

# Data Visualization

ADTA 5250 | IPAC 4250 | CSCE 5320

## Deep Dive into Distributor B

**Ways to Maintain Top Wholesaler**

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## Executive Summary

### Executive Summary:

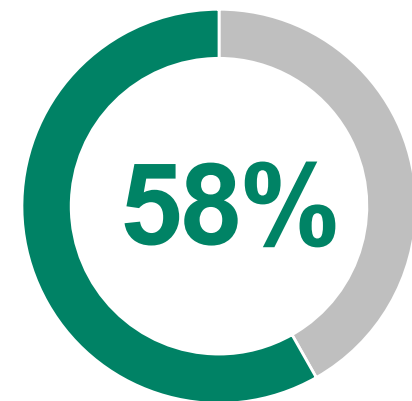
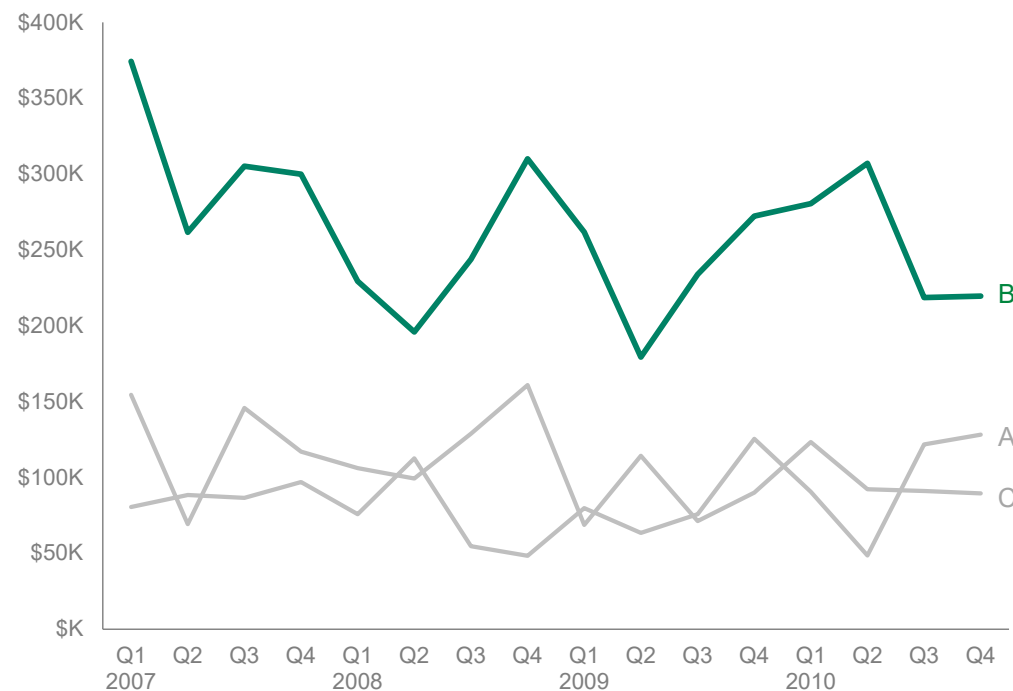
- Distributor B remains the **top wholesaler** from 2007 through 2010; however, there is an **18% decline in gross profit** from Q1 2007 to Q2 2010.
- Despite the end of the recession, **gross profit is not recovering as quickly** as in previous years.
- Interestingly, **though revenue declined, gross profit margin increased overall** during this four-year time span.
- Most markets improved at the end of the recession, but **Human-Rx gross profit decreased 5.5%**.
- The **oral drug route has the most gross profit margin**, but lower unit sales than other drug routes.
- **Animal and Human-OTC have significantly lower oral route sales** than the Human-Rx market.
- Consider using top sales reps to improve oral route sales in markets and regions that show historically low sales.
- Delve deeper into Human-Rx analysis to determine strategies to improve gross profit in this market.

