



# **POWERBI CAPSTONE PROJECT ANALYSIS PRESENTATION**

**BY**

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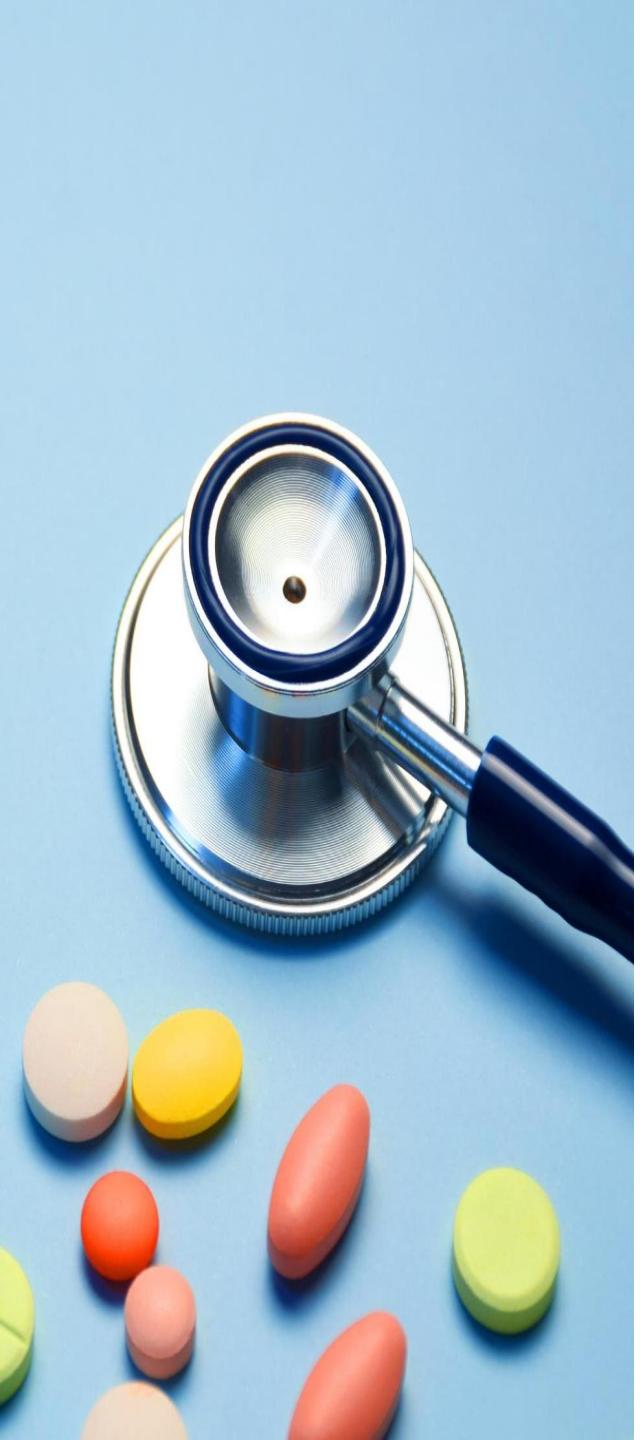


