

PHARMACY SALE DATA INSIGHTS

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1

Executive Summary

Objective

- The aim is to analyze the profit trends from 2011- 2015 and to identify the routes, dosage types, drugs, states, market segments that have impacted the profit trends. Further, the aim is to notice a pattern within the data and its causes.

Summary

- Gross Profit **reduced by 16%** in 2015 to \$7,901K (**lowest**) from \$9,366K (**highest**) in 2012.
- "Cream" contributes the **most (35%)** to overall gross profit (\$44,133K), however, witnessed a **38% decrease** in profit since 2011.
- "Animal" market segment is the **top (59%)** contributor to the overall gross profit from 2011 to 2015.
 - In 2015, **drug 6** and **drug 7** contributes to the **dip (45%)** of gross profit since 2014 for 'Cream' dosage type in the 'Animal' segment.
- "Iv(Infusion)" and "Delayed Release" route emerge as the **top 2 (50.5%)** contributors to overall gross profit from 2011-2015.
- North Carolina** is the **top** profit generating state in 2015.
 - "Delayed Release" route generates **highest** profits in 2015 (\$629K) with a spike of **96%** since 2014 (\$321K) and "Iv(Infusion)" witnessed a **decline** in profit from \$144K in 2011 to \$92K in 2015
 - "Drug 6" (\$576K) accounts for **68.4%** of the profit in 2015 in North Carolina.

2

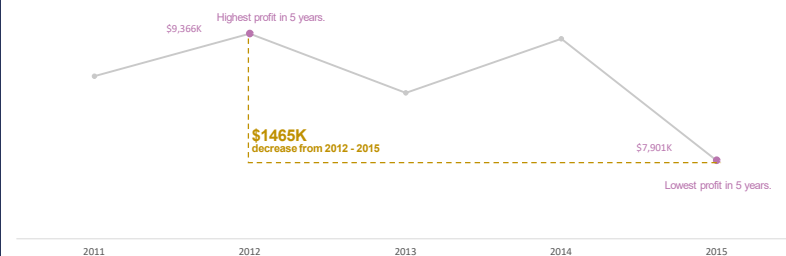
Recommendations

- Investigate the "Cream" dosage type to understand the dip in 2015 due to "Drug 6" and "Drug 7" within the "Animal" market. Develop strategies to mitigate this decline. Explore if **change in marketing strategy** for "Drug 6" can revive the profitability.
- Assess where "Drug 7" is in its product lifecycle. If it's in the decline stage and no strategies can revive its profitability, **discontinuation** may be a valid option under "Cream" dosage type of "Animal" segment.
- Maximize profitability in the "Animal" market segment, as it is the top contributor to overall gross profit. Explore opportunities for **replication of strategies** for "Human-Rx" that worked for "Animal" segment.
- Consider **segmenting** the "Animal" market further to identify sub-markets with growth potential. Tailor marketing and product strategies to address the unique needs of these sub-markets.
- Consider **increasing marketing** and **sales efforts** of "Drug 6" in North Carolina, which accounts for 68.4% of profits in 2015.
- Monitor the "Delayed Release" route in North Carolina, which showed a significant profit spike in 2015. Evaluate the sustainability of this trend and **develop strategies** to maintain or enhance profits.
- Collaborate with hospitals, clinics, and medical facilities to **broaden your reach, increasing sales and profitability** in the "Iv (Infusion)" route in North Carolina.
- "Iv (Infusion)" has a higher overall gross profit than "Delayed Release" route. **Analyze pricing strategy** for "Delayed release" and adjust pricing if necessary to better align with market dynamics.