### Data Details:

- Analysis was conducted to review the drug order history of **Distributor B** to highlight business metrics.
- Data from **2007 through 2010**, was used to discover business trends.
- This four-year period includes the **Great Recession which lasted Q4 2007 to Q2 2009**.
- Performance of profits, gross profit margin, Rx route, market segment, and sales regions were analyzed to determine growth potential.

## Good news! Distributor B is the top wholesaler every quarter!

Our gross profit has outperformed other wholesalers four years running.

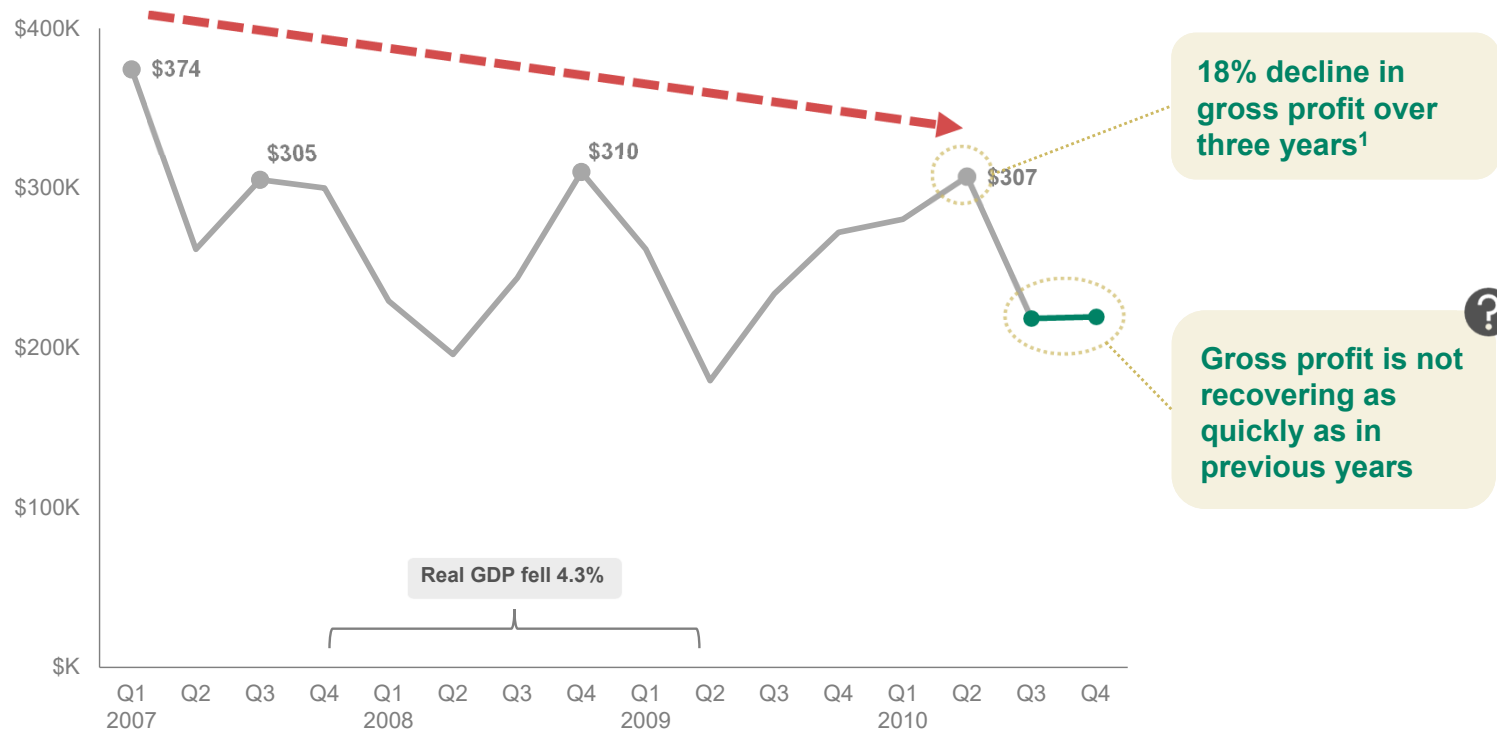


### Wholesaler B Gross Profit

Wholesaler B accounts for majority of gross profit earned among competitors over four years.

