Claude3 Opus Sales Report

Buscopan, ’16 vs ’17

Prepared: 26 March 2024

This report uses charts and visuals designed according to the International Business Communication Standards (IBCS) to ensure clarity, consistency, and information density.

Key elements:

1. **Consistent chart design**: All charts follow a uniform design, making it easier for readers to understand and compare data across different visualizations. This includes consistent use of fonts, sizes, and positioning of elements.

2. **Simplified and focused content**: Charts are designed to be easily readable, with a focus on essential information. Unnecessary decorative elements are avoided to maintain clarity.

3. **Proper labeling and titling**: Each chart includes clear, descriptive titles and labels to ensure that the data is easily understood without additional context.

4. **Standardized notation**: IBCS-compliant charts use standardized notation for elements such as time periods, units, and scenarios, making the information more accessible and comparable.

The following conventions are used throughout the report:

- **Black** represents actual values for the current year
- **Grey** represents data from the previous year
- **Red** indicates negative or "bad" performance
- **Green** indicates positive or "good" performance
- **"PY"** is used to denote the previous year values
- **"AC"** refers to the actual current year values
- **Underscore "_"** is used to represent year-to-date data
- **Tilde "~"** indicates a rolling year or 12-month period

Executive summary
Index
At a glance
Sales breakdown
Data insights
Trends
Backup

Sales Performance Overview

Sanofi experienced a €1.4 million sales drop from 2016 to 2017, with established products like Buscopan and Schoum declining due to negative price, unit, and mix variances. However, newer products showed promising growth potential. The company needs strategic adjustments and targeted investments to capitalize on emerging market opportunities, overcome challenges in saturated product segments, and drive overall sales growth.

Market Dominance and Diversity

Sanofi dominates the Buscopan market, particularly in the North and East regions, with the 10mg 30 pack being the most popular product. Despite a 5% overall sales decline in 2017, the West and South regions saw growth. Sanofi maintains a strong presence across all regions with products like Buscopan, Schoum, and Buscopan Composit. The market is diverse, with other manufacturers focusing on niche products and the 'Other rank >4' category, suggesting potential for specialized strategies.

Sales Rep Performance and Product Concentration

Andrej Lapajne leads Buscopan sales, with the 10mg 30 pack, 550g, and 250g solutions as top products. Sales are concentrated in a single state (80%), with 53% of reps driving most revenue, but there's a notable drop in average volume from top to bottom performers. Just 22% of Buscopan packs make up 76% of volume, which is good for inventory efficiency, but lower distribution concentration for top packs suggests room for improvement.

Addressing Sales Decline and Growth Opportunities

The company experienced a slight overall sales decline of -0.8% CAGR from 2015 to 2017, with challenges across all manufacturers and specific products like Buscopan. Despite this trend, the Since '16 cohort showed remarkable growth potential with a 789.9% CAGR. To address the decline, a strategic review of sales approaches, market conditions, product positioning, and support for underperforming cohorts is necessary.

Executive summary

Index

At a glance

Sales breakdown

Data insights

Trends

Backup

At a glance: The company saw a €1.4 million sales drop from 2016 to 2017, with established products like Buscopan and Schoum declining due to negative price, unit, and mix variances, while newer products showed growth potential. Andrej Lapajne was a top performer in key markets like Illinois and Virginia, but most sales reps experienced declining sales across states. The business needs strategic adjustments and targeted investments to capitalize on emerging market opportunities, overcome challenges in saturated product segments, and drive overall sales growth. Pages 8 to 15.

Sales breakdown: Sanofi dominates the Buscopan market, particularly in the North and East regions, with the 10mg 30 pack being the most popular product. While overall sales declined by 5% in 2017, the West and South regions saw growth, and Sanofi maintains a strong presence across all regions with products like Buscopan, Schoum, and Buscopan Composit. The market is diverse, with other manufacturers focusing on niche products and the 'Other rank >4' category, suggesting potential for specialized strategies. Pages 17 to 27.

Data insights: Andrej Lapajne leads Buscopan sales, with the 10mg 30 pack, 550g, and 250g solutions as top products, while Sanofi dominates the market at 95%. Sales are concentrated in a single state (80%), with 53% of reps driving most revenue, but there's a notable drop in average volume from top to bottom performers. Just 22% of Buscopan packs make up 76% of volume, which is good for inventory efficiency, but lower distribution concentration for top packs suggests room for improvement. Pages 29 to 37.

Trends: The company experienced a slight overall sales decline of -0.8% CAGR from 2015 to 2017, with challenges across all manufacturers and specific products like Buscopan. Despite this trend, the Since '16 cohort showed remarkable growth potential with a 789.9% CAGR. To address the decline, a strategic review of sales approaches, market conditions, product positioning, and support for underperforming cohorts is necessary. Pages 39 to 47.

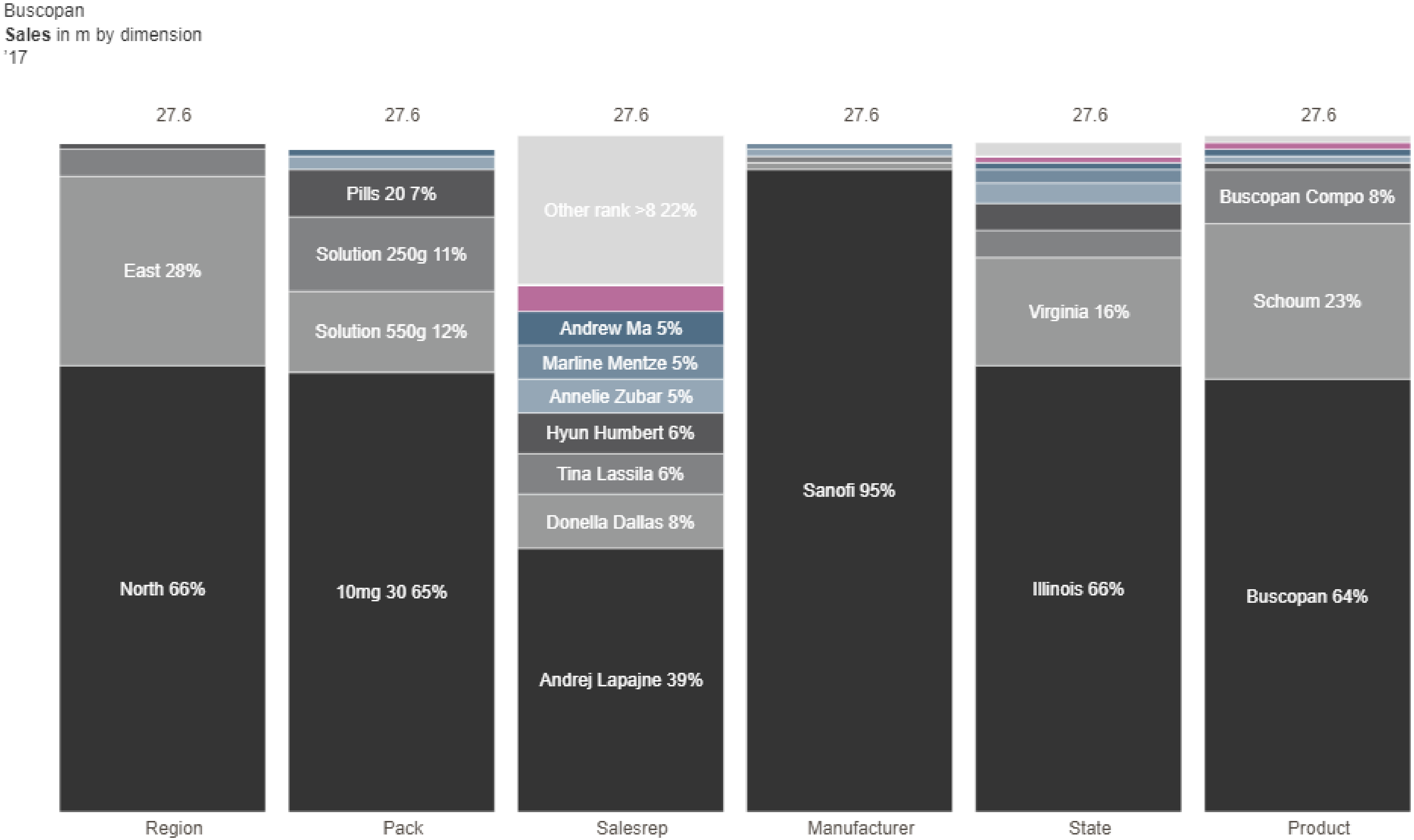
The company experienced a €1.4 million drop in sales from 2016 to 2017, attributed to changes in price, units sold, and product mix (p.10). Established products like Buscopan and Schoum saw lower sales due to negative price, unit, and mix variances, while newer products such as Buscopan Gp8, Composit, and Gmm showed positive variances, indicating potential growth opportunities (p.11). The North and East regions declined, while the South and West grew (p.13). The North region accounts for 66% of total sales, with the 10mg 30 pack being the most popular product at 65% (p.9).

Andrej Lapajne stands out as a top performer in Illinois and Virginia, responsible for 39% of sales (p.9, p.14). Most sales representatives saw declining sales across states, with Illinois being a key market, followed by Virginia (p.14). Sanofi dominates manufacturing with 95%, and Illinois leads states at 66% (p.9). The flagship product, Buscopan, represents 64% of total sales (p.9).

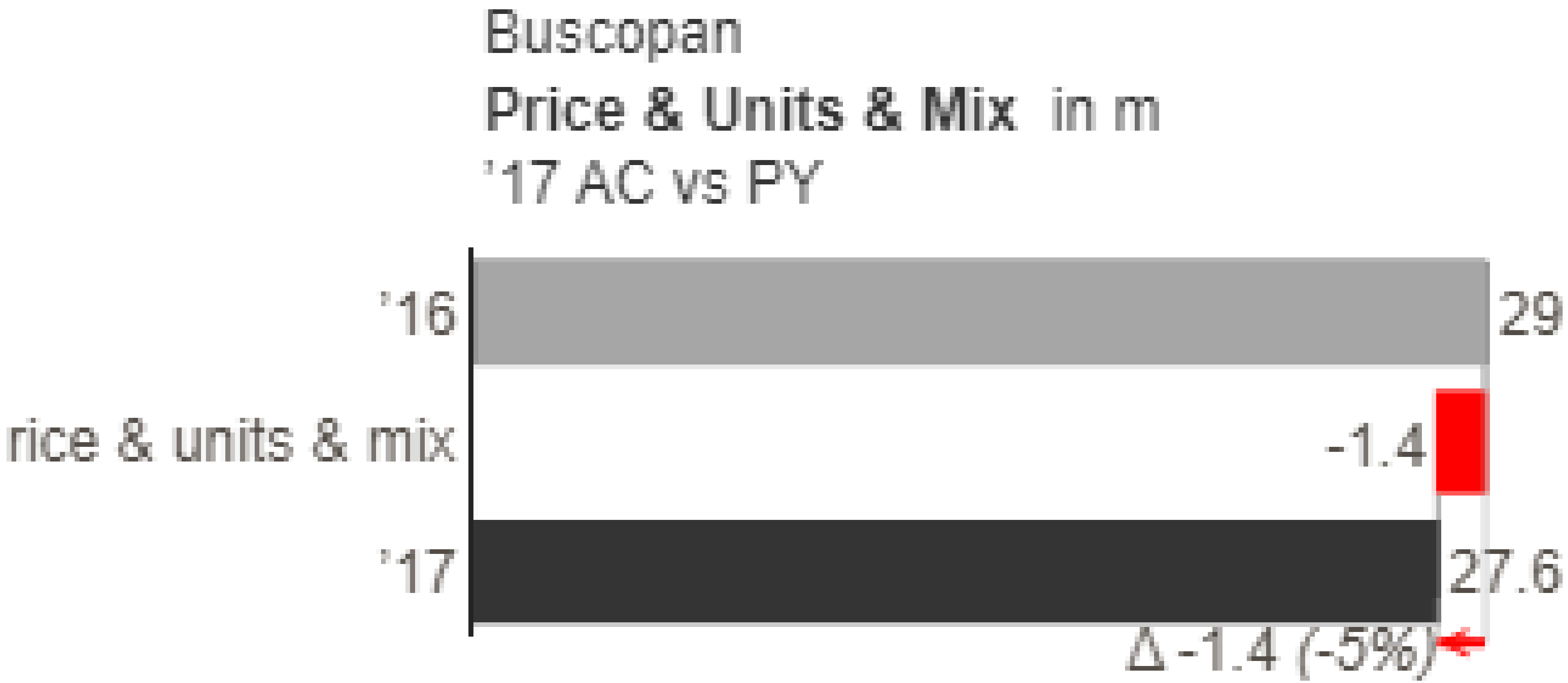
Sales volume for established products consistently decreased across all sales reps, possibly due to market saturation, increased competition, or reduced demand (p.15). Newer or niche products saw growth, indicating emerging market interest or less competition (p.15). The significant growth in the Other rank >3 category, particularly with certain sales reps, points to a potential market opportunity worth exploring and capitalizing on (p.15).

