



# PHARMACEUTICAL SALES & CUSTOMER INSIGHTS



SALES ANALYSIS



DRUG ANALYSIS



CUSTOMER ANALYSIS



COST ANALYSIS



INSTRUCTIONS



# SALES ANALYSIS

**607.24M**

Total Sales

**200**

Customers

**40**

Drugs Count

**1.90K**

Cost of Prod...

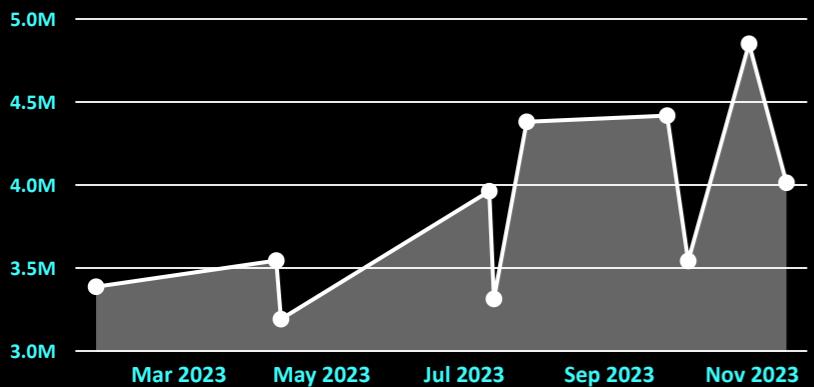
**2256K**

Units Sold

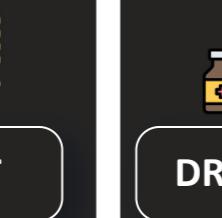
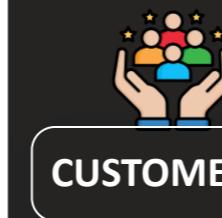
**4.40K**

