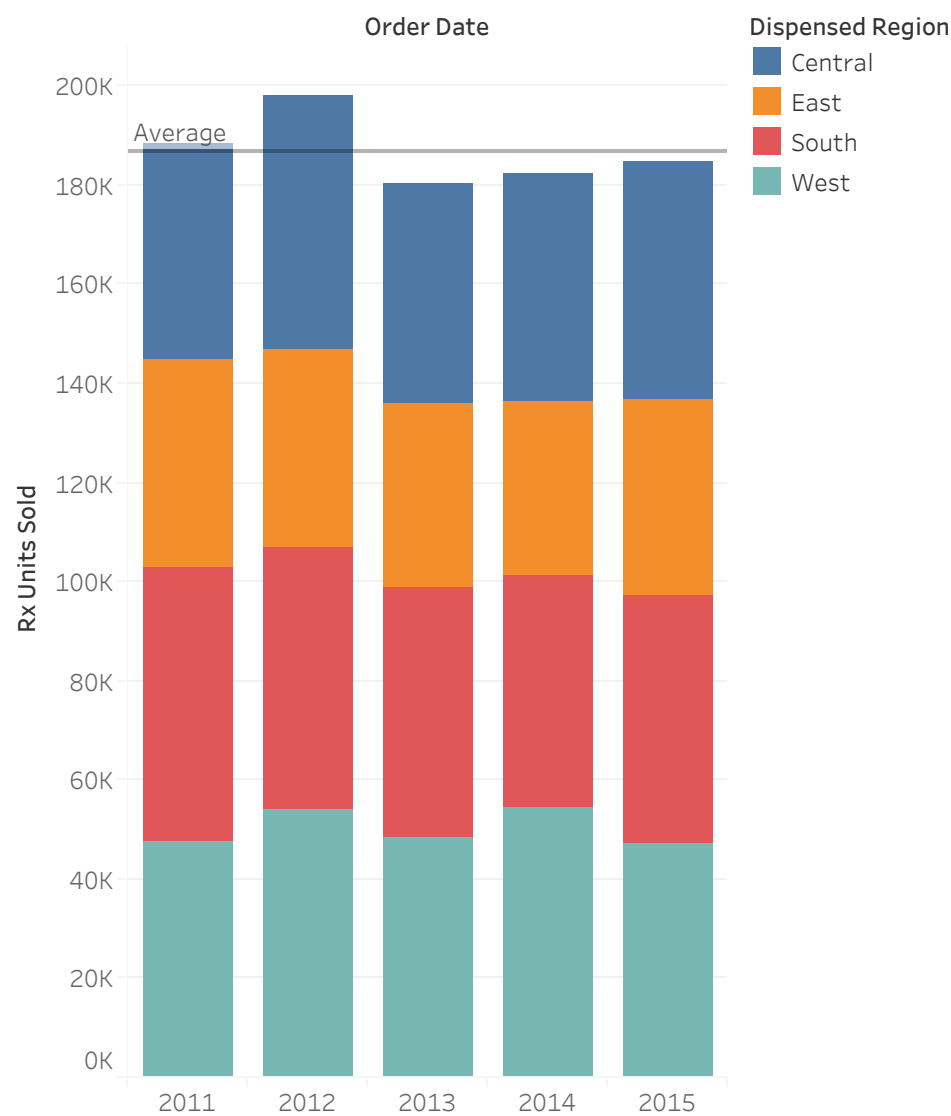
Units Sold in the US



Map based on Longitude (generated) and Latitude (generated). Size shows sum of Rx Units Sold. Details are shown for Dispensed State. The data is filtered on Action (Dispensed Pharmacy Rep,Dispensed State), Action (Dispensed Pharmacy Rep,Dispensed Region), Action (Dispensed State) and Action (Dispensed Region,Rx Distributor). The Action (Dispensed Pharmacy Rep,Dispensed State) filter keeps 25 members. The Action (Dispensed Pharmacy Rep,Dispensed Region) filter keeps 16 members. The Action (Dispensed State) filter keeps 25 members. The Action (Dispensed Region,Rx Distributor) filter keeps 12 members. The view is filtered on Dispensed State, which keeps 25 of 25 members.

