



NovaMed Solutions: Sales Performance Analysis and Reporting

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Business Overview

NovaMed Solutions is a major pharmaceutical distributor that supplies essential drugs across the healthcare sector. Recently, the company has struggled with sales performance, inventory control, and customer engagement. These issues have reduced efficiency and profit stability.

To address this, NovaMed gathered data covering **revenue, profit, drug performance, and customer demographics**. I analyzed the data in Power BI to discover sales trends, cost patterns, and customer behavior.

The aim is to use these findings to help the company **improve sales, manage stock better, and find new growth opportunities**.

EXECUTIVE SUMMARY

This Power BI project analyzes NovaMed Solutions' sales data to understand performance trends, customer behavior, and key business challenges. Using visuals like KPIs, drug performance, customer demographics, and country-based sales, the report highlights what drives the company's success and where improvements are needed.

The analysis shows NovaMed generated **\$35.29M revenue** and **\$28.96M profit**, keeping a strong **82% profit margin**. The company performs well overall but depends heavily on a few top drugs, customers, and markets such as Canada and Australia. Customer data also shows most buyers are older males, with low engagement from younger and female groups.

The project recommends that NovaMed **diversify its products, target younger demographics, expand into new regions, and strengthen customer engagement**. Using Power BI dashboards regularly will help the company make data-driven decisions, manage costs better, and improve long-term growth.

Top/Bottom Analysis Dashboard

NOVAMED SOLUTIONS:TOP/BOTTOM ANALYSIS



This dashboard gives a summary of NovaMed's overall performance . It shows total revenue of \$35.29M, total profit of \$28.96M, and an 82% profit margin. July and October were the best months , while February and August were slightly lower. It gives a quick snapshot of company-wide results.

KPIs (Total Revenue, Profit, Margin, COGS)

Total Revenue	Total Profit	Profit Margin	Total Cost Of Goo...
35.29M	28.96M	0.82	\$6M

Insight:

NovaMed earned **\$35.29 M revenue** and **\$28.96 M profit**, giving an **82 % margin**. The **COGS of \$6.33 M** shows that costs are being managed well. These numbers confirm that the company is financially strong, though most of its success comes from a few main drugs and customers.

Recommendations:

1. Track COGS monthly to prevent sudden cost increases.
2. Broaden the product range to reduce dependence on a few items.
3. Review supplier prices each quarter to maintain margins.
4. Reinvest part of profit into marketing and operations growth.

