Drug Revenue & Market Performance Dashboard

GCC Region | Power BI Insights
July 2025

Drug Sales & Market Performance

GCC Revenue Dashboard

40.0%	$2.9M	537.8K	-61.3%
Gross Margin %	Forecast Revenue	Total Units Sold	YoY Growth %

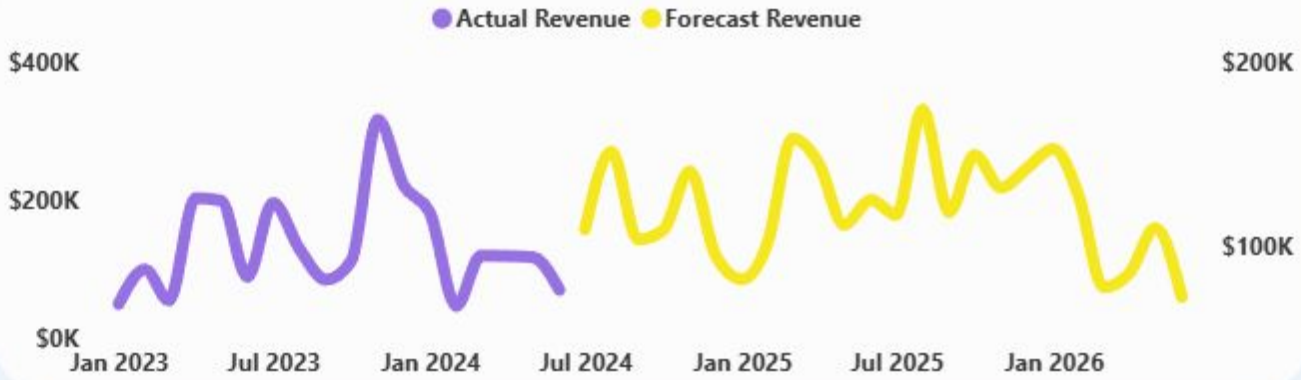
Date: All

Country: All

Product ID: All

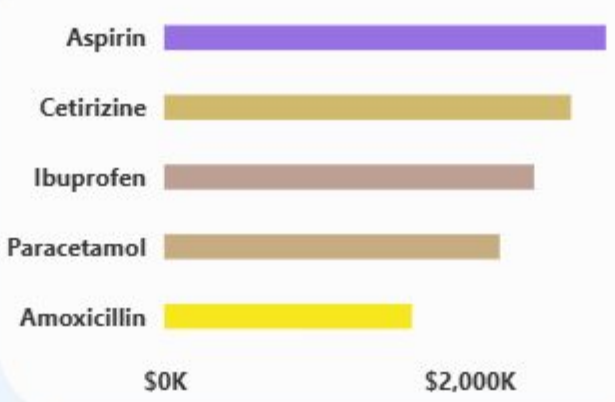
Batch Number: All

Actual Monthly Revenue vs Forecast Revenue



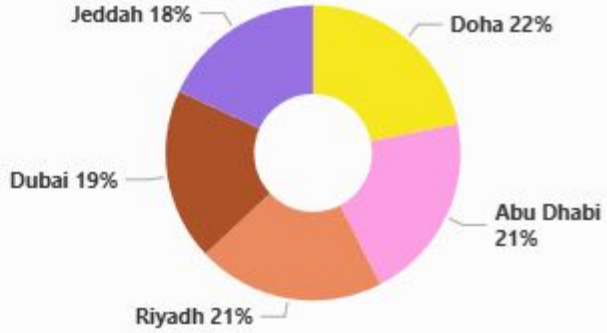
Revenue Comparison: Holiday vs Non-Holiday

Top 5 Product by Revenue



Product by Gross Margin %

Top 5 Cities by Revenue Contribution



Dashboard 1: Summary

- **Dashboard 1 Summary –** This interactive Power BI dashboard provides a comprehensive overview of drug sales and market performance across the GCC region. It is designed to help stakeholders monitor key financial and operational metrics, track revenue trends versus forecasts, and evaluate product and geographic contributions.

Key Metrics Displayed

- **Gross Margin %**: 40.0% — Reflects overall profitability on drug sales.
- **Forecast Revenue**: $2.9M — Projected revenue based on market expectations.
- **Total Units Sold**: 537.8K — Total number of units sold, indicating market penetration.
- **YoY Growth %**: -61.3% — Indicates a significant decline in year-over-year performance.