## Caution! Our trend line is declining

Though cyclical, our gross profit highs are trending down.

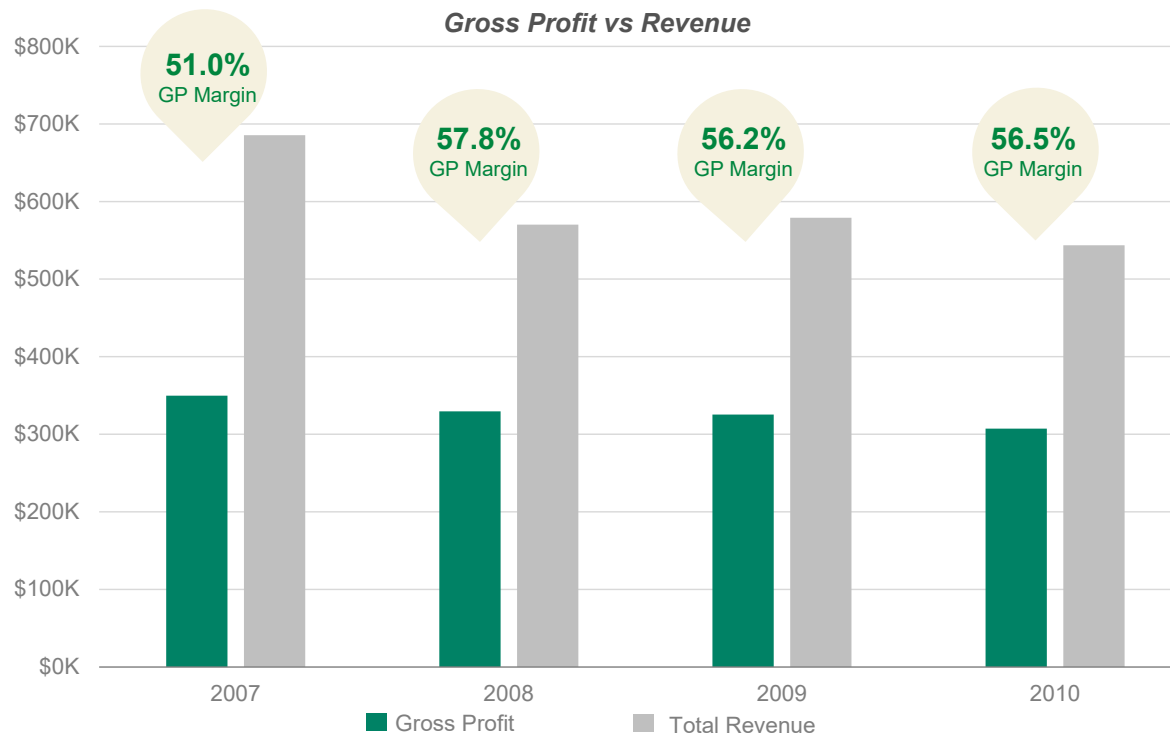


Notes:

