

Manager Info
Manager
Name of Sales Rep
Sales Team
Collapse ^

The original dataset was divided into distinct tables such as Sales table, Customer table, Product Info table, Distributor Info table and Manager Info table.

Distributor Info
Channel
Distributor
Distributor ID
Sub-channel

Sales Data
Cost
Customer Name
Distributor ID
Manager
Name of Sales Rep
Price
Product Class
Product Name
Quantity
Sales
Transaction Date
Cumulative Total in Sales
Product Rank by Sales
Sales YoY%
Sales YTD
Total Quantity
Total Sales - Measure

Customer Data
City
Country
Customer Name
Latitude
Longitude
Collapse ^

Product Info
Product Class
Product Name
Total Sales
Collapse ^

Manager Info

Manager
Name of Sales Rep
Sales Team

Collapse ^

One-to-Many (1-*) **active** relationship between Manager Info and Sales Data with common key is, **Sales Rep.**

Many-to-Many (*-*) **inactive** relationship between Manager Info and Sales Data with common key is, **Manager.**

Distributor Info

Channel
Distributor
Distributor ID
Sub-channel

One-to-Many (1-*) **active** relationship between Distributor Info and Sales Data with common key is, **Distributor ID.**

Sales Data

Cost
Customer Name
Distributor ID
Manager
Name of Sales Rep
Price
Product Class
Product Name
Quantity
Sales
Transaction Date
Cumulative Total in Sales
Product Rank by Sales
Sales YoY%
Sales YTD
Total Quantity
Total Sales - Measure

One-to-Many (1-*) **active** relationship between Customer Data and Sales Data with common key is, **Customer Name.**

One-to-Many (1-*) **active** relationship between Product Info and Sales Data with common key is, **Product Class.**

Many-to-Many (*-*) **inactive** relationship between Product Info and Sales Data with common key is, **Product Name.**

Customer Data

City
Country
Customer Name
Latitude
Longitude

Collapse ^

Product Info

Product Class
Product Name
Total Sales

Collapse ^

Manager Info

Manager
Name of Sales Rep
Sales Team

Collapse ^

Dimension Table - Manager Info

Distributor Info

Channel
Distributor
Distributor ID
Sub-channel

Fact Table - Sale Data

Sales Data

Cost
Customer Name
Distributor ID
Manager
Name of Sales Rep
Σ Price
Product Class
Product Name
Σ Quantity
Σ Sales
Transaction Date
Cumulative Total in Sales
Product Rank by Sales
Sales YoY%
Sales YTD
Total Quantity
Total Sales - Measure

These tables form a **Star Schema** with **Fact Table as Sales Data** and **Dimension Tables as Manager Info, Product Info, Distributor Info and Customer Data.**

Customer Data

City
Country
Customer Name
Latitude
Longitude

Collapse ^

Dimension Table - Customer Data

Product Info

Product Class
Product Name
Total Sales

Collapse ^



Row-Level Security: Restricting Access for Sales Team

Product Name	Cumulative Total in Sales	Sales YoY%	Sales YTD	Total Quantity	Total Sales - Measure
Abobozolid	\$76,80,900.00	37.12%	\$20,79,375	102412	\$76,80,900.00
Acantaine	\$72,73,464.00	31.59%	\$17,46,030	110204	\$72,73,464.00
Adrecetam Barazoxane	\$28,47,264.00	22.40%	\$5,21,112	118636	\$28,47,264.00
Aggrakine	\$58,78,666.00	37.11%	\$15,91,185	125078	\$58,78,666.00
Aldevac	\$38,58,140.00	13.84%	\$4,69,066	148390	\$38,58,140.00
Alisteride Pemidizem	\$42,61,775.00	21.56%	\$7,55,965	121765	\$42,61,775.00
Amphesirox	\$26,34,850.00	26.61%	\$5,53,750	105394	\$26,34,850.00
Claricriptine Adaferol	\$40,34,151.00	28.13%	\$8,85,720	122247	\$40,34,151.00
Cricane Acamsumab	\$27,15,715.20	46.25%	\$8,58,770	123442	\$27,15,715.20
Enzastryl	\$29,61,218.00	26.15%	\$6,13,860	113893	\$29,61,218.00
Interfedox Pilobamol	\$44,14,605.12	44.01%	\$13,49,146	107674	\$44,14,605.12
Interfestar	\$60,59,198.00	29.49%	\$13,79,748	97729	\$60,59,198.00
Pitodomide	\$33,69,048.00	36.84%	\$9,06,936	140377	\$33,69,048.00
Proderal	\$45,90,584.80	55.07%	\$16,30,266	135017	\$45,90,584.80
Sodinel Olofibrate	\$45,61,750.00	21.92%	\$8,20,150	91235	\$45,61,750.00
Total	\$6,71,41,329.12	31.70%	\$1,61,61,079	1763493	\$6,71,41,329.12



