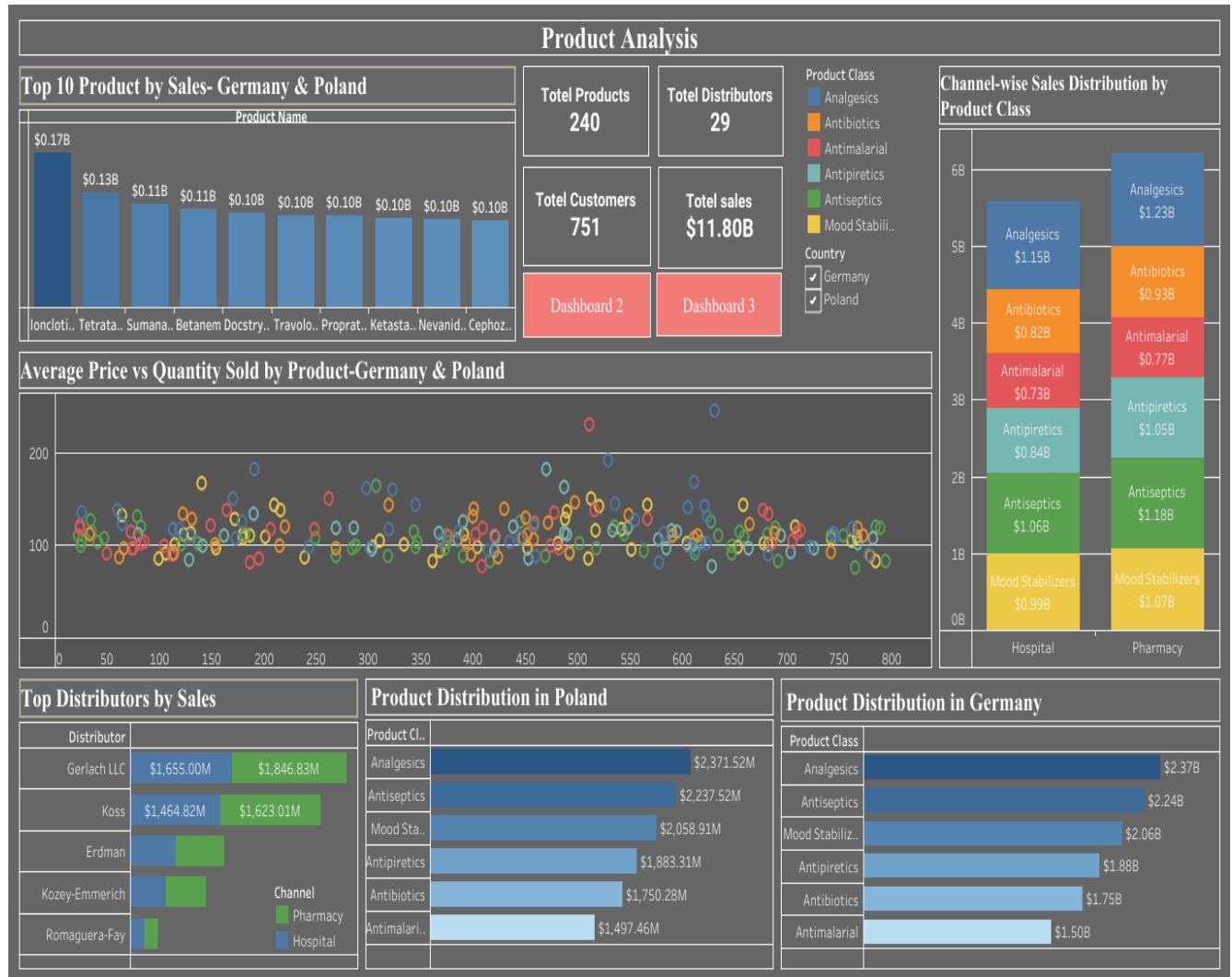


# Pharmaceutical Sales Dashboard and its Insights

## Dashboard 1: Product Analysis



## Insights:

- ☐ Analgesics are consistently the top-selling product class in both countries and both channels.
- ☐ Pharmacy channel has higher sales across most product classes than Hospital.
- ☐ Top distributors (Gerlach LLC, Koss) are critical to market success — focus on strengthening partnerships.
- ☐ Product sales concentration is high among a few products, with top 10 products generating major revenue.

## Dashboard 2: Regional Analysis



### Insights:

- Germany contributes over 94% of total sales – it's the key market.
- Top cities like Butzbach and Baesweiler are hotspots for sales – target for deeper penetration.
- Sales trend shows healthy growth post-2021 – strong recovery phase.
- Channel-wise: Pharmacy slightly outperforms Hospital in both countries, but both are crucial in Germany.
- Poland presents growth opportunity – currently underutilized.

## Dashboard 3: Team efficiency Analysis