NOVAMED SOLUTIONS

**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:

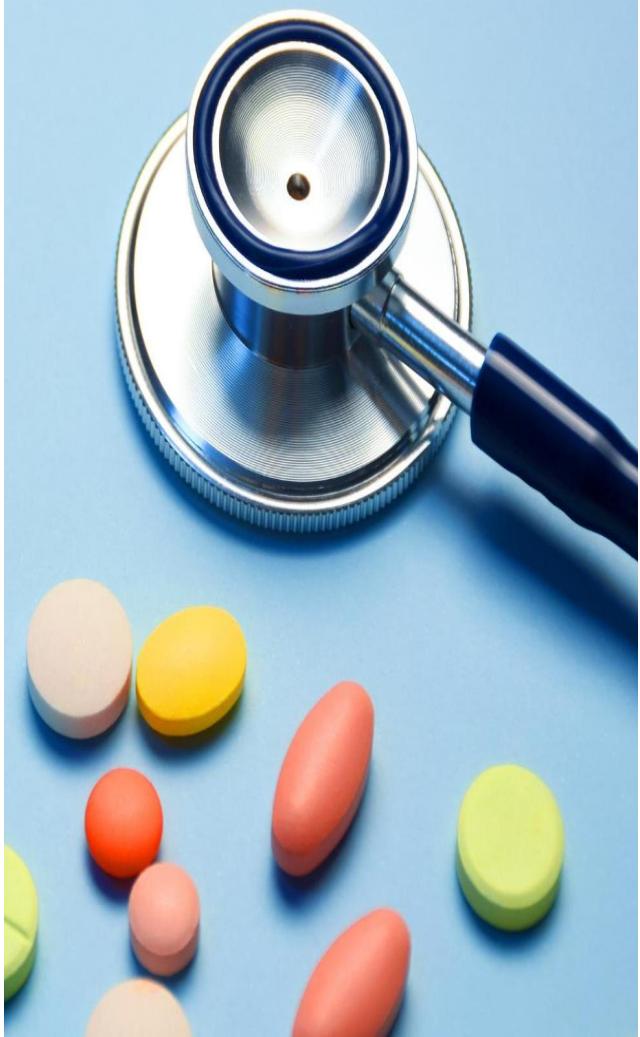
- Continue to maintain cost efficiency by strengthening supplier relationships.
- Reinvest a portion of the profits to expand market reach and broaden product offerings.

