

# **POWERBI CAPSTONE PROJECT ANALYSIS PRESENTATION**

**BY**

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NOVAMED SOLUTIONS

**SALES PERFORMANCE ANALYSIS  
AND REPORTING**





NovaMed Solutions is a leading pharmaceutical distributor that sought deeper insights into its 2023 sales performance, product profitability, customer behavior, and market opportunities. My objective is to identify trends and provide data-driven recommendations to support strategic decision-making.



# Key Sales Indicators

## Task one:

*Develop Overall Sales Metrics – Calculate key sales indicators such as quantity sold, cost of goods sold (COGS), revenue, profit, and profit margin*

### Profit Margin

81.97%

### Total Unit Sold

269K

### Total COGS

12.85M

### Total Profit

58.45M

### Total Revenue

71.31M

### No Of Customers

200

## Insights:

- The company demonstrates strong profitability with an estimated 82% profit margin, indicating that effective pricing strategy is one of its key strengths. Additionally, the sales volume of 269,000 units reflects consistently high product demand.

## Recommendations:

- Continue to maintain cost efficiency by strengthening supplier relationships.
- Reinvest a portion of the profits to expand market reach and broaden product offerings.



# Revenue and Profit MoM Performance Comparison

## Business Insight

*Task Two:*

*Compare Monthly Performance – Implement a month-over-month comparison for revenue and Profit*



### Business Insight

- March, July, and September recorded strong sales performance, while February and August experienced notable declines.
- November and December remained relatively stable, indicating consistent year-end demand.
- The highest profit growth occurred in March (+23%) and September (+19%), which aligns with their strong revenue performance.

### Data-Driven Recommendations

- Conduct a root-cause analysis to understand the declines in February and August, considering factors such as inventory availability, order volume changes, logistics delays, or competitive influences and apply targeted corrective strategies next year.
- Review the factors behind the strong performance in March, July, and September such as successful promotions, marketing campaigns, or pricing incentives and replicate these best practices in lower-performing months to improve overall consistency.

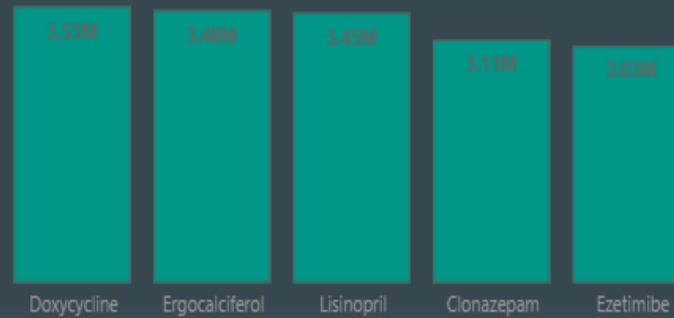
# Product Performance – Top & Bottom Five Drugs

## Business Insight

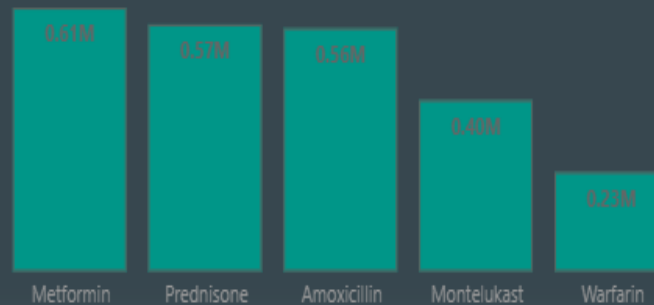
### Task Three:

*Identify and rank the Top 5 and Bottom 5 drugs based on revenue, profit, and sales volume, including their percentage contributions to overall performance.*

Total Revenue by Top 5 Drugs



Total Revenue by Bottom 5 Drugs



### Business Insight

- The top-performing drugs are Doxycycline, Ergocalciferol, and Lisinopril, while Warfarin, Prednisone, and Metformin are the lowest-performing.
- The top three products show a similar profit range, indicating strong competition and high demand within this segment.
- There is a clear profit disparity between the highest and lowest performers, with the top drugs generating 5–10 times more profit than the underperforming ones, highlighting a product performance imbalance.