3

Profit extremes: 2012 peaks at \$9366K, 2015 hits a low of \$7901K in 5-Years

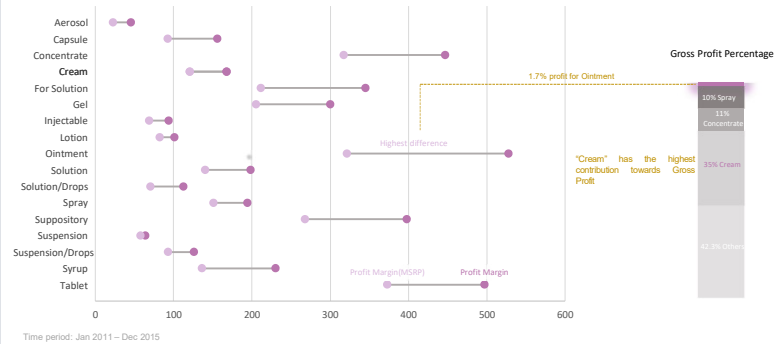
There is a 16% plunge from the highest to lowest noted profit in the 5-year span of 2011-2015.



4

Gross Profit Margin of dosage type "Ointment" exceeds MSRP expectations, But Gross Profit disappoints

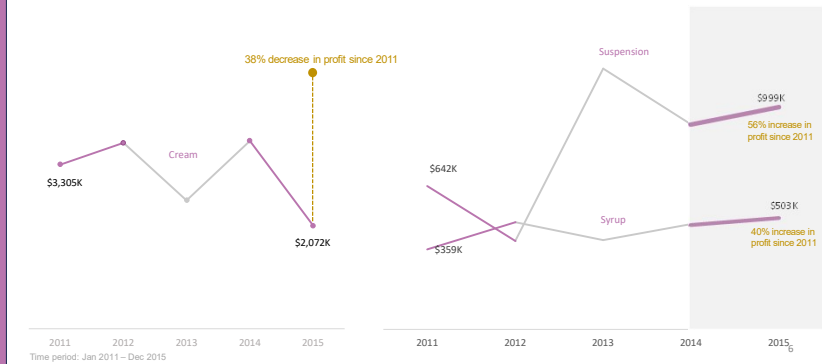
"Cream" and "Concentrate" with a combined total of 46% contribute the most to total gross profit. "Cream" constitutes 35% of the gross profit.



5

Profit dynamics: "Suspension" and "Syrup" soar while "Cream" slumps 38%

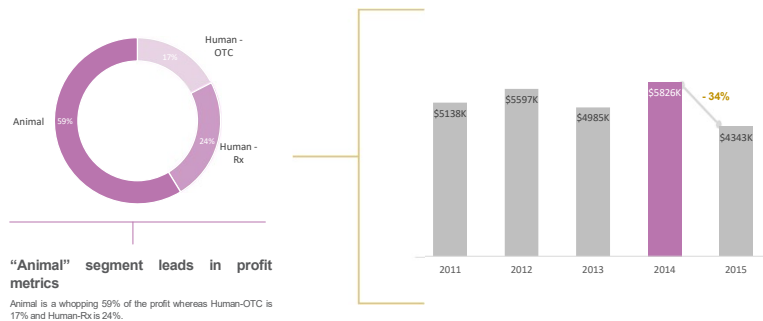
Dosage type "Cream" contributes highest profit, yet there is a dip in the profit since 2011. From 2011 to 2015, "Suspension" and "Syrup" profit trends increase by 56% and 40%, respectively.



6

"Animal" segment's dominance unveiled: 2011-2015 Profit trends

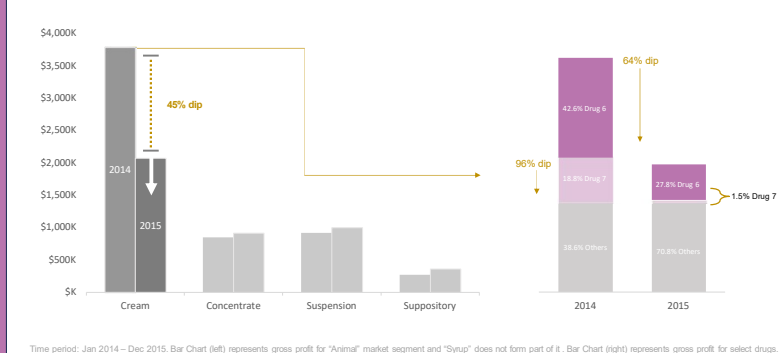
In 2014, "Animal" segment leads at \$5826k followed by a plunge of 34% in 2015. Although the overall profit in 2014 is less than profit in 2012, "Animal" segment performs well in 2014 than in 2012.