# 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.

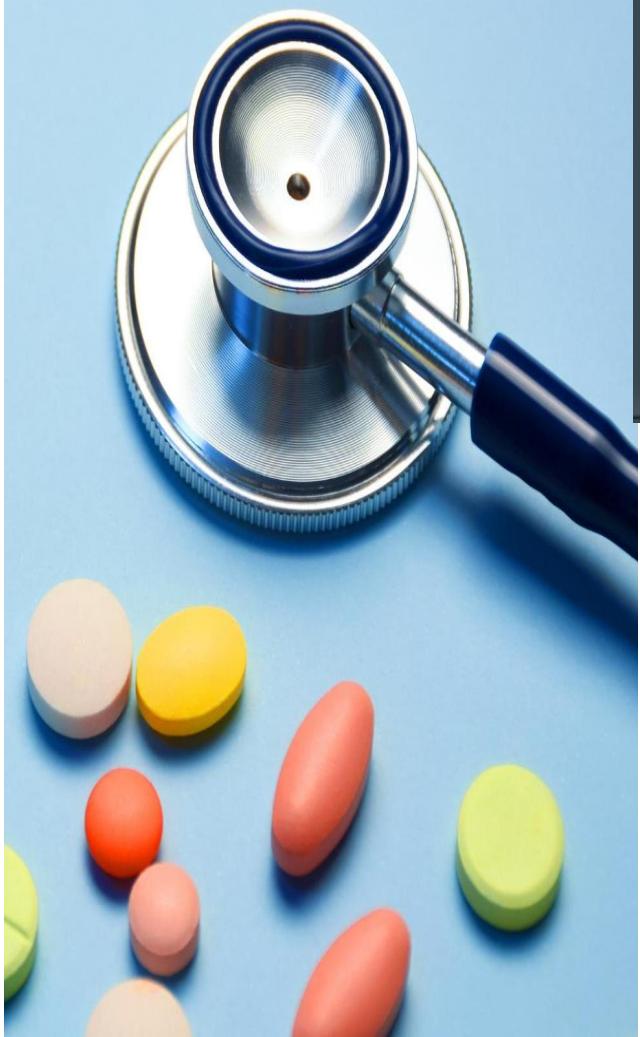
### Data-Driven Recommendations

- 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.*

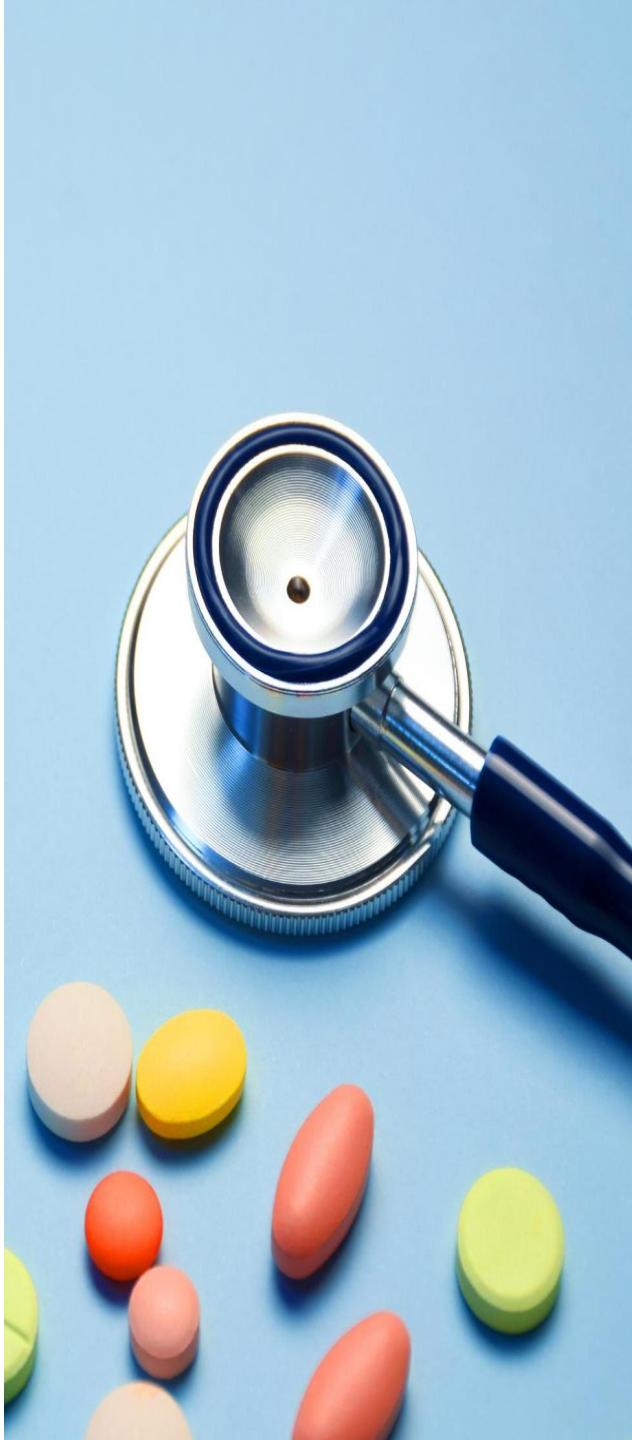


## Business Insight

- 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

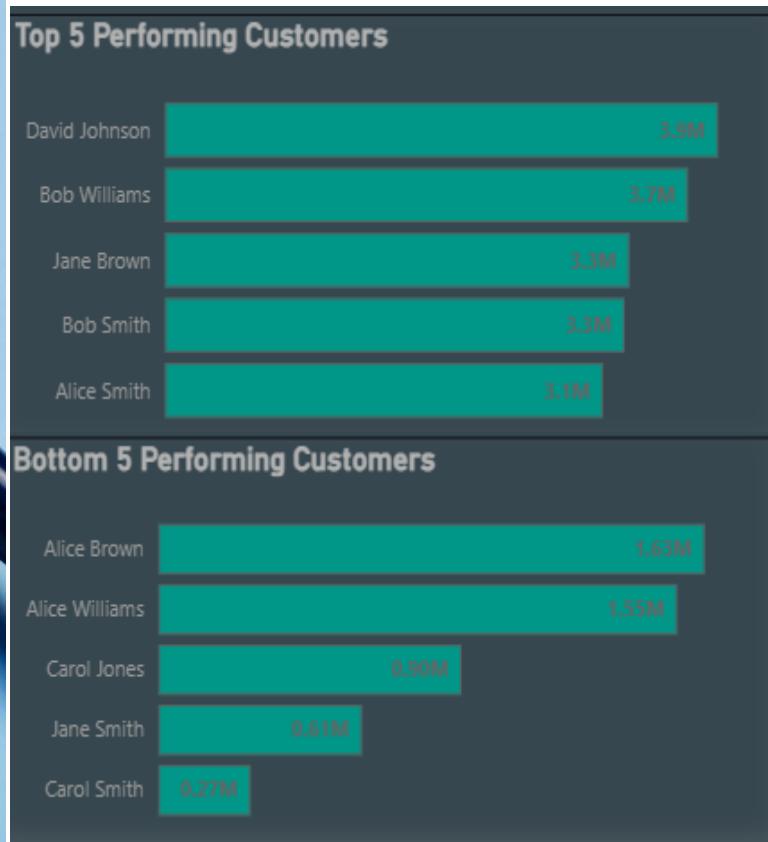
- Increase inventory, marketing support, and distribution efforts for Doxycycline, Ergocalciferol, and Lisinopril to sustain and further strengthen their market leadership.
- Introduce volume-based discounts or bundled offers to encourage larger purchases and boost sales.
- Conduct a profitability assessment 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

