

SALES INSIGHTS IN A PHARMA COMPANY

INTRODUCTION

1.1 Overview

Sales of Pharmaceutical products, which may include medicines, or surgical devices, consumables of any form, machines, and equipment used in surgeries is called Pharma Sales. The target audience is doctors of any kind, chemists, and/or purchase in charge in hospitals or pharmacies.

The pharmaceutical sale is very different from regular sales of any kind right from the product to the customer to the process of selling. Of all the sales, Pharmaceutical sales are considered to be one of the most lucrative and one of the most challenging jobs requiring a lot of learning on the salesperson's part. Like every sale, there is a buyer and a seller. And hence in this project we will be working on this dataset.

1.2 Purpose

The purpose of this project is to develop a dashboard that gives clear insights about the sales that are in the company and find out learnings that would eventually develop or increase the sales and operations of the company.

We can achieve a potential increase in the sales if we understand how the current sales are happening and in what places they can be improved.

LITERATURE SURVEY

2.1 Existing Problem

The existing solutions for these kinds of problems are more manual and not automated. The current solutions mostly rely on generating reports in numbers and relying on them to gather insights.

This solution is not cost effective and time saving. It may take so much time and effort to track the information efficiently and find learnings that will eventually improve the overall sales.

2.2 Proposed Solution

The proposed solution is an AI based tool that automatically generates reports in an efficient and easily understandable manner.

Here we prioritize the fact that the buyer depends on the product of the manufacturer. We will consider all of the buyer kinds.

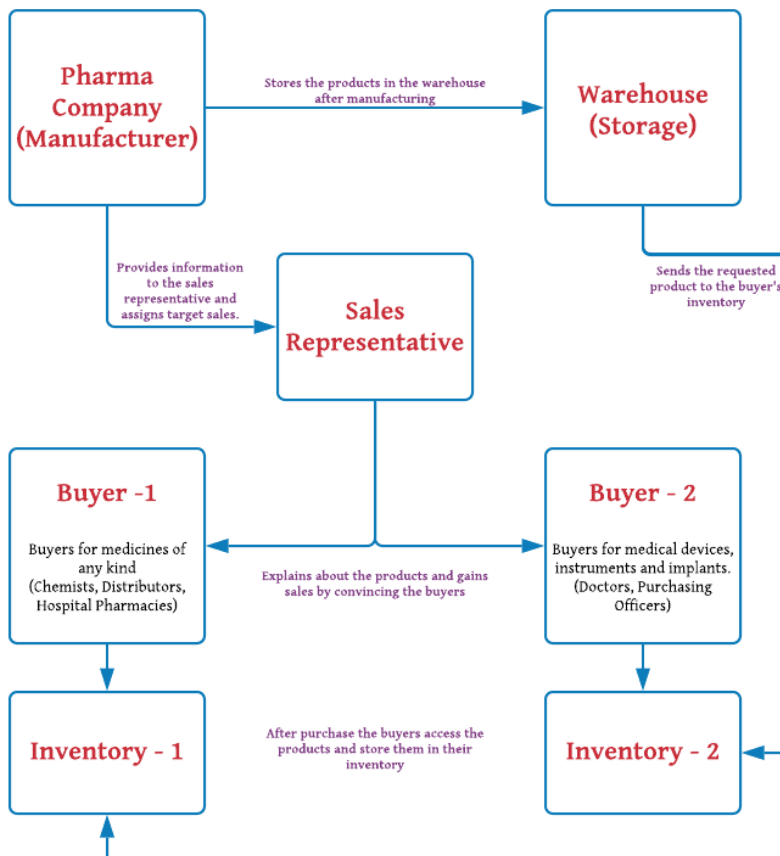
1. A buyer for medicines of any kind – Chemist, Distributor, Hospital Pharmacies

2. A buyer for medical devices, instruments, implants – Doctor, purchase officer

Based on the above information we create dashboards with graphs and other key information that we can use to improve sales.

THEORITICAL ANALYSIS

3.1 Block Diagram



3.2 Requirements

Skills Required:

IBM Cloud

Solution Requirements:

Service Used:

IBM Cognos Analytics.



4 EXPERIMENTAL INVESTIGATIONS

The data was sourced from an external source which and in the data of file Monthly_Sales_Full_Data_data.csv we're working with following is the brief overview of what each feature represents or should represent.