Calculated Column Vs Measure Comparison

Total Sales by Calculated Column

Product Class	Product Name	Total Sales
Analgesics	Ionclotide	\$17,15,84,675
Antimalarial	Tetratanyl	\$12,72,33,890
Analgesics	Sumanazole	\$11,39,54,535
Analgesics	Betanem	\$10,80,09,525
Antiseptics	Docstryl Rivacin	\$10,67,09,094
Antiseptics	Travoloride	\$10,39,68,540
Antimalarial	Propratecan	\$10,15,83,900
Antibiotics	Cephozumab Synmethate	\$10,02,89,280
Analgesics	Ketastadil	\$9,79,85,223
Antibiotics	Nevanide Actozide	\$9,73,77,902

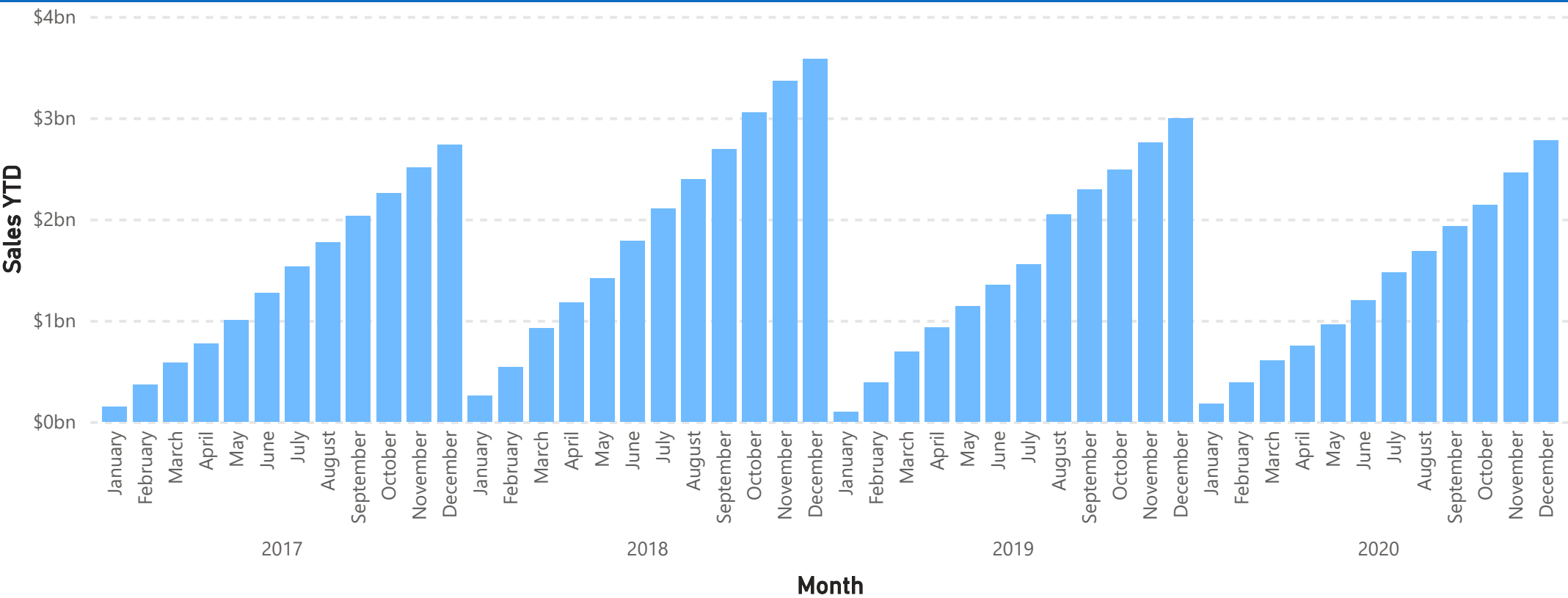
Total Sales by Measure

Product Class	Product Name	Total Sales - Measure
Analgesics	Ionclotide	\$17,15,84,675.00
Antimalarial	Tetratanyl	\$12,72,33,890.00
Analgesics	Sumanazole	\$11,39,54,535.00
Analgesics	Betanem	\$10,80,09,525.00
Antiseptics	Docstryl Rivacin	\$10,67,09,094.00
Antiseptics	Travoloride	\$10,39,68,540.00
Antimalarial	Propratecan	\$10,15,83,900.00
Antibiotics	Cephozumab Synmethate	\$10,02,89,280.00
Analgesics	Ketastadil	\$9,79,85,223.00
Antibiotics	Nevanide Actozide	\$9,73,77,902.00