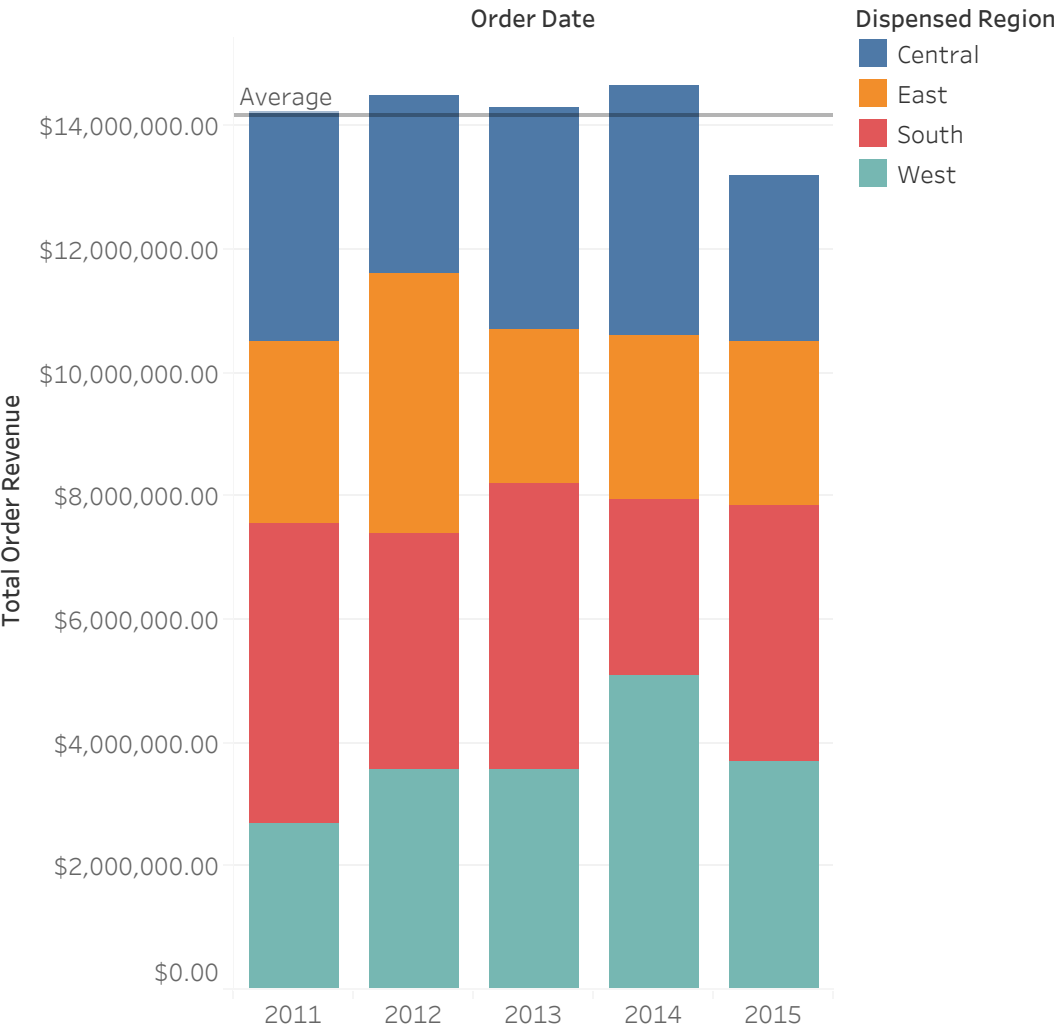


# Annual Total Rx Dispensed by Region



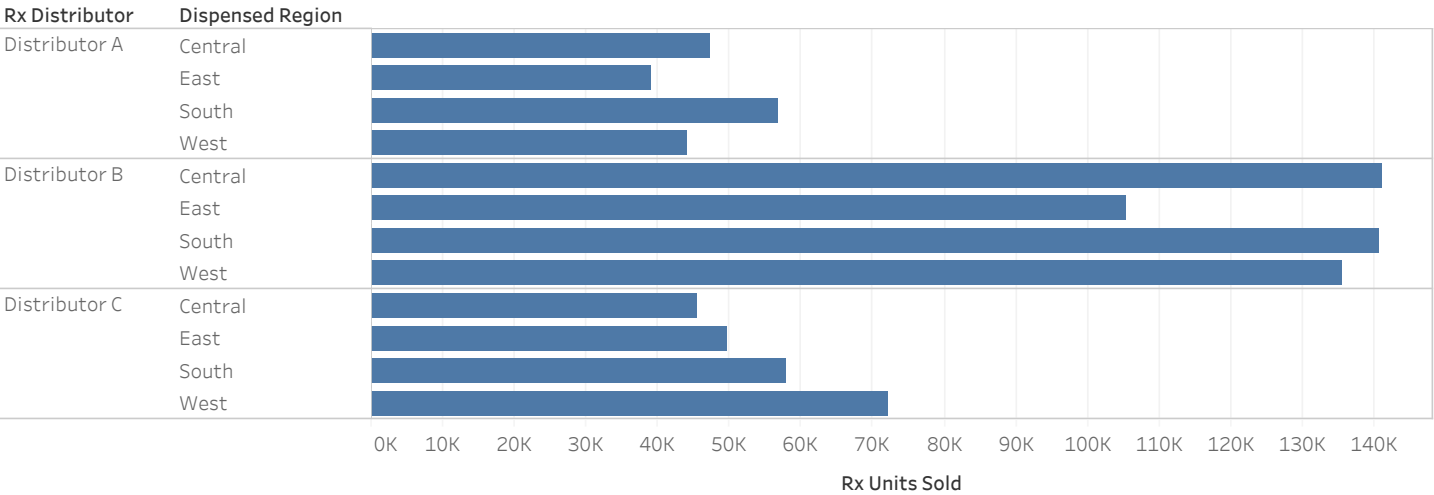
Sum of Rx Units Sold for each Order Date Year. Color shows details about Dispensed Region.