### Data-Driven Recommendations

- Increase inventory, marketing support, and distribution efforts for Doxycycline, Ergocalciferol, and Lisinopril to sustain and further strengthen their market leadership.
- Introduce volume-based discounts or bundled offers to encourage larger purchases and boost sales.
- Conduct a profitability assessment for the underperforming drugs (Metformin, Prednisone, Warfarin) to review pricing structure, supplier terms, and demand factors.
- Evaluate and promote mid-tier drugs that show emerging demand to diversify revenue sources and reduce over-reliance on top performers.



# Top Performing and under performing Customers

## Task Four:

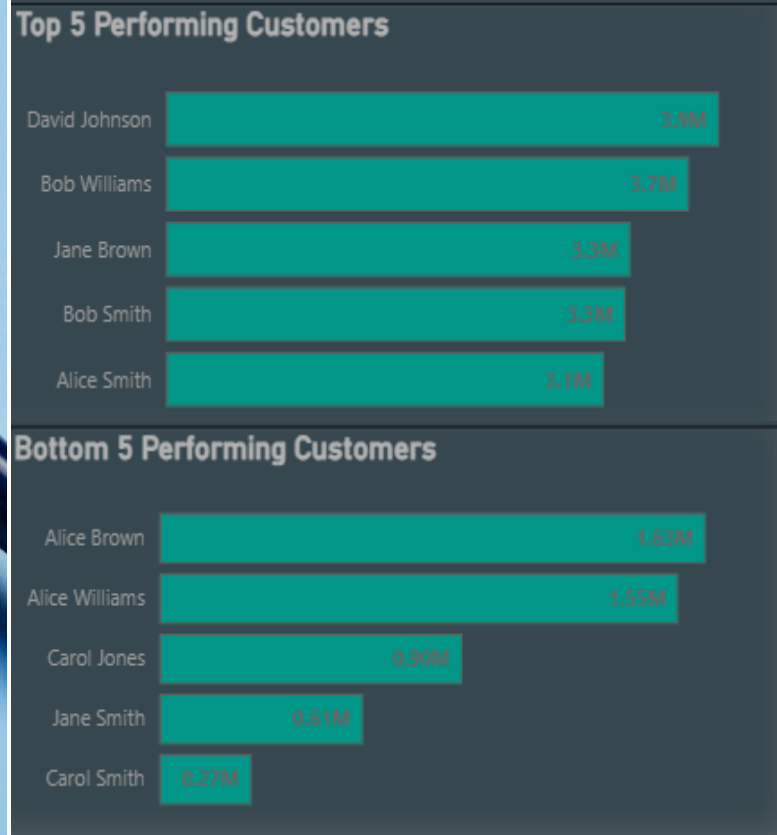
*Analyze Customer Performance – Identify top and underperforming customers based on sales metrics and contributions.*