The mix of product and regional dynamics suggests a complex interplay affecting sales outcomes (p.12). The business needs strategic adjustments and targeted investments to overcome challenges and drive overall sales growth in these segments (p.11). The shifting landscape highlights areas of growth and decline that could inform strategic decisions for the following year (p.13).

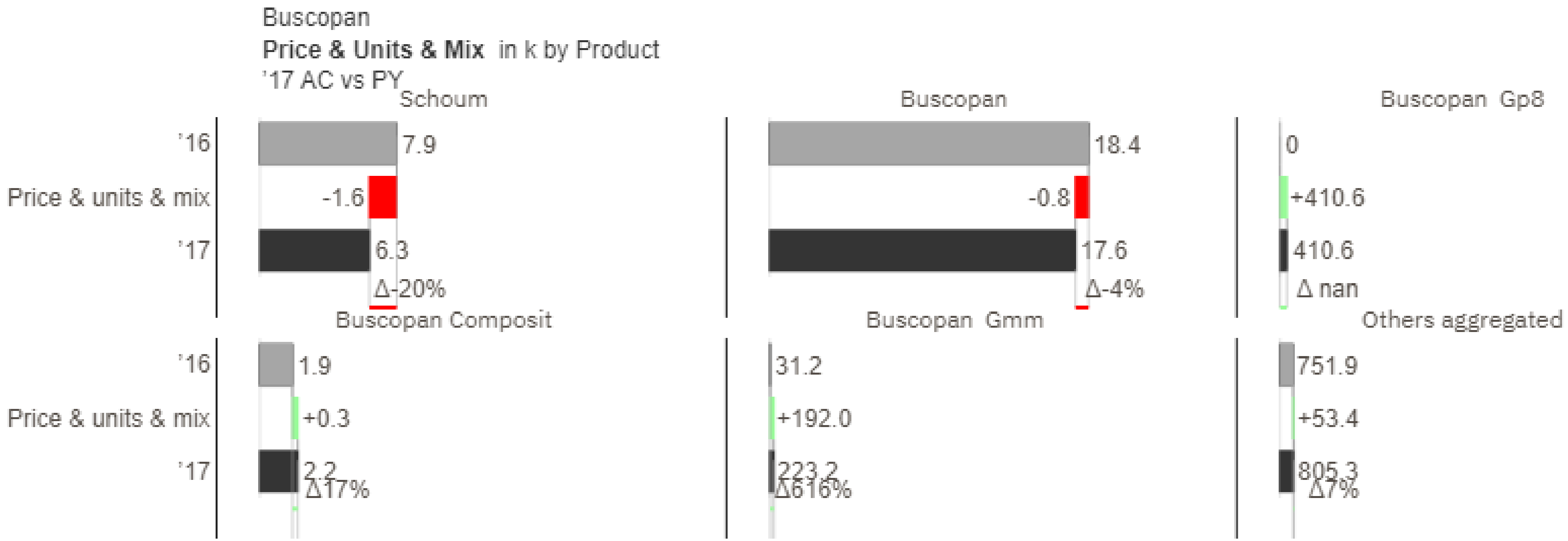
The North region accounts for 66% of total sales, with the 10mg 30 pack being the most popular product at 65%. Andrej Lapajne is the top sales rep, responsible for 39% of sales. Sanofi dominates manufacturing with 95%, and Illinois leads states at 66%. The flagship product, Buscopan, represents 64% of total sales.



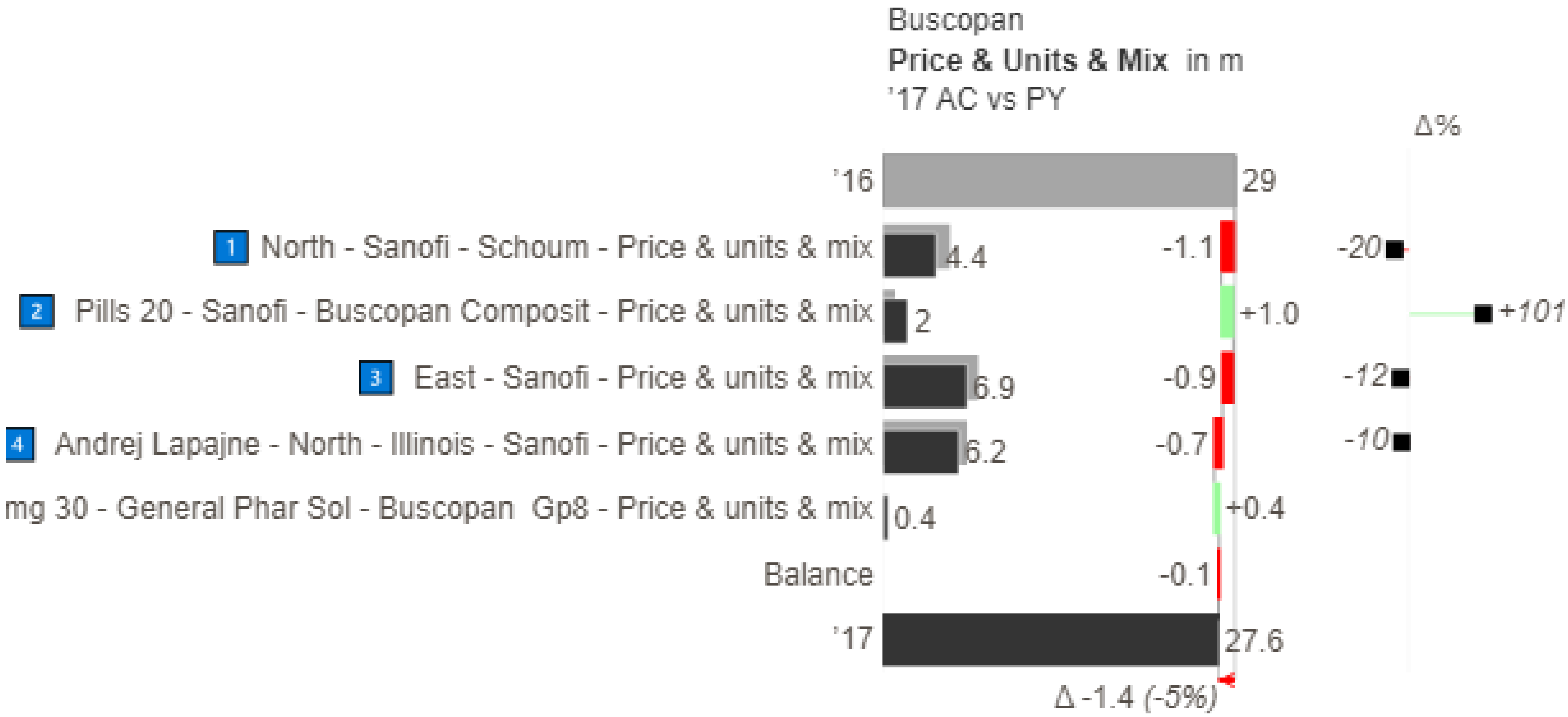
The business saw sales drop by €1.4 million from 2016 to 2017. This was due to changes in price, units sold, and product mix. To avoid similar drops in the future, these areas should be looked at closely to find where strategic changes are needed.



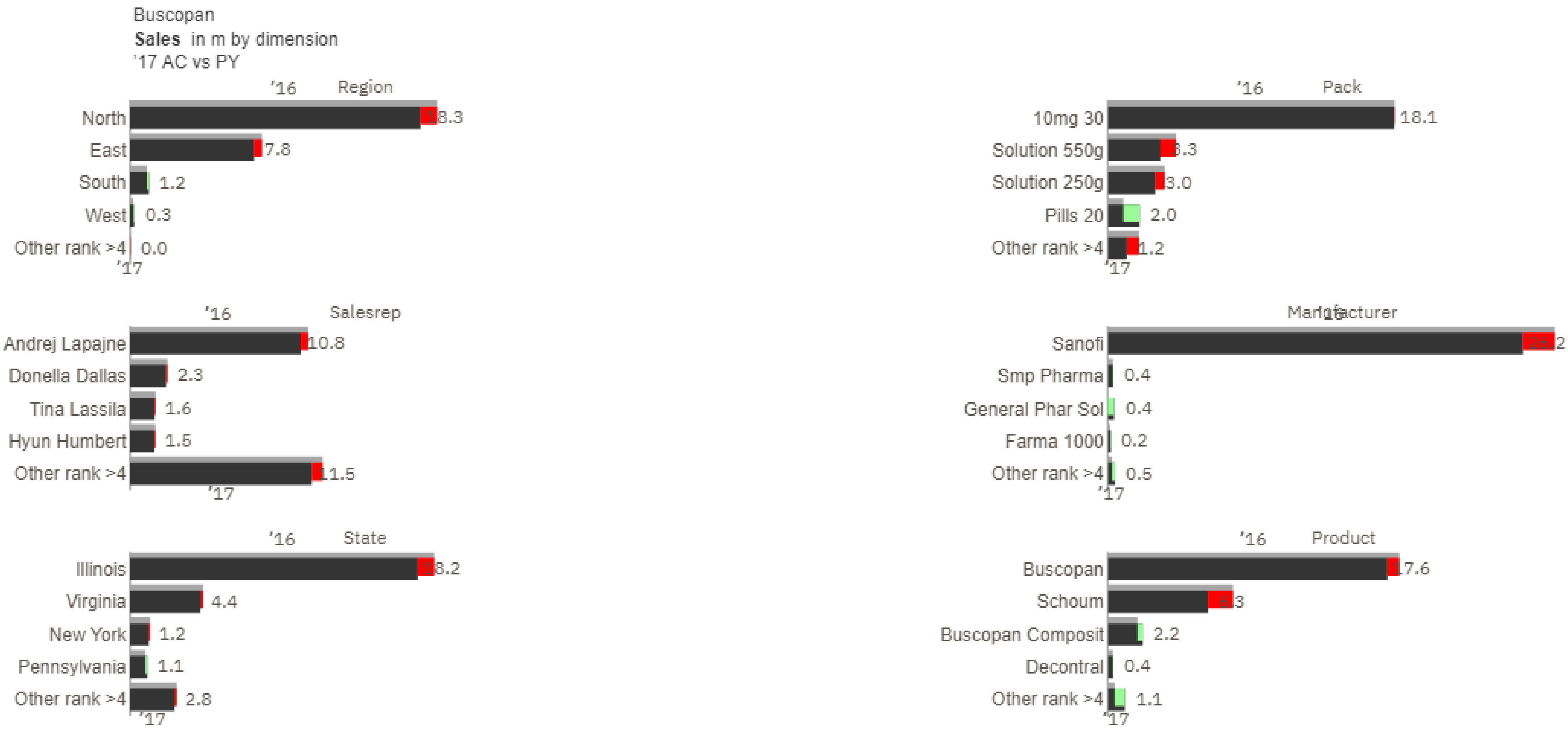
Schoum and Buscopan saw lower sales in 2017 vs 2016 due to negative price, unit, and mix variances. But newer products like Buscopan Gp8, Composit, and Gmm showed positive variances, suggesting potential growth opportunities. The business needs strategic adjustments and targeted investments to overcome challenges and drive overall sales growth in these segments.



Sales declined from €28.97 million in 2016 to €27.62 million in 2017, driven by negative impacts from the North and East regions, particularly for Sanofi's Schoum product and in Illinois under sales representative Andrej Lapajne. Positive variances from specific product packs, such as Pills 20 for Buscopan Composit and 10mg 30 for Buscopan Gp8 by General Phar Sol, partially offset these declines. The mix of product and regional dynamics suggests a complex interplay affecting sales outcomes.



