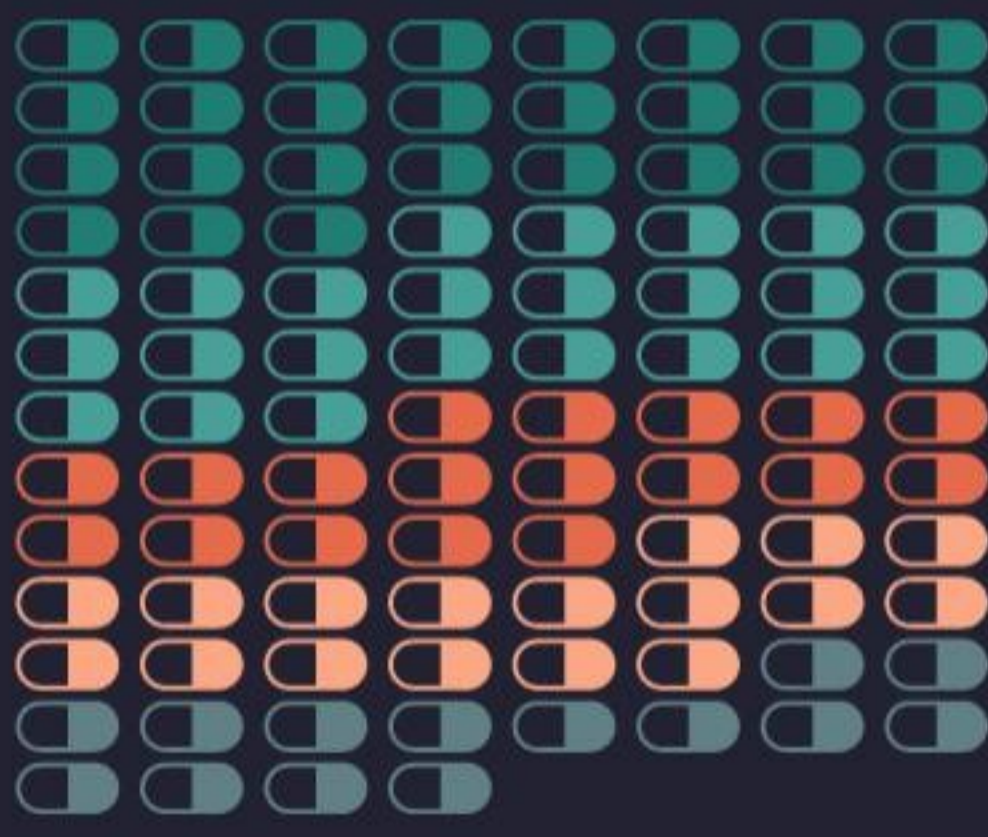


# Can small independent pharmacies compete with the big chains?

Justin Kish, Kyle Haberman, Rhea Prabhu, Xiaozhou Yu

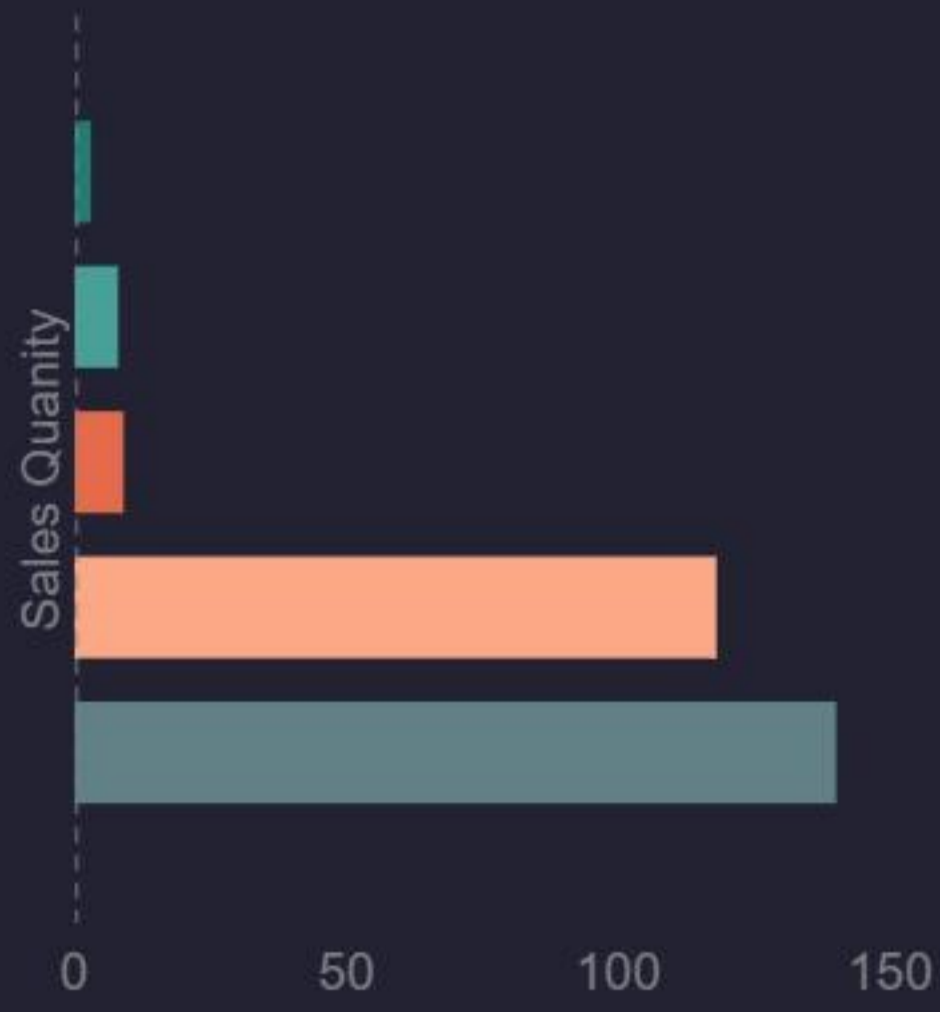
## HIGHEST NUMBER OF PRODUCTS SOLD IN PRODUCT CATEGORIES



Greeting Cards - 140,057  
Cold & Allergy - 125,793  
Confections - 94,614  
Food & Beverage - 87,539  
Home Health Care - 71,226