### Business Insight

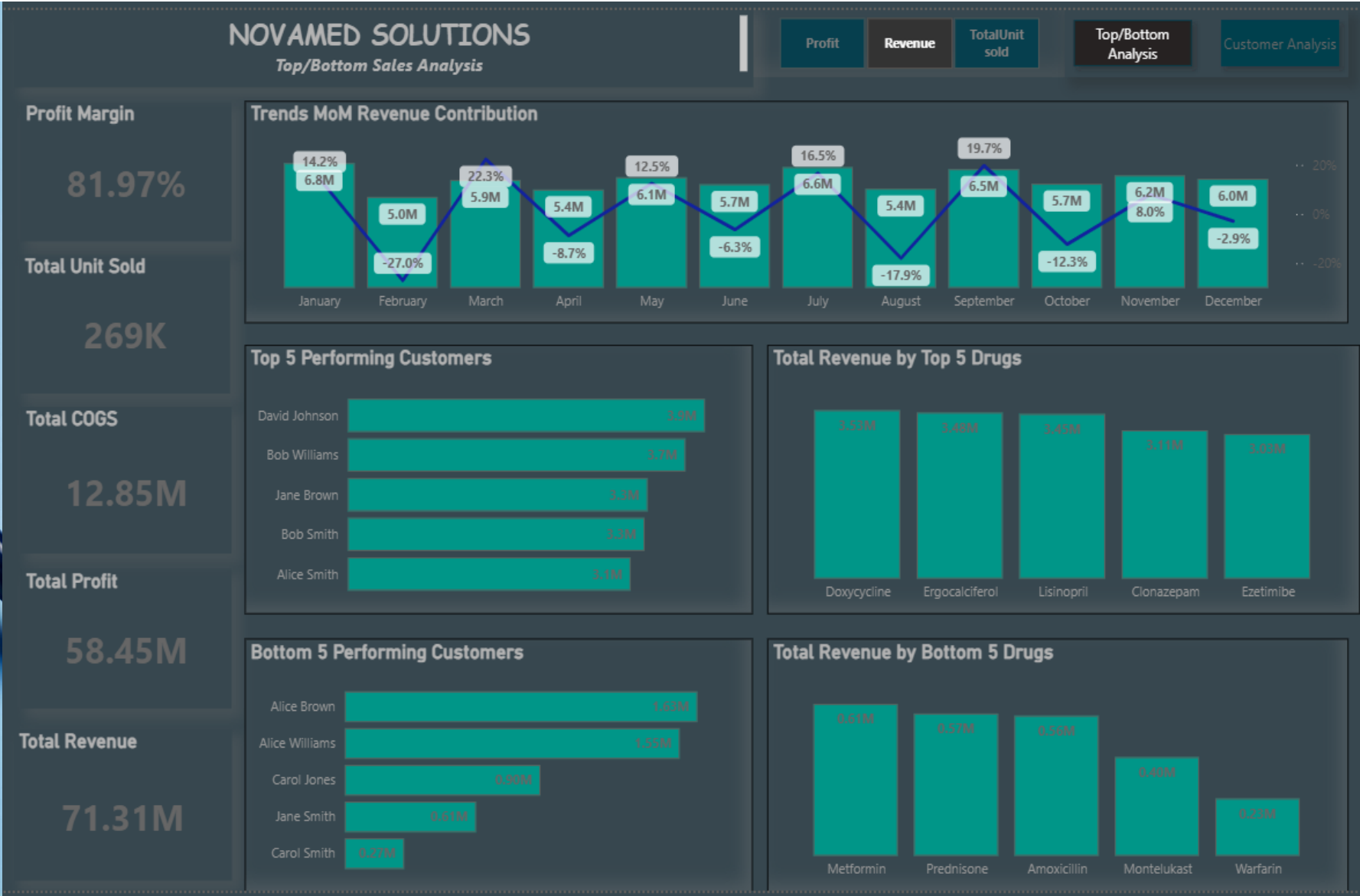
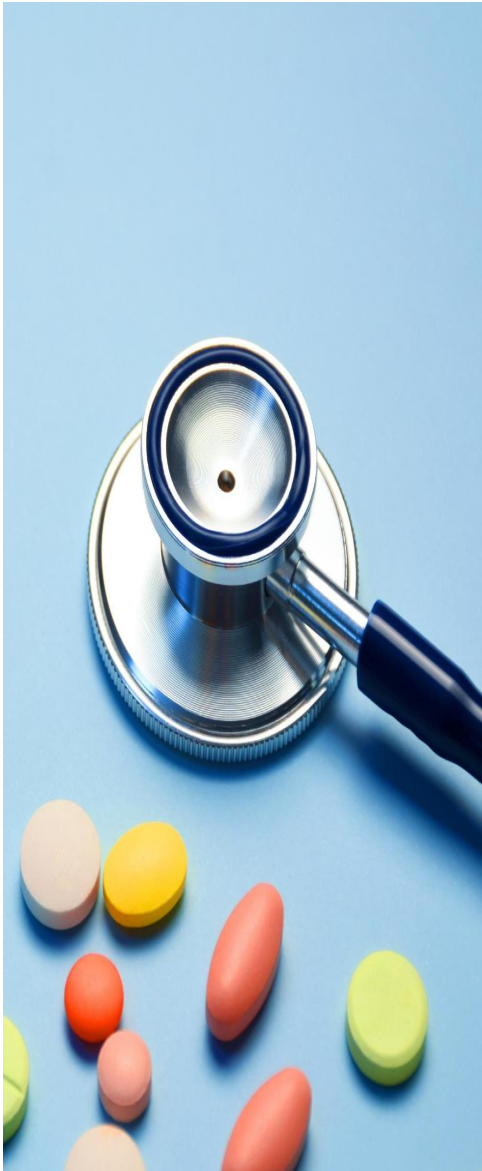
- David Johnson and Bob Williams are the top profit contributors, demonstrating strong and consistent purchasing patterns.
- In contrast, Carol Jones, Jane Smith, and Carol Smith show significantly lower profit contributions (₦0.74M to ₦0.23M), indicating a decline in purchasing activity.
- There is an 85% profit gap between the highest and lowest performing customers, showing that revenue is heavily concentrated among a small group of key customers.