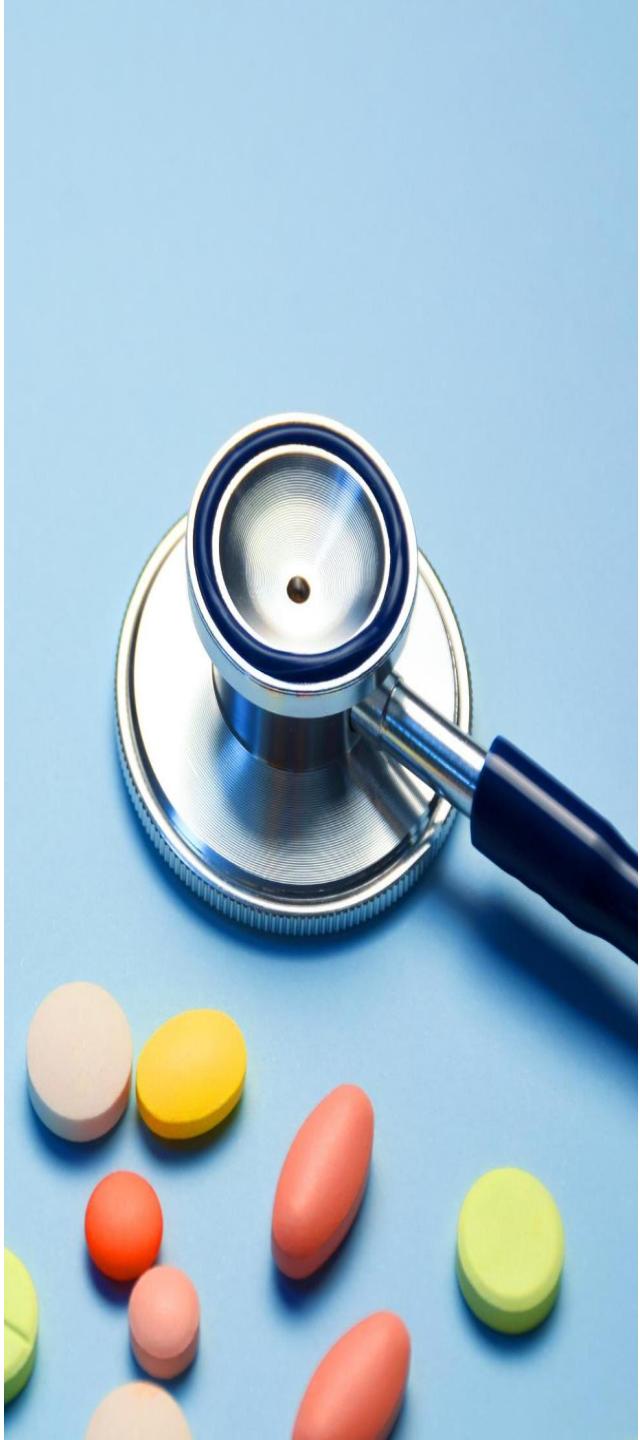


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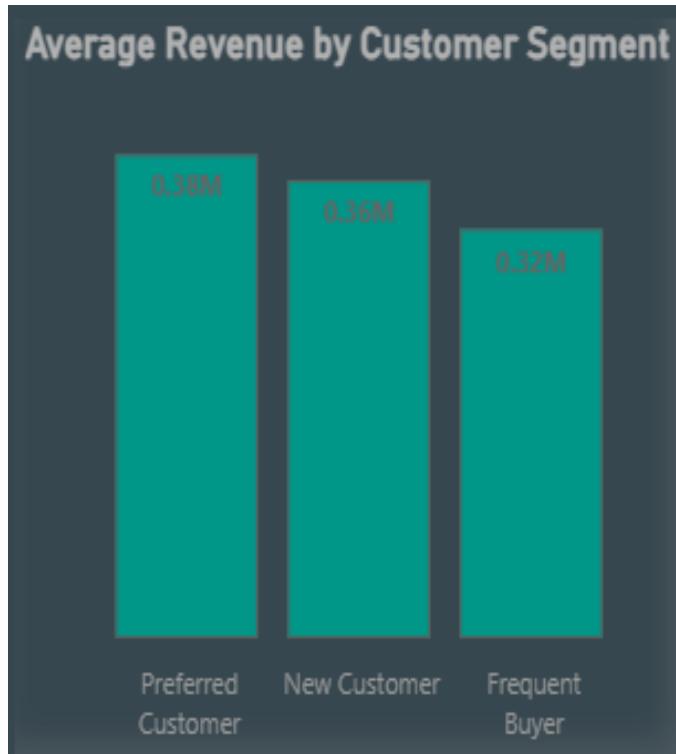
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# Customer Average Revenue Contribution