The business saw mixed performance from 2016 to 2017. The North and East regions declined, while the South and West grew. The "Pills 20" pack and "General Phar Sol" manufacturer showed significant growth, but "Sanofi" and the "Schoum" product declined notably. The "Other rank >4" category often showed significant variances, indicating smaller items collectively had a substantial impact. This shifting landscape highlights areas of growth and decline that could inform strategic decisions for the following year.



Andrej Lapajne stands out as a top performer in Illinois and Virginia from 2016 to 2017, despite some decreases. Most sales representatives saw declining sales across states during this period, with a few exceptions. Illinois is a key market, followed by Virginia, while New York and other states have much lower sales figures. The variability in sales performance suggests differences in territory potential, market conditions, or individual performance levels. However, increases in specific areas, such as Andrej Lapajne's performance in Virginia and the overall growth in the "Other rank >3" category, indicate opportunities for growth with targeted strategies.

Sales volume for established products, Buscopan and Schoum, consistently decreased across all sales reps from 2016 to 2017, possibly due to market saturation, increased competition, or reduced demand. Newer or niche products, Buscopan Composit and Other rank >3, saw growth, indicating emerging market interest or less competition. Sales rep performance varied significantly across products, with some excelling in selling newer or niche offerings. These contrasting trends suggest a shifting market dynamic that requires strategic realignment towards innovation and adaptation to sustain growth. The significant growth in the Other rank >3 category, particularly with certain sales reps, points to a potential market opportunity worth exploring and capitalizing on.

The North and East regions drive Buscopan sales, with the North accounting for 65-69% and the East for 26-29% of sales for each pack type. The 10mg 30 pack leads, capturing 64-96% of sales in every region (p.18). Sanofi dominates the market with total sales of 26.2 million EUR across all regions, primarily driven by the '10mg 30' and 'Other rank >4' categories. Their sales are highest in the North at 17.3 million EUR, while other manufacturers have much lower sales and focus on specific products or regions (p.19).

Illinois leads in unit sales with 2.8 million, mostly '10mg 30' packs, followed by Virginia and New York with 678k and 177k units, respectively. '10mg 30' packs dominate most states, while New Jersey shows a balanced preference for 'Solution 550g' and 'Solution 250g' packs (p.20). Andrej Lapajne and Tina Lassila are top sales representatives, especially in Illinois, while Donella Dallas leads in Virginia. The '10mg 30' pack is the most popular across all reps and states, though regional differences exist (p.21).

Sales growth declined 5.0% overall in 2017, but varied significantly by region. The West and South saw growth of 31.0% and 13.0%, while the East and North declined 6.0% and 5.0%. Smaller 'Other rank >4' regions plummeted 56.0%, indicating market challenges (p.22). The West region saw a 239% growth in the 'Solution 250g' pack, despite declines in other packs. The South region had consistent growth in the '10mg 30' and 'Other rank >3' packs, while the East and North regions faced declines across most packs. The 'Solution 550g' pack declined across all regions, indicating a potential market-wide issue (p.23).

Sanofi dominates the market with significant sales across multiple products, particularly Buscopan (17.6 million EUR), Schoum (6.3 million EUR), and Buscopan Composit (2.2 million EUR). Smp Pharma specializes in Decontral, while Farma 1000 and Bb Farma contribute to the 'Other rank >4' category (p.24). Sanofi leads sales across all regions, primarily with Buscopan and Buscopan Composit. The North and East regions are more significant markets, while the South and 'Other rank >3' regions show lower sales. The presence of sales in the 'Other rank >4' category across all regions highlights the market's diversity and potential for niche strategies (p.25).

Sanofi dominates the top-selling products with Buscopan (2.6 million units), Schoum (1.1 million units), and Buscopan Compositum (296k units). Smp Pharma focuses on a niche with Decontral (27k units). The 'Other rank >4' category is substantial, especially for smaller manufacturers (116.0 million units), suggesting a diverse and fragmented market segment beyond the leaders (p.26). Sanofi has a strong market presence, particularly with 2.5 million units sold of their Buscopan 10mg 30 pack. They offer a variety of products like Schoum and Buscopan Composit, catering to different market needs. While Sanofi dominates, other manufacturers, especially in the 'Other rank >3' pack category, indicate a competitive market with multiple players, albeit with smaller volumes (p.27).

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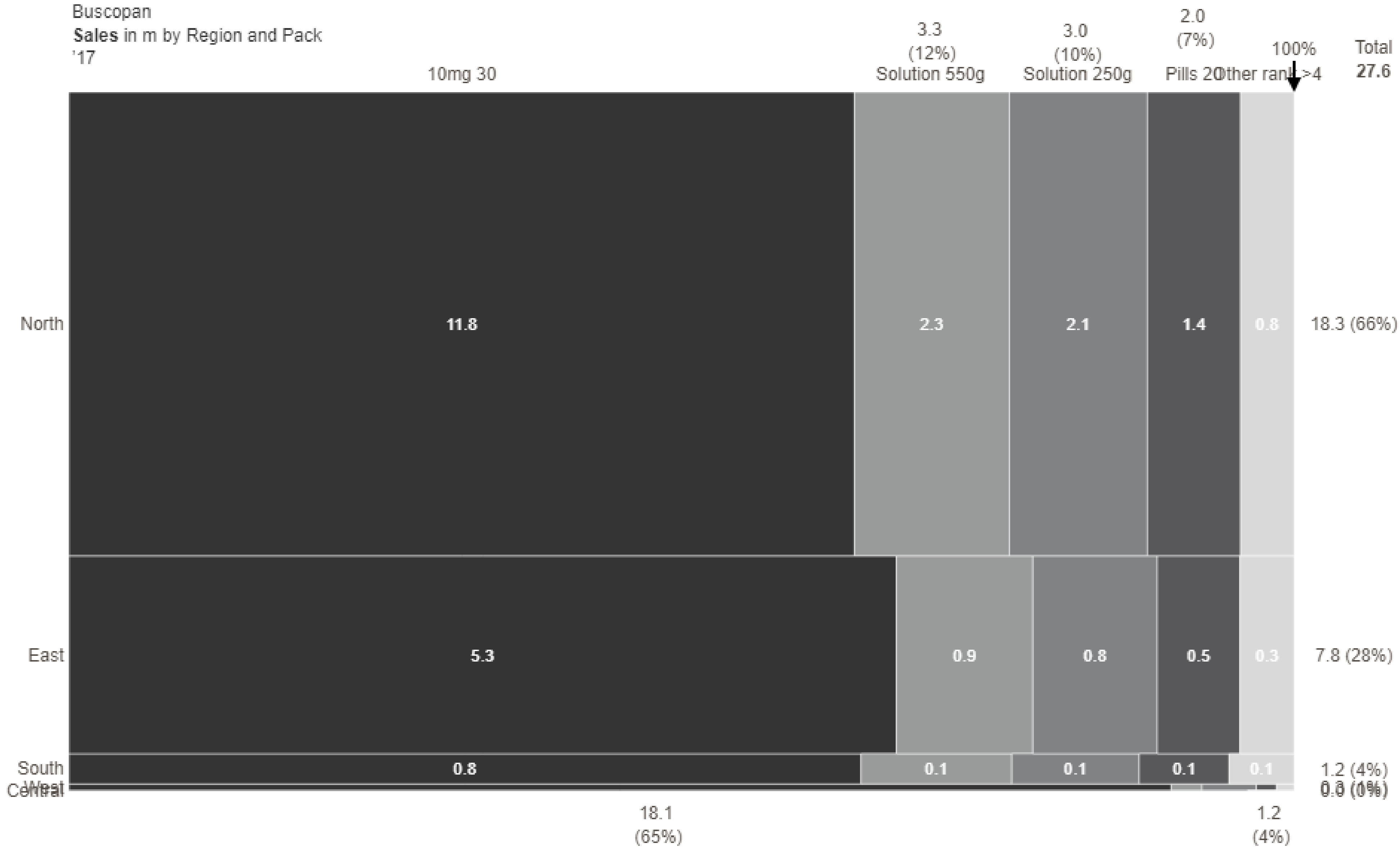
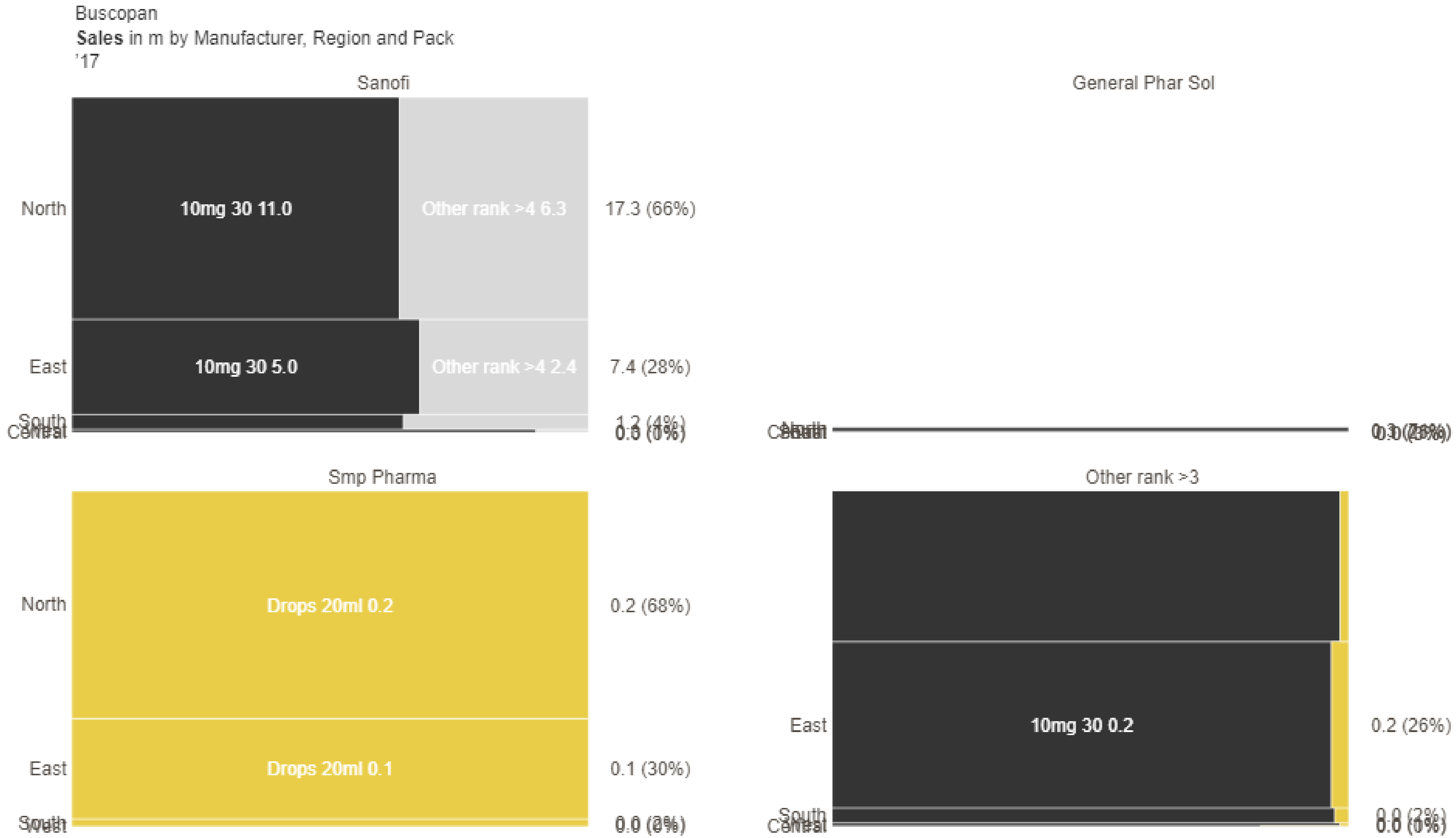
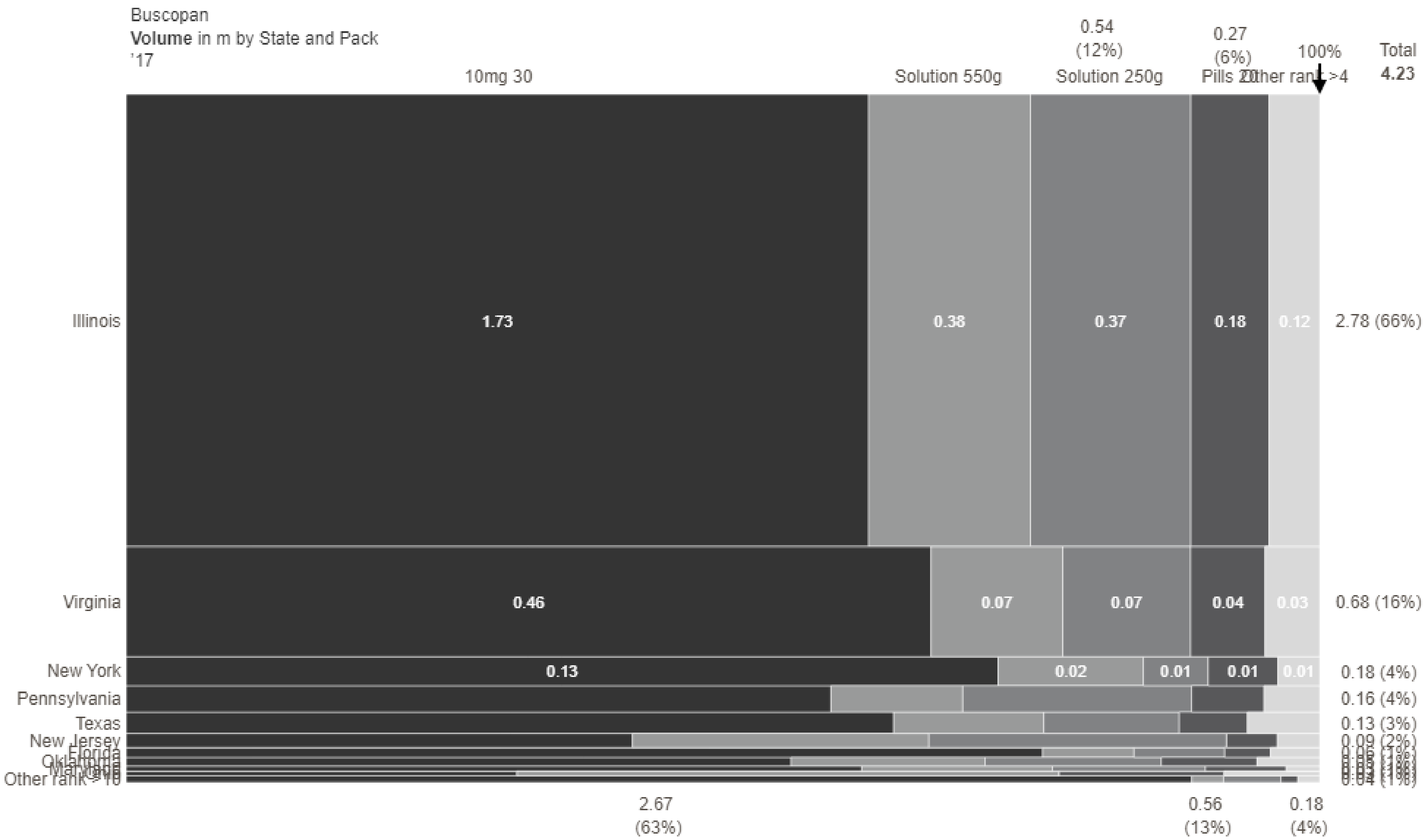