### Data-Driven Recommendations

- Investigate the reasons for declining performance among lower-contributing customers — such as reduced demand, price sensitivity, competitive offerings, or service experience.
- Strengthen relationships with top customers like David Johnson and Bob Williams through loyalty incentives, personalized offers, priority support, or early access to promotions.
- Implement targeted reactivation strategies for underperforming customers, such as discount campaigns, follow-up outreach, or tailored communication.
- Collect feedback from both high- and low-performing customers to identify factors driving satisfaction, loyalty, or disengagement — and use these insights to refine customer engagement strategies.



# Top/Bottom Sales Analysis Dashboard

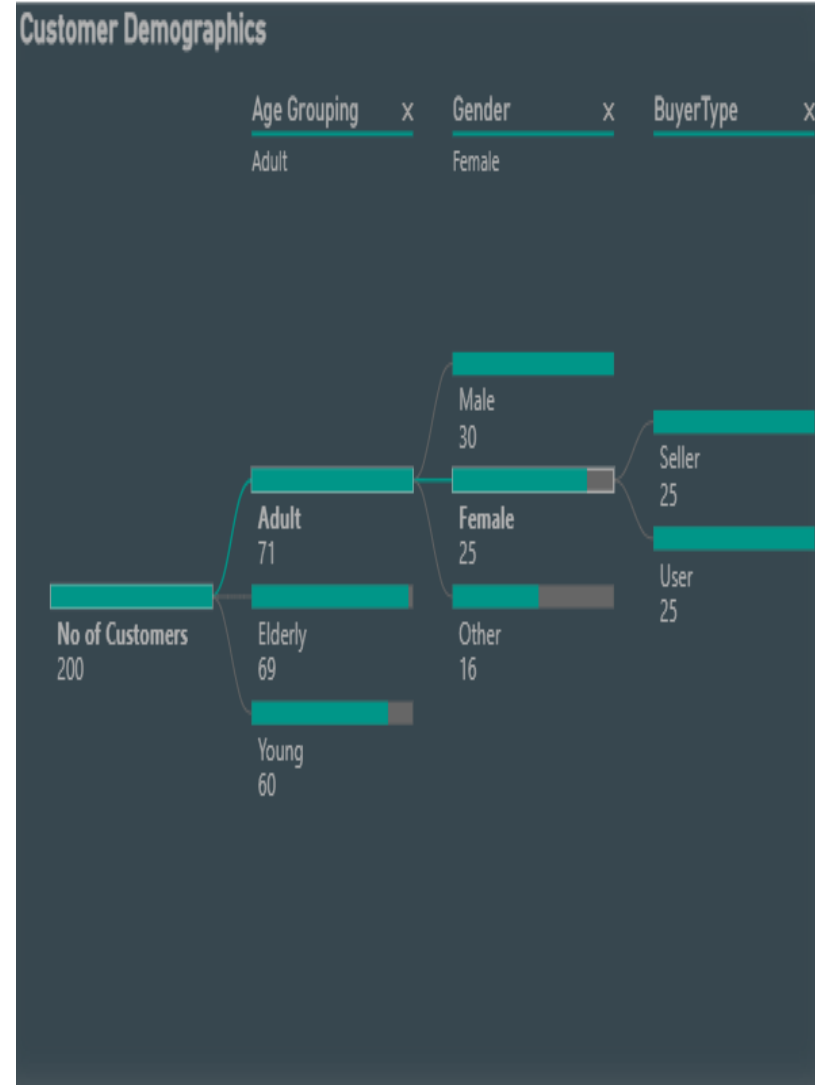




# Customer Analysis

## Task One:

Analyze Customer Demographics – Generate insights into customer distribution based on age, gender, and buyer type