1. Gross profit decline calculated from Q1 2007 to Q2 2010 values.
2. The Great Recession December 2007 – June 2009

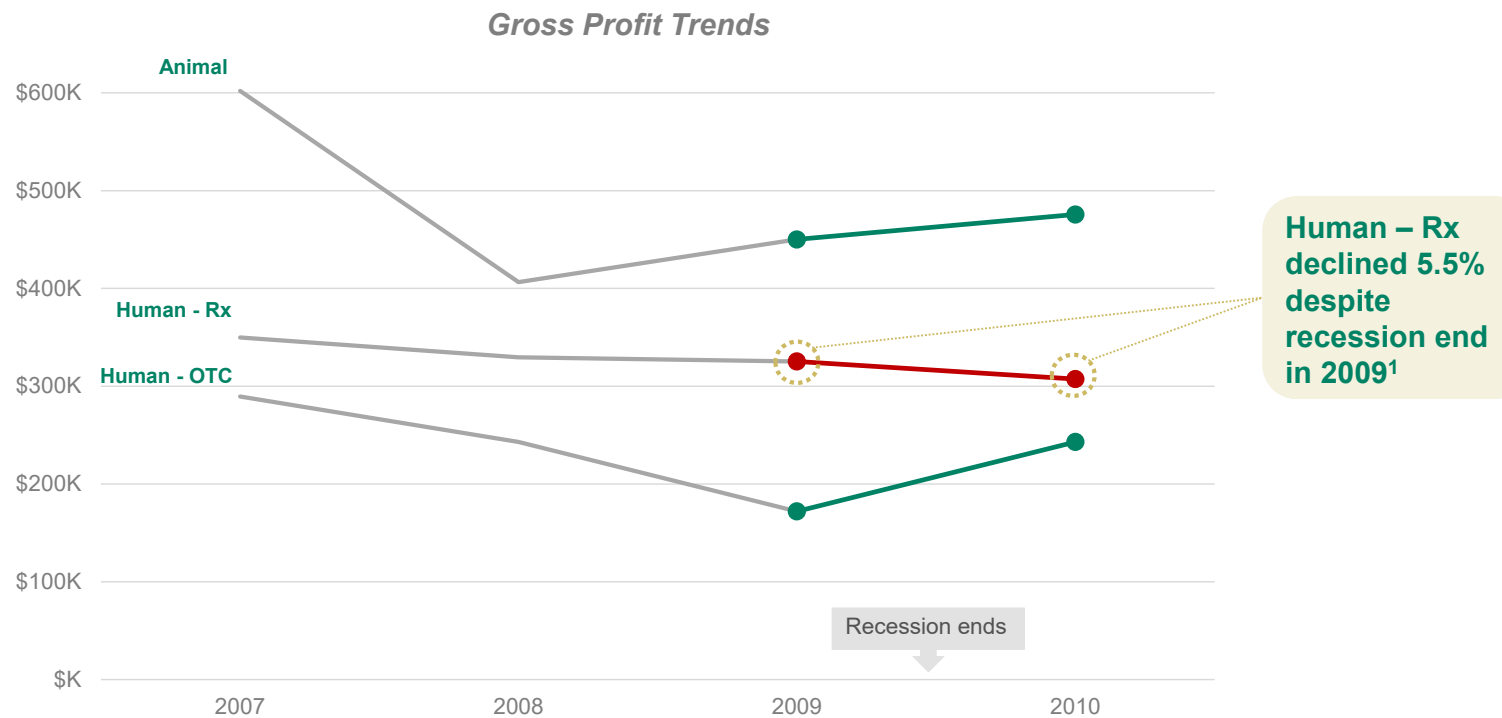
## Revenue declines, yet gross profit maintains some stability

Though total order revenue fluctuates, gross profit margin improves over four years.



