



Pharma Sales Analysis

Pharma Sales, Inventory & Expiry Risk Analysis
Comprehensive insights across product performance, stock health, and revenue planning.

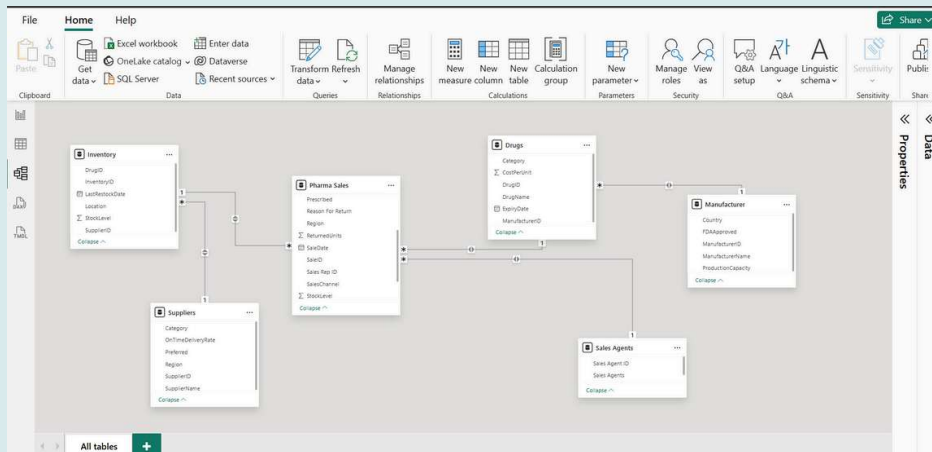


Presented By - Sarayu Tirumalasetty

Overview

This analysis delivers a unified view of pharmaceutical sales, inventory movement, supply chain performance, and product lifecycle risks.

The dashboard supports data-driven commercial, manufacturing, and procurement decisions.



Executive Summary

- Strong sales performance with \$939K total revenue and 1.17M units sold
- Stock health remains stable with 511K units available
- Expiry risks identified for multiple high-value SKUs in the next 12–24 months
- Category, region, and agent performance show clear opportunities for targeted optimization
- Revenue planning trend indicates a need for improved forecasting accuracy

Business KPIs Snapshot

Total Stock	Sold Stock	Total Sales	Returned Units	Stock Available	Revenue Planning
1.70M	1.17M	\$0.94M	13.48K	511.17K	\$407.93K

Key Performance Indicators

- Total Stock: 1.70M units
- Units Sold: 1.17M
- Stock Available: 511K units
- Returned Units: 13.48K
- Total Sales: \$939,553
- Revenue Planned: \$407,928



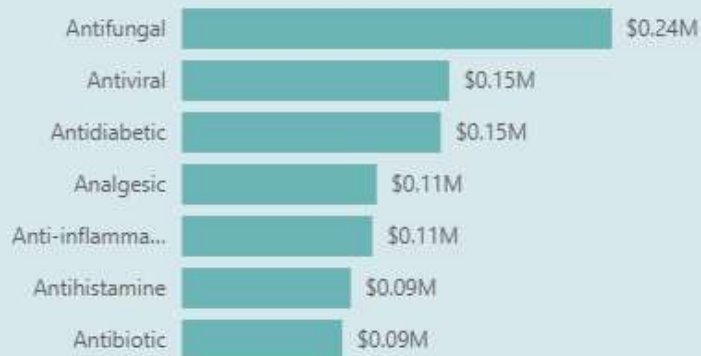
Interpretation: *The business maintains a healthy stock position, but returned units indicate scope for quality or supply-chain adjustments.*

Category-Level Sales Performance

Top Categories by Revenue

- Antifungal — highest contributor (~\$240K)
- Antiviral & Antidiabetic — strong mid-tier performance (~\$150K each)
- Antibiotic & Antihistamine — lower-performing categories

Total Sales by Category



Business Implication: *Antifungal and Antiviral categories should be prioritized for marketing and inventory reinforcement.*

Top Performing Products

Total Sales by DrugName



Top 4 Drugs (Sales)

1. Amoxicillin — \$37K
2. Tolcapone — \$33K
3. Metoclopramide — \$32K
4. Additional fast movers in the \$27–29K range

Business Implication: *Concentration of revenue in a limited set of SKUs indicates strong product dependency; risk mitigation strategies should be evaluated.*