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# Customer Average Revenue Contribution

*Task Two: Calculate Average Revenue per Customer –Determine the average revenue generated per customer segment.*



## Business Insight

- Preferred Customers, followed closely by New Customers, generate the highest average revenue contribution.
- Frequent Buyers, however, contribute the lowest average revenue at approximately ₦0.32M, indicating a lower spend rate or reduced purchase frequency within this segment.

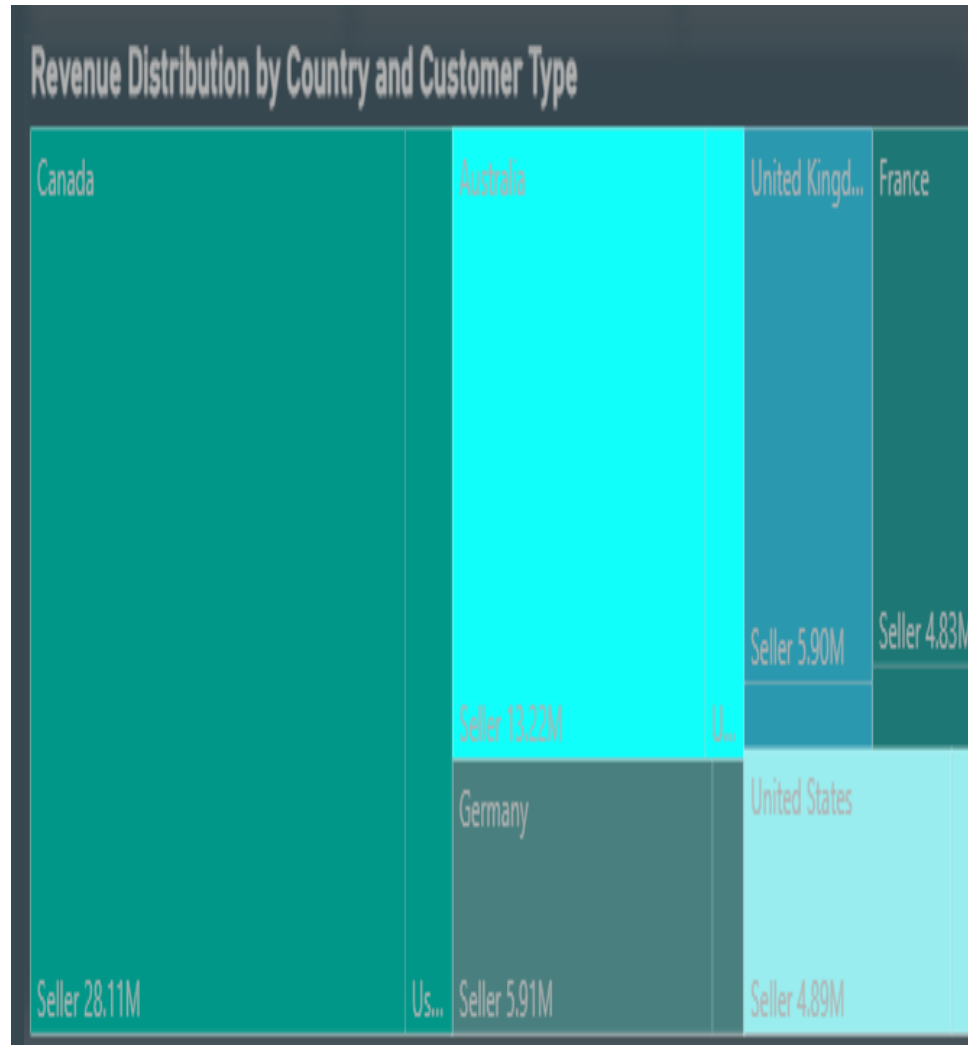
## Data-Driven Recommendations

- Enhance the value of the Frequent Buyer segment by offering upselling opportunities, bundled product deals, and loyalty incentives to encourage increased spending.
- Focus on retaining and expanding the Preferred Customer segment by introducing VIP customer benefits, personalized product suggestions, and exclusive engagement programs to sustain loyalty and strengthen long-term revenue contribution.