Total Revenue and Profit by Month



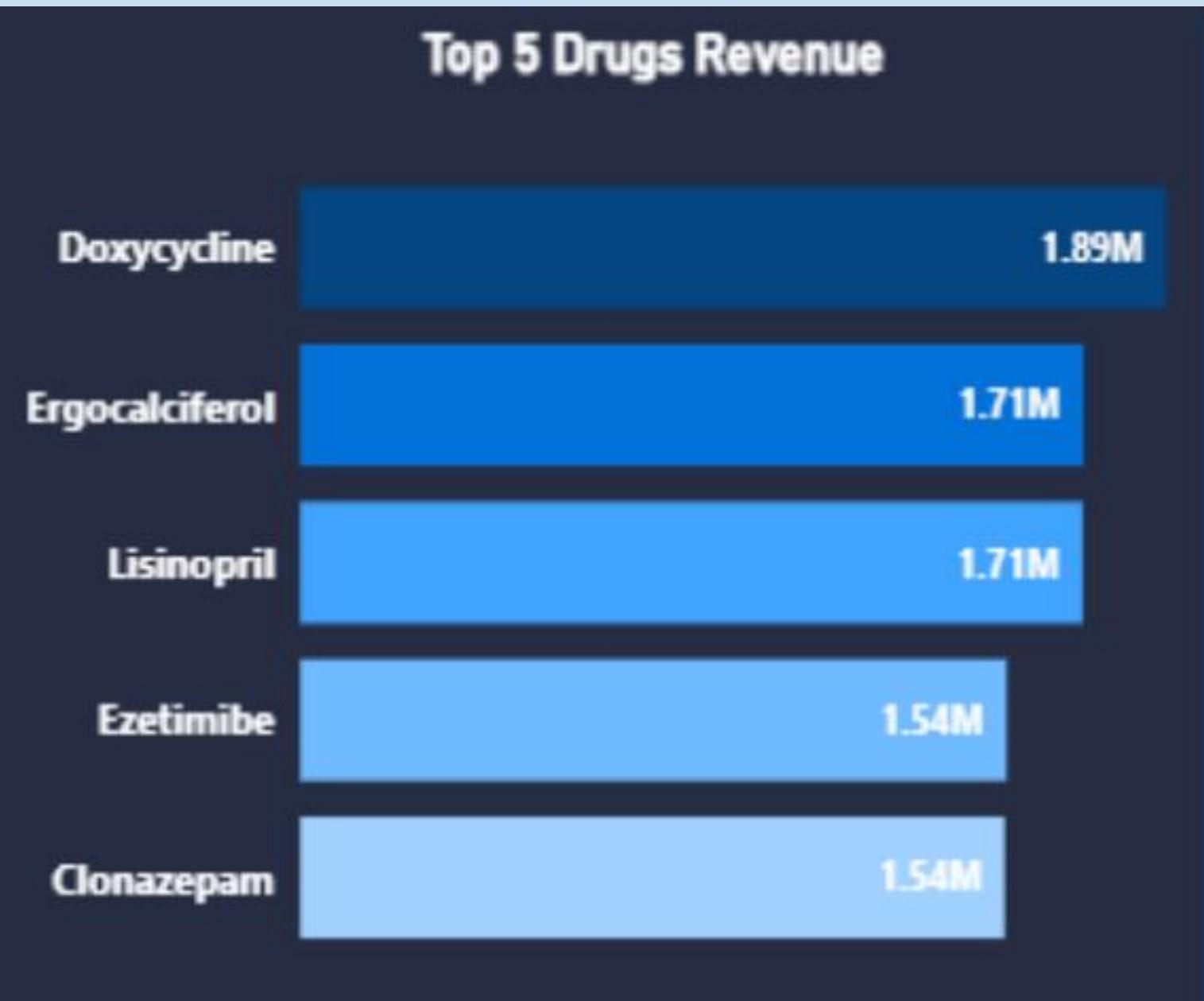
Insight:

Monthly revenue stayed between **\$2.5 M and \$3.3 M**, while profit ranged from **\$2.0 M to \$2.7 M**. The company's best performance came in **July and October**; **February and August** had mild drops. The trend shows consistent income with a few seasonal slow points.

Recommendations:

1. Look into what caused the February and August slowdowns.
2. Plan discounts or campaigns in those weaker months.
3. Use historical data to predict and prepare for low periods.
4. Keep monitoring monthly results through Power BI.

Top 5 Drugs by Revenue



Insight:

Best-selling drugs are **Doxycycline (\$1.89 M)**, **Ergocalciferol (\$1.71 M)**, **Lisinopril (\$1.71 M)**, **Ezetimibe (\$1.54 M)**, and **Clonazepam (\$1.54 M)**. These products lead NovaMed's income and are likely the most demanded medications.

Recommendations:

1. Keep enough stock of these top products at all times.
2. Study what made them successful and apply that to mid-range drugs.
3. Negotiate better deals with suppliers for these key items.
4. Track demand changes monthly to stay ahead of competition.

Bottom 5 Drugs by Revenue

Top 5 bottom Drugs by Revenue

1.54M

Clonazepam

1.54M

Ezetimibe

1.71M

Lisinopril

1.71M

Ergocalciferol

1.89M

Doxycycline

Insight:

Some drugs earn less — between **\$1.54 M and \$1.71 M**. This doesn't mean failure; it may be due to low demand in certain regions. These products could still perform better with more marketing.

Recommendations:

- 1.Identify where these drugs sell poorly and adjust prices or ads.
- 2.Offer bundles mixing slow and fast movers.
- 3.Give sales reps goals to promote lesser-known products.
- 4.Re-evaluate very low-profit drugs after a few months.

Top 5 Customers by Revenue



Insight:

Top customers — David Johnson (\$2.04 M), Bob Williams (\$1.84 M), Bob Smith (\$1.77 M), Alice Smith (\$1.65 M), and Jane Brown (\$1.61 M) — bring in a large share of sales. Relying too much on a few clients could be risky if any change suppliers

Recommendations:

- 1.Create reward or loyalty programs for key customers.
- 2.Expand sales outreach to new hospitals and distributors.
- 3.Check in with top customers often to keep relationships strong.
- 4.Use alerts to notice when major clients reduce their orders.