# Annual Total Order Revenue by Region



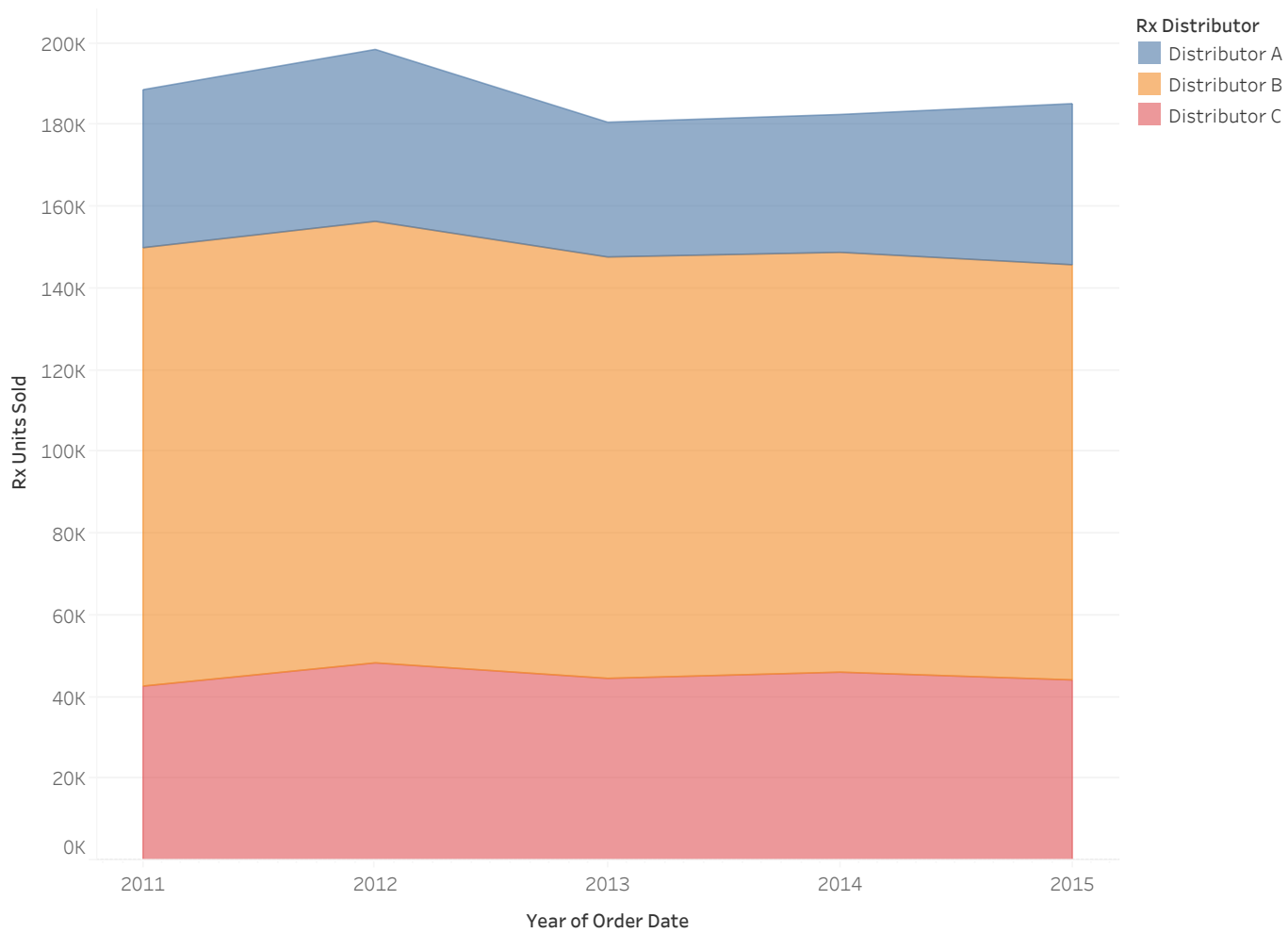
Sum of Total Order Revenue for each Order Date Year. Color shows details about Dispensed Region. The view is filtered on Order Date Year, which keeps 2011, 2012, 2013, 2014 and 2015.