- ❖ **Month** - January -December Months Data.
- ❖ **Customer** - Hospitals & Organizations.
- ❖ **Period** - Q1-Q4 are the four quarters which show the sales record quarterly.
- ❖ **Product** - Different Tablets for diseases
- ❖ **Location** - Sales in different regions.
- ❖ **Sales Rep** - Sales Representative who sells pharma products.
- ❖ **Supplier** -Pharmaceuticals companies are those who supply their products.
- ❖ **Warehouse Location** - A warehouse location is a region where companies store goods.
- ❖ **Actual** - Actual sales for the product.
- ❖ **C.sales** - Customer Sales for the product.
- ❖ **Inventory Stock** - Inventory stock refers to the goods and materials that a business holds for the ultimate goal of resale.
- ❖ **L.sales** - Location Wise Sales for the product.
- ❖ **M.sales** - Monthly Sales for the product.
- ❖ **Received Inventory** - Creating a safe, fast, and organized process for handling received inventory. Accurately tracking your goods from the moment they arrive in your warehouse to the time they are shipped to your customer.
- ❖ **Rep. sales** - Representative Sales for the product.
- ❖ **Target** - Target sales for the product.

5 FLOWCHART

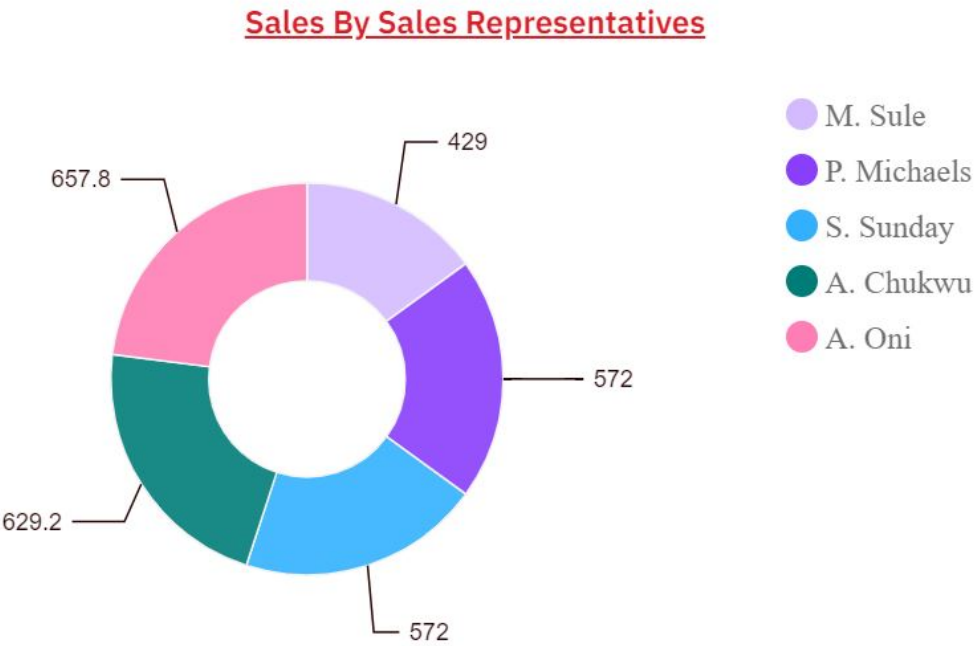
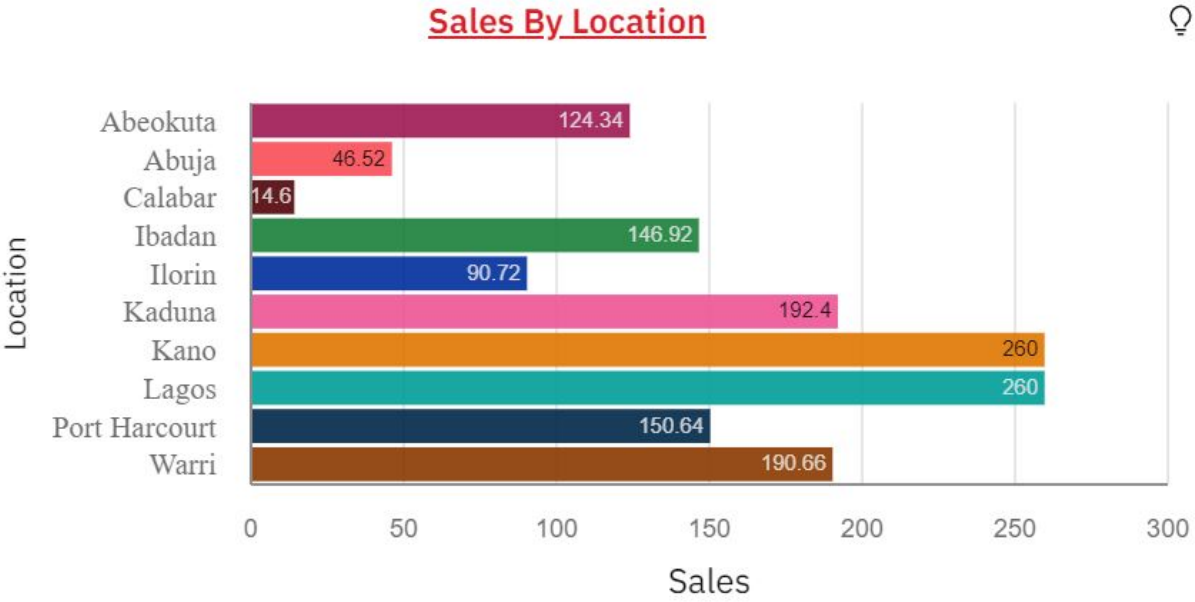