AVG - 18,257

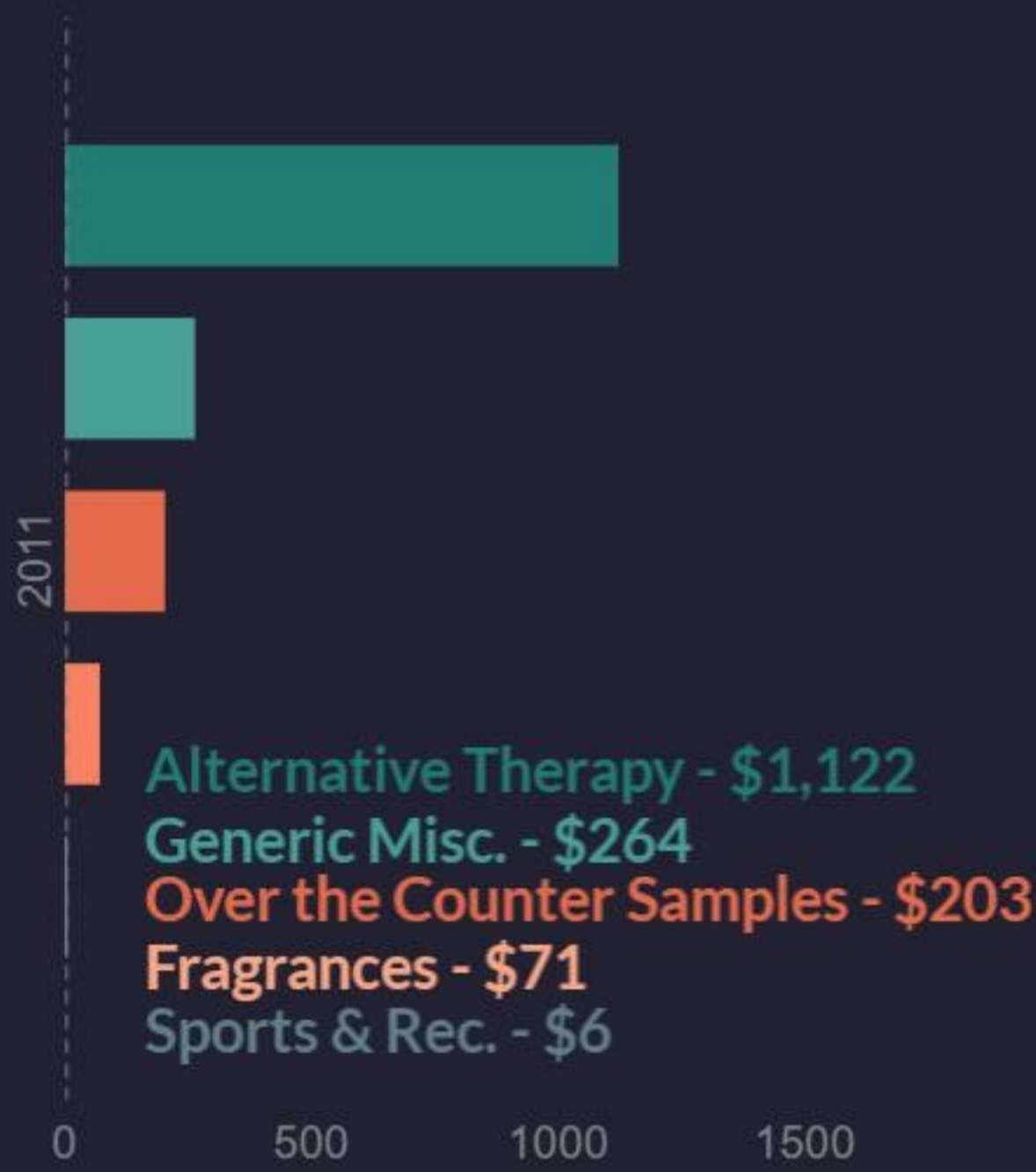
## LOWEST NUMBER OF PRODUCTS SOLD IN PRODUCT CATEGORIES



Sports & Rec. - 3  
Fragrances - 8  
Over the Counter Samples - 9  
Generic Misc. - 118  
Alternative Therapy - 140

