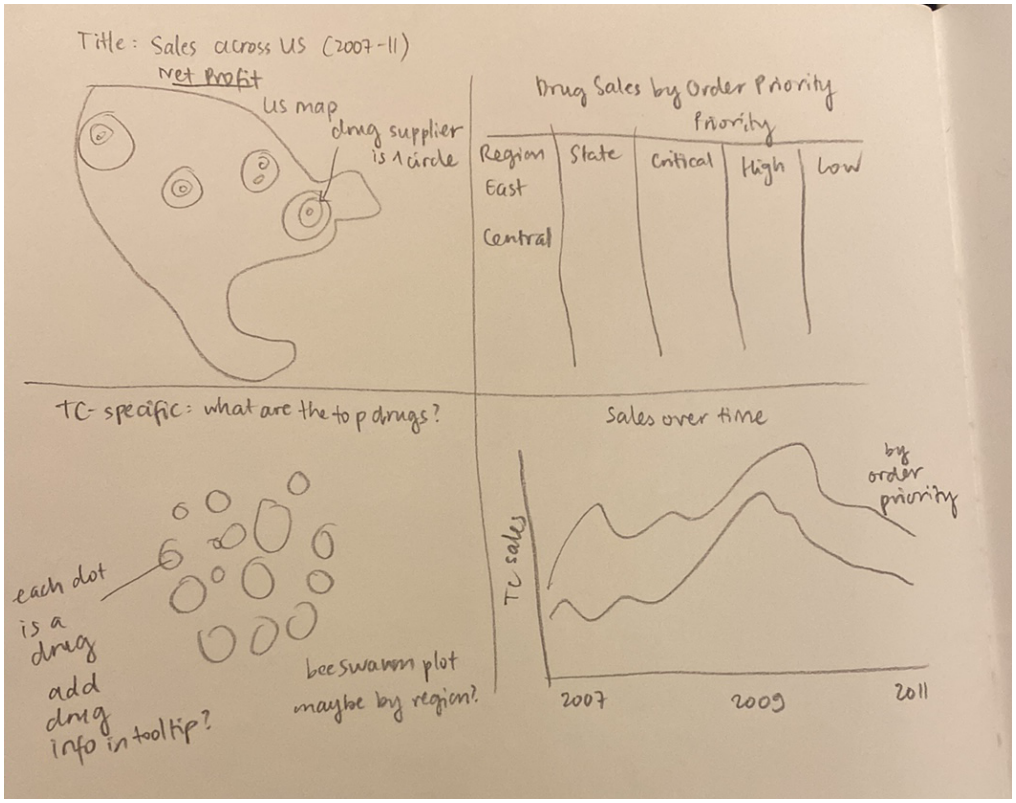
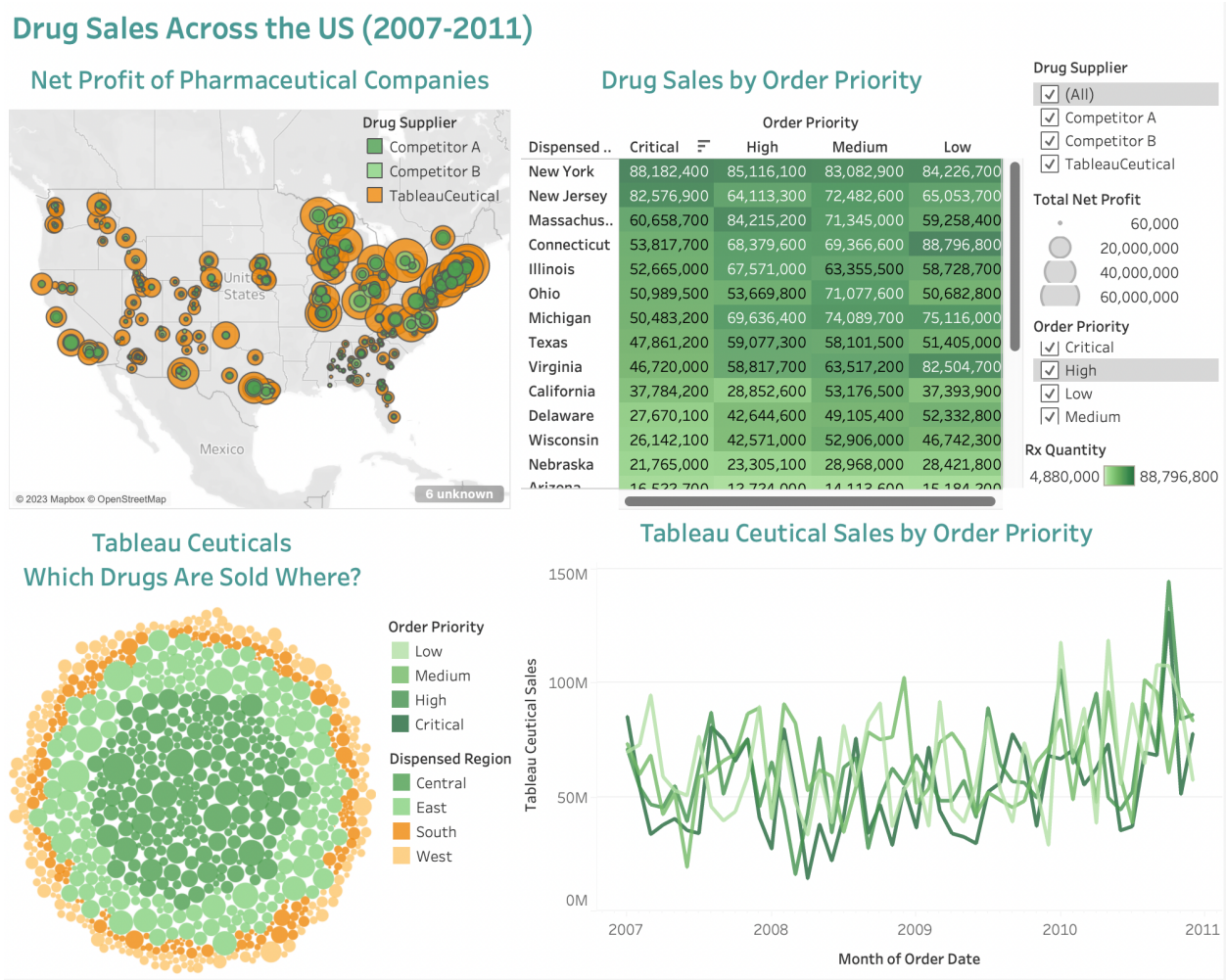
dashboard sketch:

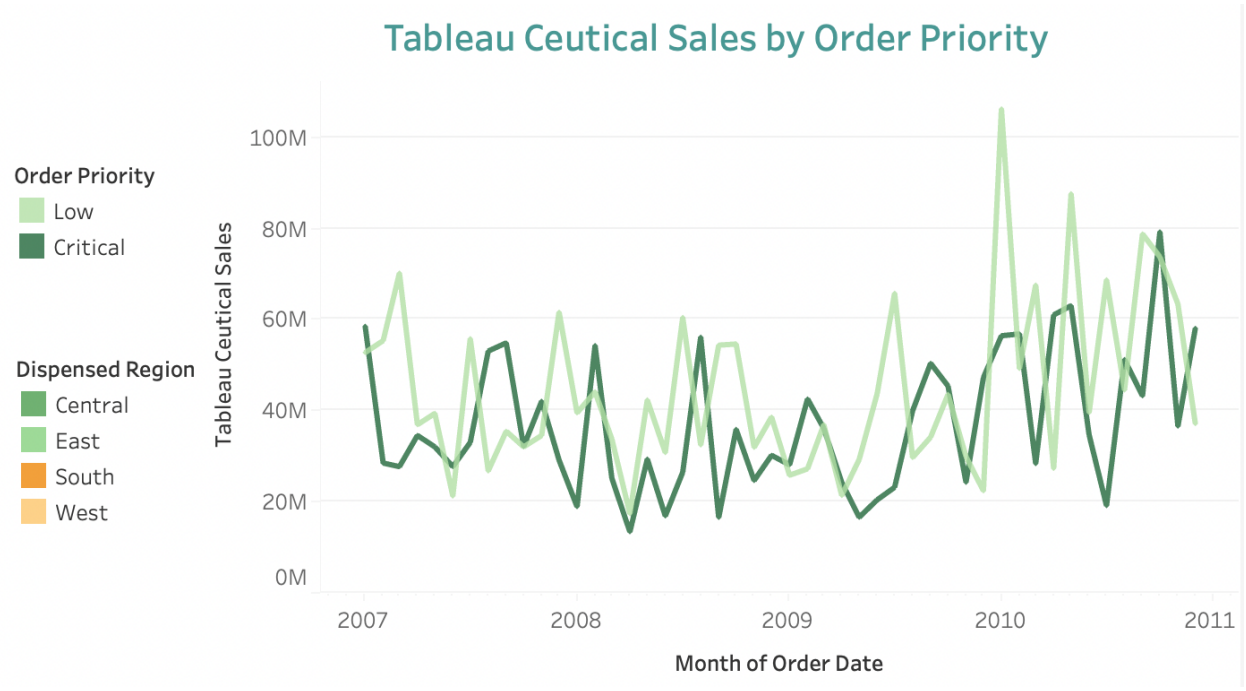


dashboard screenshot:



The targeted audience for the dashboard are leaders at pharmaceutical companies or people looking into the industry; they are likely to need an overview of the landscape of the pharmaceutical industry.

The dashboard contains graphical and longitudinal summaries of pharmaceutical sales, along with Tableau Centicals-specific metrics. With such information, the dashboard tries to answer questions such as who the main competitors are in the pharmaceutical industry, what drugs are most profitable, how drug sales trends have changed over time, etc. Users of the dashboard would be able to gain a high-level understanding of the pharmaceutical business.

At first glance, the map shows that TableauCeutical is the most profitable drug supplier across the US (the size of the bubble indicates the extent of net profit). Its presence is most prominent in the Eastern US, as corroborated by the table, which shows New Jersey, New York, and Massachusetts as the top three states in terms of number of critical-priority orders. In terms of TableauCeuticals-specific insights, the majority of orders are low-priority, and sales witnessed a

significant increase around 2010, with a slight dip around 2008-2009, which coincides with the economic recession.