Tooltip: Distributor Total Dispensed by Region



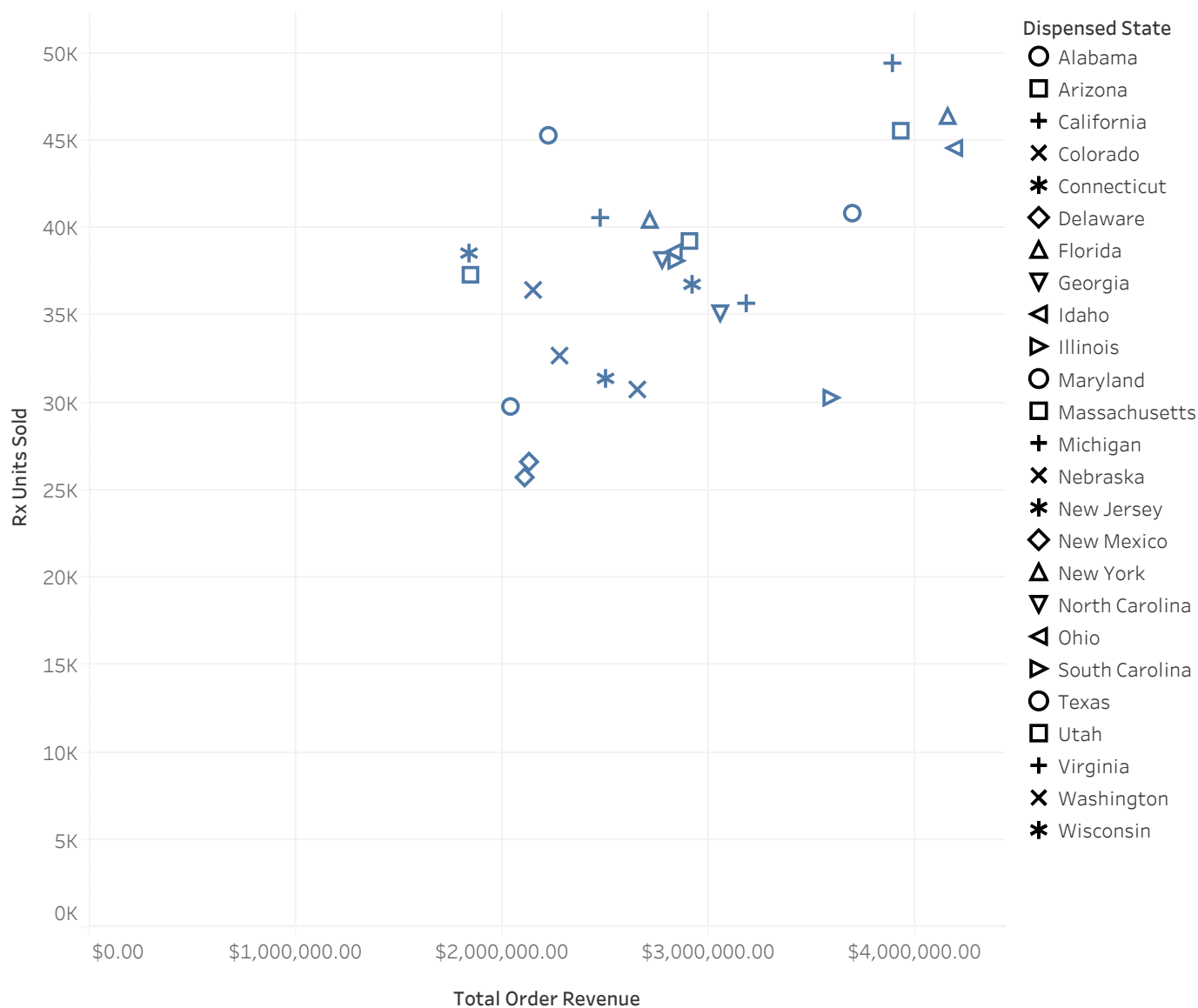
Sum of Rx Units Sold for each Dispensed Region broken down by Rx Distributor. The data is filtered on Tooltip (Dispensed Region,YEAR(Order Date)) and Tooltip (Dispensed Region,YEAR(Order Date),QUARTER(Order Date)). The Tooltip (Dispensed Region,YEAR(Order Date)) filter keeps 20 members. The Tooltip (Dispensed Region,YEAR(Order Date),QUARTER(Order Date)) filter keeps 80 members.