# Most Markets Improved Since Recession

Human – Rx Continues Downward Trend

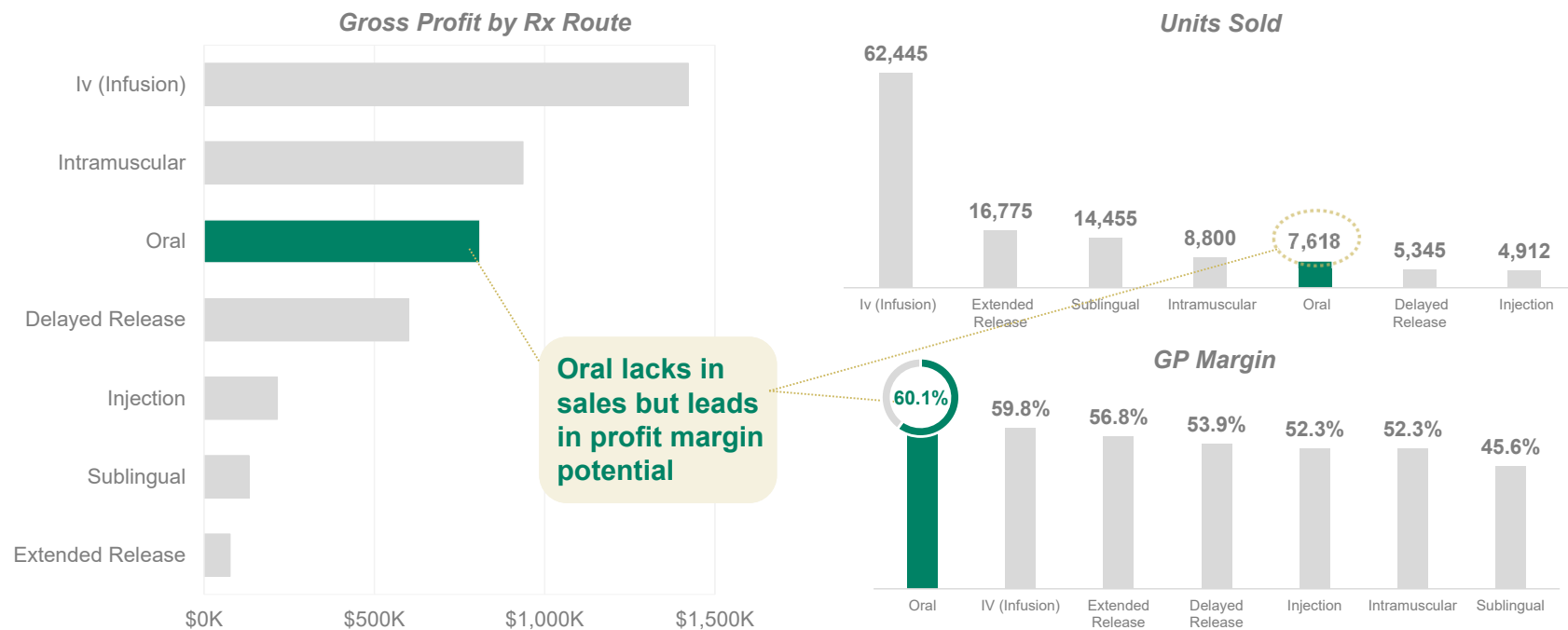


Notes:

