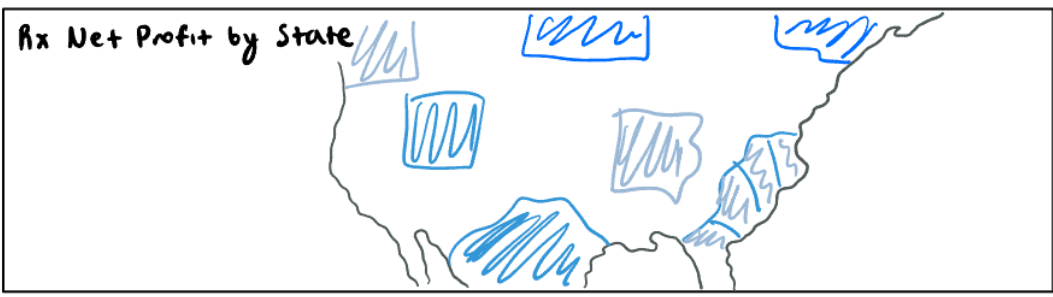


Sketch:

Rx Distributor Executive Summary



Filter

☐ Region

Rx Net Profit

☒ Avg. Unit Price

☐ Rx Quantity

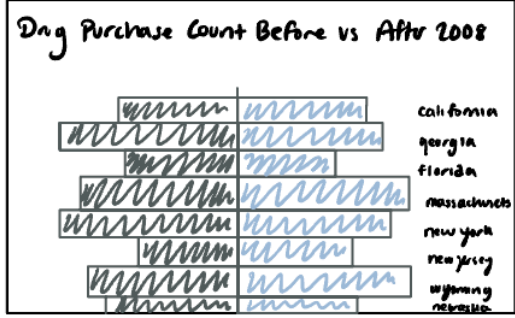
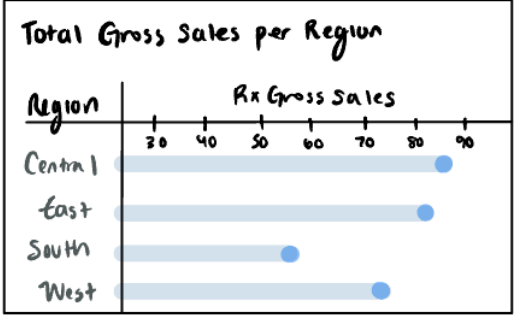
Legend

☒ Pre 2008

☐ Post 2008

Net Profit by Year and State

Region	State	Order Date			
		2007	2008	2009	2010
Central	IN	#	#	#	#
	MA	#	#	#	#
	CA	#	#	#	#
	FL	#	#	#	#



Audience:

The audience is likely executives or stakeholders in a pharmaceutical distribution company, including sales managers, regional directors, etc. Any decision-maker responsible for understanding net profits, trends in drug distributions, and the market changes around 2008 would find this dashboard helpful.

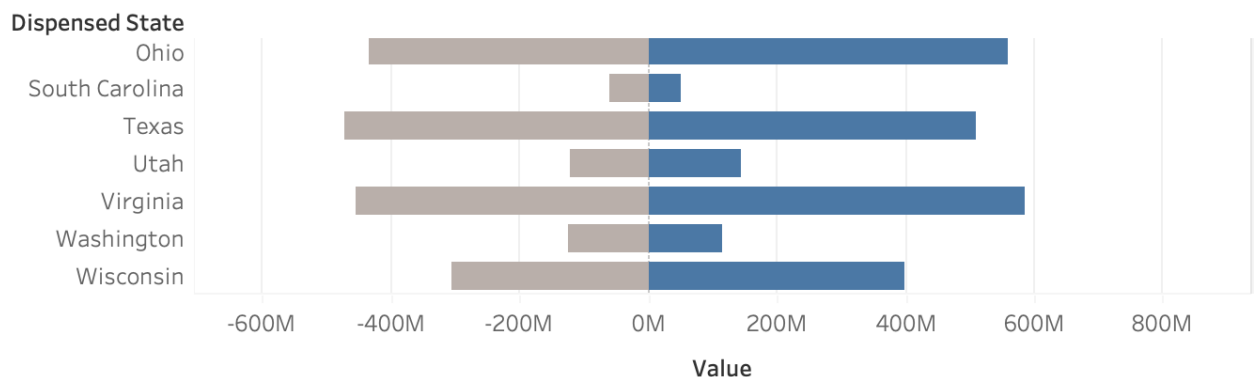
Questions the Dashboard Aims to Answer:

1. Profitability: Which regions and states contribute the most to net profit, and how has net profit changed over the years?
2. Trends in Drug Demand: How do average monthly Rx prices and total quantities fluctuate over time?
3. Pre/Post 2008 Analysis: What shifts occurred in purchase counts and regional gross sales before vs. after the 2008 financial crisis?
4. Regional Performance: Which regions generate the highest gross sales, and what differences exist between regions?