7

Investigating the decline: "Animal" Market Segment sees Profit in "Drug 6" and "Drug 7" in 2014, subsequently losing it

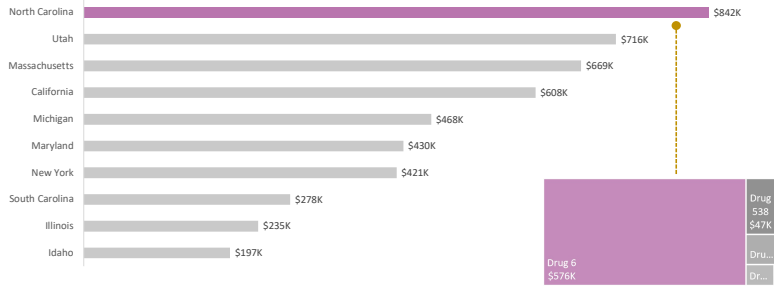
Dosage types other than "Cream" under "Animal" market segment witness an increase in profit. Since 2014, there is 64% dip in the profits generated by "Drug 6" and 96% dip in the profit generated by "Drug 7."



8

North Carolina takes the Profit Crown for 2015: "Drug 6" holds the throne

In 2015, "Drug 6" leads the charge with a \$576K as profit in North Carolina, which constitutes more than 50% of the profit in North Carolina.

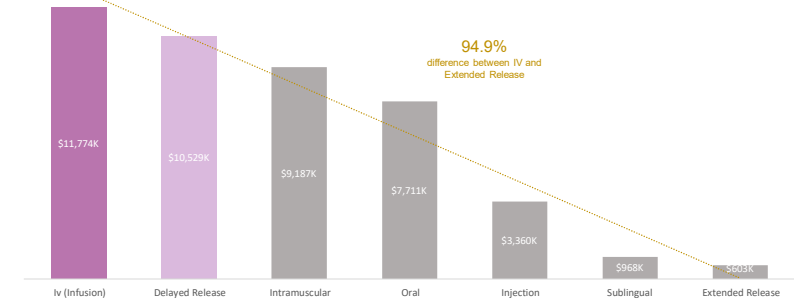


Time period: Jan 2015 – Dec 2015. Bar Chart represents top 10 gross profit entries by State. Tree Map captures top drugs with highest gross profit.

9

"Iv (Infusion)" soars to the top: Highest Profit generation

Gross profit of route "IV (infusion)" is \$11,774K, whereas the extended release is the least with \$603K as gross profit. Delayed is the second profitable route with a profit of \$10,529K.

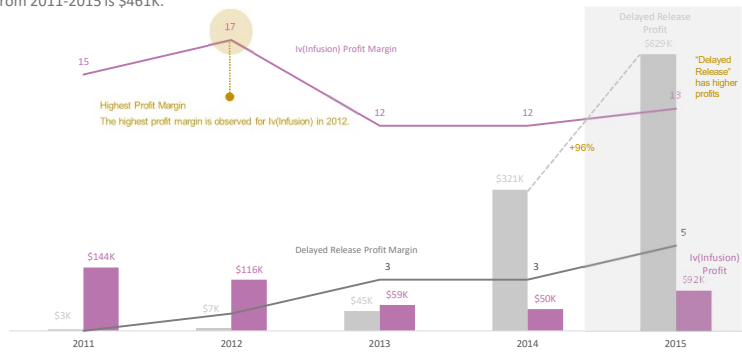


Time period: Jan 2011 – Dec 2015.

10

Analyzing Routes in North Carolina: "Iv(Infusion)" boasts better Margins, "Delayed Release" wins with higher Profits

Standalone profit of Route "Delayed Release" profit in 2015 is \$629K, whereas the cumulative profit of "Iv(Infusion)" from 2011-2015 is \$461K.



Time period: Jan 2011 – Dec 2015. The Profit Margin and Total Gross Profit for route "Iv(Infusion)" and "Delayed Release" is for the State of North Carolina Only.

11