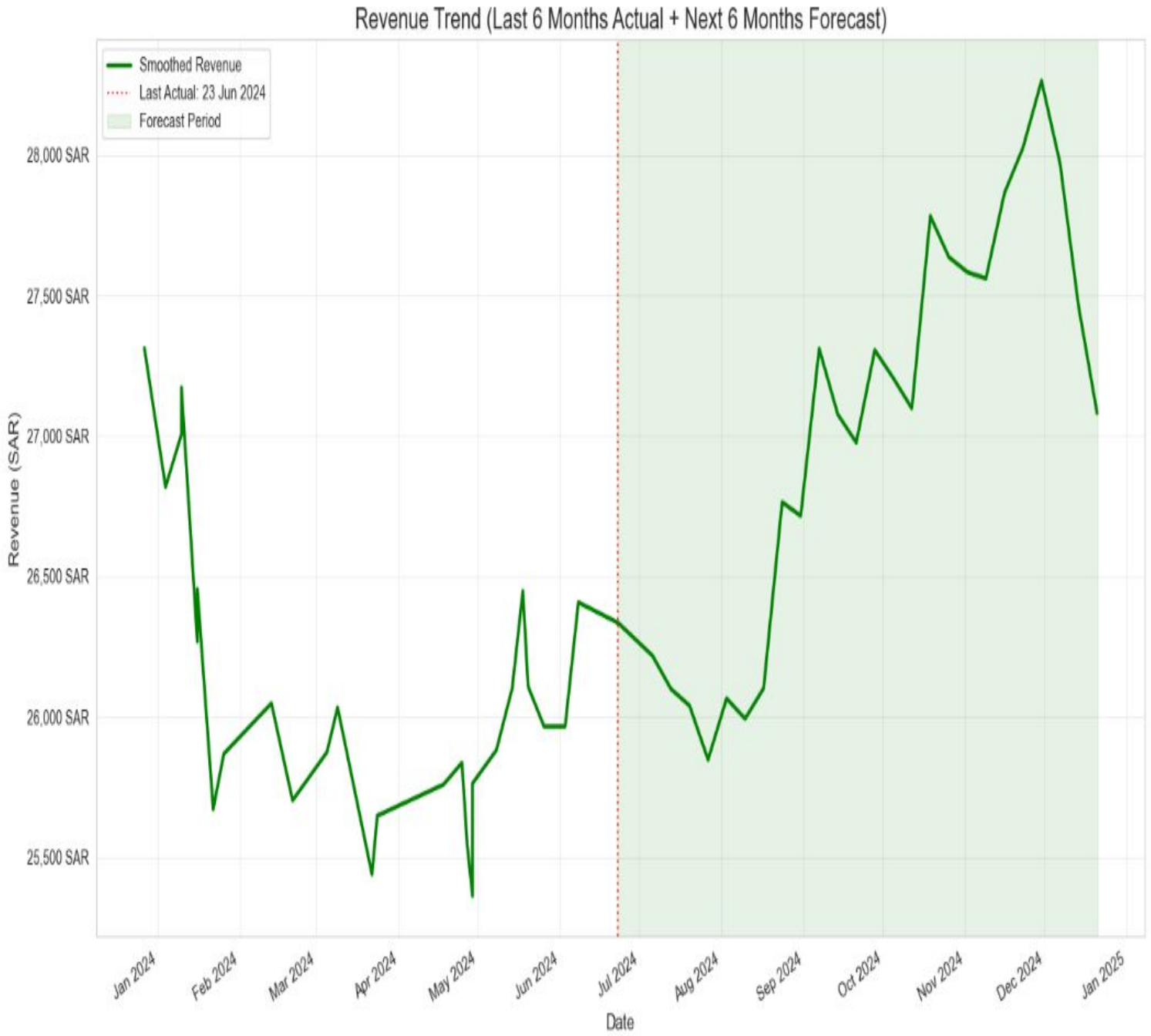
- **Filters Available**
  – Interactive slicers for Date, Country, Product ID, and Batch Number allow tailored analysis.
- **Drill-Through Analysis**
  – A detailed drill-through table has been added to this dashboard to provide insights, supporting deeper analysis of revenue.

Dashboard 1: Summary

Core Visual Insights

- **Revenue Trends**
  - The line chart compares actual monthly revenue to forecast revenue from January 2023 to January 2026.
  - Actual revenue shows a declining trend, while forecast revenue remains relatively stable and cyclical.
- **Holiday Impact Analysis**
  - A bar chart shows higher revenue during non-holiday periods ($4M) compared to holidays ($1M), highlighting the impact of seasonal demand on sales.
- **Top 5 Products by Revenue:**
  - Aspirin leads, followed by Cetirizine, Ibuprofen, Paracetamol, and Amoxicillin.
- **Products by Gross Margin %**
  - Paracetamol has the highest margin (45%), followed by Ibuprofen (41%), Amoxicillin (40%), Aspirin (38%), and Cetirizine (36%).
- **Geographic Distribution**
  - The donut chart shows revenue contribution from top cities: Doha: 22%, Abu Dhabi: 21%, Riyadh: 21%, Dubai: 19%, Jeddah: 18%.
  - This indicates strong sales performance across major cities in Qatar, UAE, and Saudi Arabia.