# Rx Units Sold by Year

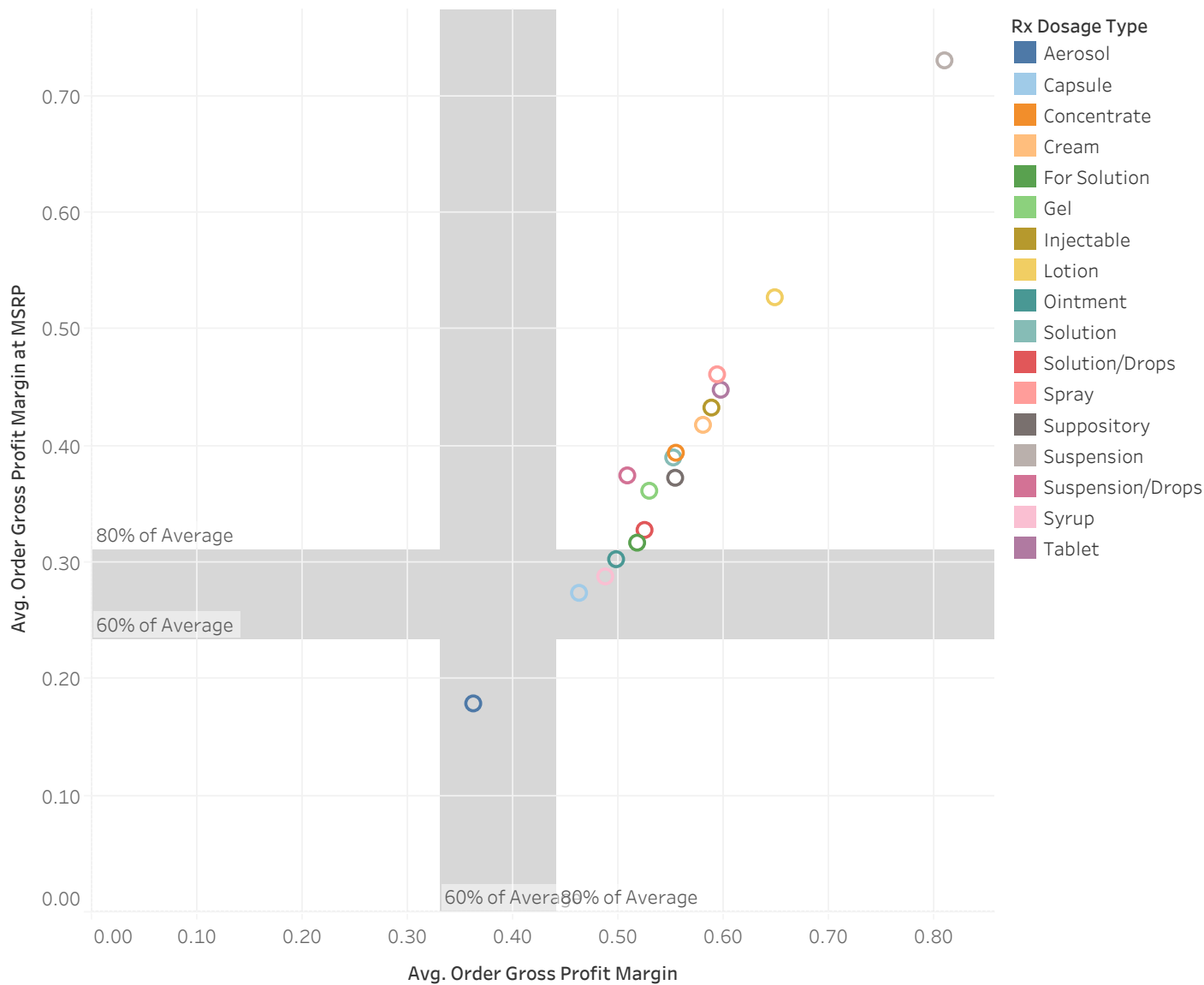


The plot of sum of Rx Units Sold for Order Date Year. Color shows details about Rx Distributor. The data is filtered on Action (Dispensed State), which keeps 25 members.