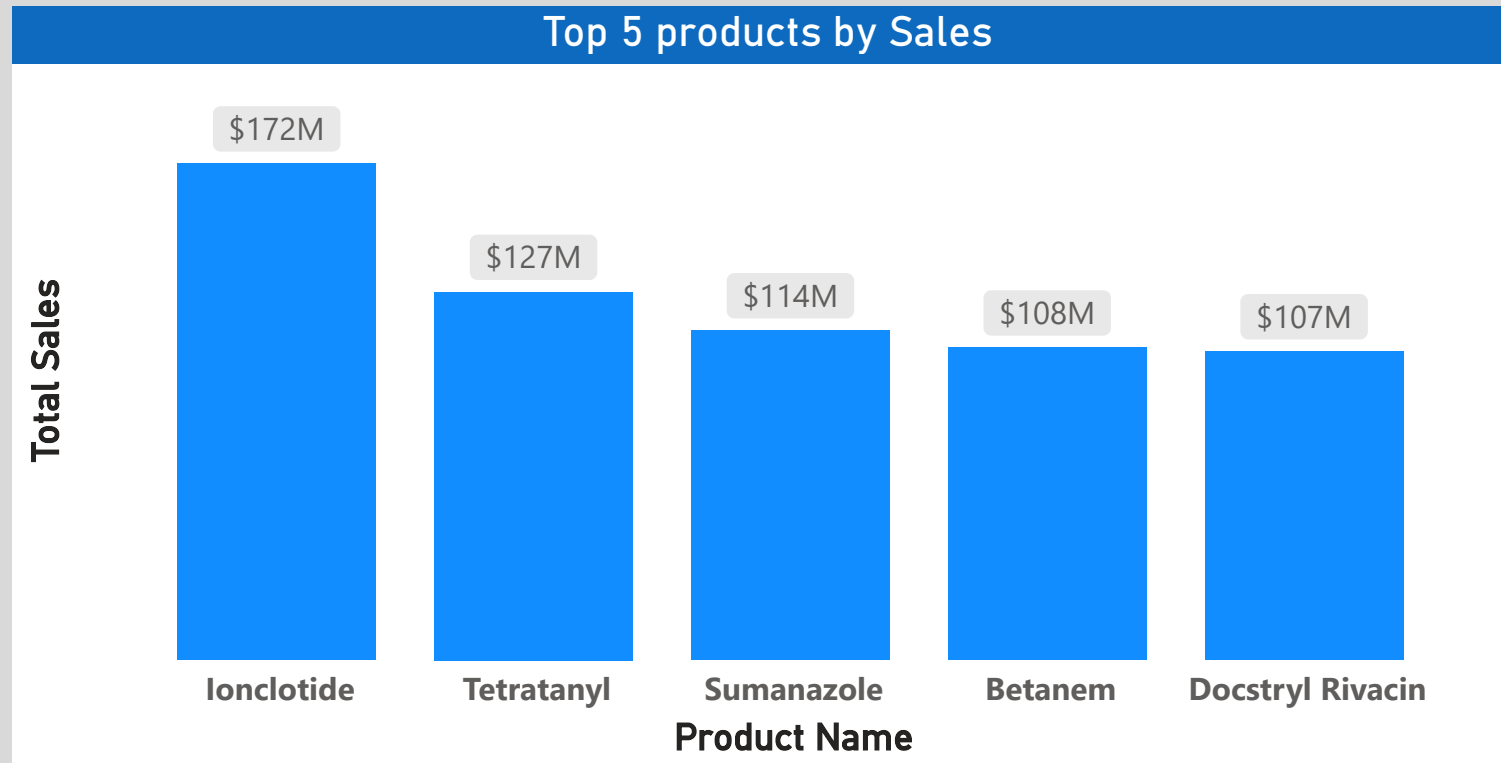
Time Intelligence: Year-to-Date Report

Year-to-date total sales by month



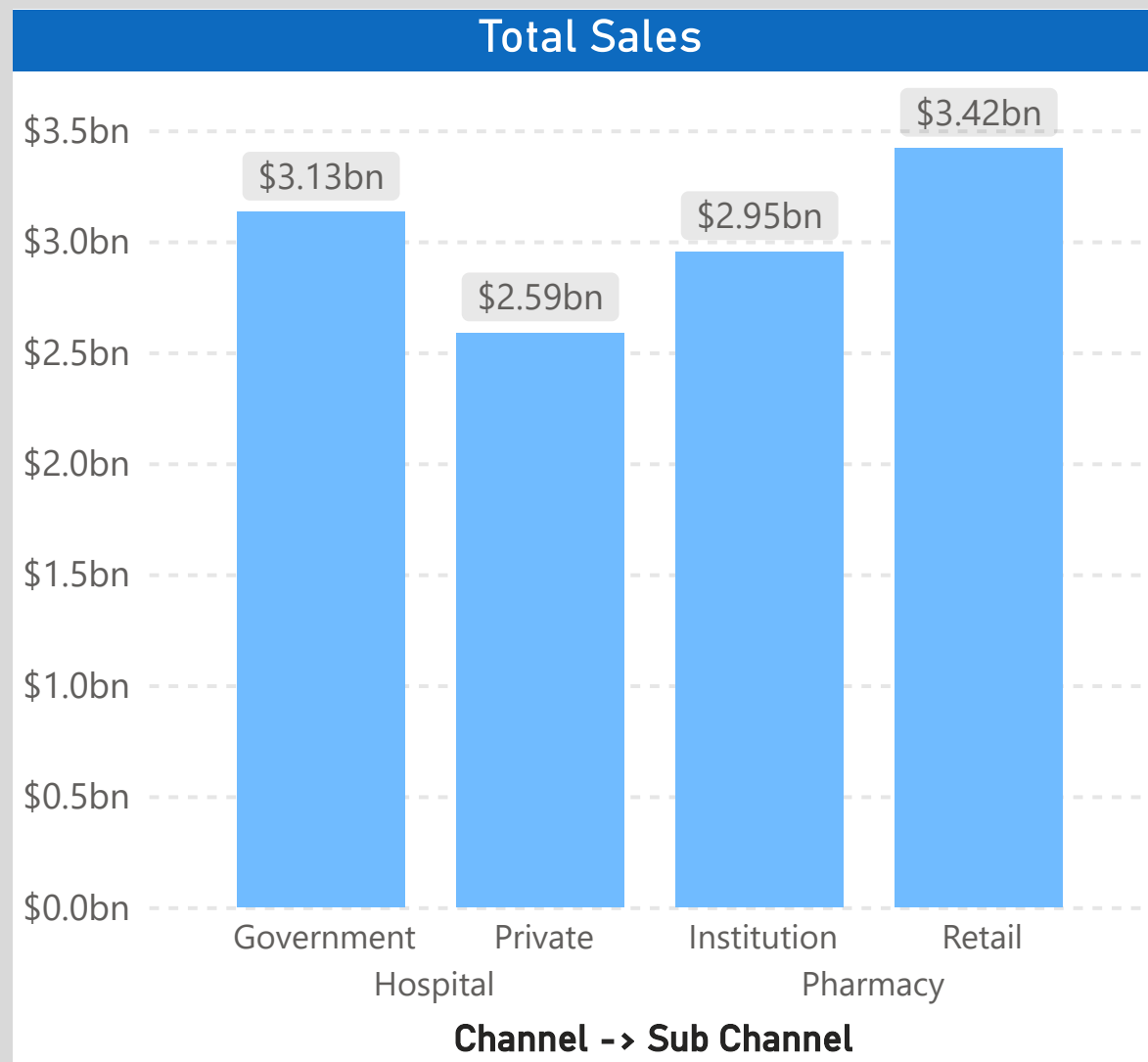