Sales Contribution by Region

- North-East — 21.38% (highest)
- West Coast, South, Midwest — ~19–20% each
- Central — 19.14%

Observation: *Performance is evenly distributed, reducing regional dependency; however, North-East represents a strategic growth hotspot.*

Regional Sales Insights





Sales Agent Performance

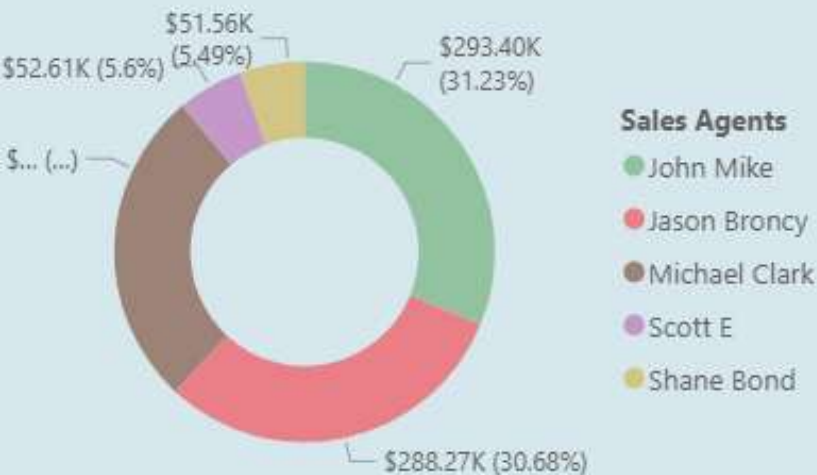
Top Contributors

- John Mike — 31.23% of total sales
- Jason Broncy — 30.68%

Opportunity:

Two agents contribute over 60% of revenue → replicate their sales practices. Deploy targeted training for lower-performing agents.

Total Sales by Sales Agents



Inventory Snapshot & Key Trend Insights

Inventory Overview

- Total Stock: 1.70M units
- Sold Stock: 1.17M units
- Stock Available: 511.17K units
- Returned Units: 13.48K (negligible, indicating strong QC)



Inventory Snapshot & Key Trend Insights

Key Trend Insights

- **Declining Inventory Strategy:** *Total Stock and Sold Stock move downward together, indicating a deliberate strategy to decrease inventory holding and reduce sales capacity.*
- **Safety Stock Stability:** *Despite falling overall stock, the Stock Available buffer remains stable ($\approx 12K-19K$ units), showing disciplined inventory control.*
- **Minimal Returns:** *Returned Stock remains consistently low, confirming returns are not influencing inventory or sales trends.*

Revenue Drivers & Future Risk Signals

Inventory as the Core Revenue Engine

- Strong positive correlation between Sold Stock and Total Sales.
- Revenue is clearly volume-driven — pricing variations or discounts have minimal impact.
- To increase revenue, inventory volume must remain high and movement must increase.



Revenue Drivers & Future Risk Signals

Critical Future Planning Concern

- Revenue Planning shows a steep decline from \$31.9K → \$7.4K.
- Because revenue directly depends on unit volume, this implies:
 - Major internal decision to cut future inventory sourcing, or
 - Forecasted drop in future market demand.
- **Action Required:** Investigate the cause urgently—this drop will directly restrict future sales growth.



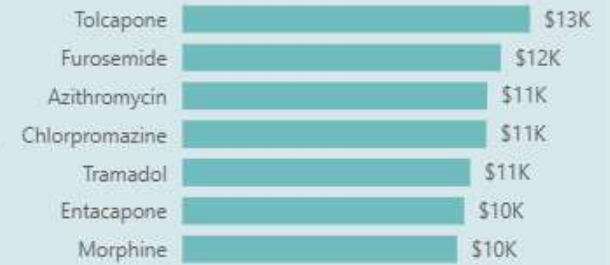
Expiry Risk Assessment

High-Value SKUs Approaching Expiry

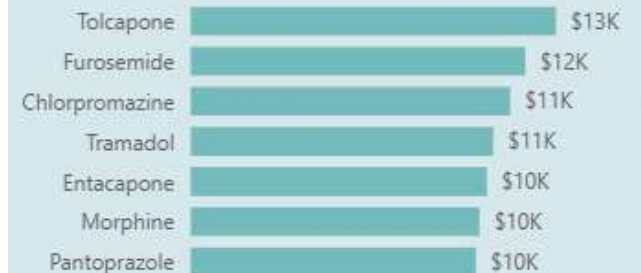
- Tolcapone — \$13K
- Furosemide — \$12K
- Chlorpromazine — \$11K
- Tramadol — \$11K