Monthly Summary Table

Summary						
MonthName	Total Cost Of Goods Sold	Total Revenue	Total Profit	Prev Month Revenue	Prev Month Profit	
July	\$607,066	3,250,268.79	2,643,202.57	3,250,268.79	2,263,596.32	
November	\$556,256	3,247,959.58	2,691,703.93	3,247,959.58	2,357,789.20	
May	\$591,135	3,238,986.62	2,647,851.66	3,238,986.62	2,175,065.48	
September	\$579,710	3,198,716.10	2,619,006.13	3,198,716.10	2,027,597.10	
January	\$579,475	3,188,395.89	2,608,920.86	3,188,395.89		
December	\$547,094	3,124,272.78	2,577,179.02		2,691,703.93	
March	\$490,019	2,864,068.38	2,374,049.22	2,864,068.38	1,971,334.77	
October	\$498,864	2,856,653.54	2,357,789.20	2,856,653.54	2,619,006.13	
June	\$543,861	2,807,456.95	2,263,596.32	2,807,456.95	2,647,851.66	

Insight:

The summary shows overall growth with small dips in March and October. **July** recorded the best result — **\$3.25 M revenue** and **\$2.64 M profit**. The small changes mostly come from fluctuating COGS

Recommendations:

1. Apply July's successful strategies to other months.
2. Review supplier costs to avoid sudden margin drops.
3. Automate monthly variance checks in Power BI.
4. Keep documentation of what works well each month.