1. Percent decline determined from Q1 2009 and Q1 2010.

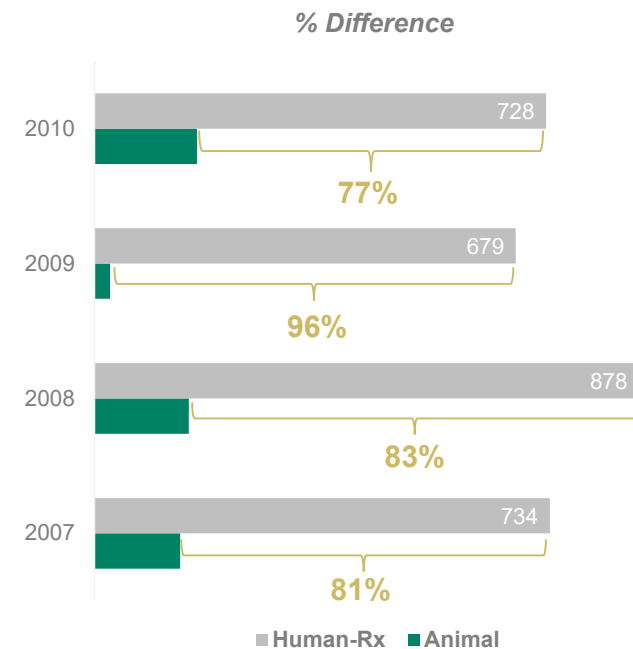
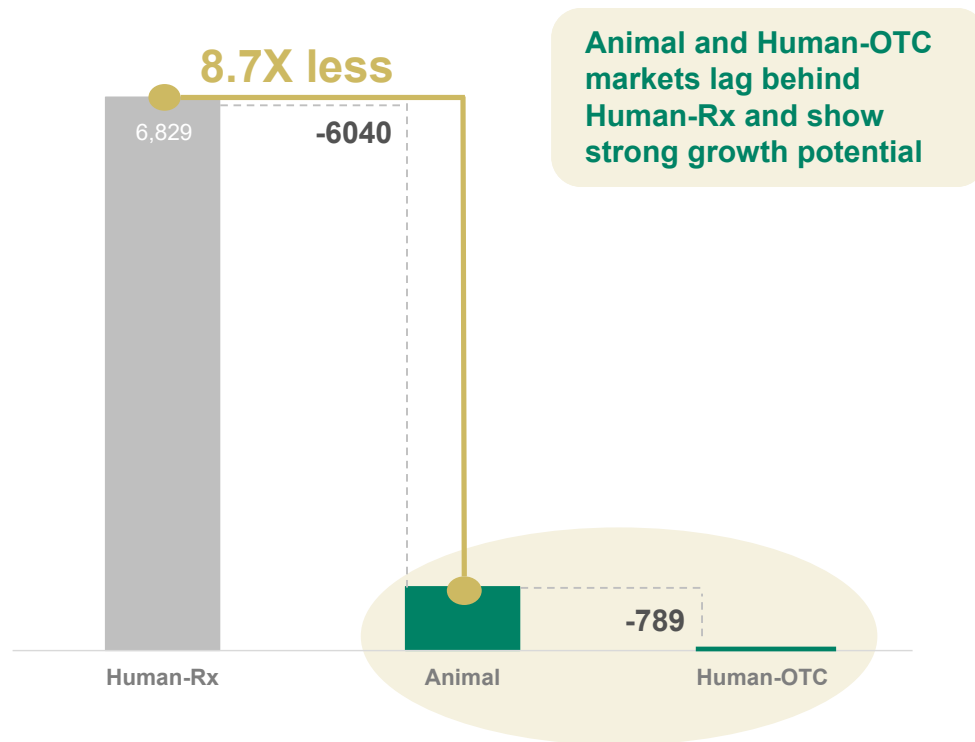
## Attention! Growth potential in oral drugs

Increase sales in the oral route to optimize profit margin potential



## Explore! Market segments that are lacking in oral route sales

Human-Rx dominates in oral route unit sales.

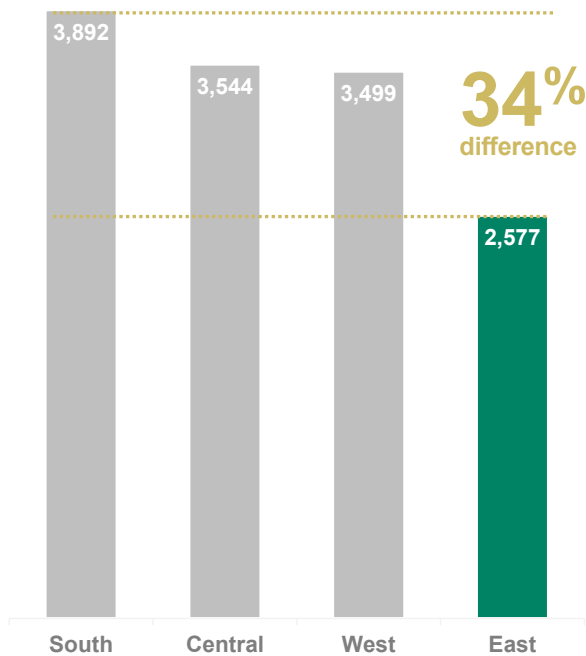




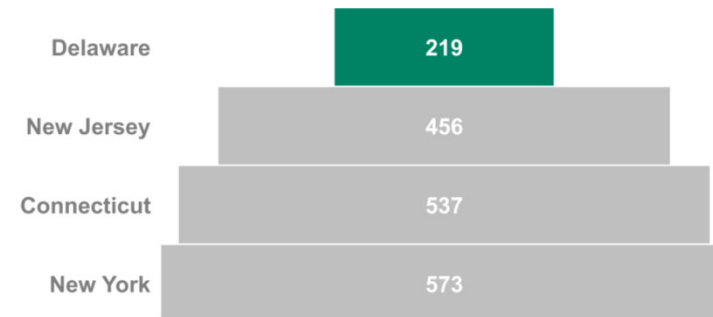
## Invest in regions<sup>1</sup> lacking in oral route unit sales