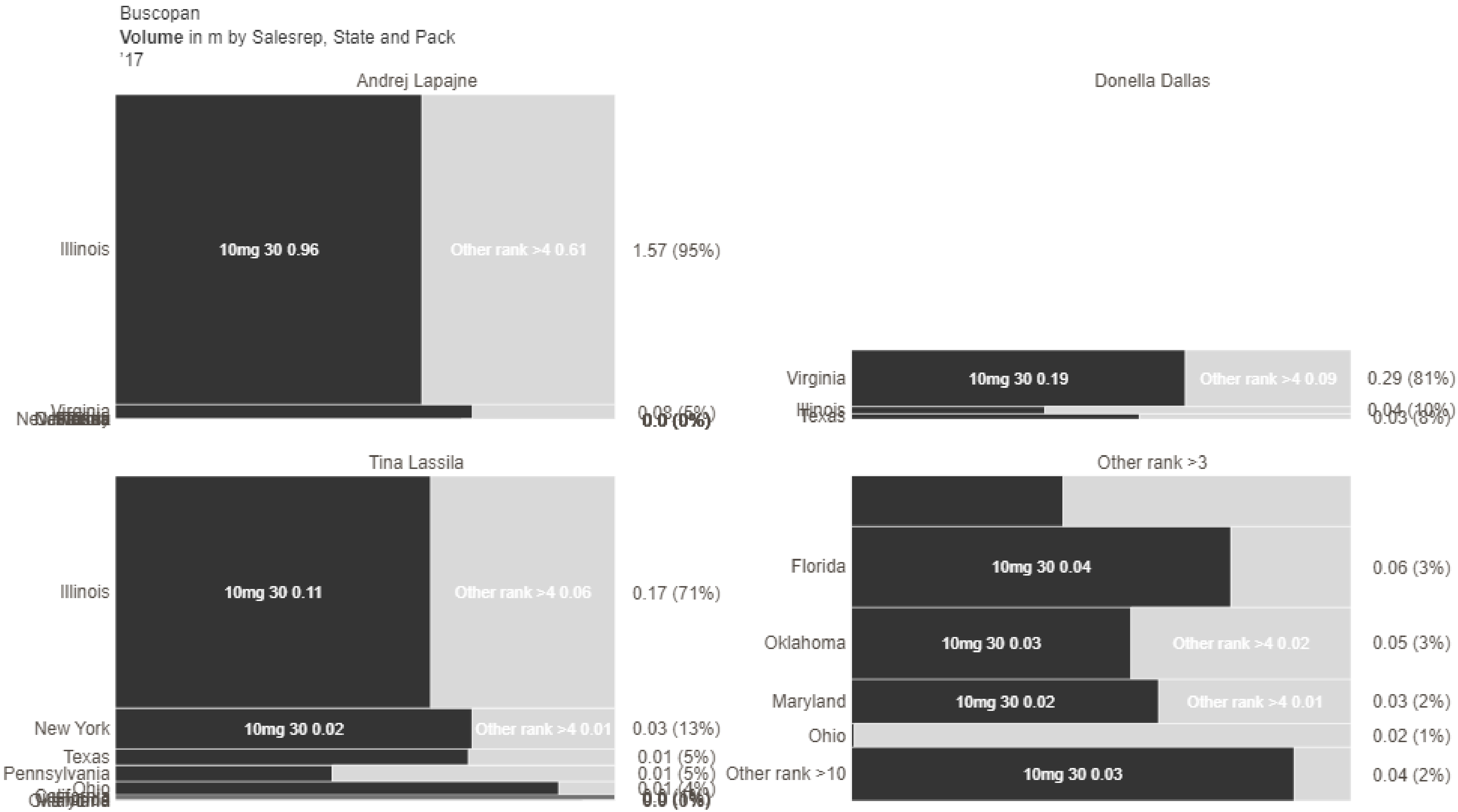
Sanofi dominates with total sales of 26.2 million EUR across all regions, driven by the '10mg 30' and 'Other rank >4' categories. Their sales are highest in the North at 17.3 million EUR. Other manufacturers like General Phar Sol, Smp Pharma, and those in the 'Other rank >3' category have much lower sales and focus on specific products or regions.



Illinois leads with 2.8 million units sold, mostly '10mg 30' packs. Virginia and New York follow with 678k and 177k units. '10mg 30' packs dominate most states, while New Jersey shows balanced preference for 'Solution 550g' and 'Solution 250g' packs.



Andrej Lapajne and Tina Lassila are top sales representatives, especially in Illinois, while Donella Dallas leads in Virginia. The '10mg 30' pack is the most popular across all reps and states, though regional differences exist. Sales reps ranked 4th and below still have a big impact on overall sales.



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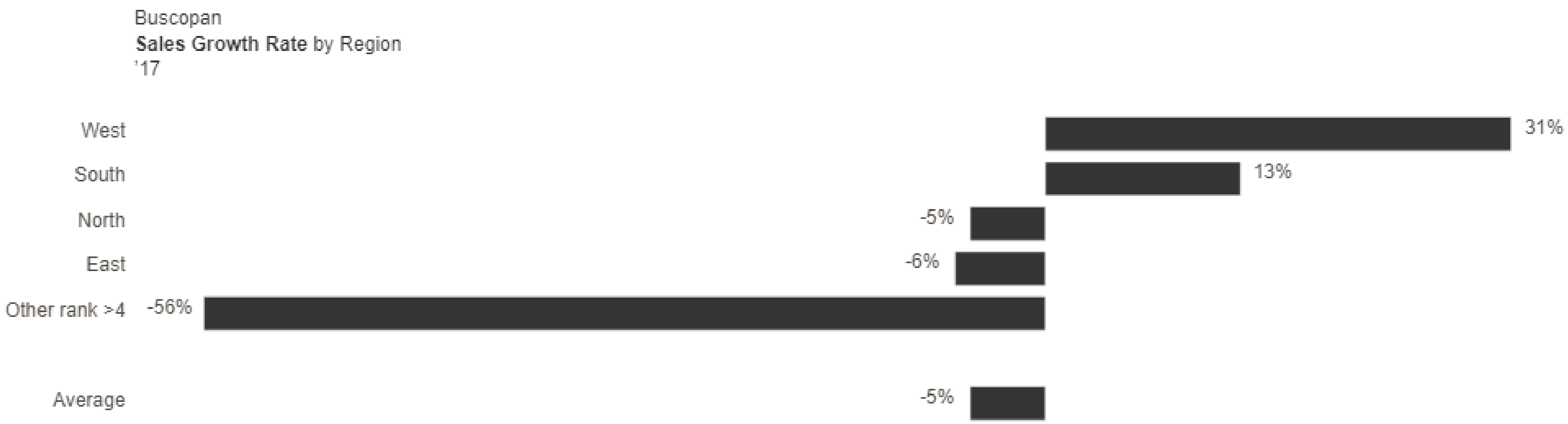

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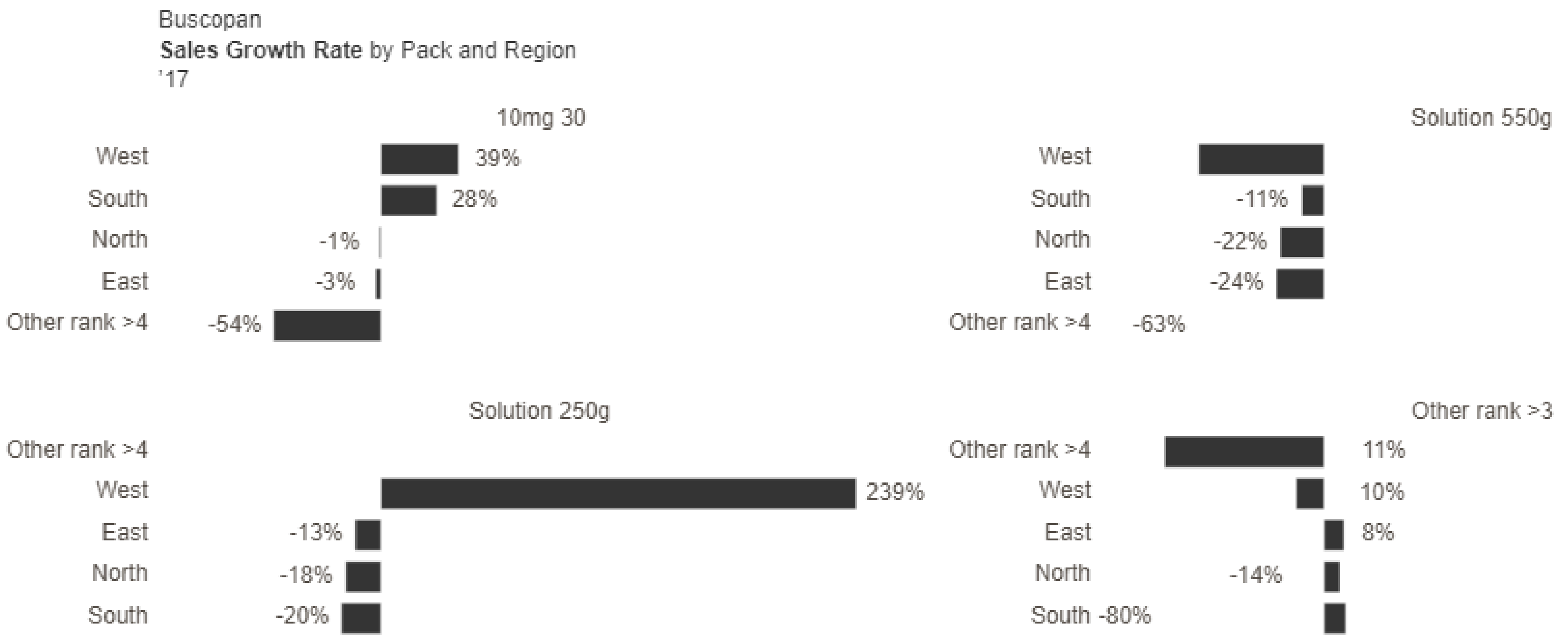