# Units Sold vs Revenue by State

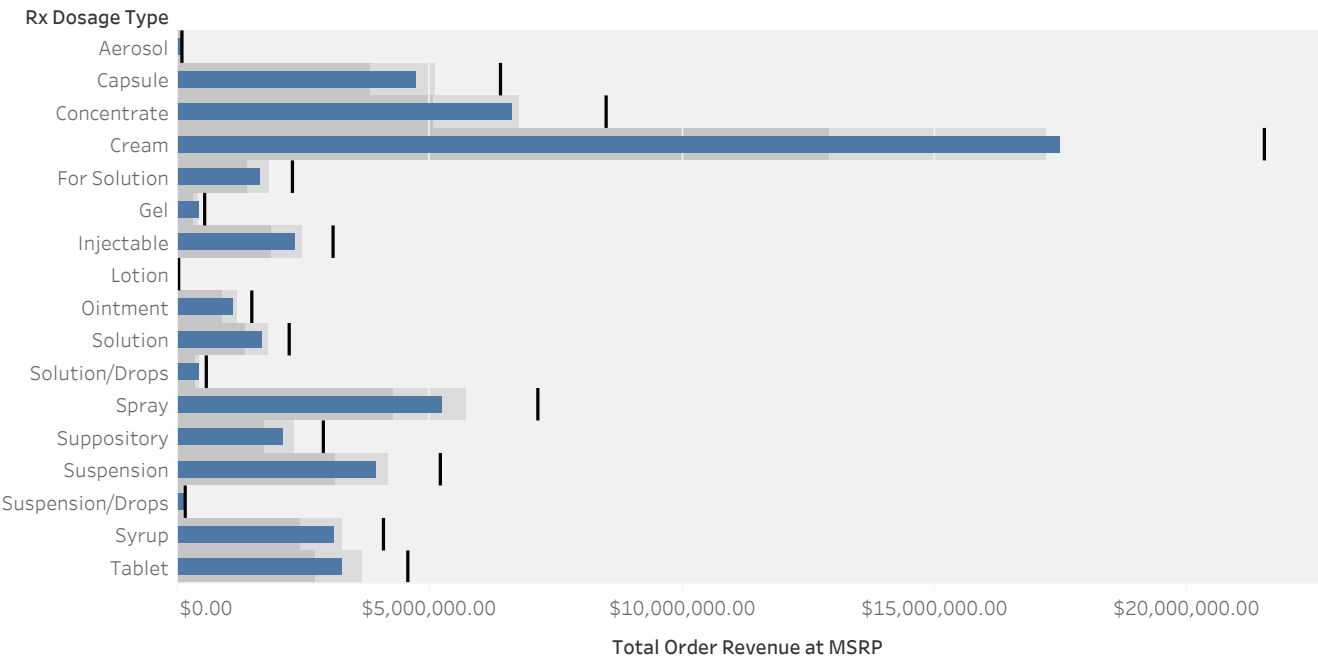


# Gross Margin vs Gross Margin at MSRP



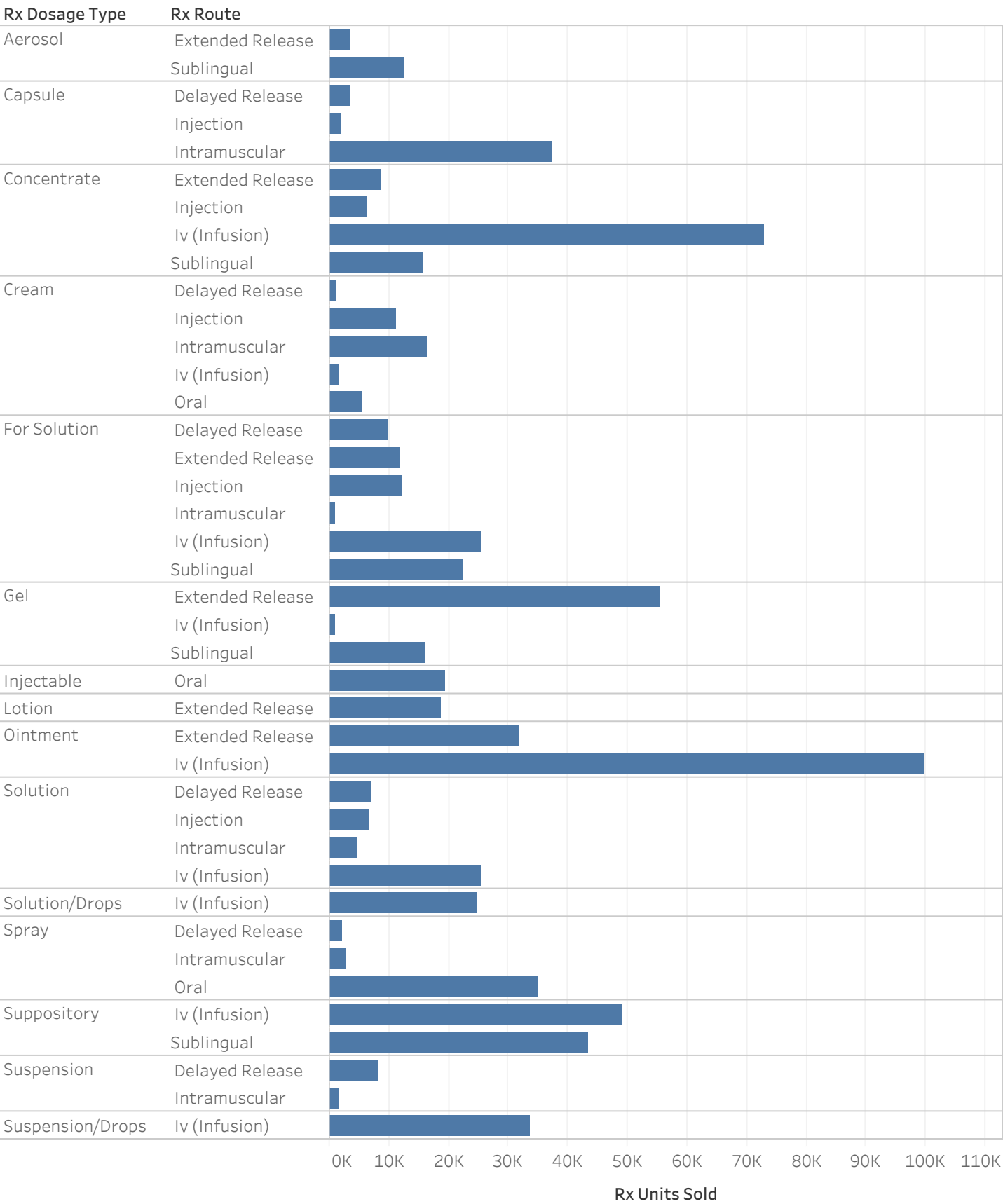
Average of Order Gross Profit Margin vs. average of Order Gross Profit Margin at MSRP. Color shows details about Rx Dosage Type. The data is filtered on Action (Rx Dosage Type), Action (Dispensed Region,Dispensed State) and Action (Dispensed State). The Action (Rx Dosage Type) filter keeps 17 members. The Action (Dispensed Region,Dispensed State) filter keeps 25 members. The Action (Dispensed State) filter keeps 25 members.

# Rx Dosage Type Revenue



Sum of Total Order Revenue at MSRP for each Rx Dosage Type. The data is filtered on Action (Dispensed Region,Dispensed State), Action (Rx Dosage Type) and Action (Rx Dosage Type,Rx Route). The Action (Dispensed Region,Dispensed State) filter keeps 25 members. The Action (Rx Dosage Type) filter keeps 17 members. The Action (Rx Dosage Type,Rx Route) filter keeps 45 members.