AVG - 18,257

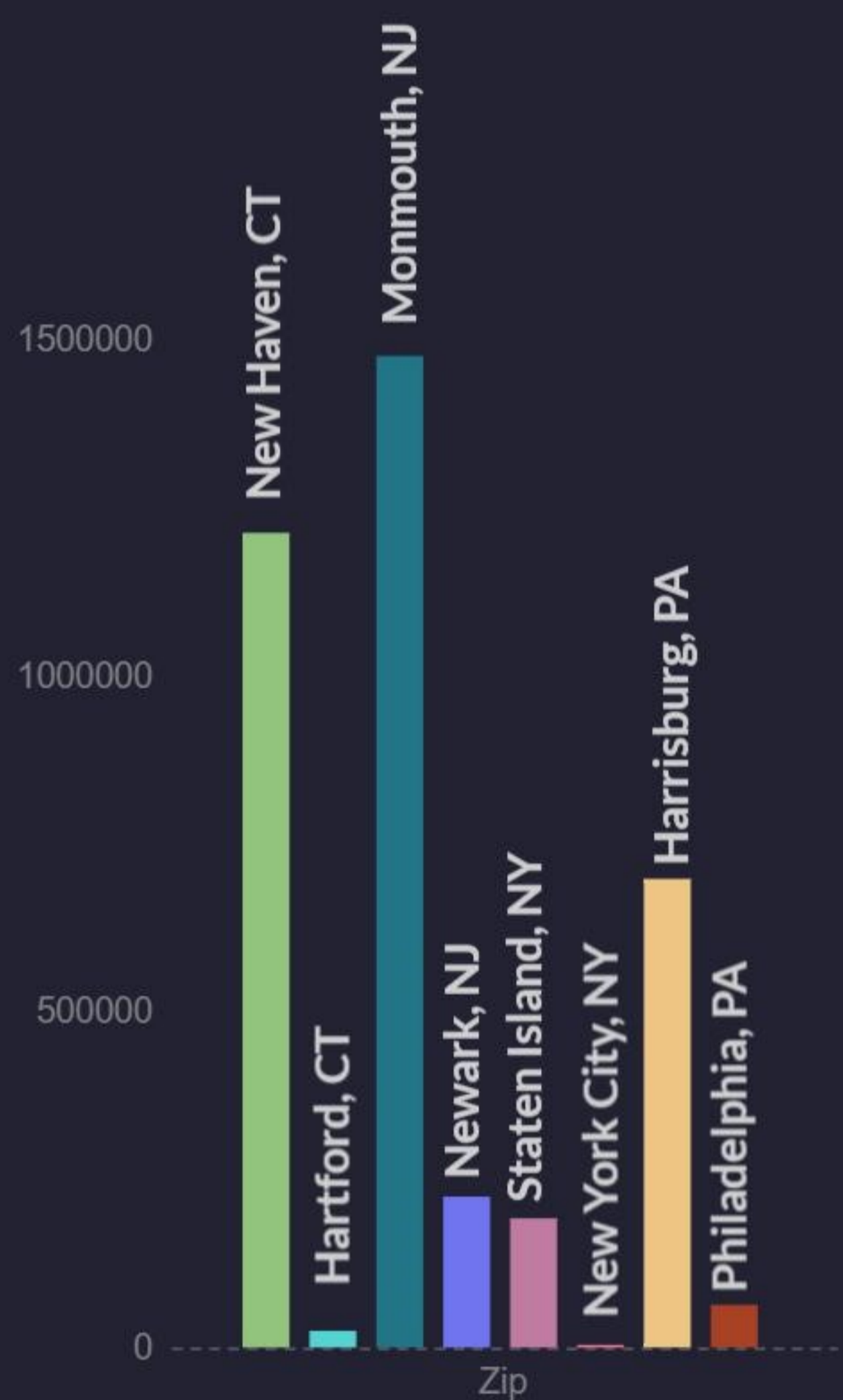
## LOWEST REVENUE PRODUCT CATEGORIES



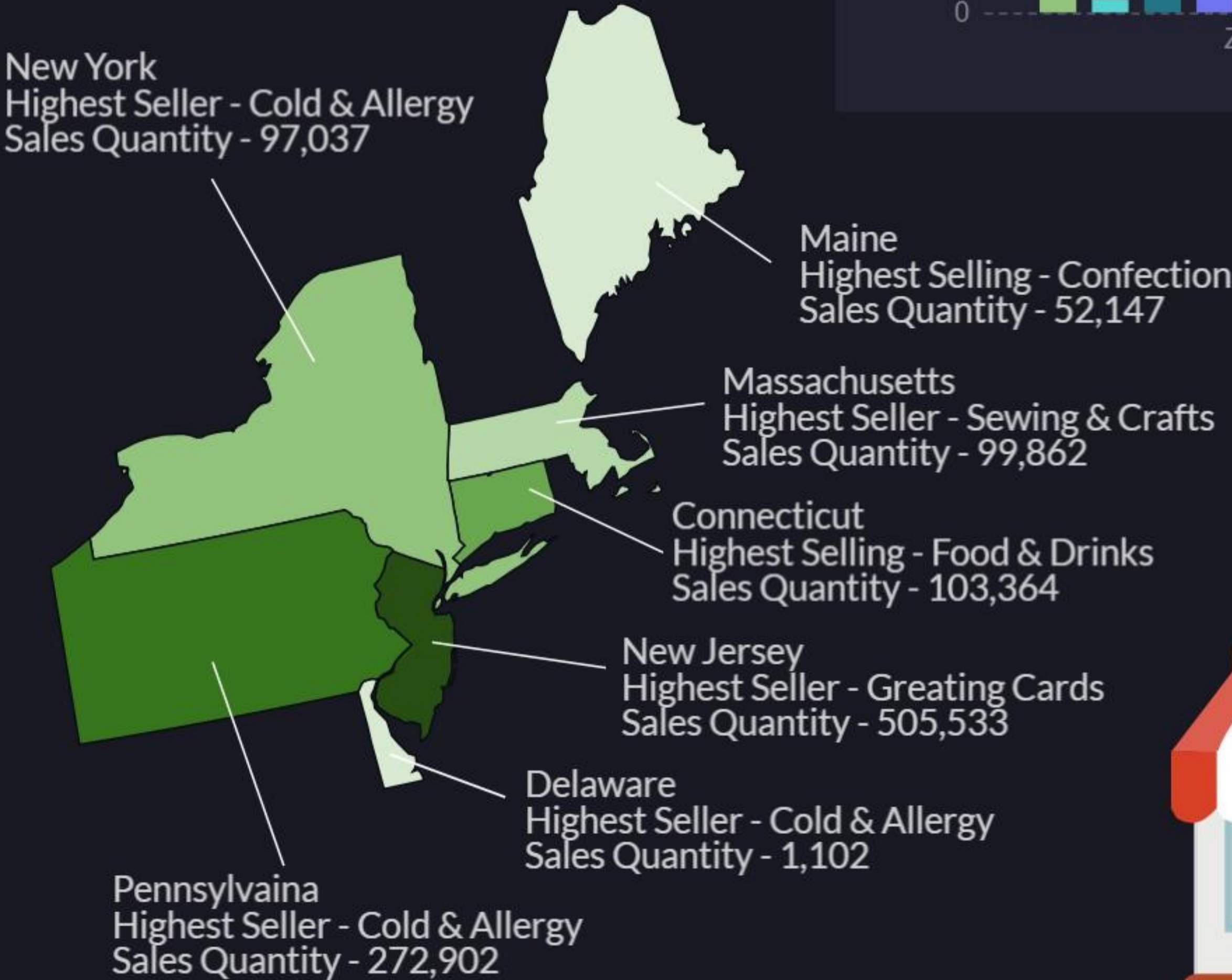
Alternative Therapy - \$1,122  
Generic Misc. - \$264  
Over the Counter Samples - \$203  
Fragrances - \$71  
Sports & Rec. - \$6

AVG - \$139,918

## SALES REVENUE FOR MAJOR CITIES COMPARED TO SUBURBS



## SALES QUANTITY FOR EACH STATE



## CONCLUSION

In order to maximize business profits, it is recommended that independent pharmacy owners should always have more stock on products shown on the graphic that have highest sales to increase the revenue. On the other hand, they should stay away from holding too much inventories on items with lowest sales to save the cost of being unable to sell such items. The data also showed that Delaware and Maine do not have a strong footing in the pharmaceutical market. Additionally, large pharmacies in suburban/rural areas seem to find more success than of those in major cities of this region.

ALL DATA USED ABOVE WAS FROM LARGE PHARMACIES ACROSS THE CT, NY, DE, PA, MA, ME, AND NJ REGION.

THIS INFOGRAPHIC WAS COMPLETED FOR THE IBIT DATA ANALYTICS CHALLENGE PRESENTED BY AMERISOURCEBERGEN

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