AOV

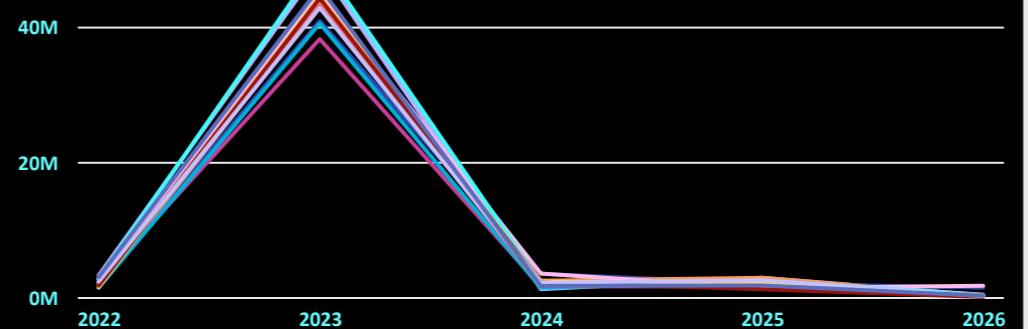
Sales by SaleDate



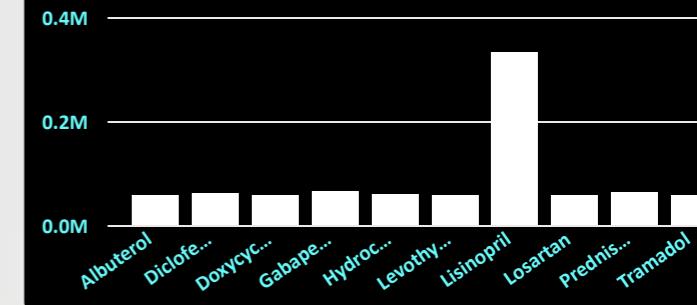
Units Sold vs Revenue



Total Sales by year and Month

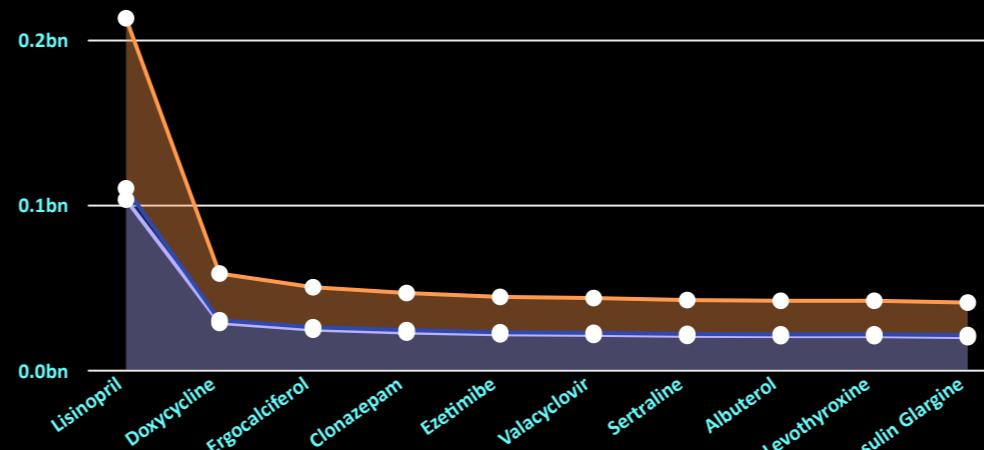


TOP 10 Drugs by UnitsSold

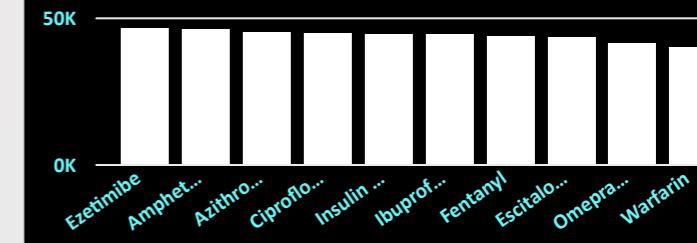


TOP 10 Drugs by Sales,Profit,Revenue

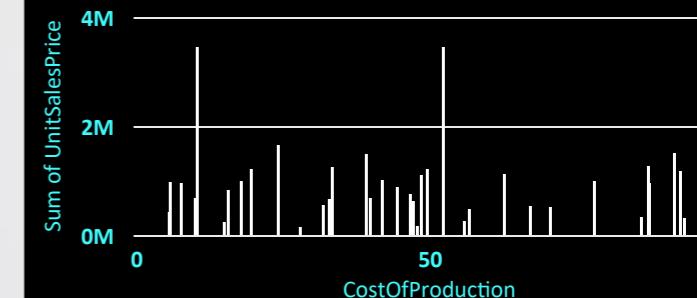
● Total Sales ● Profit ● Revenue



Bottom 10 Drugs by UnitsSold



Sales Price vs Cost of Production