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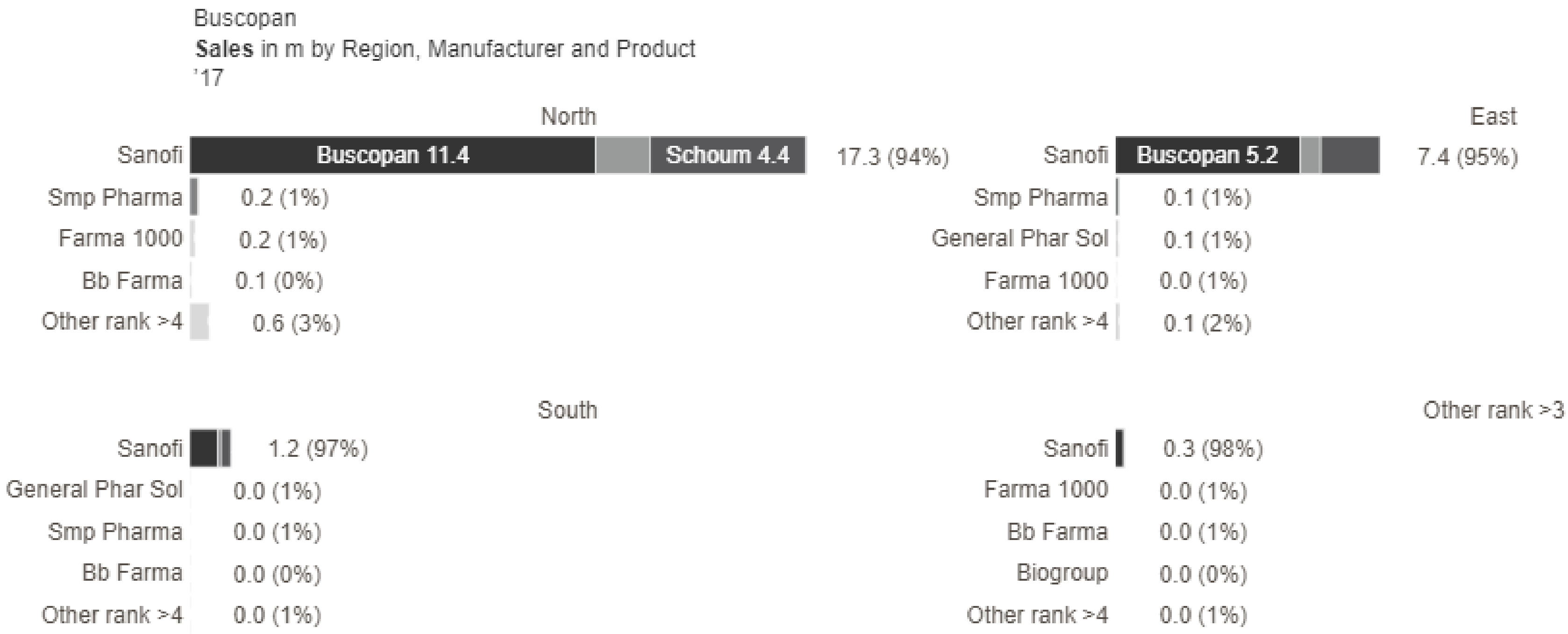
Sanofi leads sales across all regions, primarily with Buscopan and Buscopan Composit. The North and East regions are more significant markets, while the South and 'Other rank >3' regions show lower sales. The presence of sales in the 'Other rank >4' category across all regions highlights the market's diversity and potential for niche strategies.



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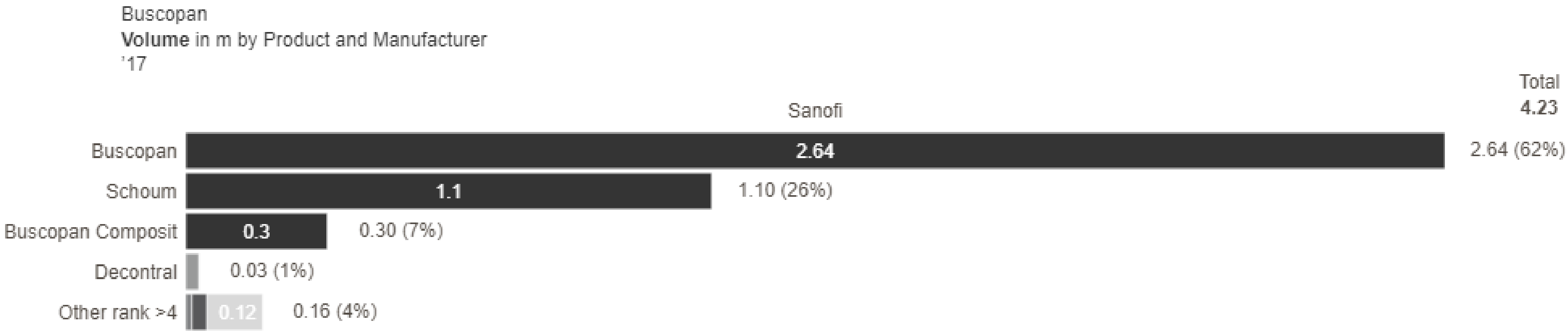
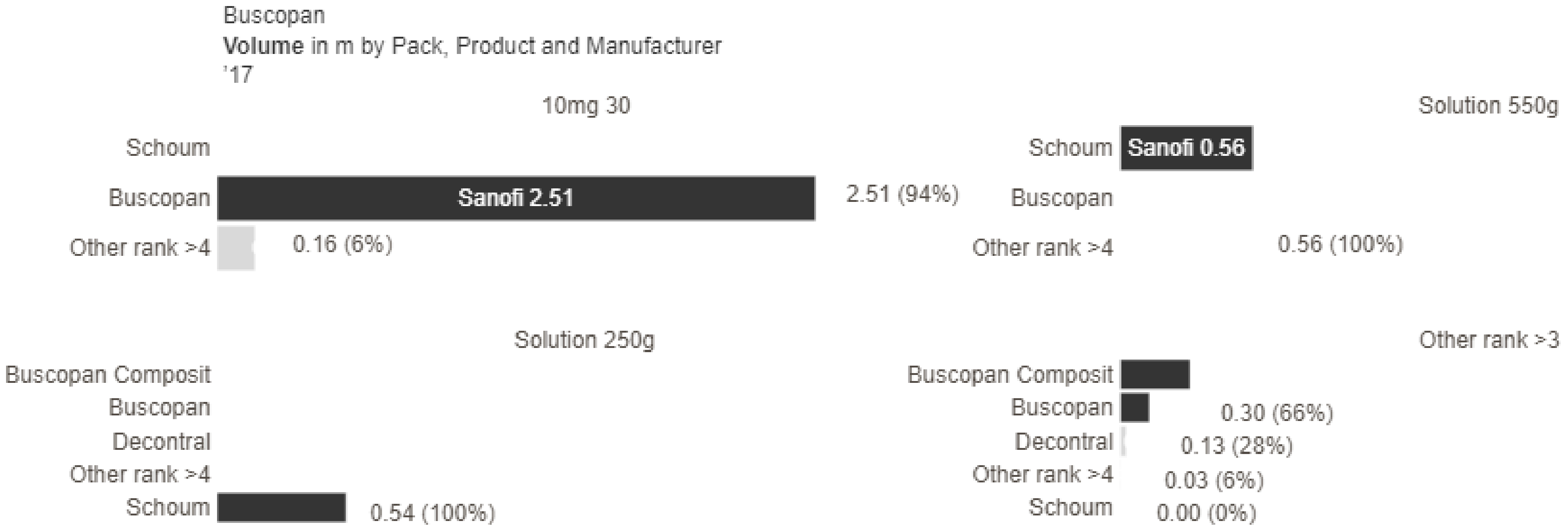


Sanofi has a strong market presence, particularly with 2.5 million units sold of their Buscopan 10mg 30 pack. They offer a variety of products like Schoum and Buscopan Composit, catering to different market needs. While Sanofi dominates, other manufacturers, especially in the 'Other rank >3' pack category, indicate a competitive market with multiple players, albeit with smaller volumes.



Executive summary
Index
At a glance
Sales breakdown
Data insights
Trends
Backup

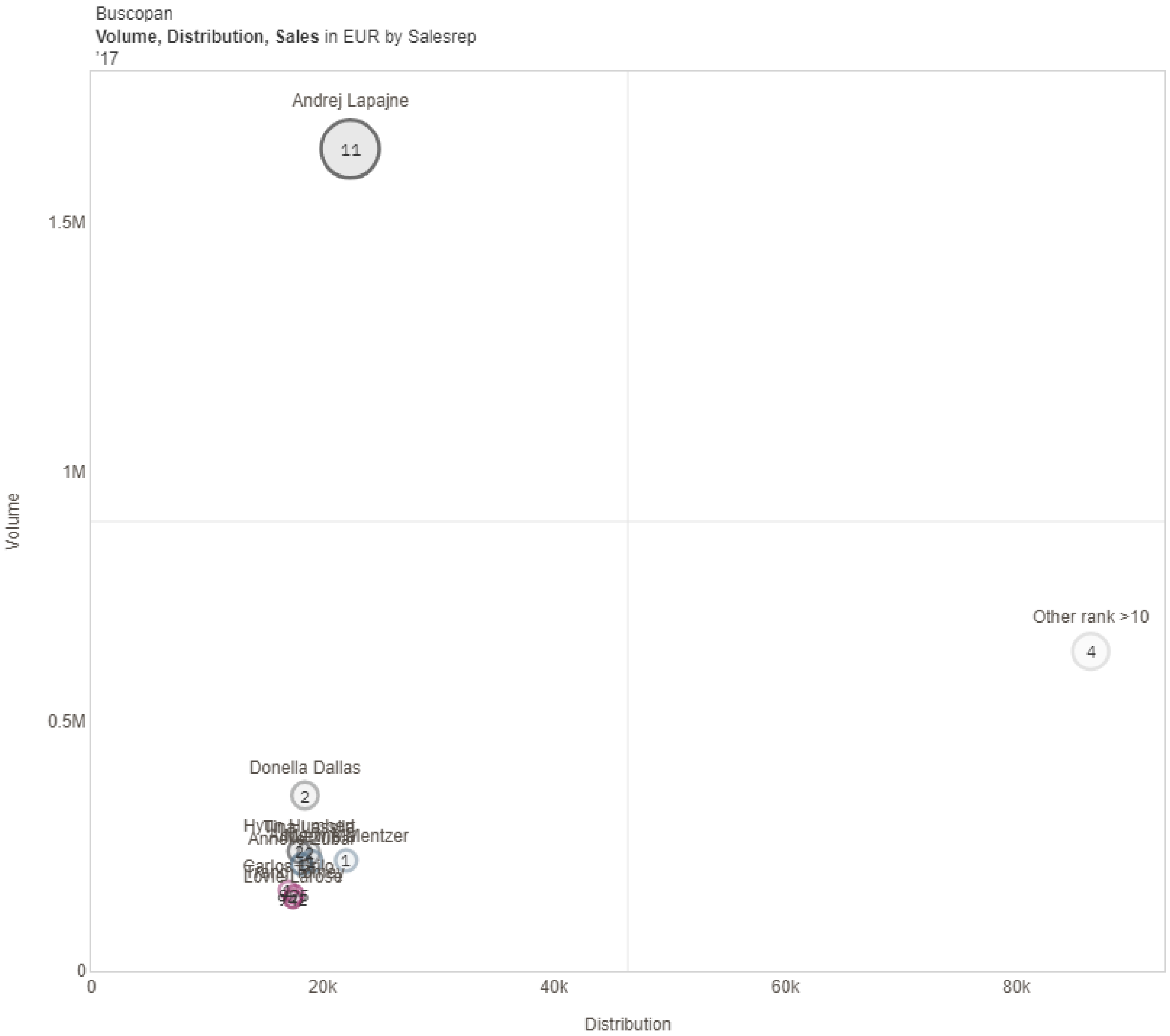
The Buscopan sales data reveals that Andrej Lapajne is the top-performing sales representative, with significantly higher sales, volume, and distribution compared to other reps (p.30). The 10mg 30 pack is the most popular Buscopan product, followed by the 550g and 250g liquid solutions, while smaller packs and drops show lower sales and distribution (p.31, p.32).