Ranking of Products by Total Sales





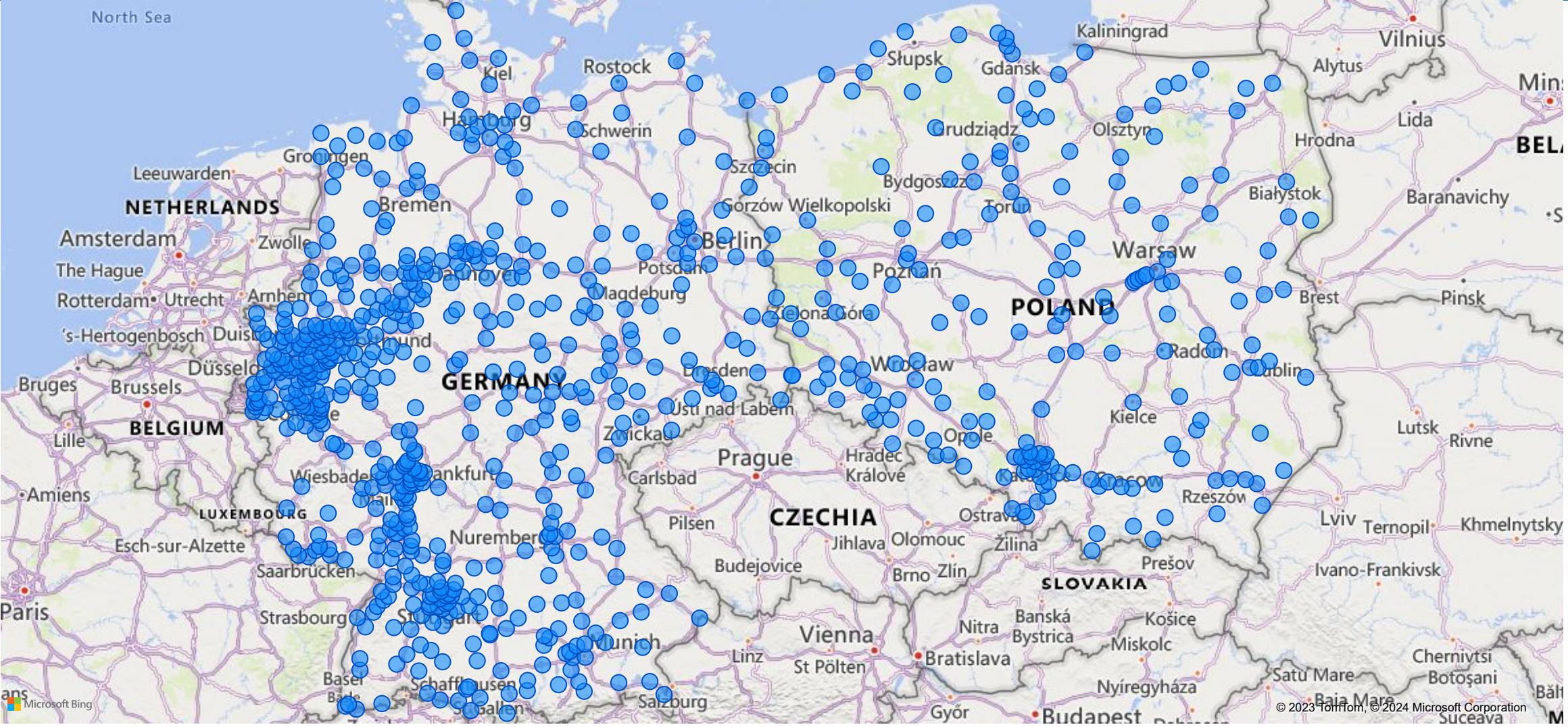
Parent-Child Hierarchies: Channel - Sub-Channel





Drill Through Report

Map for Total Sales by City