Customer Analysis Dashboard

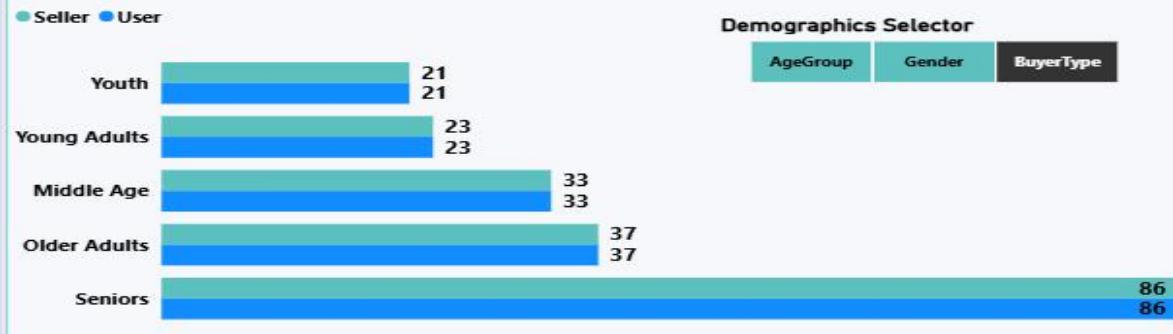
NOVAMED SOLUTIONS: CUSTOMER ANALYSIS

Avr Revenue Per Customer
\$201.5K

Revenue MoM %
9.67%

Prev Month Revenue
\$36.75M

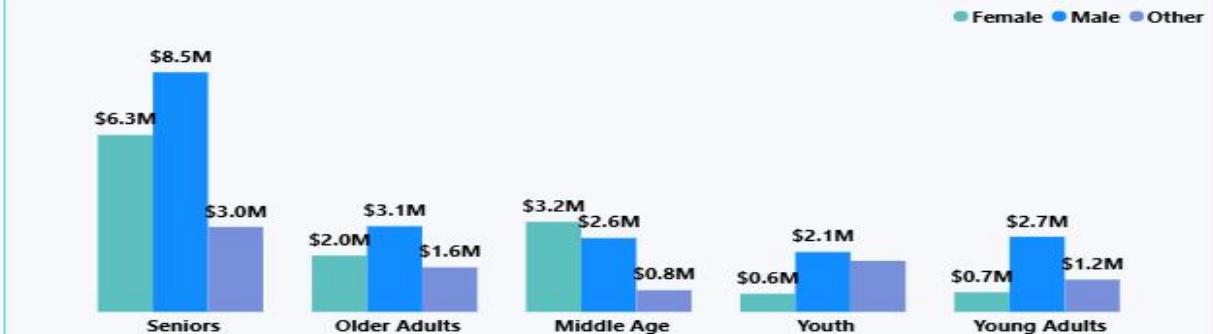
Customer Demographics Chart



Buyer Type By country



Total Revenue by AgeGroup and Gender



Top 2 Countries By Revenue



Revenue Distribution by Country and Buyer Type



Summary

Country	BuyerType	Gender	COGS
Australia	Seller	Female	\$667,651
Australia	Seller	Male	\$561,764
Australia	Seller	Other	\$124,075
Australia	User	Female	\$118,871
Australia	User	Male	\$85,598
Australia	User	Other	\$13,176
Canada	Seller	Female	\$697,201
Canada	Seller	Male	\$1,413,854
Canada	Seller	Other	\$714,854
Canada	User	Female	\$90,950

This dashboard highlights who NovaMed's customers are and where the money comes from. It combines demographic, geographic, and sales information, making it easier to see patterns and areas to focus on.

Customer KPIs

Avr Revenue Per Customer

\$201.5K

Revenue MoM %

9.67%

Prev Month Revenue

\$36.75M

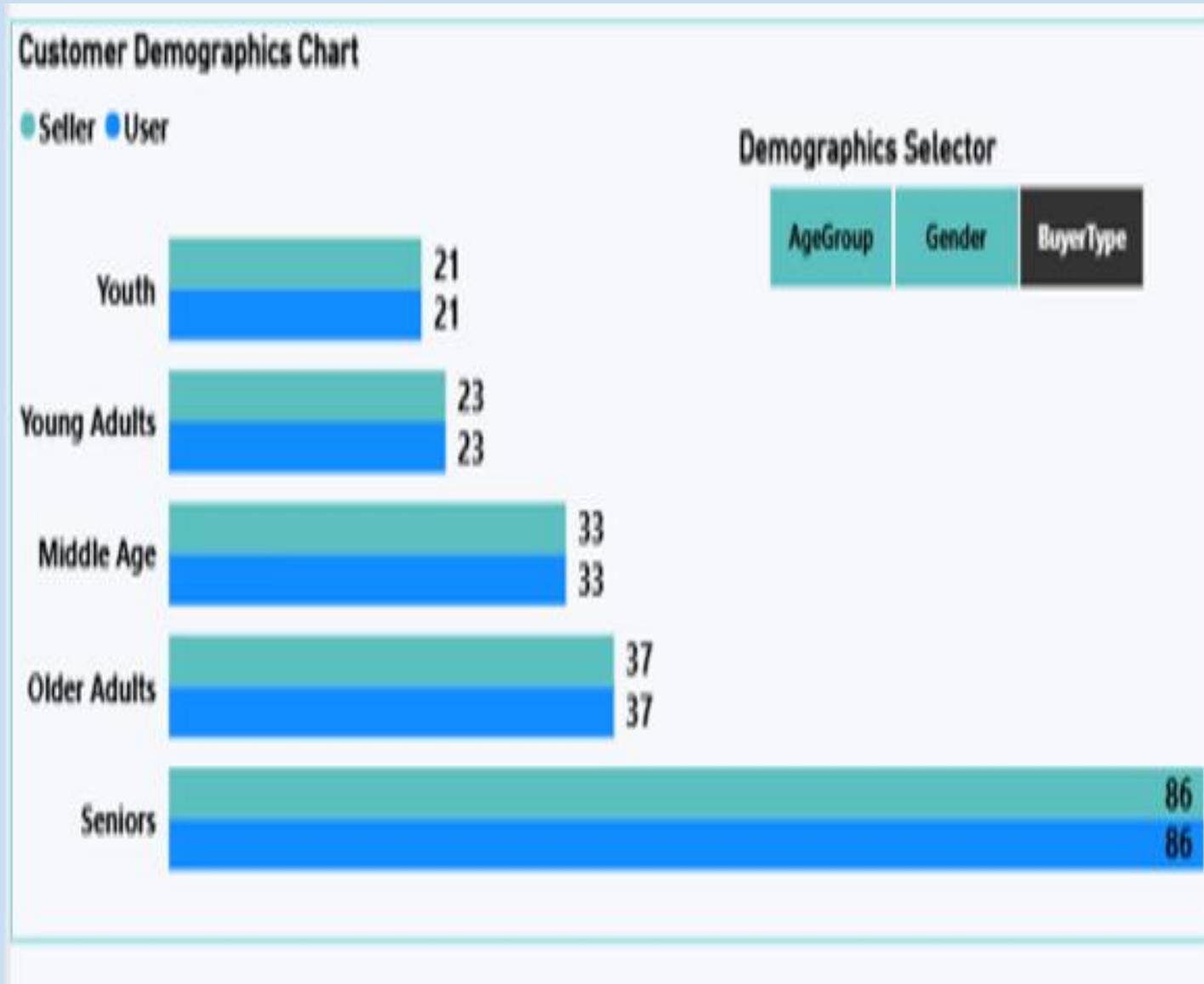
Insight:

NovaMed's **average revenue per customer is \$201.5 K**, with a **9.67 % month-over-month growth** and **\$36.75 M** from the previous month. These figures show that customer spending is rising steadily and that marketing efforts are working.

Recommendations:

- 1.Keep tracking growth monthly to maintain momentum.
- 2.Study which customers contribute most to growth.
- 3.Encourage upselling and cross-selling to increase average revenue.
- 4.Recognize top-performing sales reps who bring high-value clients.

Customer Demographics Chart



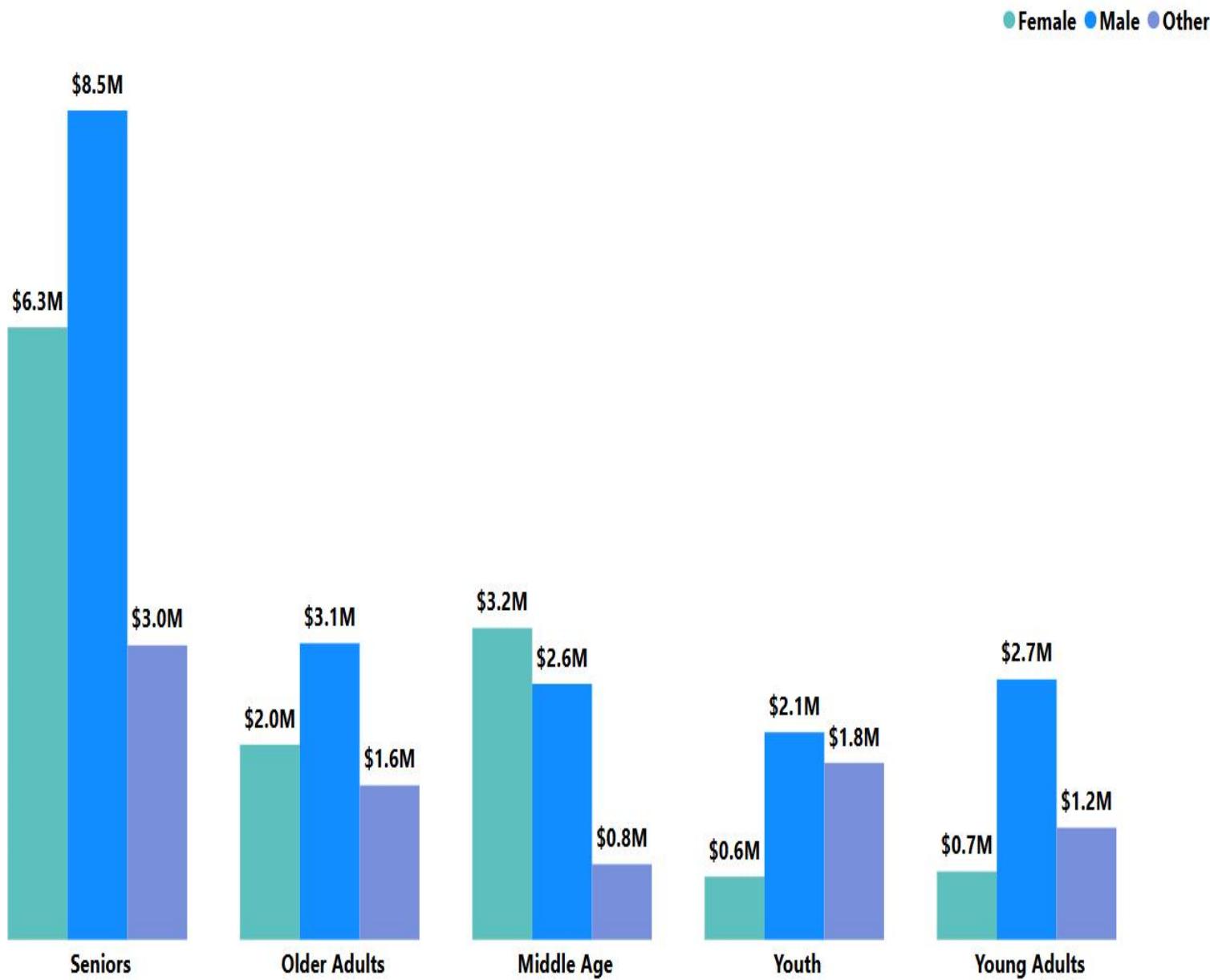
Insight:

The chart confirms that older males make up most of NovaMed's buyers. Youth participation is still low, which means there's room to grow in that segment.

Recommendations:

1. Launch preventive-health programs aimed at youth.
2. Work with schools and community groups for awareness.
3. Keep serving older clients while introducing new products for younger ones.
4. Use surveys to understand what each group prefers.

Total Revenue by Age Group and Gender



Insight:

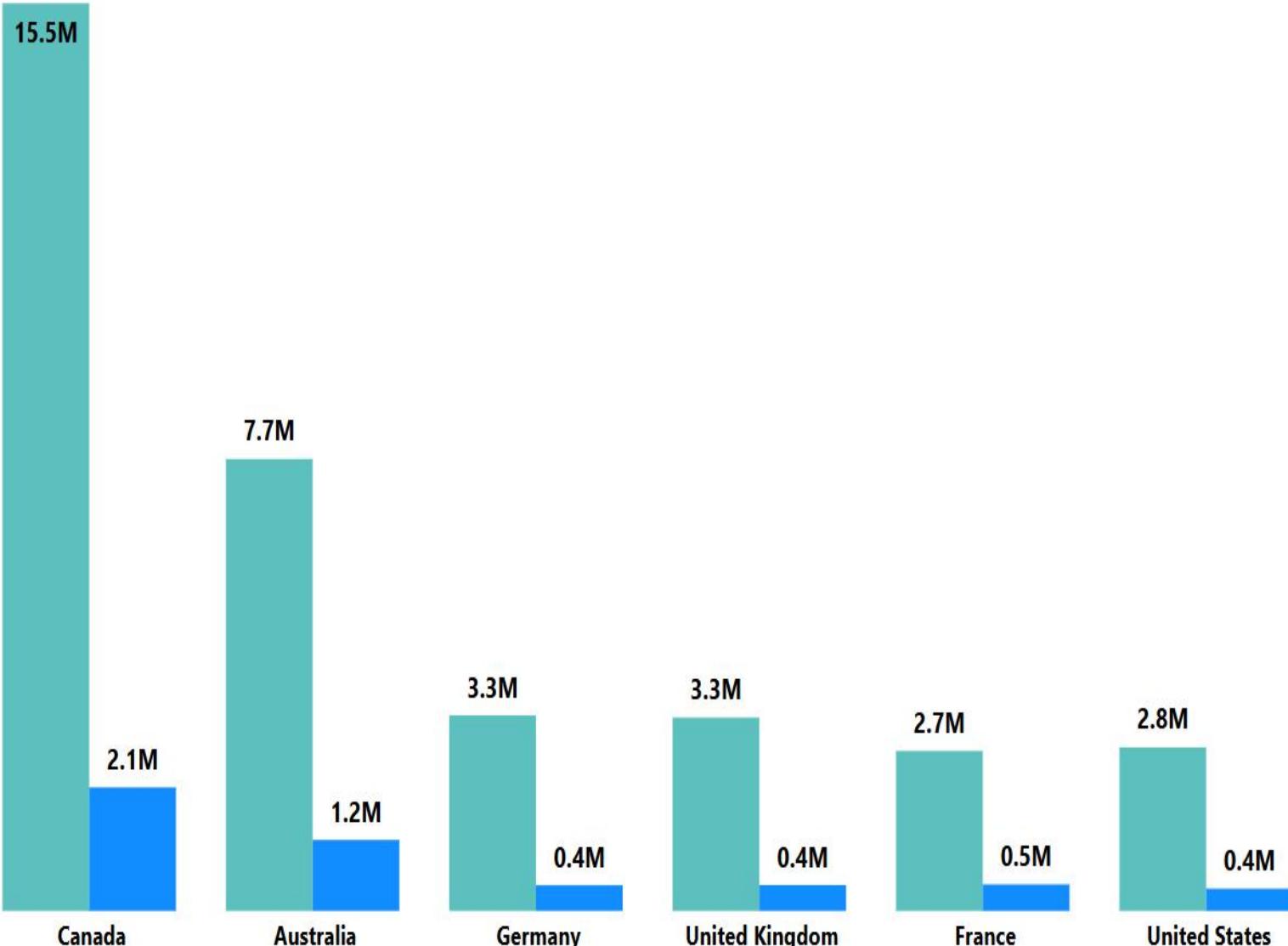
Most of NovaMed's revenue comes from **Seniors (\$8.5 M)** and **Older Adults (\$3.1 M)**, followed by **Middle Age (\$3.2 M)**. **Youth (\$2.1 M)** and **Young Adults (\$2.7 M)** contribute less. Male buyers lead across all groups. This shows the company relies mostly on older customers.