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

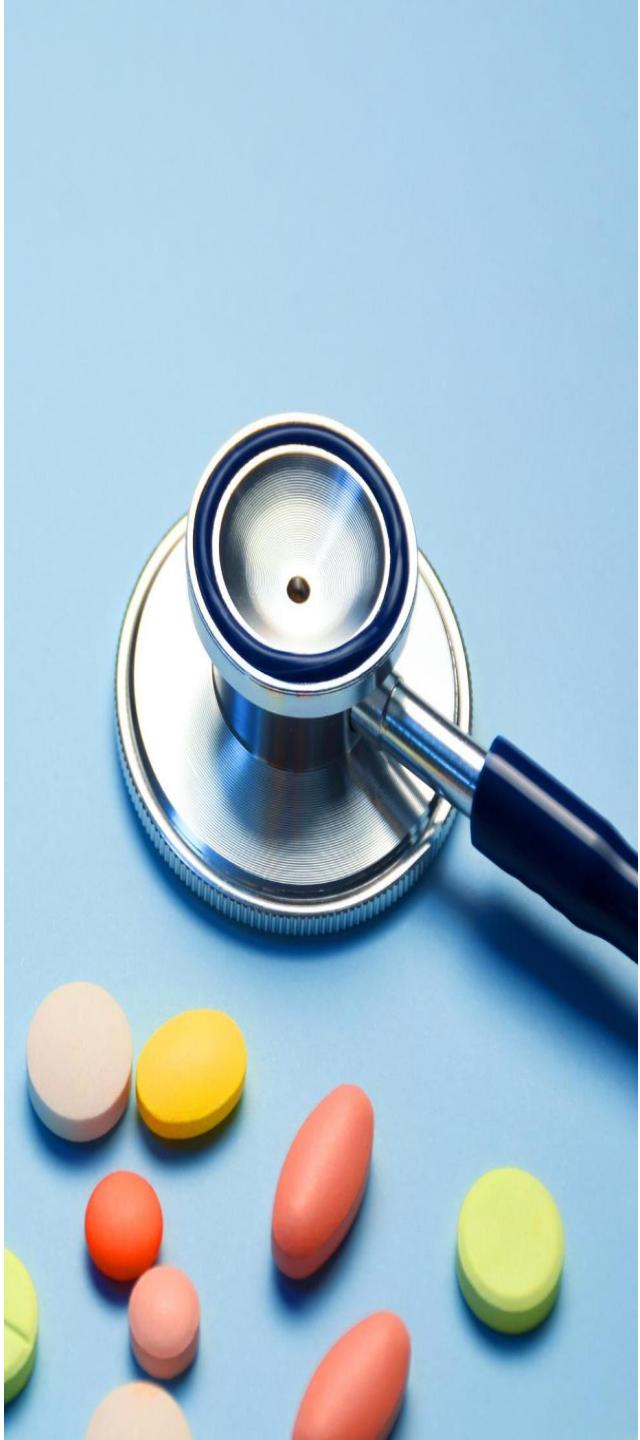


## Business Insight

- 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

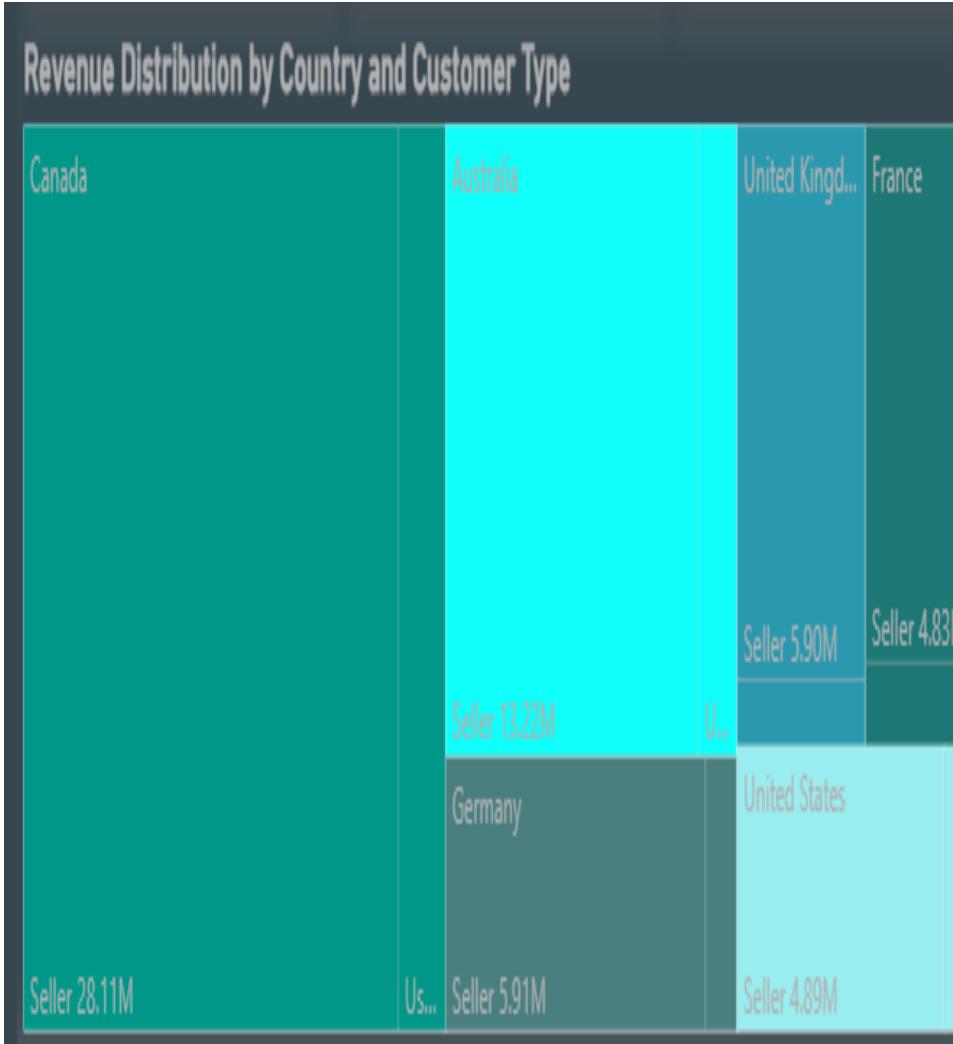
- Enhance the value of the Frequent Buyer segment by offering upselling opportunities, bundled product deals, and loyalty incentives to encourage increased spending.
- Focus on retaining and expanding the Preferred Customer segment by introducing VIP customer benefits, personalized product suggestions,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