# CUSTOMER ANALYSIS



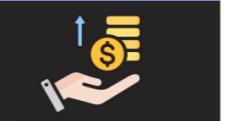
HOME



SALES



CUSTOMER



COST



DRUGS

**607.24M**

Total Sales

**200**

Customers

**40**

Drugs Count

**1.90K**

Cost of Production

**2256K**

Units Sold

**4.40K**

AOV

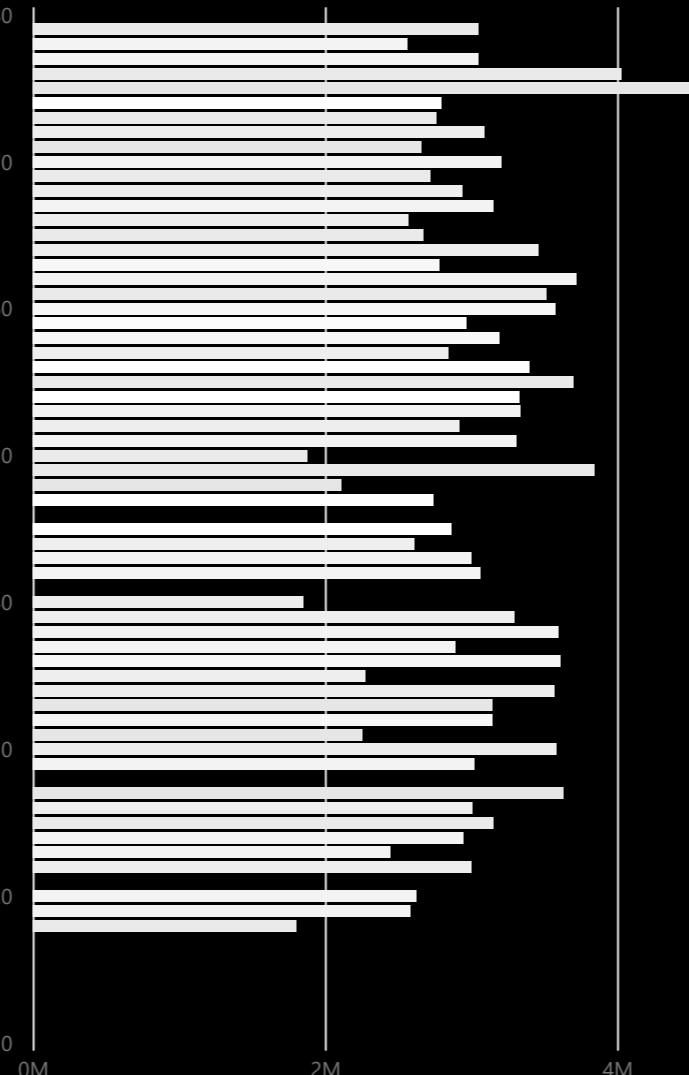
## Sales by Country

0.2bn

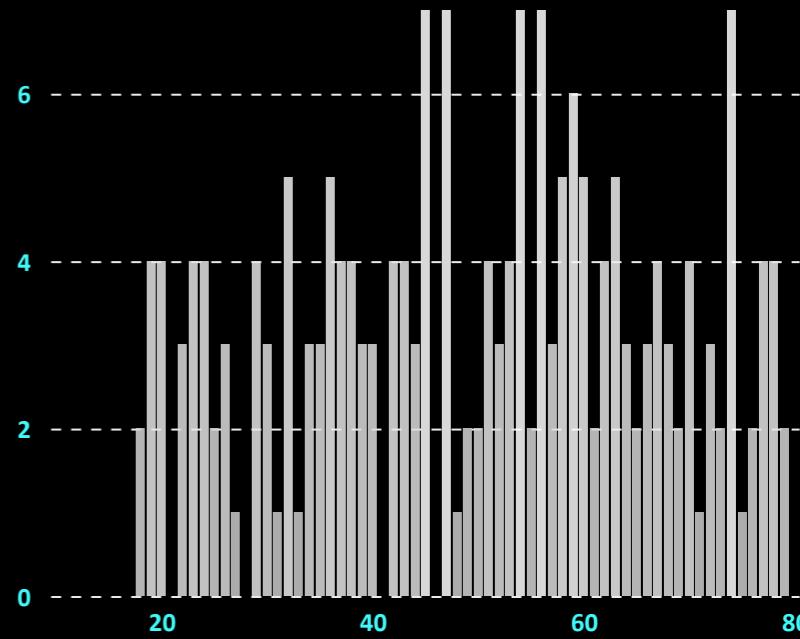
0.0bn

Australia Canada France Germany United Kingdom United States

Avg Spend Per Customer by Age



Customer by Age

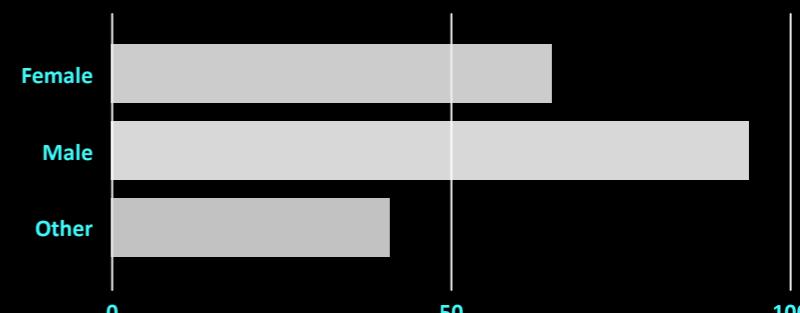