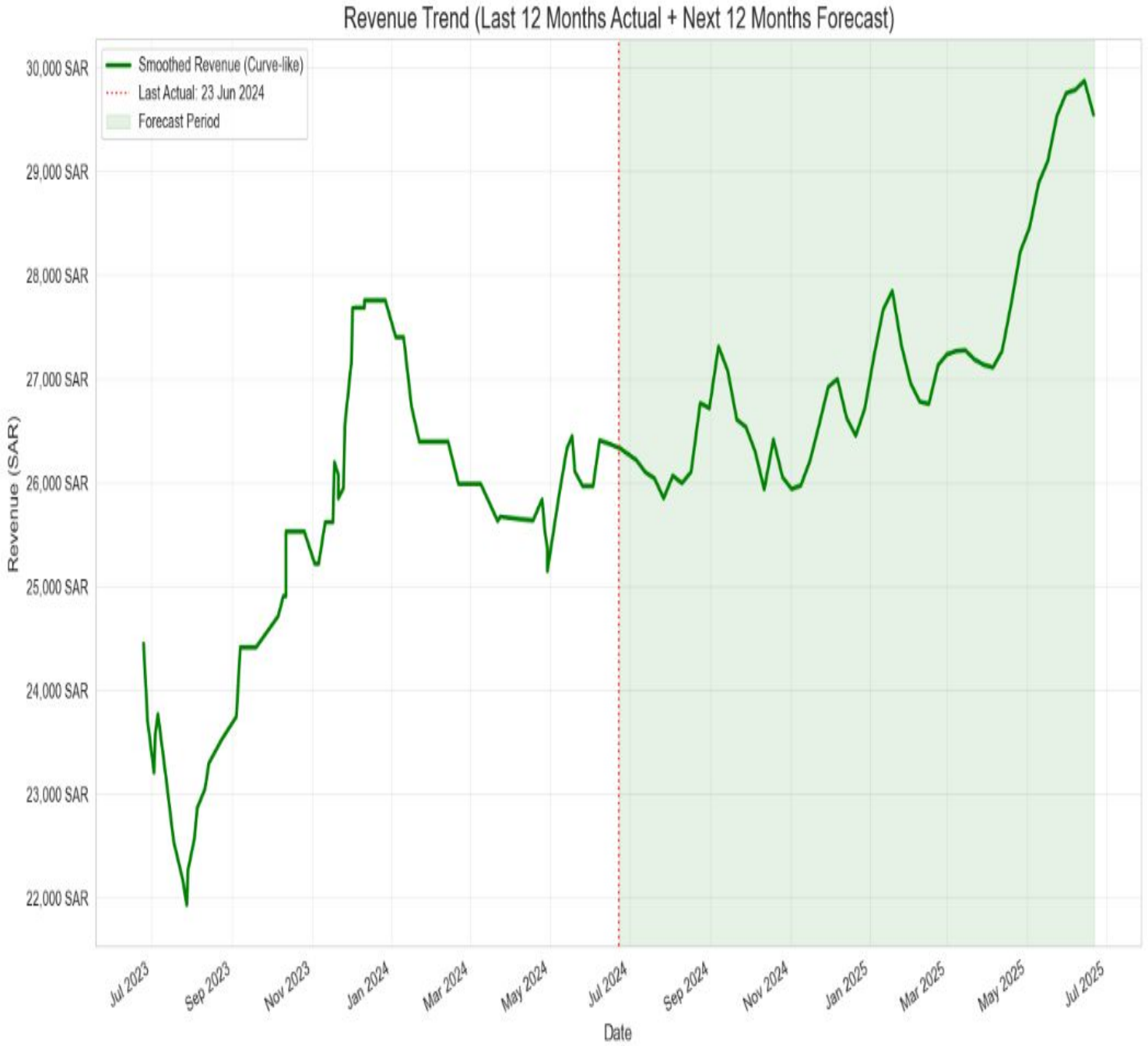
Date, Forecasted Revenue (SAR) and Revenue (SAR)



Revenue Forecast Analysis

- Actual revenue trend shows fluctuation with a slight decline early in 2024, followed by recovery.
- Forecast period (Jul 2024 – Dec 2024) shows a strong upward trend peaking around Nov 2024.
- Expected revenue peak: ~28,500 SAR.
- Supports strategic planning for resource allocation and growth initiatives.

Forecasted Revenue (SAR), Revenue (SAR) and Date



Revenue Forecast Analysis

- The line chart shows the revenue trend over the past 12 months and the forecast for the next 12 months.
- Last actual data point: 23 June 2024.
- Revenue is forecasted to steadily increase, peaking around 30,000 SAR by mid-2025.
- Indicates strong growth momentum, with a stable upward trend after minor fluctuations in early periods.
- The shaded area highlights the forecast period for clear distinction.

Thank
you!!!