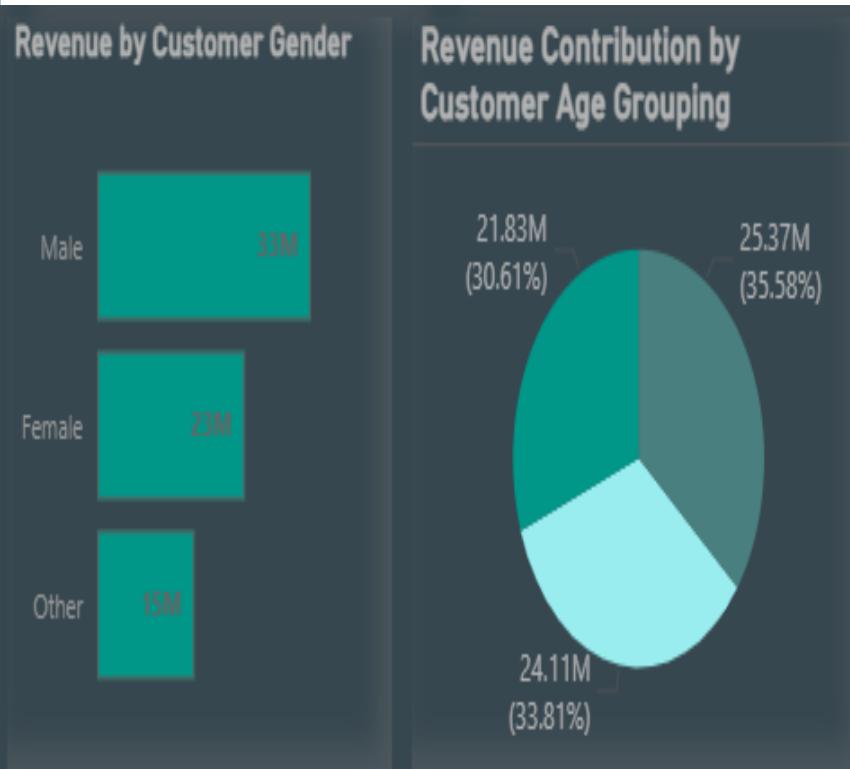
## Data-Driven Recommendations

- 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.