Sanofi dominates the Buscopan market with a 95% share across sales, volume, and distribution, likely due to its broader product range and extensive networks (p.33). The sales data also highlights a heavy reliance on a single state, which contributes 80% of Buscopan's sales, while 64.71% of states fall into Class C, contributing the least to sales and volume (p.34).

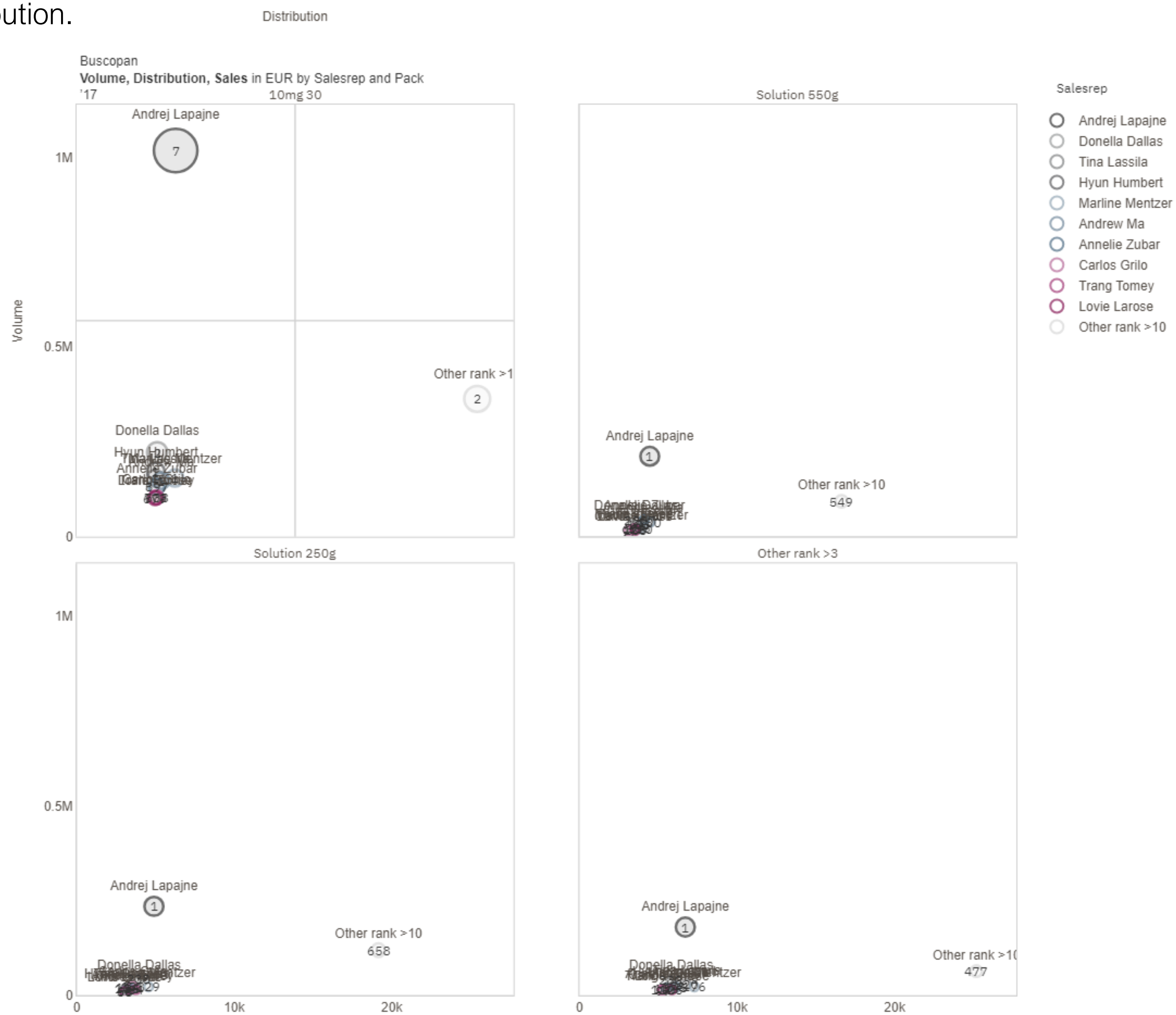
The sales team's performance is relatively evenly spread, with 53% of sales reps needed to reach 80% of sales. However, there is a drop in average volume per rep from Class A to Class C, indicating a potential need for additional training (p.35). The concentration of sales and volume among sales reps is weak, with top performers slightly over-performing in volume (p.36).

A small percentage of Buscopan packs (22%) contribute to a majority (76%) of the total volume, which is desirable for inventory management efficiency. However, the distribution concentration is lower than the volume concentration, especially for the 'A' class packs, suggesting potential irregularities or issues that could be addressed to improve efficiency (p.37).

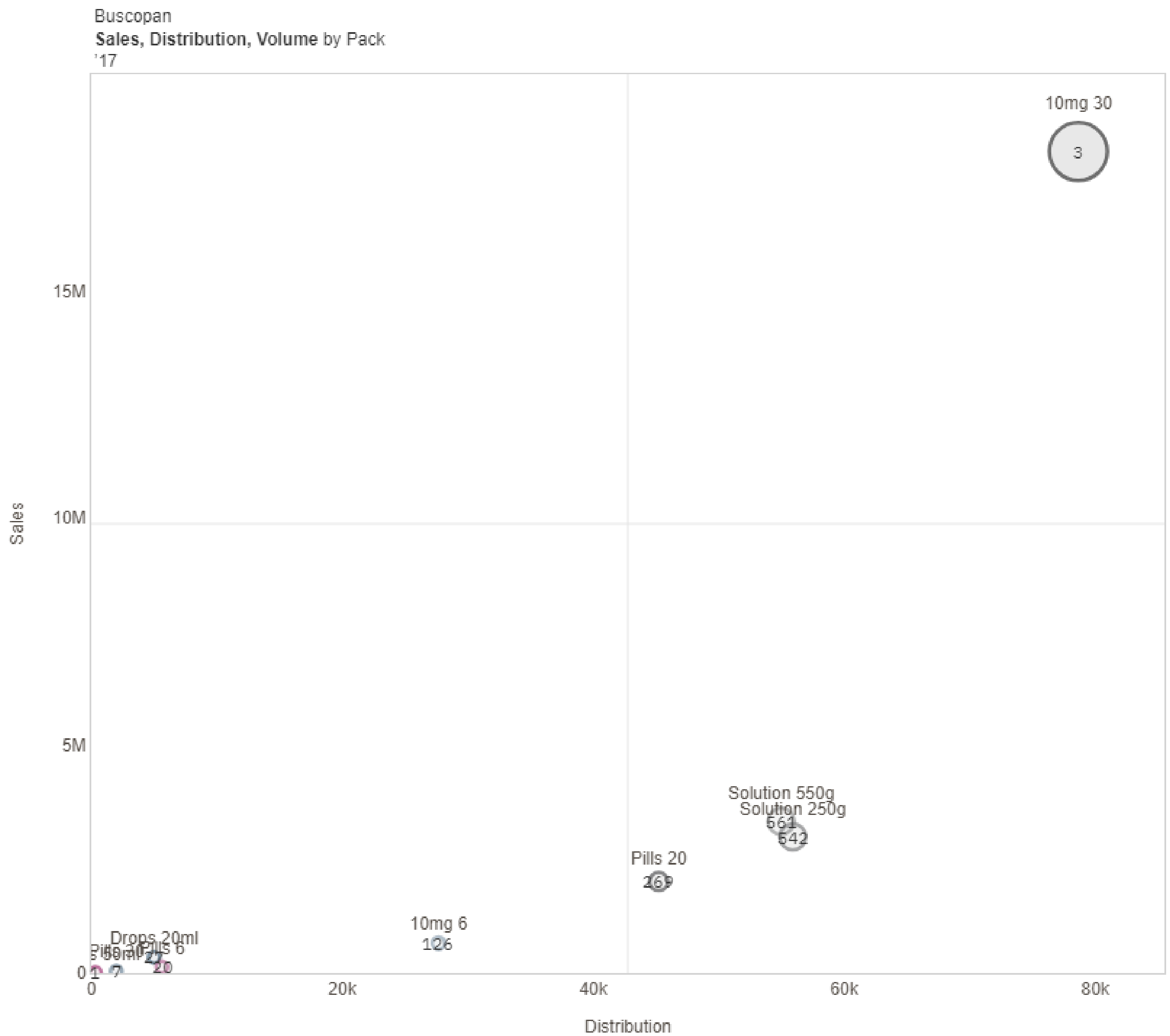
Andrej Lapajne was the top performer among Buscopan sales reps in 2017, with significantly higher sales, volume, and distribution. While some reps may have covered more outlets, as seen in the high distribution for the 'Other rank >10' category, their sales value per outlet was lower compared to top performers like Andrej Lapajne.



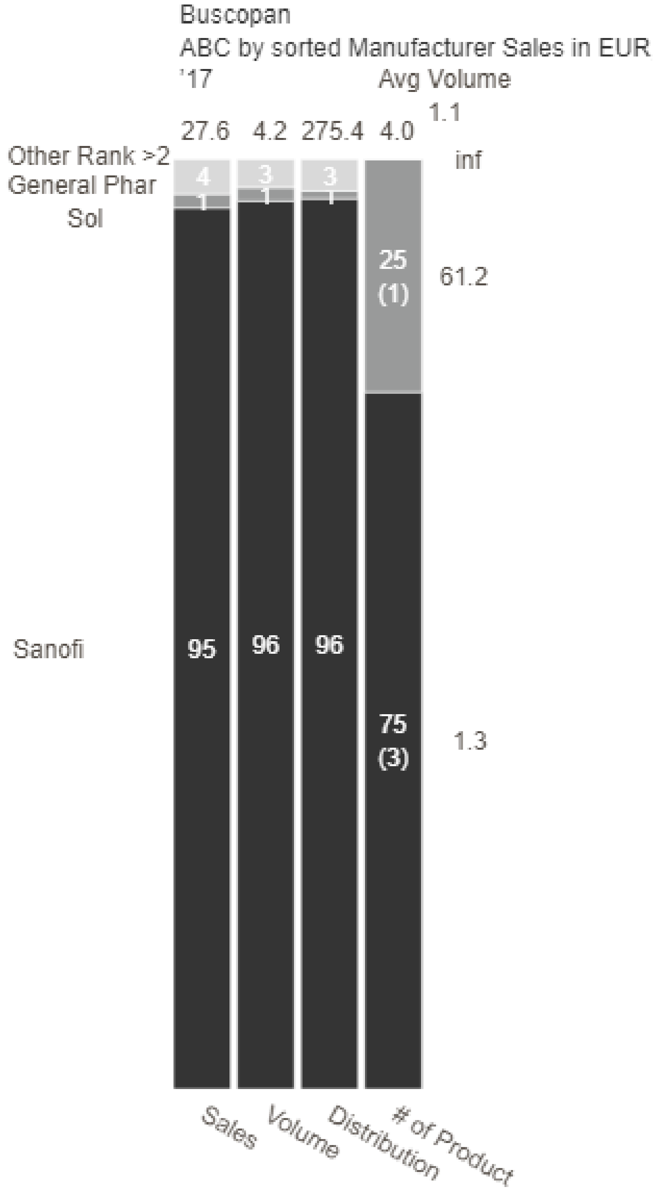
Andrej Lapajne tops the charts across all Buscopan pack types. The 10mg 30 pack is the most popular, with higher sales and volumes than the Solution 250g and 550g packs. The 'Other rank >3' pack category still holds significant market value, with relatively high sales and distribution.