Total Sales for the selected City

City	Total Sales
Cloppenburg	\$1,92,73,717.00



Custom Visuals

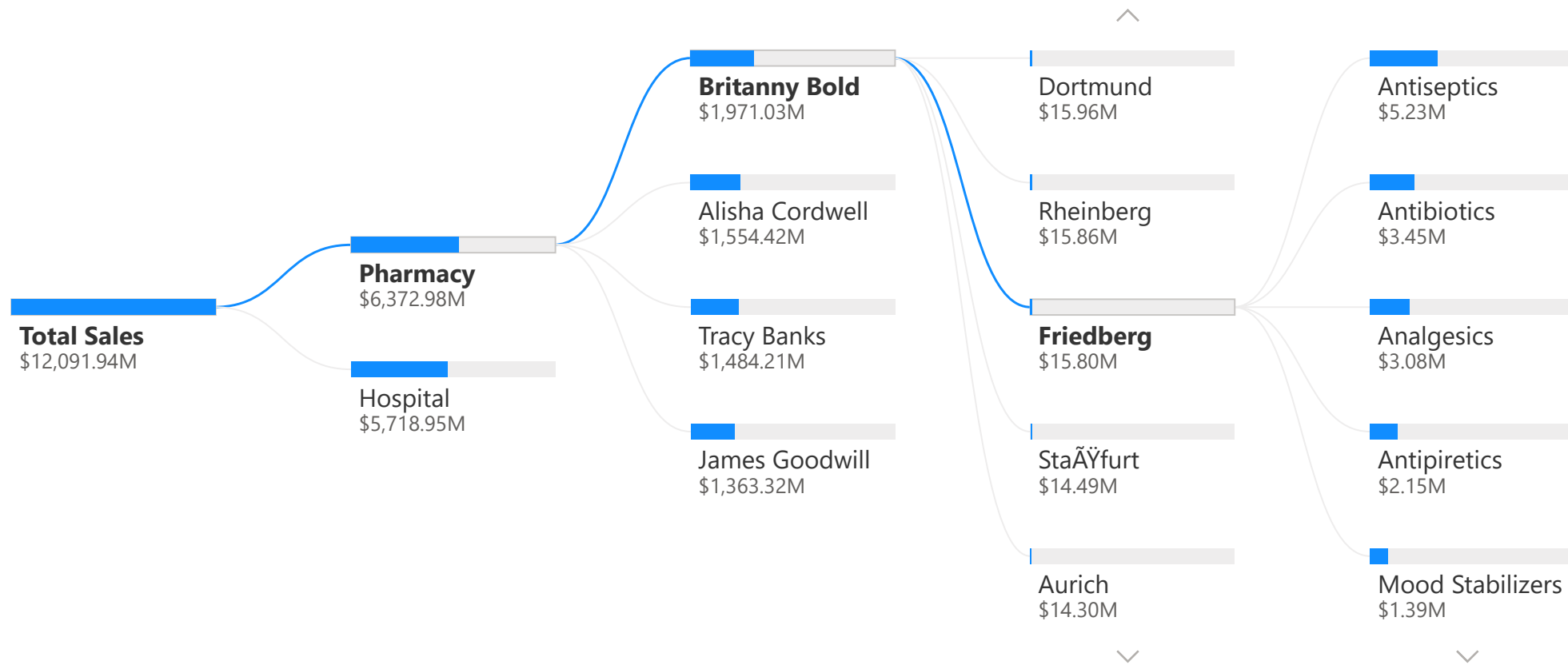
Decomposition of Total Sales by Categories