## Customer Name and Country

Country ● Australia ● Canada ● France ● Germany ● United Kingdom ● United States



Customer Distribution by Gender &amp; Buyer Type



# COST ANALYSIS

0.06

Profit Margin %

1.90K

Cost of Production

37.40M

Profit

## Cost & Profitability Overview

200

Customer

39

Drug Names

4,396.14

AOV

1,898.56

Total Cost of Production

138131

Total Transactions

30,36,219.02

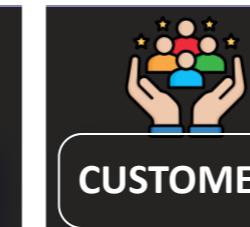
Avg Spend Per Customer



HOME



SALES



CUSTOMER

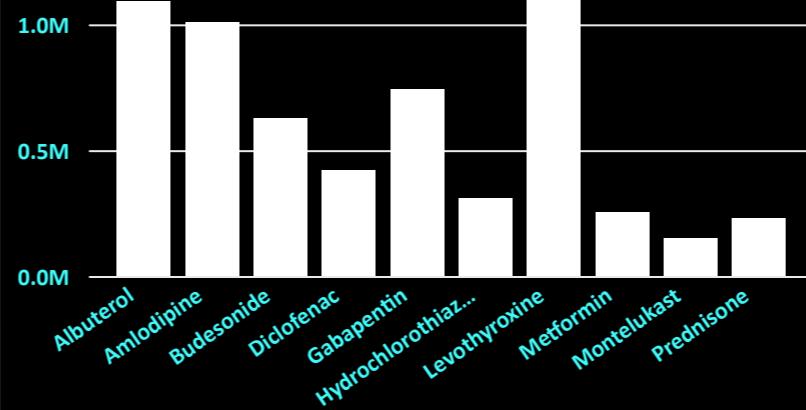


COST

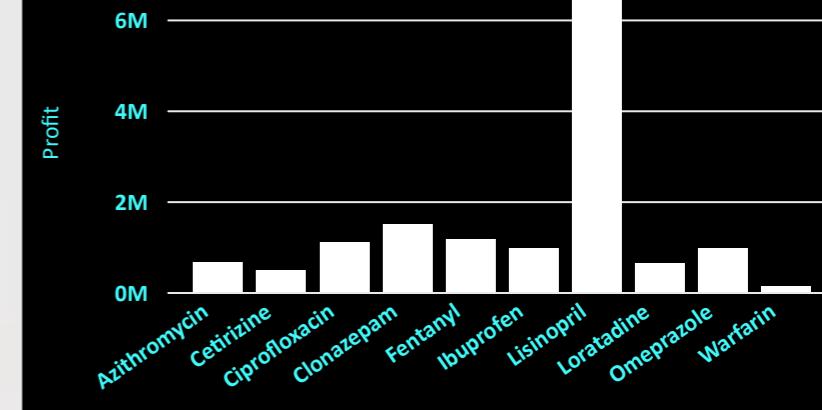


DRUGS

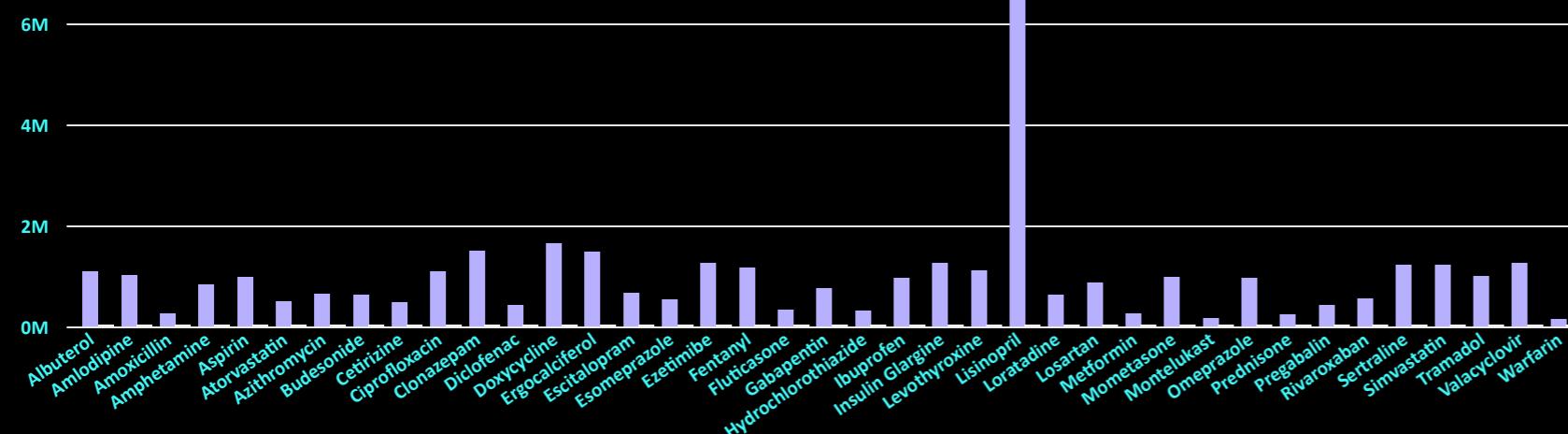
## Bottom 10 Drugs by Profit



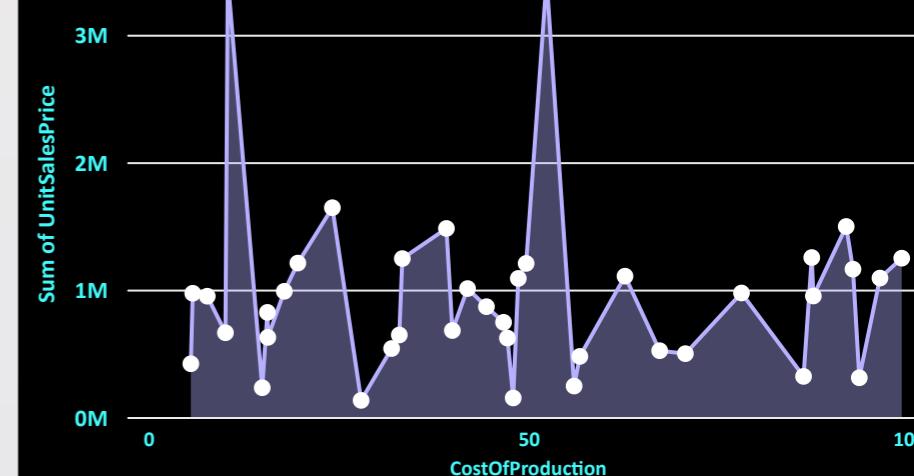
## Top 10 Drugs by Profit



## Profit and Profit Margin % by DrugName



## Drug Performance Overview: Cost, Price and Sales



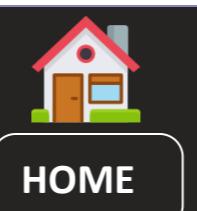
# DRUG & TREND ANALYSIS

40  
Drugs Count

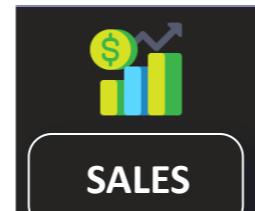
