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### **AmerisourceBergen Challenge Summary**

There are many way small independent pharmacies can compete with the larger chains. By identifying what products are being sold and generating revenue allowing independent pharmacies that know what to keep in stores at all times. Throughout this process, we also found what products are not being sold at stores. We did this through in tableau which allowed us to dissect and analyze the data. This allowed us to see the amount of revenue and quantity of each product category sold, which helped us determine what actions could be taken to improve the small independent pharmacies front-end sales.

We came to the conclusion that edibles and greeting cards were the two categories of products that were sold the most and diabetes products and photos were the two least. Edibles we able to generate a huge number of sales (903,000) resulting in gross sales of \$1.6 million. In the future, pharmacies can improve these sales by offering promotional discounts. The total quantity of money-order transactions and lottery tickets purchased throughout the recorded time period was 27,000 and 25,000. These quantities resulted in gross sales of almost \$4 million for money-orders and \$1.1 million from lottery tickets. Postage products also did very well generating 76,000 sales and \$192,000. Personal items such as diapers, biotene, and formula did not do as well but still collectively gathered \$88,000 in sales. Photos, diabetes products, and other miscellaneous items are not able to create noticeable sales which conclude that pharmacies should not waste time and resources on these types of products. Removal of those protects can create more room for other products that sell, and increase revenue. Our conclusions helped us decide what products and product categories small independent pharmacies should have or remove from their stores to improve their front-end sales.