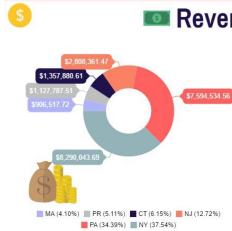


Can small independent pharmacies compete with the big chains?



Based on the data, the pharmacies in New York generate the most revenue.

Geographic Regions

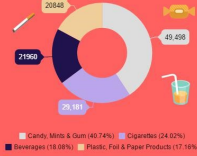


Avg. Revenue Based on Stores



Although NY has the most amount of stores, PA stores generate the most profit.

Top 5 Selling Products



Bottom Products

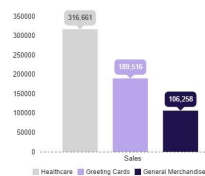


Female Contraceptives

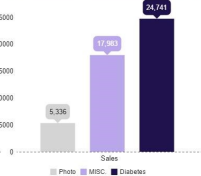
Other bottom products:

2. Hair Growth
3. Dietetic Candy
4. Misc. Food & Beverages
5. Sporting Goods

Top 3 Categories



Bottom 3 Categories



Test your store (Secret shopper)

Data mining products

Loyalty programs

Redesign floor plan

Customer relationships

Vaccines

Increase marketing & advertising

Suggestions to increase front end of the store sales

Conclusion

Through the use of the suggestions made throughout the infographic and the additional research, the independent pharmacies should see an increase in revenue and front-end-of-the-store sales.

<http://www.pharmacyowners.com/blog/7-ways-to-increase-non-prescription-pharmacy-sales>
<https://www.zdabiz.com/5-revenue-generating-ideas-for-your-pharmacy/>
<http://www.revolution.com/blog/2017/02/ways-to-boost-sales-in-your-independent-pharmacy>
<http://smallbusiness.chron.com/marketing-tips-for-bring-new-customers-pharmacy-3568.html>

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THANK YOU!