# Revenue Distribution by Country

## Task Three:

*Visualize Revenue Distribution – Display revenue breakdown by country and customer type.*



## Business Insight

- Canada is the top revenue-generating country, with Sellers and Users contributing a combined total of approximately N31.6M in revenue.
- In contrast, the United States recorded the lowest revenue performance, generating around N4.8M.

## Data-Driven Recommendations

- Strengthen market development efforts in Europe and the United States by enhancing brand visibility, strategic partnerships, and customer outreach initiatives.
- Conduct a regional category performance analysis to identify top- and low-selling products within each market and implement targeted engagement strategies to boost underperforming regions and product lines.



# Demographic Revenue Contribution

## Task Four:

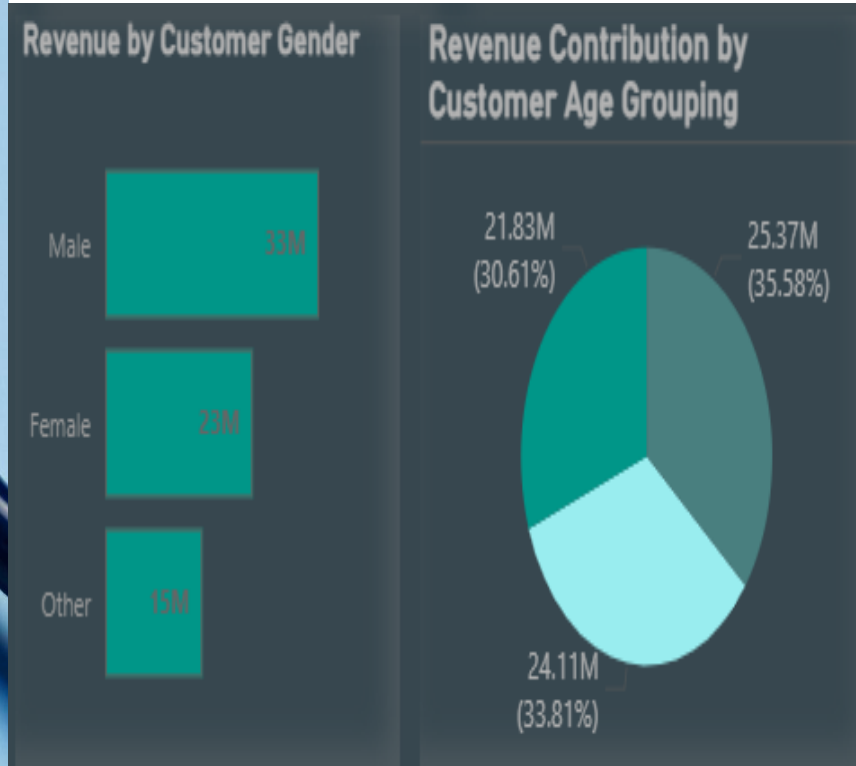
Revenue by Gender & Age – Provide insights into purchasing trends based on demographic segments.

### Business Insight

- The Male customer segment contributes the highest revenue at N33M, making it the dominant demographic in NovaMed's customer base.
- The Female segment follows with N23M, showing moderate engagement and purchase activity.
- The Other gender category contributes N15M, representing a smaller but valuable customer group with potential for targeted growth through inclusion-focused marketing.
- Across age groups, Elders generate the highest revenue at N25.37M (35.58%), followed by Adults at N24.11M (33.81%), and Young Customers at N21.83M (30.61%). This distribution highlights that while Elders are the leading contributors, Adults and Younger customers also represent significant opportunities for future market expansion.