138K  
Total Transactions

Pregabalin  
Best Selling Drug

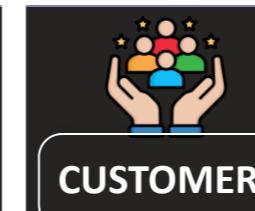
Profit margin vs Sales



HOME



SALES



CUSTOMER

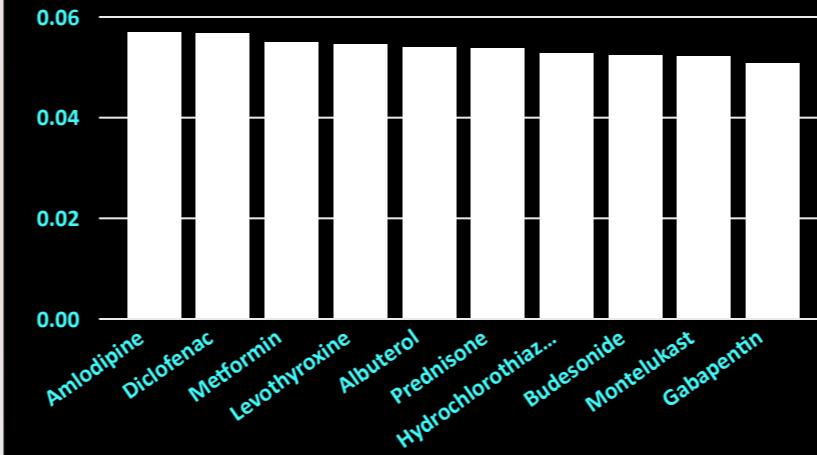


COST

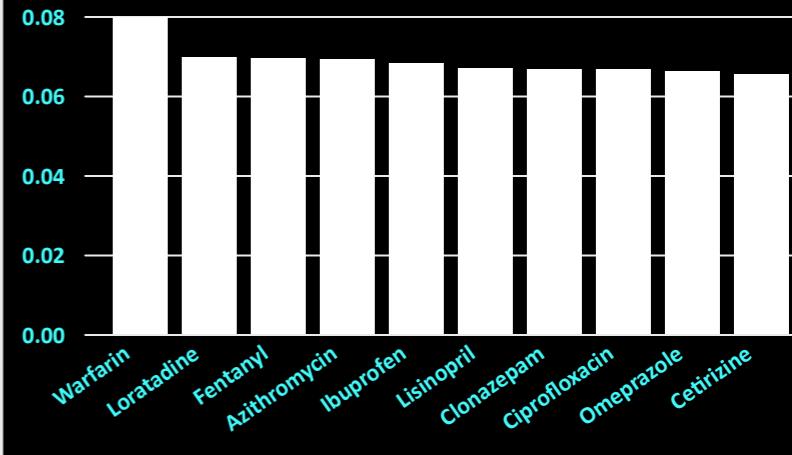


DRUGS

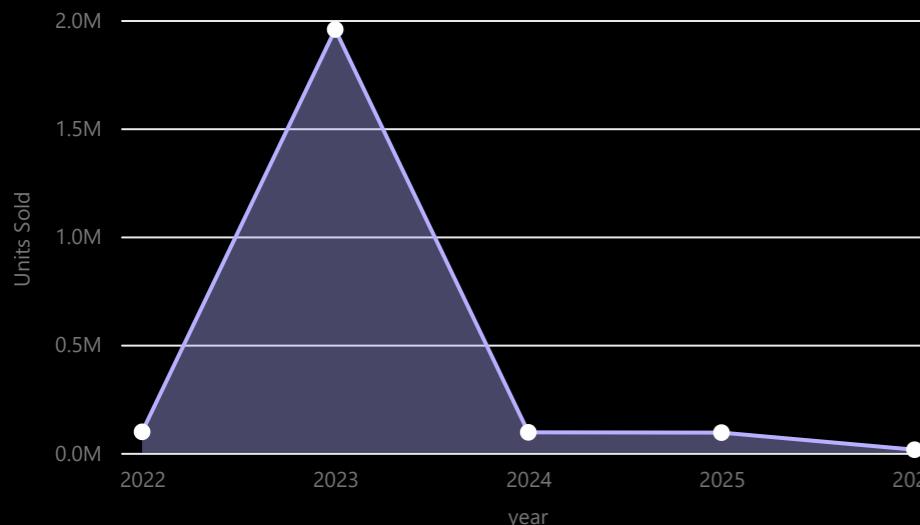
Bottom 10 drugs by profit margin



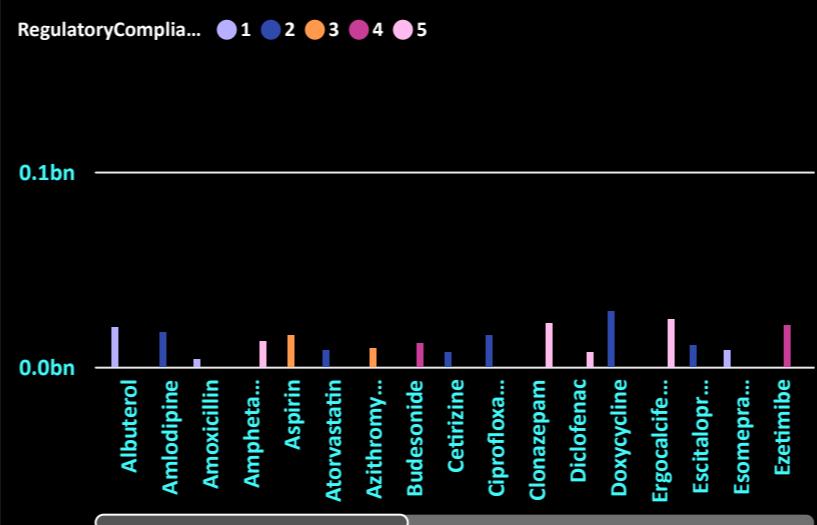
Top 10 drugs by profit margin



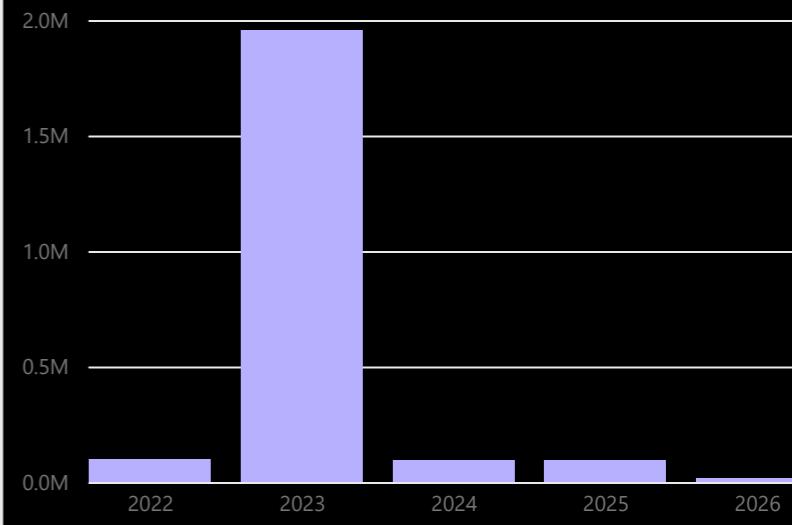
Units Sold by year



Compliance Impact Chart