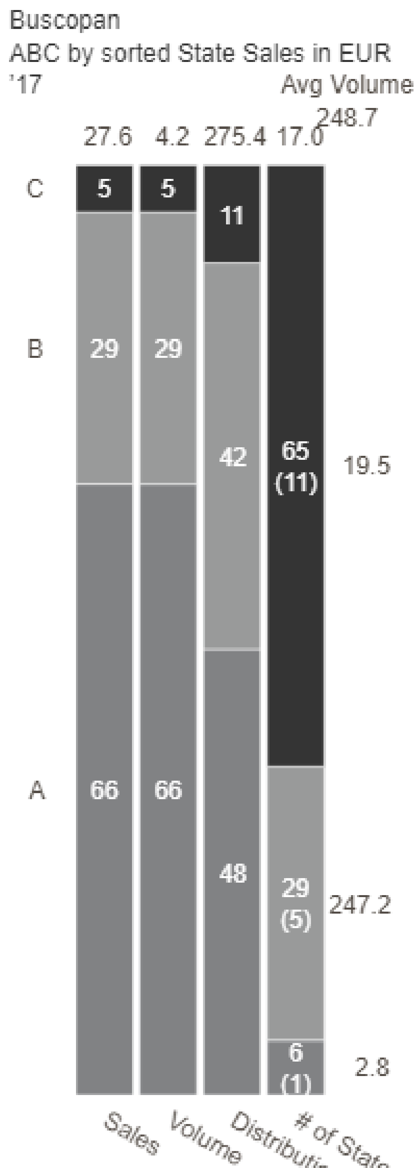
The 10mg 30 pack of Buscopan leads in sales, volume, and distribution, showing high popularity and broad reach. 550g and 250g liquid solutions also have a strong presence compared to most pill packs, except the 10mg 30 pack, suggesting consumer preference for liquids in certain cases. Smaller packs and drops show significantly lower sales and distribution, indicating less consumer preference or niche targeting.



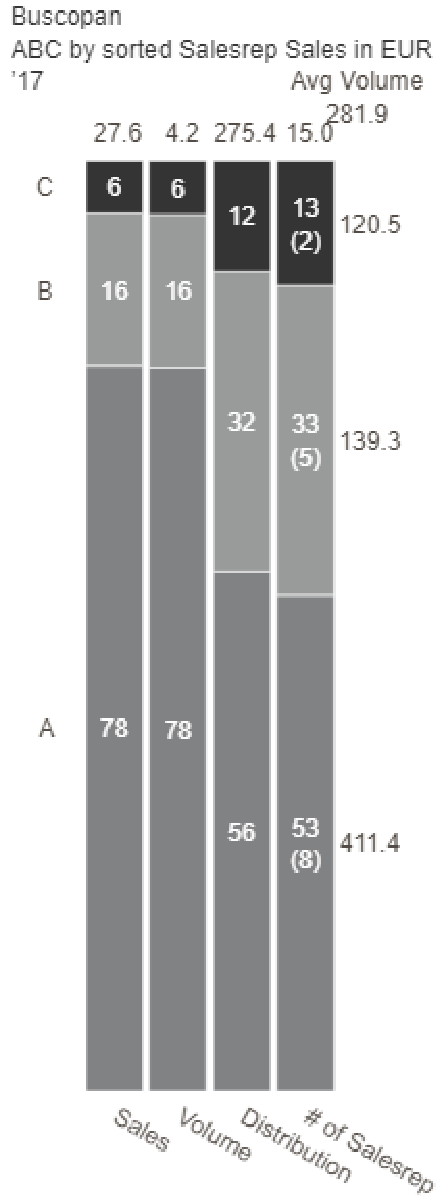
Sanofi dominates the Buscopan market with a 95% share across sales, volume, and distribution. General Phar Sol and others have a limited presence in comparison. Sanofi's dominance could be due to its broader range, holding 75% of the product count, while General Phar Sol's single product represents the remaining 25%. Sanofi's high distribution percentage suggests extensive networks and coverage are crucial for achieving high sales and volume in this market.



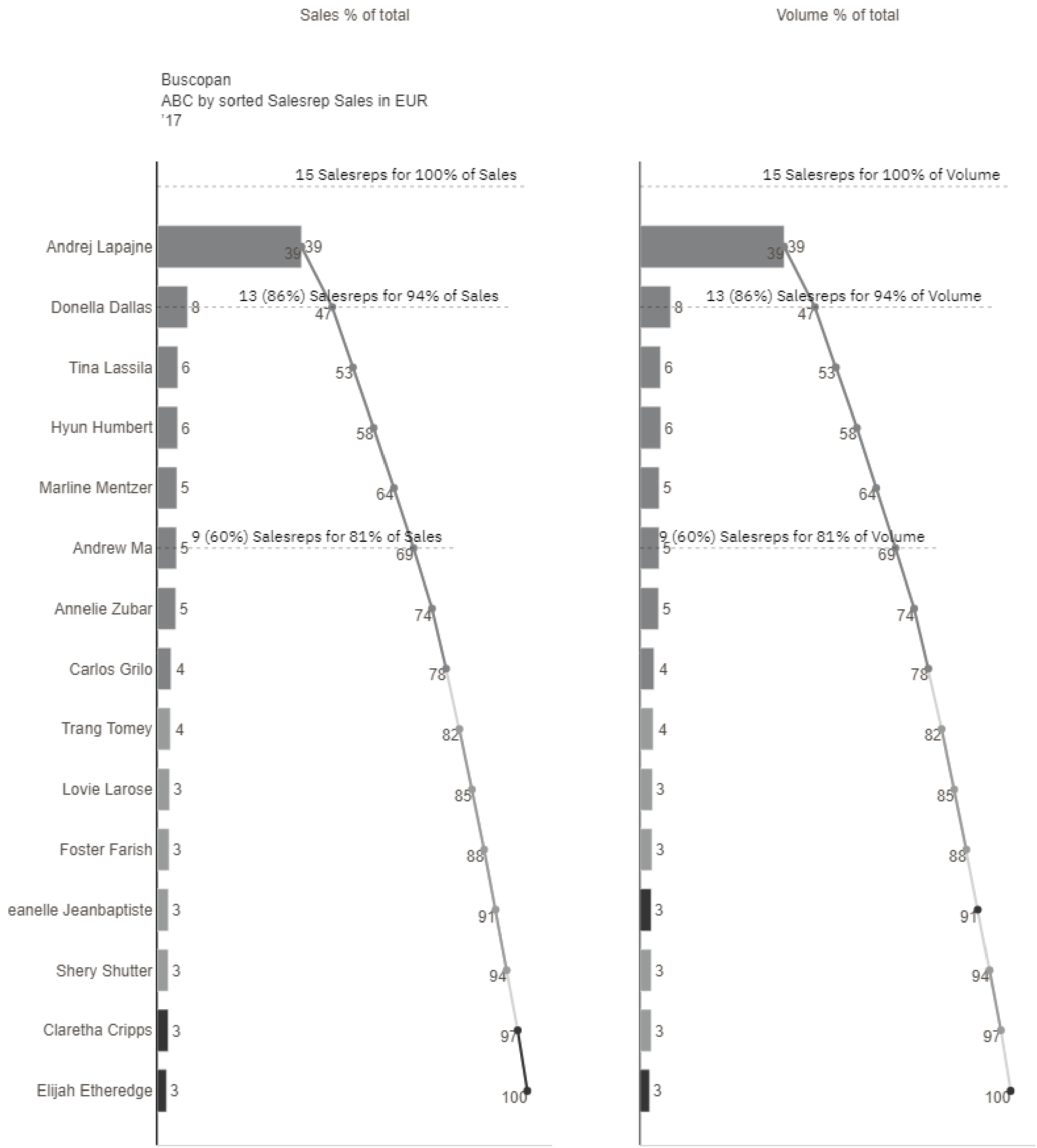
Only one state, 5.88% of total states, contributes 80% of Buscopan's sales. This heavy reliance on a small number of states poses a risk if those markets are negatively affected. 64.71% of states fall into Class C, contributing the least to sales and volume, highlighting a potential growth area if strategies can increase sales in these underperforming states. The discrepancy in distribution percentages, especially the higher percentages in Class B and C states compared to their sales contribution, suggests an opportunity to convert distribution reach into sales.



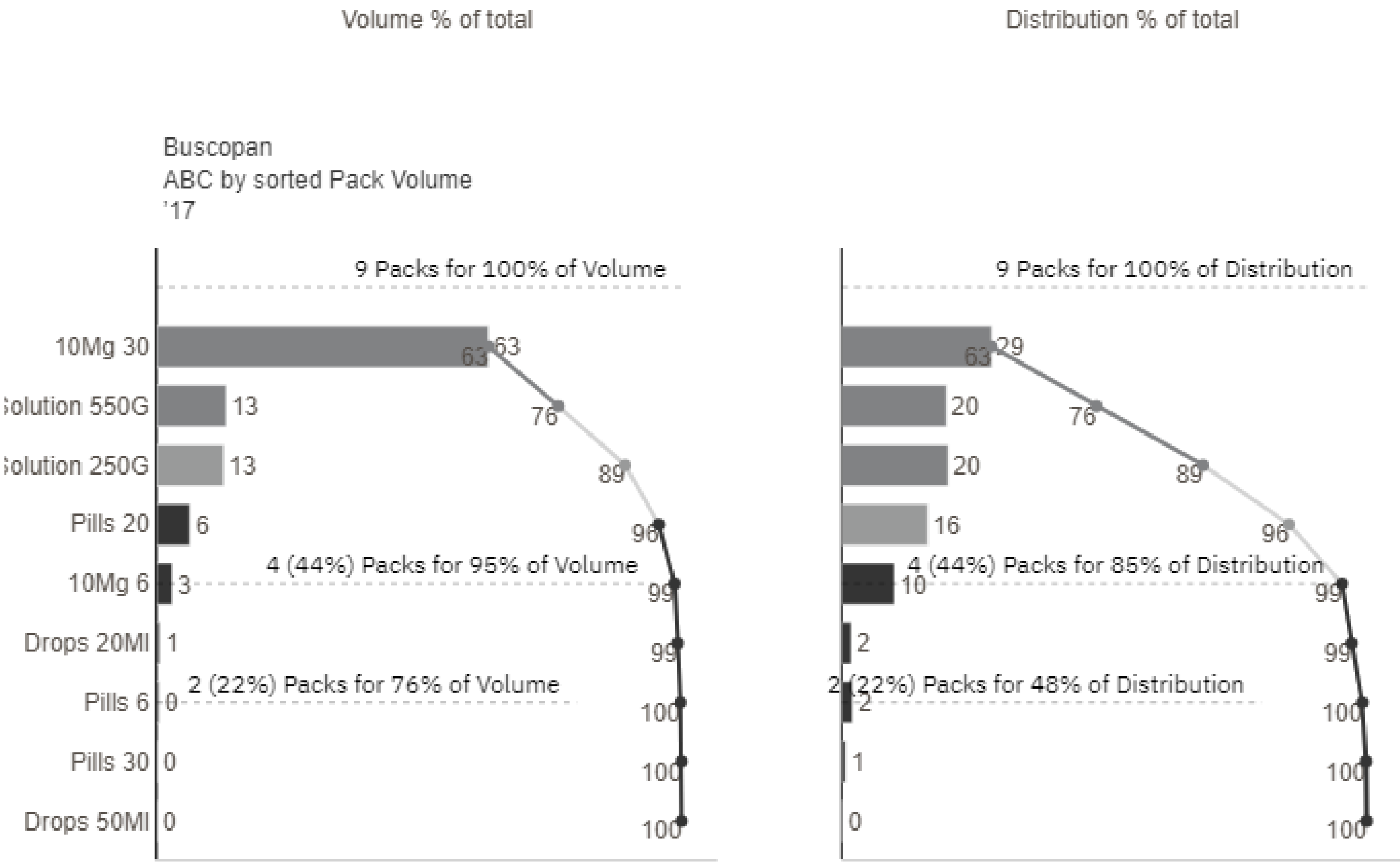
53% of Buscopan sales reps are needed to reach 80% of sales, suggesting sales are evenly spread across the team rather than dominated by a few top performers. Sales and volume contributions are closely aligned across all rep classes, indicating good market coverage. However, average volume per rep drops from Class A to Class C, showing some reps may need extra training to improve sales.



The sales and volume concentration among Buscopan sales reps is weak. The top performers slightly over-perform in volume, likely due to sales efficiencies or the products they sell. There are no negative sales or volume figures, and no irregular patterns across the sales reps.



A small percentage of Buscopan packs (22%) contribute to a majority (76%) of the total volume, which is typically desirable for inventory management efficiency. However, the distribution concentration is lower than the volume concentration, especially for the 'A' class packs, indicating their share of distribution is less than their share of volume. The jagged pattern in the distribution subchart suggests some packs may have a disproportionate impact on distribution compared to volume, signaling potential irregularities or issues. Focusing on the 'A' class packs for optimization and addressing any issues causing the non-linear distribution pattern could improve efficiency.