6 RESULT

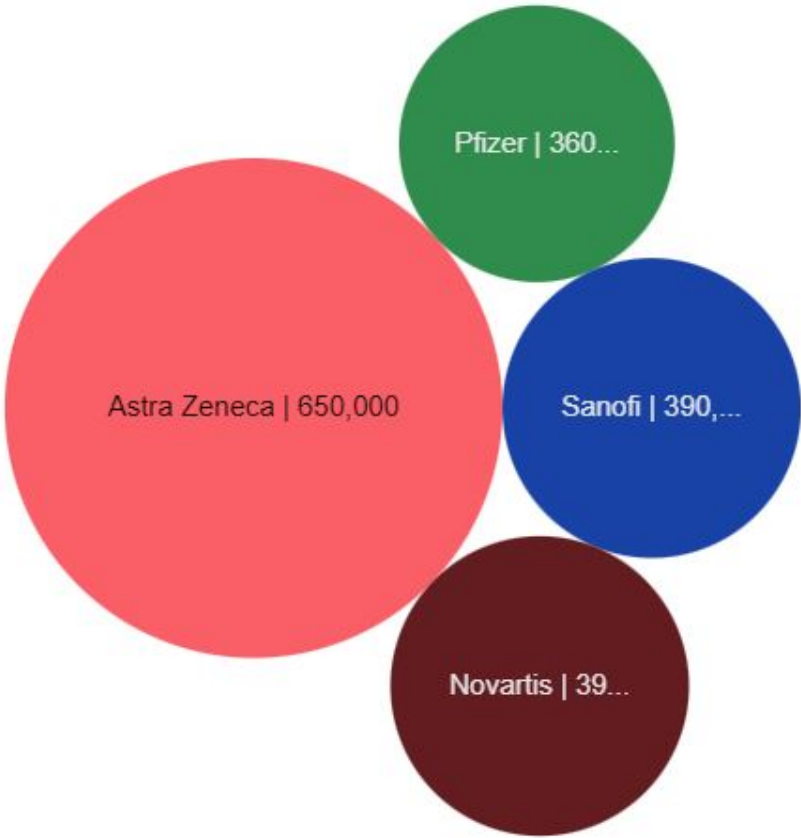
6.1 Sales Report



Sales Insights in a Pharma Company

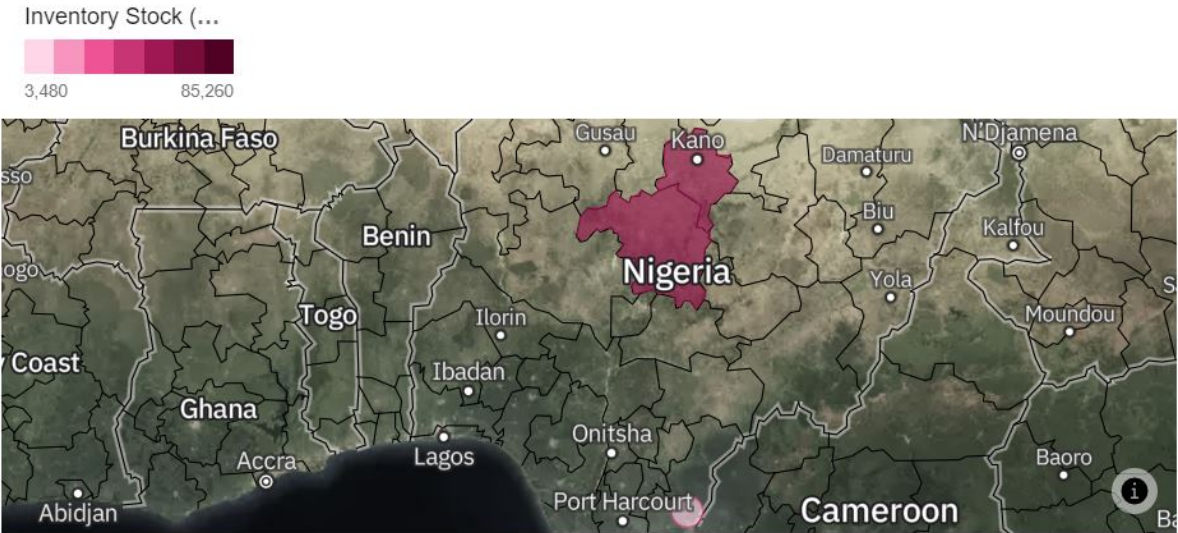


Received Inventory From Supplier



6.2 Inventory Sales

Inventory Stock for Warehouse Locations

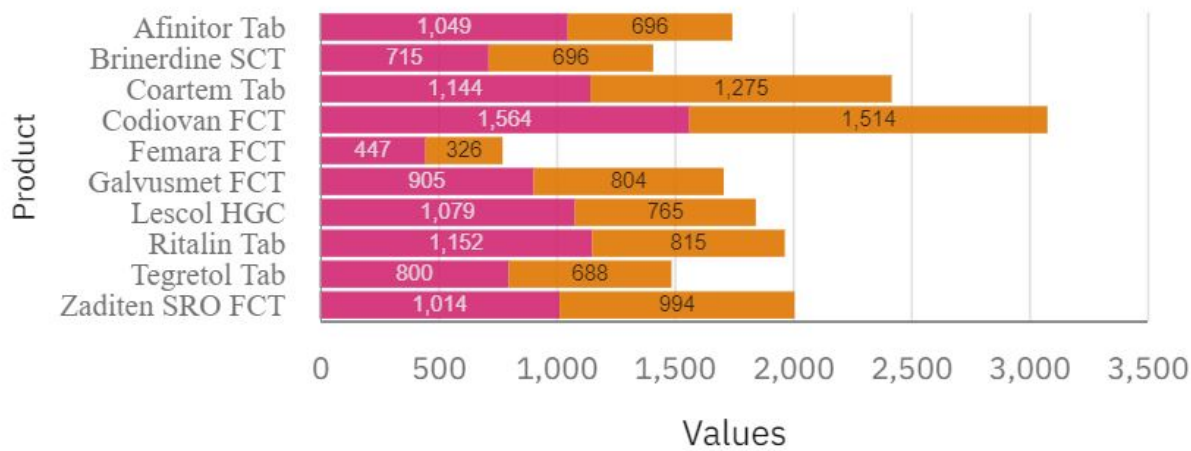


Sales Insights in a Pharma Company

Sales Trend

Measures

Target Actual



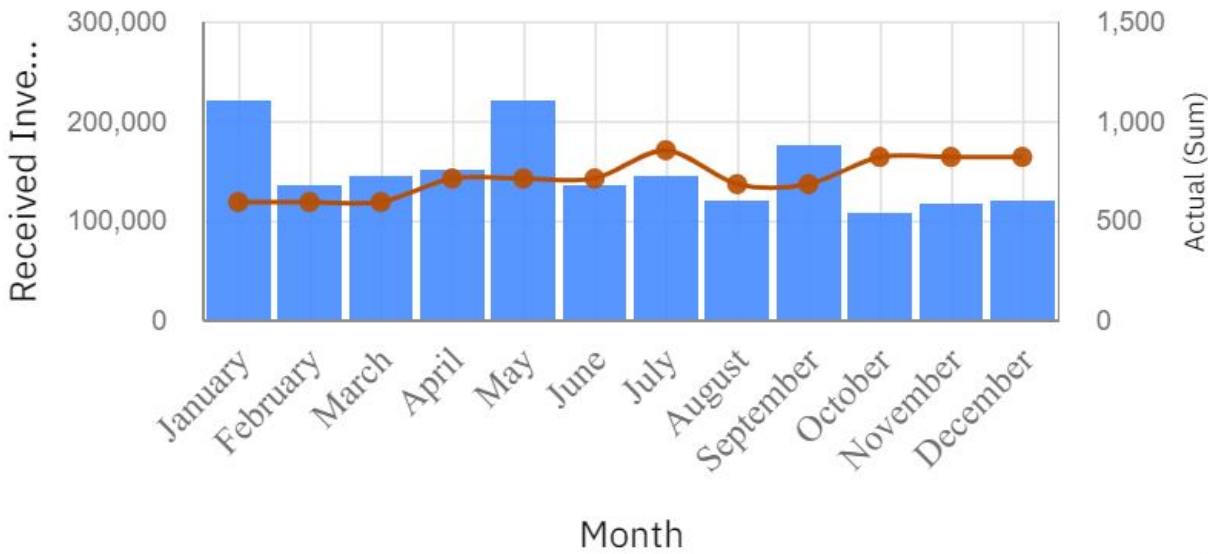
Actual and Received Inventory by Month

Column

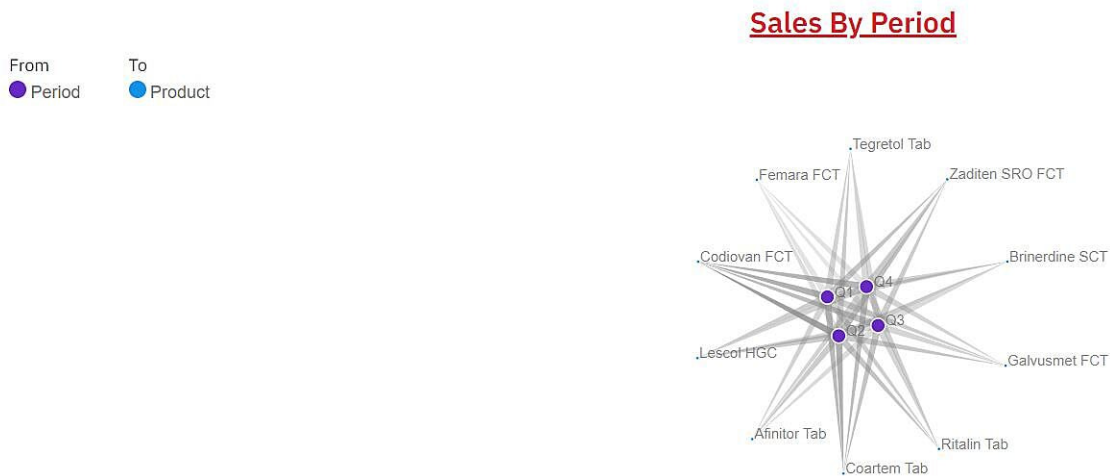
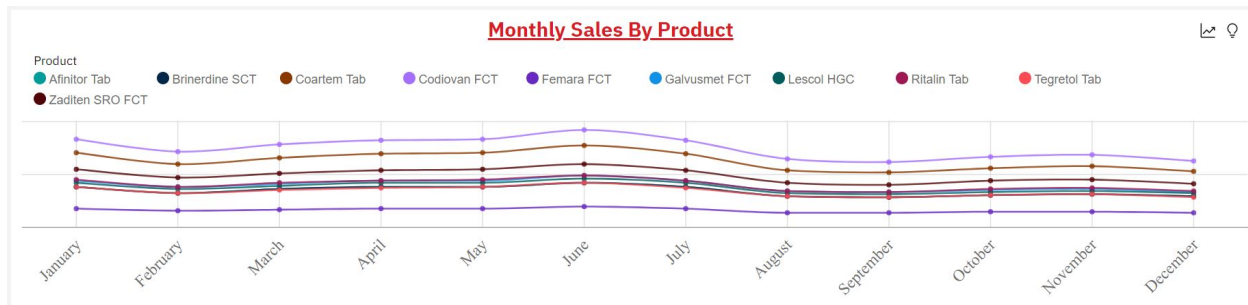
Received Inventory (Sum)

Line

Actual (Sum)



6.3 Sales by Period and Monthly Sales



7 ADVANTAGES & DISADVANTAGES

Advantages :

- Quicky Analysis.
- Better Sales
- Can learn and improve the existing systems.
- Watson Cognos makes data analysis quick and easy.
- Time Saving and Effective
-

Disadvantages :

- Less manual intervention
- Persons should be aware of how to use the tool.

8 APPLICATIONS

- ☐ Can be used in any company that needs sales insights.
- ☐ Used to quickly analyse and generate reports.
- ☐ Helps increase the average sales of the company.
- ☐ Can be used in industries, educational institutions where there is a high requirement of data analysis.

9 CONCLUSION

In conclusion, this project aims at creating an efficient dashboard for the sales insights of that Pharma company. It helps in generating better revenue and sales. Using the Cognos Analytics with Watson will help make the report and data understanding quick and easy.

10 FUTURE SCOPE

We can further improve the scope of this project by creating more filtered dashboards and more clear reports that can be used in gathering more learning and knowledge.

We can add a filter that automatically gives us knowledge on which combination of values lead to higher sales.

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