States in the east regions have the least oral route unit sales

Oral Route Sales by Region



Delaware has the least sales but highest per capita<sup>2</sup> spending out of states in the East



Notes:

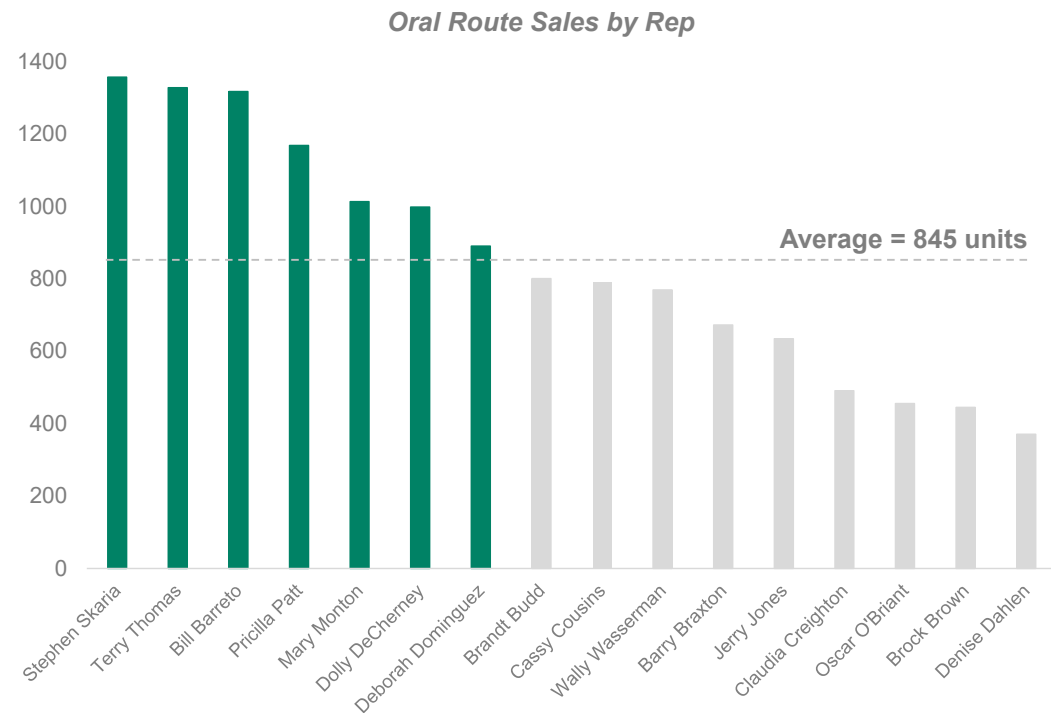
1. South includes AL, FL, GA, MD, NC, SC, & VA. Central includes IL, MI, NE, OH, TX, & WI. West includes AZ, CA, CO, ID, NM, UT, & WA.
2. Per capita sales determined using 2010 state population numbers.

## Tap into talent: Replicate tactics of top sales reps in oral drugs

Seven sales reps have above average oral route sales across distributors

### Top Seven Sales Reps:

1. Stephen Skaria
2. Terry Thomas
3. Bill Barreto
4. Pricilla Patt
5. Marty Monton
6. Dolly DeCherney
7. Deborah Dominguez



## Recommendations

- **Increase sales in the oral route to optimize profit margin potential.**  
Oral lacks in sales but leads in profit margin potential.
- **Explore market segments that are lacking in oral route unit sales.**  
Animal and Human-OTC lag far behind Human-Rx in oral route unit sales.
- **Start by investing in regions lacking in oral route unit sales.**  
The East region unit sales are 34% less than the highest selling region.
- **Use in-house resources to drive sales.**  
Replicate the tactics of the seven sales reps that have higher than average oral route sales.
- **Further research declining markets.**  
Human-Rx continues its overall downward trend despite the end of the recession and highest oral route sales.