Year wise units Sold



# CUSTOMER ANALYSIS

**607.24M**

Total Sales

**200**

Customers

**40**

Drugs Count

**1.90K**

Cost of Production

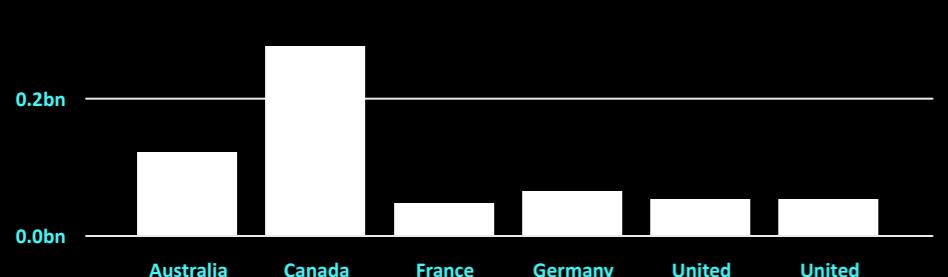
**2256K**

Units Sold

**4.40K**

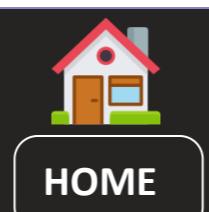
AOV

## Sales by Country

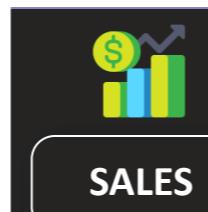


## Customer Name and Country

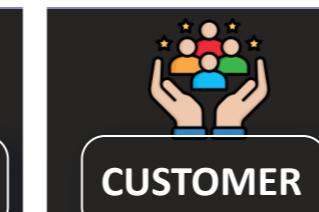
Country: ● Australia ● Canada ● France ● Germany ● United Kingdom ● United States