Channel x
Pharmacy

Manager x
Britanny Bold

City x
Friedberg

Product Class x





Select from L...

- 2017
- 2018
- 2019

Pharma Analytics Dashboard

Bookmark to navigate between report

Total Customers
751

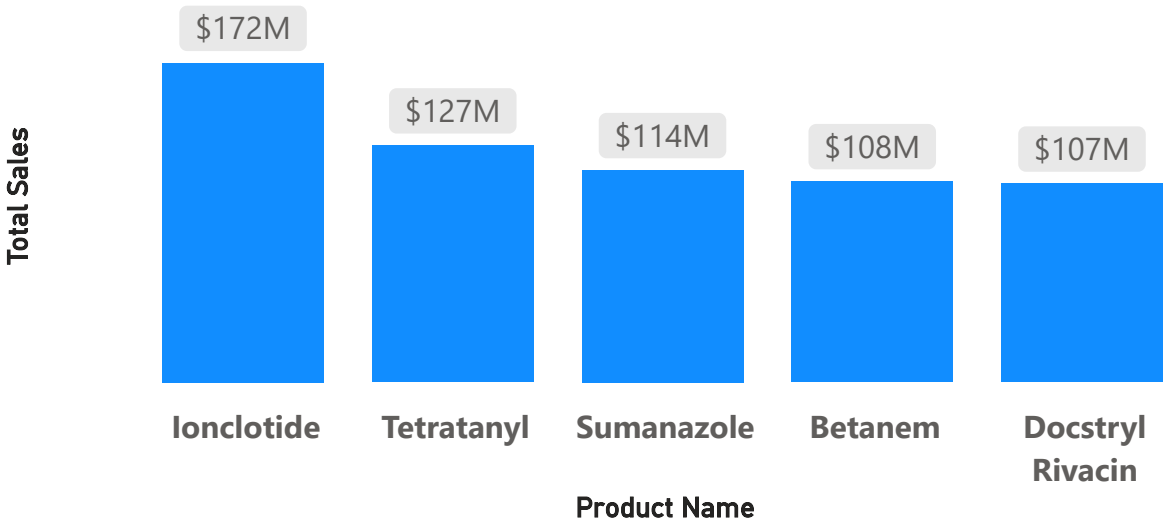
Number of Products Sold
240

Number of Distributors
29

Total Quantity Sold
29M

Total Sales
\$12.09bn

Top 5 products by Sales

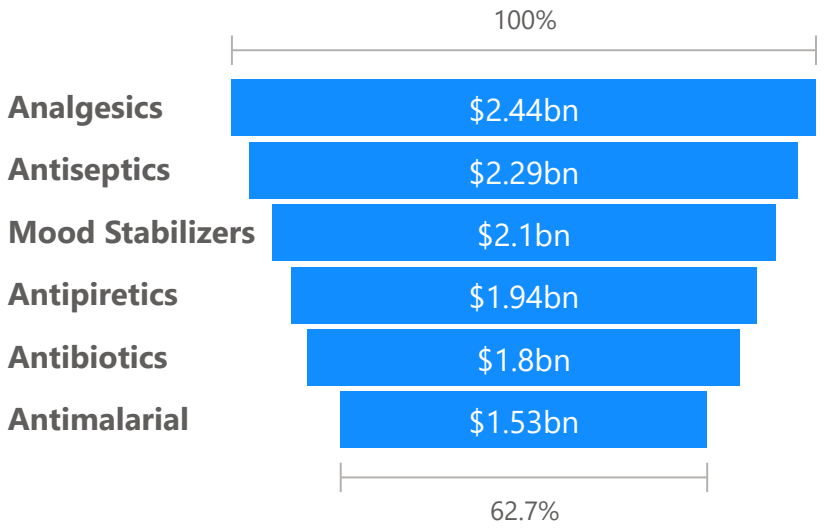


Map for Total Sales by City

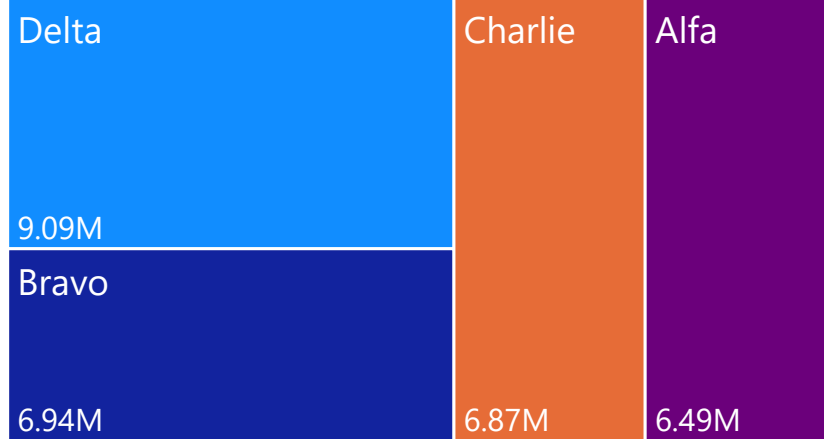


Channel Pharmacy Hospital

Sales by Product Class



