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.

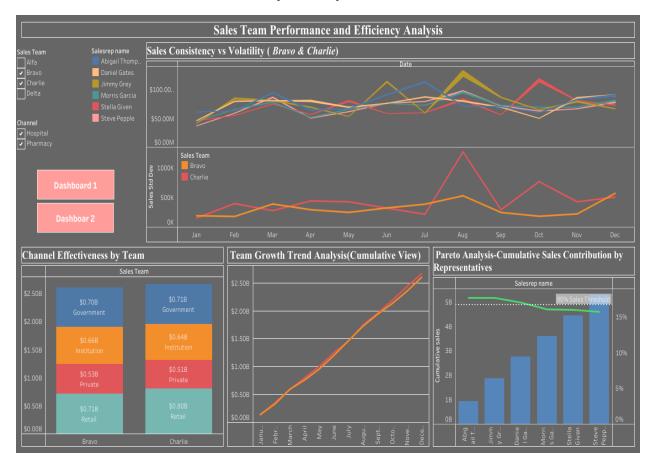
Dashboard 2: Regional Analysis



Insights:

- \Box 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



Insights:

- \Box Top performers contribute the majority of total sales, confirming the Pareto principle.
- ☐ Bravo and Charlie teams show strong and steady cumulative sales growth.
- ☐ Some sales reps show high volatility despite strong overall performance.
- ☐ Charlie excels in Retail and Government channels, while Bravo is stronger in Private and Institutional.
- $\hfill \square$ Performance gaps exist across sales reps, indicating opportunities for improvement.