Insights Derived from the Dashboard:

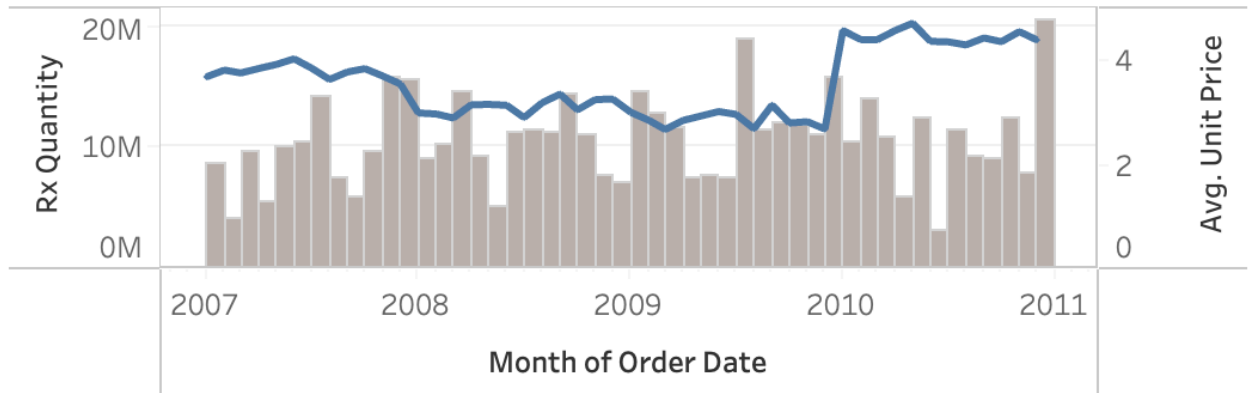
1. **The 2008 Financial Crisis did not impact the pharmaceutical market as much:** I originally included this visualization because I wanted to see how the 2008 financial crisis impacted the average drug purchase count. While there was a slight increase after 2008, it doesn't seem like there was too much of a difference. From looking at the image below, we can see that it seems to be pretty uniform overall.

Avg Drug Purchase Counts Before vs After 2008



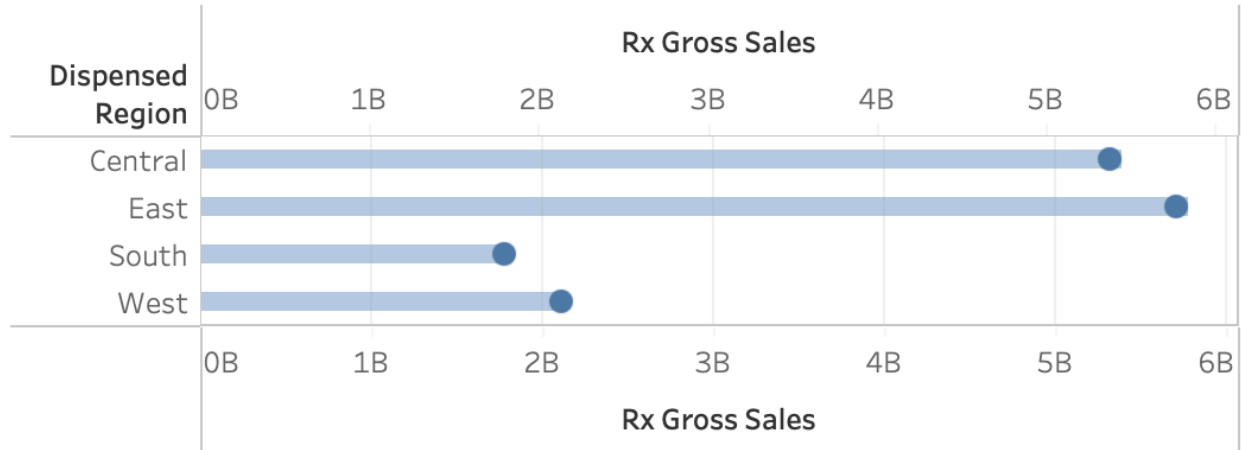
2. **Pharmaceutical prices rose after January 2010:** From the image below, the line on top of the bar graph represents the average unit price per drug. Following January 2010, we can see a sudden increase in drug prices, which has remained relatively consistent since then.

Avg Monthly Prescription Price and Total Quantity Over Time



3. The East region seems to perform the best in terms of gross sales, followed by the Central region: This insight comes from the horizontal bar chart visualizing total Rx gross sales per region. By comparing bar lengths, it's evident that the Central region leads in sales. However, the overall difference is not too big between the two.

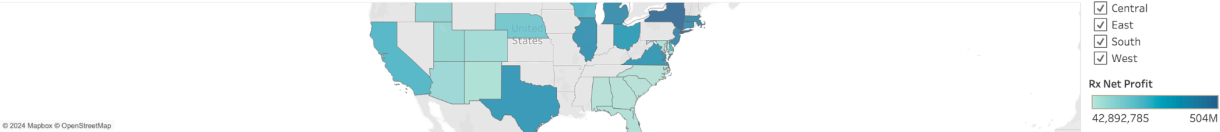
Total Gross Sales per Region



Dashboard:

Rx Distributor Executive Summary

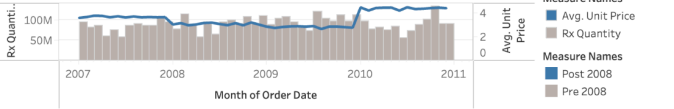
Rx Net Profit by State



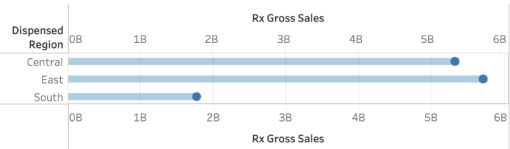
Net Profit by Year and State

Dispensed ...	Dispensed State	Order Date			
		2007	2008	2009	2010
Central	Illinois	\$104.66M	\$76.82M	\$89.27M	\$99.50M
	Michigan	\$117.77M	\$100.88M	\$75.54M	\$105.05M
	Nebraska	\$39.26M	\$39.18M	\$38.14M	\$60.70M
	Ohio	\$71.54M	\$78.75M	\$86.83M	\$100.98M

What are the average monthly prescription price and total quantity over time?



Total Gross Sales per Region



Drug Strength by State