Total Quantity Sold by Sales Team





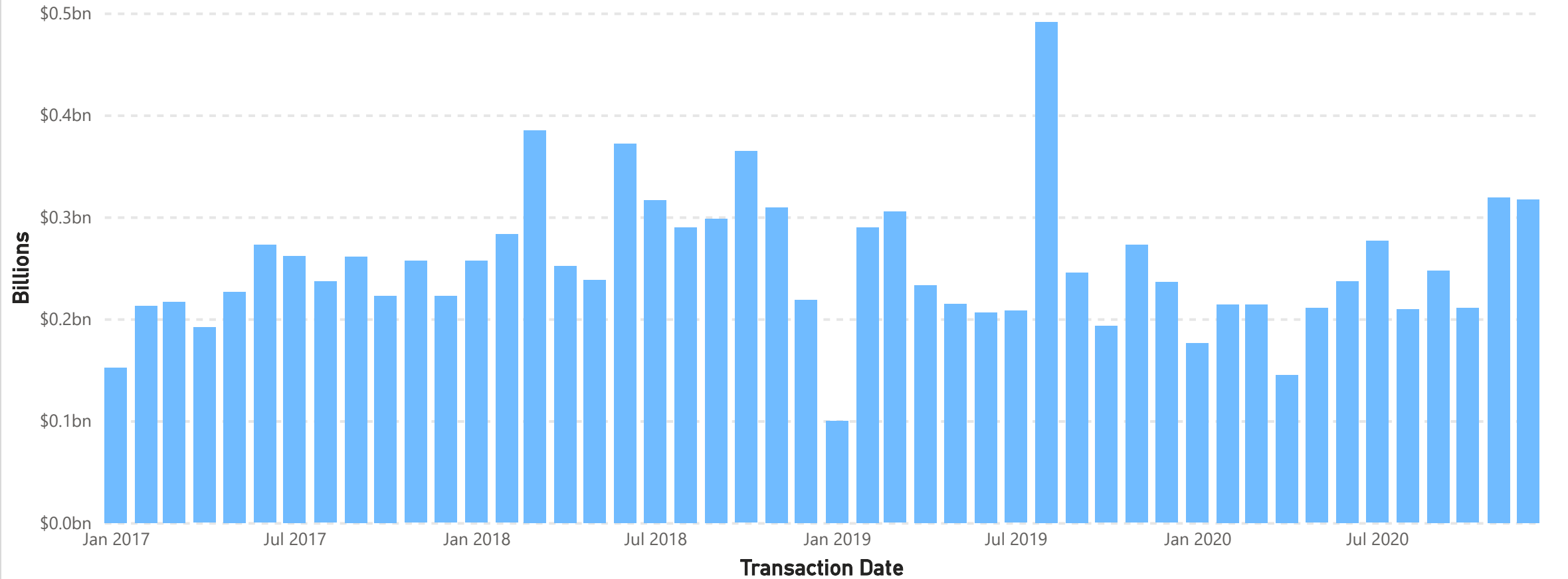
Conditional Formatting

Product Name	Total Quantity	Total Sales - Measure
Abatatriptan	107806	\$7,99,92,052.00
Abilovir Aprotasol	133078	\$3,57,98,089.60
Abobozolid	102412	\$76,80,900.00
Abranatal Lysoprosate	127662	\$8,69,37,822.00
Abtasol	118893	\$8,96,45,322.00
Acantaine	110204	\$72,73,464.00
Acelimus	116535	\$8,69,35,110.00
Aciprex	122397	\$5,15,29,137.00
Aclonuma	103284	\$4,89,56,616.00
Acubulin	123643	\$6,05,85,070.00