HOME



SALES



CUSTOMER

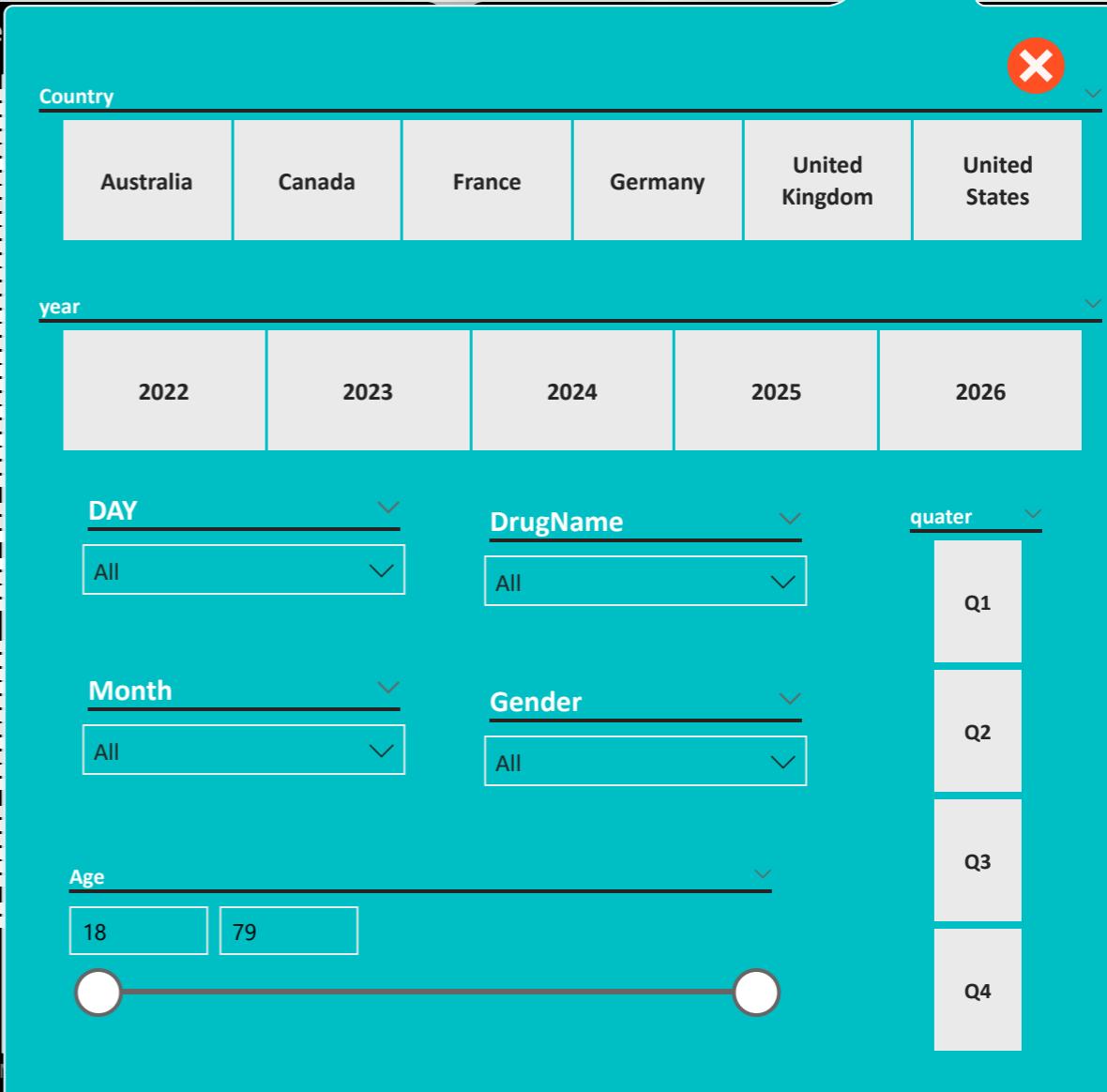


COST



DRUGS

## Avg Spend Per Customer



## INSTRUCTIONS



**HOME ICON:** Navigates to home page



**SALES ICON:** Navigates to Sales page



**CUSTOMER ICON:** Navigates to Customer page



**DRUG ICON:** Navigates to Drug page



**COST ICON:** Navigates to Cost page



**FILTER ICON:** Shows all the filters in this analysis



**CLEAR ICON:** It clears all the filters from the dashboard