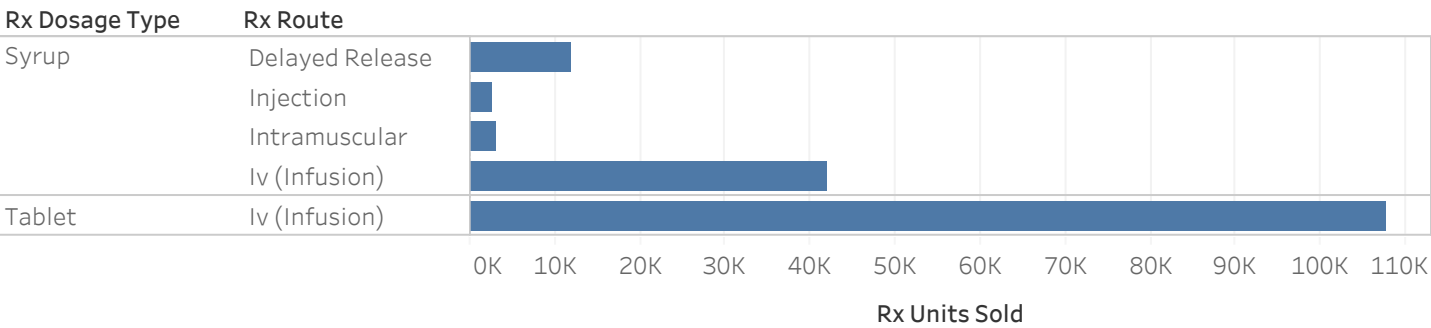
# Hierachy Rx Dosage Type/Route Sold



Sum of Rx Units Sold for each Rx Route broken down by Rx Dosage Type. The data is filtered on Action (Rx Dosage Type), which keeps 17 members.

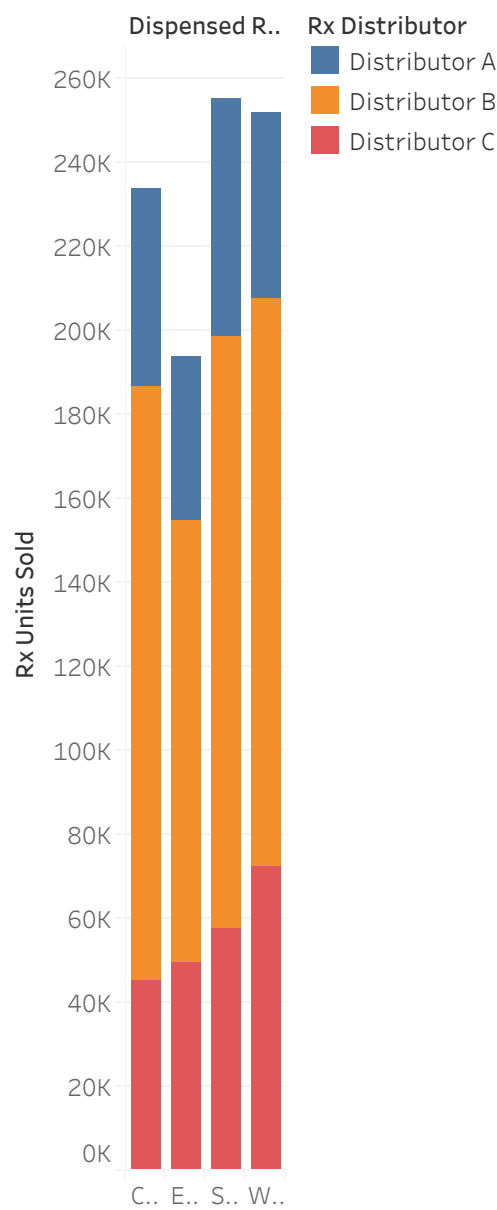


# Hierachy Rx Dosage Type/Route Sold



Sum of Rx Units Sold for each Rx Route broken down by Rx Dosage Type. The data is filtered on Action (Rx Dosage Type), which keeps 17 members.

# Sold by Re- gion/Distribu- tor



Sum of Rx Units Sold for each Dispensed Region. Color shows details about Rx Distributor. The data is filtered on Action (Dispensed Pharmacy Rep,Dispensed State) and Action (Dispensed State). The Action (Dispensed Pharmacy Rep,Dispensed State) filter keeps 25 members. The Action (Dispensed State) filter keeps 25 members.

Revenue

\$70.89M

Sum of  
Total  
Order  
Revenue.  
The data  
is filtered  
on Action  
(Dis-  
pensed  
State)  
and  
Action  
(Dis-  
pensed  
Region,Rx  
Distribu-  
tor). The  
Action  
(Dis-  
pensed  
State)  
filter  
keeps 25  
members.  
The  
Action  
(Dis-  
pensed  
Region,Rx  
Distribu-  
tor) filter  
keeps 12  
members.

Gross Order Profit

\$44.13M

Sum of Order Gross Profit. The data is filtered on Action (Dispensed State) and Action (Dispensed Region,Rx Distributor). The Action (Dispensed State) filter keeps 25 members. The Action (Dispensed Region,Rx Distributor) filter keeps 12 members.