Critical Risk: *These SKUs fall within the 12, 18, 24 months expiry window and require immediate sales acceleration to avoid financial write-offs.*

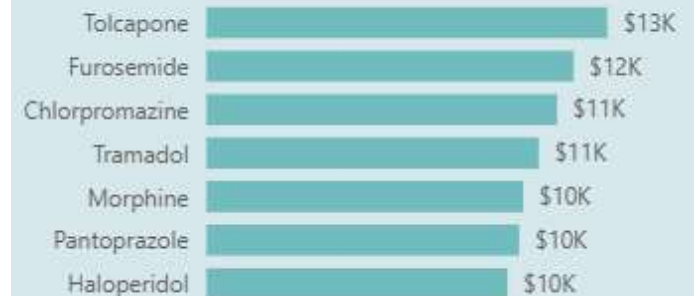
Expiry within 24 Months



Expiry within 18 Months



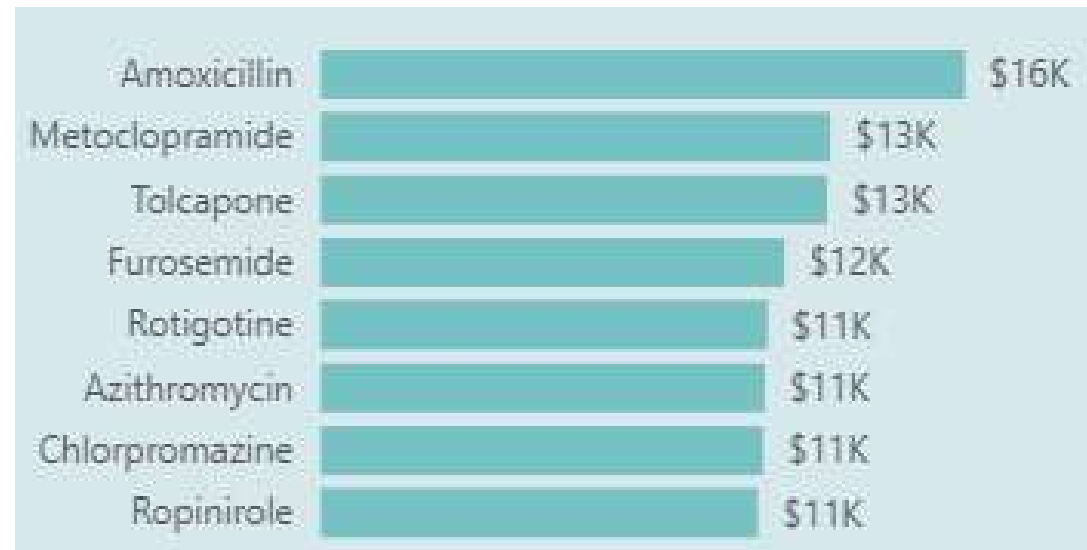
Expiry within 12 Months



Revenue Growth

Highest Planned Revenue:

- Amoxicillin — \$16K
- Metoclopramide — \$13K
- Tolcapone — \$13K
- Furosemide — \$12K



Insight: *Overlap between high-value expiring SKUs and high future revenue expected — urgent targeted campaigns needed.*

Strategic Insights

1. Sales Optimization

- *Strengthen focus on Antifungal & Antiviral categories*
- *Expand high-performing region (North-East)*

2. Inventory & Supply Chain

- *Proactively clear high-value expiring SKUs*
- *Reduce return rate through supplier QA checks*

3. Workforce Performance

- *Develop capability model based on top agents*
- *Incentivize underperforming territories*

4. Forecasting

- *Enhance demand planning to reduce revenue planning decline*
- *Integrate real-time sales velocity data*

Conclusion

This analysis equips the organization with actionable insights to:

- *Increase revenue*
- *Reduce expiry losses*
- *Strengthen supply chain decisions*
- *Improve forecasting accuracy*
- *Optimize sales force performance*



Pharma Sales

Thank You

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