### Data-Driven Recommendations

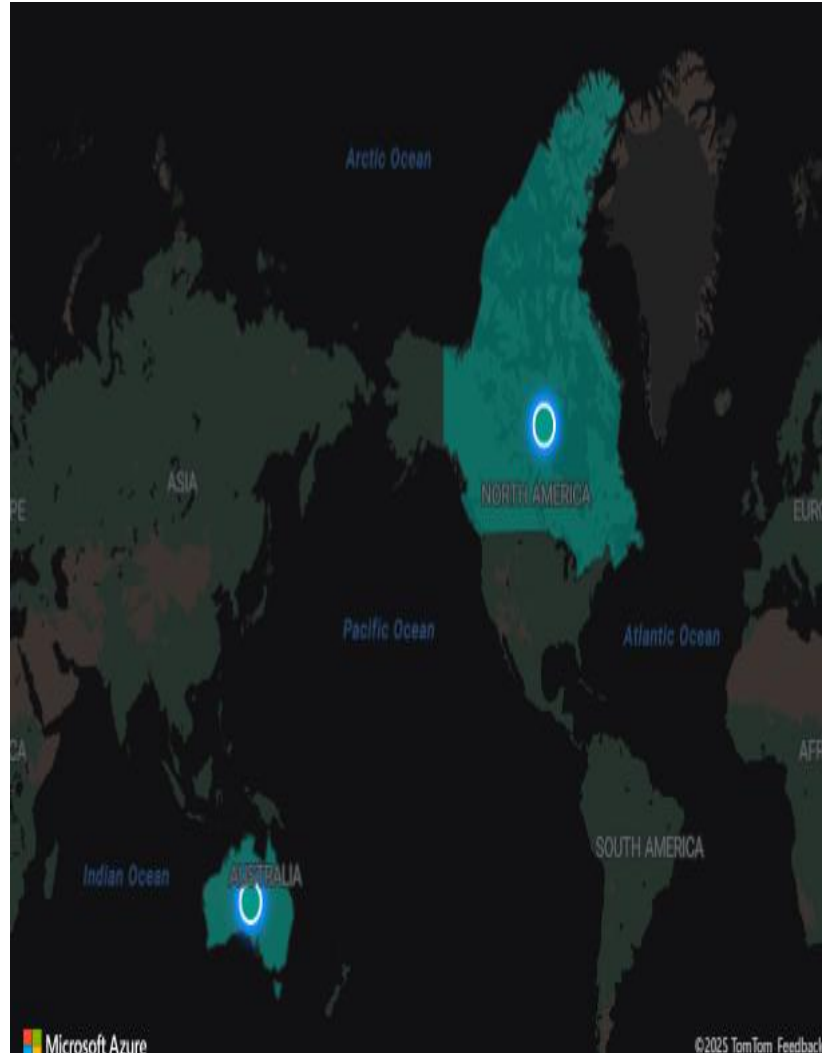
- Broaden revenue sources by engaging Female, Other, and Younger customer segments through personalized campaigns, inclusive branding, and product innovations tailored to their preferences.
- Continue nurturing the Male and Elder segments but reduce over-reliance by diversifying marketing efforts to create a balanced and sustainable customer base.
- Use demographic insights to design segmented marketing strategies — for example, health-focused products for Elders, convenience-based offerings for Adults, and trend-driven promotions for Younger customers.



# Top two Countries revenue Contribution

## Task Five:

*Geographical Insights - Highlight revenue share from the top two countries using maps or heatmaps*



## Business Insight

- Canada emerges as the top revenue-generating market, establishing itself as the company's global revenue powerhouse.
- Australia follows closely as the second-highest revenue contributor, highlighting both countries as key markets driving NovaMed's overall business performance.

## Data-Driven Recommendations

- Protect and strengthen these top-performing markets by enhancing seller engagement, customer retention, and overall customer experience in Canada and Australia.
- Reduce dependency on these two countries by diversifying revenue streams and expanding operations into emerging or underperforming regions.
- Introduce innovative marketing campaigns and localized branding strategies in regions with low brand awareness to stimulate growth and increase global market penetration.

# Customer Analysis Dashboard