Rx Units Sold

934.63K

Sum of Rx  
Units Sold. The  
data is filtered  
on Action  
(Dispensed  
State) and  
Action  
(Dispensed  
Region,Rx Dis-  
tributor). The  
Action  
(Dispensed  
State) filter  
keeps 25  
members. The  
Action  
(Dispensed  
Region,Rx  
Distributor)  
filter keeps 12  
members.

Distributor  
Order  
Revenue by  
State

Rx Distribu..	Rx Units Sold
Distributor A 187,054	
Distributor B 522,618	187,054 522,618
Distributor C 224,957	

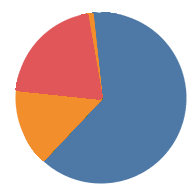
Sum of Rx Units Sold  
broken down by Rx  
Distributor. Color shows  
sum of Rx Units Sold.  
The marks are labeled by  
sum of Rx Units Sold.

# Gross Profit vs Gross Profit at MSRP



Average of Order Gross Profit vs. average of Order Gross Profit at MSRP. Color shows details about Rx Dosage Type.

# Market Segment Gross Profit at MSRP



\$27,465,983.25

## Market Segment

- Animal
- Human - OTC
- Human - Rx

Market Segment (color) and Order Gross Profit at MSRP (size). The data is filtered on Action (Rx Dosage Type,Rx Route) and Action (Rx Dosage Type). The Action (Rx Dosage Type,Rx Route) filter keeps 45 members. The Action (Rx Dosage Type) filter keeps 17 members.



# At Least 60K Sold

Dispensed Pharma..	
Bill Barreto	81,442
Dolly DeCherney	83,833
Mary Monton	88,068
Pricilla Patt	78,629
Stephen Skaria	69,523
Terry Thomas	111,591
Wally Wasserman	65,422

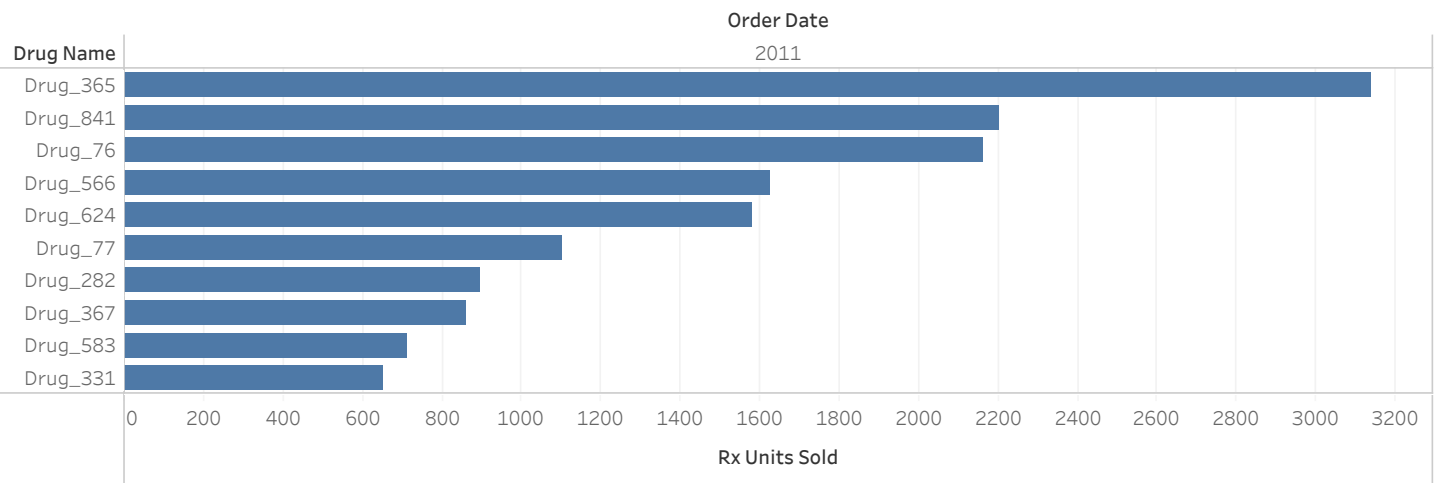
Sum of Rx Units Sold broken down by Dispensed Pharmacy Rep. The view is filtered on sum of Rx Units Sold, which includes values greater than or equal to 60,000.

# Rep Avg Gross Profit between \$5K and \$6K

Dispensed Pharma..	
Deborah Dominguez	\$5,749.92
Oscar O'Briant	\$5,699.38
Pricilla Patt	\$5,194.66

Average of Order Gross Profit broken down by Dispensed Pharmacy Rep. The view is filtered on average of Order Gross Profit, which ranges from \$5,000.00 to \$6,000.00.

# Top 10 Drug Name Ordered for 2011



Sum of Rx Units Sold for each Drug Name broken down by Order Date Year. The view is filtered on Order Date Year and Drug Name. The Order Date Year filter keeps 2011. The Drug Name filter keeps 10 of 727 members.