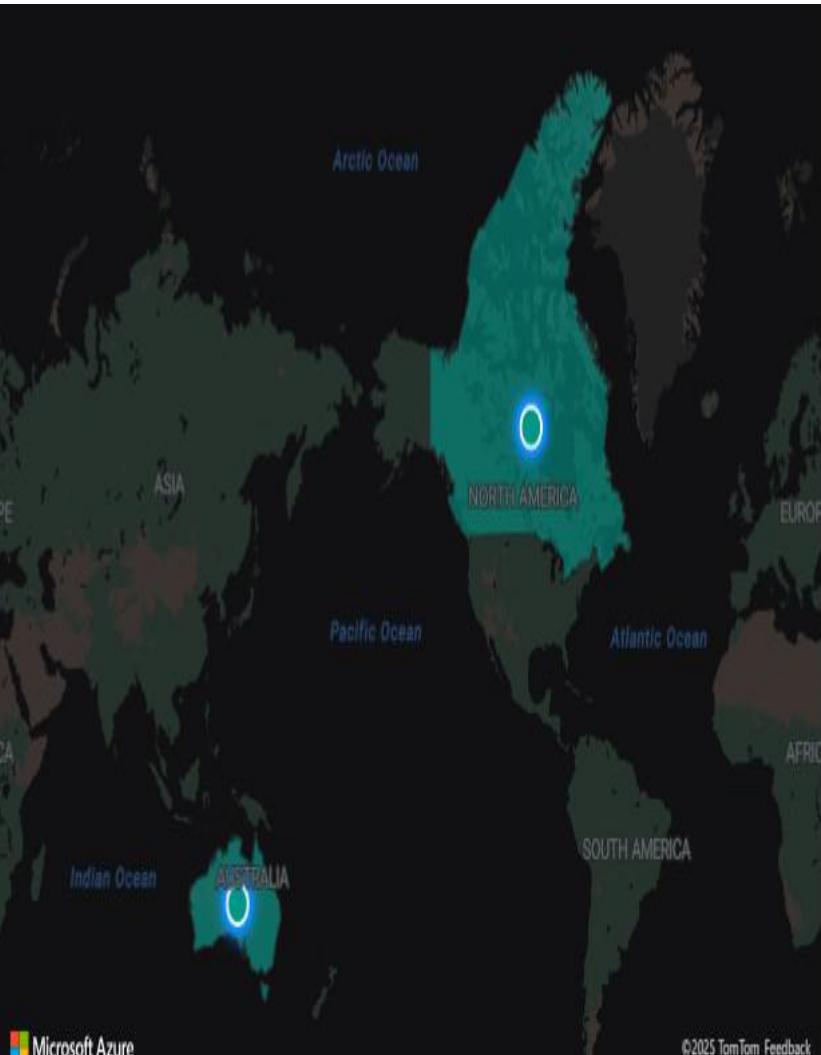
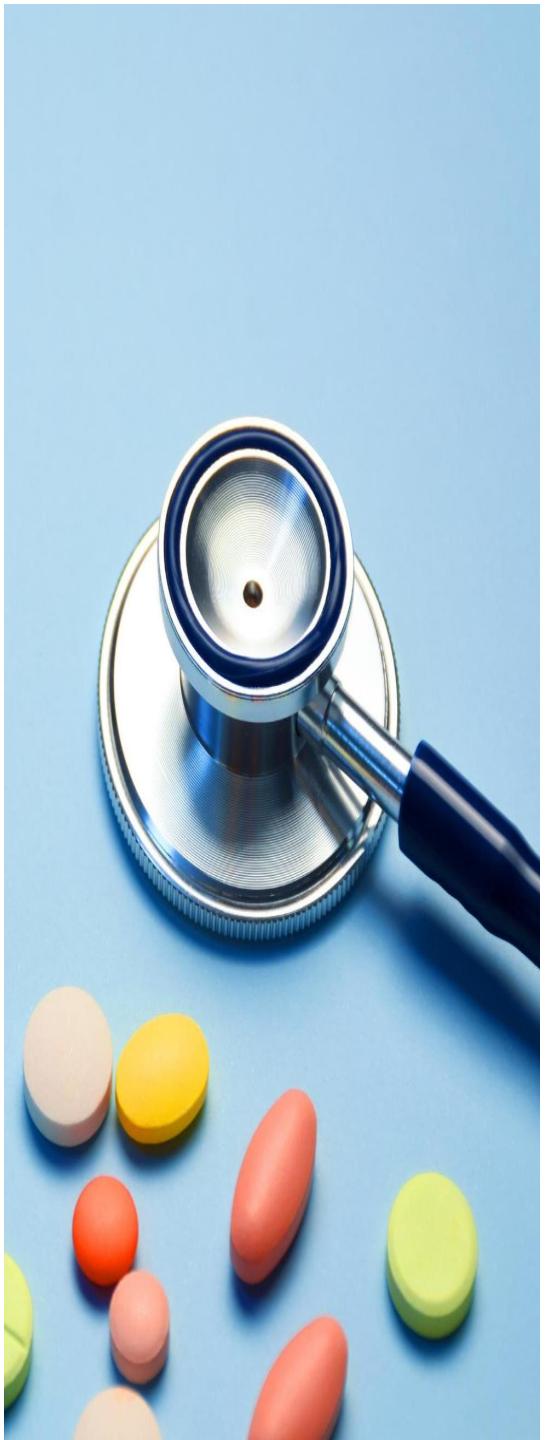
## Data-Driven Recommendations

- 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