Recommendations:

1. Attract younger buyers with wellness and lifestyle campaigns.
2. Add products that appeal to women and younger audiences.
3. Keep loyalty offers for senior customers.
4. Track age-group performance every quarter.

Revenue by Country and Buyer Type

● Seller ● User



Insight:

The data shows **Sellers** bring in most of the revenue, while **Users** account for less. This means NovaMed depends heavily on distributors. Building more direct customer sales could improve profit margins.

Recommendations:

1. Develop an online platform for Users to buy directly.
2. Keep rewarding Sellers with bonuses for consistent orders.
3. Balance B2B and B2C sales to stay stable if one side slows down.
4. Review buyer-type data every few months to adjust plans.

Top 2 Countries by Revenue



Insight:

Canada (\$15.5 M) and Australia (\$7.7 M) are NovaMed's strongest markets. Together they make up most of total revenue. Other countries like Germany (\$3.3 M), France (\$3.0 M), and the UK (\$2.7 M) lag behind.

Recommendations:

1. Strengthen relationships in Canada and Australia.
2. Invest in local marketing for Germany, France, and the UK.
3. Research what drives success in the top markets and copy it elsewhere.
3. Track market performance each quarter.

Overall Summary and Recommendations

Summary

Country	BuyerType	Gender	COGS
Australia	Seller	Female	\$667,657
Australia	Seller	Male	\$561,762
Australia	Seller	Other	\$124,079
Australia	User	Female	\$118,877
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Canada	Seller	Female	\$697,207
Canada	Seller	Male	\$1,413,856
Canada	Seller	Other	\$714,855
Canada	User	Female	\$90,950

Insight:

NovaMed has strong financial results with **\$35.29 M revenue, \$28.96 M profit**, and an **82 % margin**. However, the company depends too much on a few products, customers, and markets. Its customer base is aging, and younger audiences remain under-engaged.

Recommendations:

- 1.Broaden product and customer mix to reduce concentration risk.
- 2.Target youth and female demographics through new marketing ideas.
- 3.Strengthen sales in underperforming countries.
- 4.Keep using Power BI dashboards for decision-making.
- 5.Use predictive analytics for better planning.

Overall Summary and Recommendations

Insight:

From the full Power BI analysis, NovaMed Solutions shows strong financial performance with a **total revenue of \$35.29 million, profit of \$28.96 million**, and a solid **82 % profit margin**.

The company's top-selling drugs and loyal customers drive most of the profit, but there's still a heavy dependence on a few products and markets.

Customer data also shows that most buyers are older males, which means younger and female groups remain under-targeted.

Overall, NovaMed is performing well but needs to balance its sales sources and customer segments for long-term growth.

Recommendations:

- 1.Diversify drug and product lines to reduce dependence on top sellers.
- 2.Target younger customers through digital health and wellness campaigns.
- 3.Introduce marketing focused on female consumers.
- 4.Strengthen presence in smaller markets outside Canada and Australia.
- 5.Keep tracking all KPIs monthly in Power BI to guide future actions

Conclusion / Thank You

This Power BI analysis helped identify trends in NovaMed's sales, customers, and performance. The findings show that NovaMed is doing well overall, but still needs to diversify its market and manage its product mix better. Power BI remains a strong tool for data-driven decision-making.

Thank you!

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