Acycnafine Microvate	144543	\$9,51,09,294.00
Acycpex	89243	\$4,55,13,930.00
Adalatamine	84248	\$6,68,92,912.00
Adideine	102658	\$6,96,02,124.00
Adrecetam Barazoxane	118636	\$28,47,264.00
Adriacaine	93542	\$3,37,68,662.00
Adriafinil Ehtymara	126688	\$6,77,78,080.00
Total	29393602	\$12,09,19,36,836.20



Calculated Column "Cost"

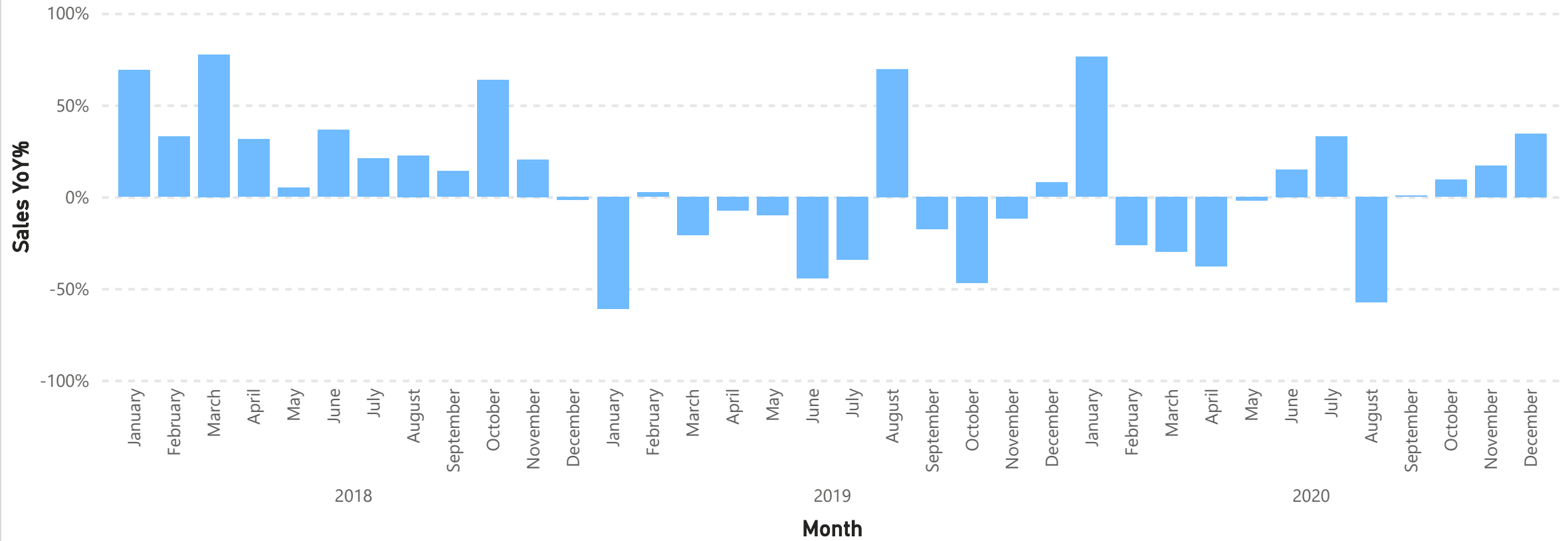
Total Cost across Years





Time Intelligence: Year-to-Year Growth Report

Year-to-Year growth in sales by month





Cumulative Total using Measure

Cumulative Sum of Sales over Time