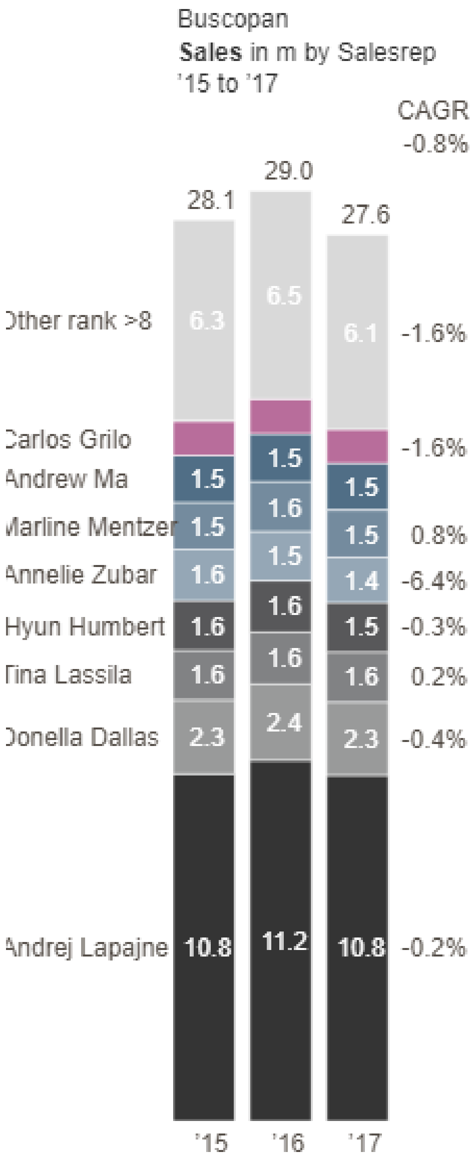
The overall sales CAGR from 2015 to 2017 was -0.8%, indicating a slight decline in sales performance (p.40, p.41). This trend was consistent across all manufacturers, regardless of their status, suggesting broader market or operational challenges (p.43). The sales decline was particularly evident in the Sales By Product metric, which showed a -4.0% CAGR during the same period (p.44).

Despite the overall negative trend, the Since '16 cohort demonstrated an extraordinary 789.9% CAGR, highlighting their potential to drive overall sales growth (p.42). However, sales volume declined for all representatives from 2015 to 2017, with some representatives being more severely affected than others (p.45). The impact of lost States in 2015 also contributed to the falling volume, emphasizing the need to understand and address the reasons behind State losses (p.46).

Buscopan sales specifically declined by 5% in 2017 compared to 2016, with particularly challenging months being February, March, April, and August (p.47). Identifying the factors behind these monthly declines could be crucial for improving future sales performance.

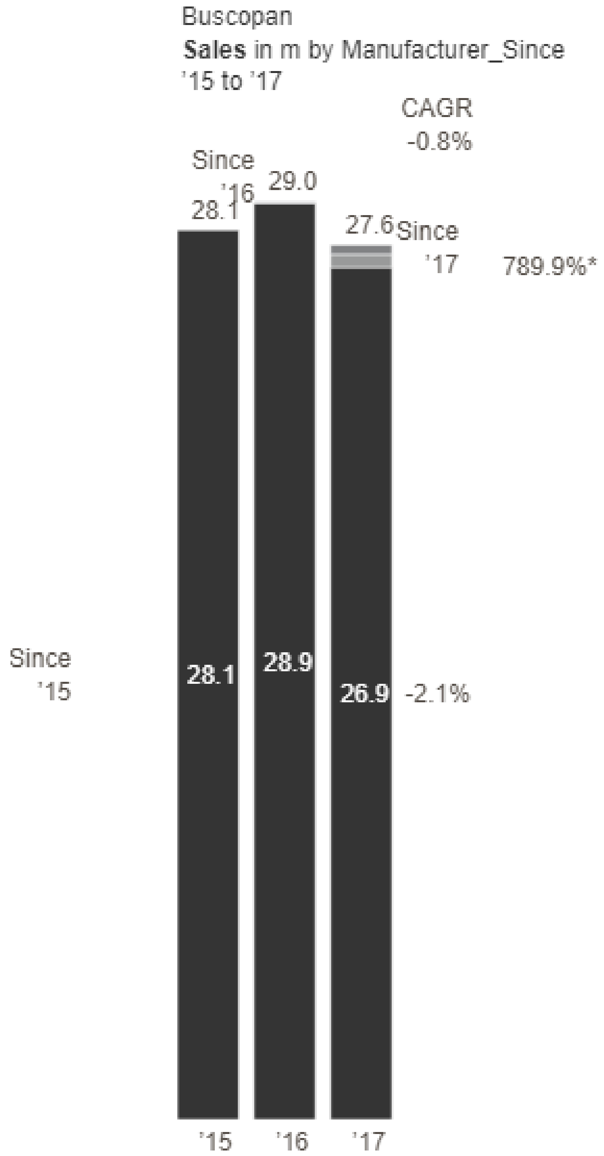
To address the overall sales decline, a strategic review of sales approaches, market conditions, and support for underperforming cohorts is necessary (p.42). This should include a thorough analysis of market strategies, product positioning, features, and quality (p.44), as well as the development of representative-specific plans to reverse the negative sales trend (p.45).

The overall sales CAGR from 2015 to 2017 is -0.8%, a slight decline. The 2017 sales CAGR by representative varies, from a 6.4% decrease for Annelie Zubar to a 0.8% increase for Marline Mentzer, suggesting differing levels of success in sales strategies or market conditions.

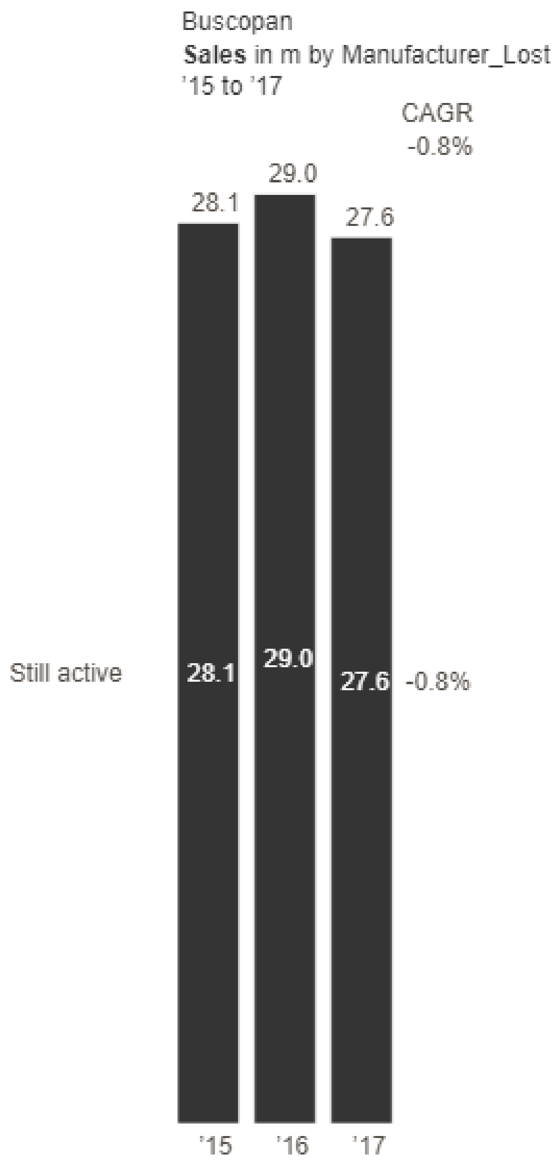


Sales slightly increased from 2015 to 2016 but the overall trend from 2015 to 2017 shows a 0.8% decrease. The number of units sold consistently decreased each year from 2015 to 2017. However, the decrease in sales isn't directly proportional to the decrease in volume, suggesting factors like pricing or product mix affected the sales value beyond just the units sold.

The overall sales CAGR from 2015 to 2017 was -0.8%, but the Since '16 cohort showed an extraordinary 789.9% CAGR. This cohort could be key to driving overall sales growth. A strategic review of sales approaches, market conditions, and support for underperforming cohorts may be needed to address the overall sales decline and leverage the high performers' potential.

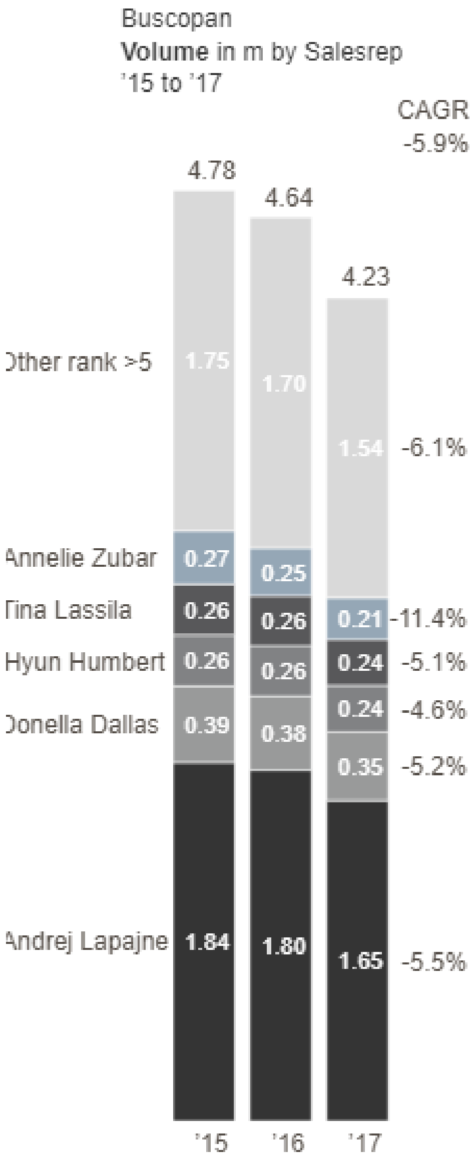


The sales data from 2015 to 2017 was challenging. Sales value and volume decreased consistently across all manufacturers, regardless of their status. This suggests broader market or operational challenges beyond just the loss of certain manufacturers.

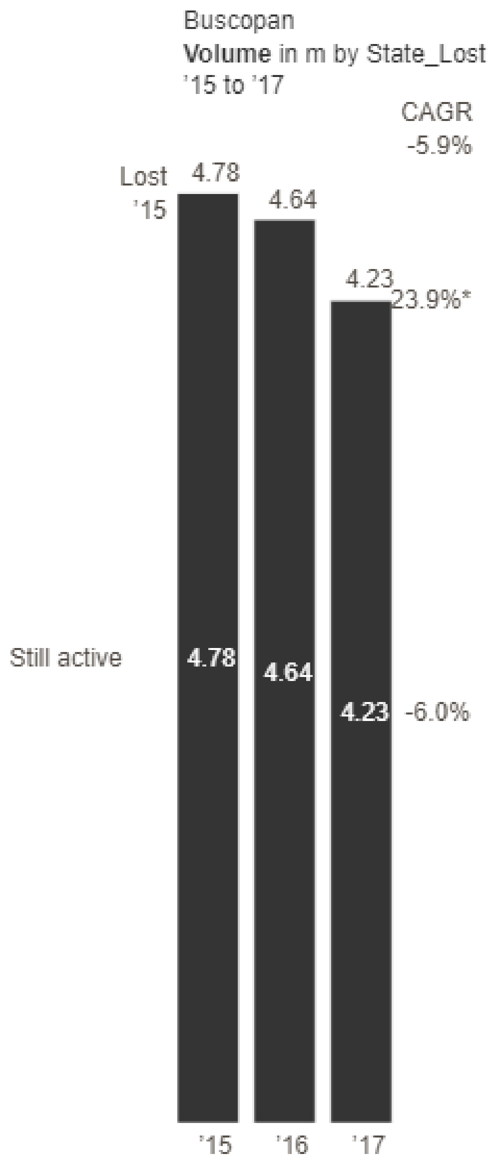


The Sales By Product metric from 2015 to 2017 shows a -4.0% CAGR, highlighting the need for strategic interventions to reverse the sales decline and aim for positive growth in the coming years. A thorough analysis of market strategies, product positioning, features, and quality is necessary.

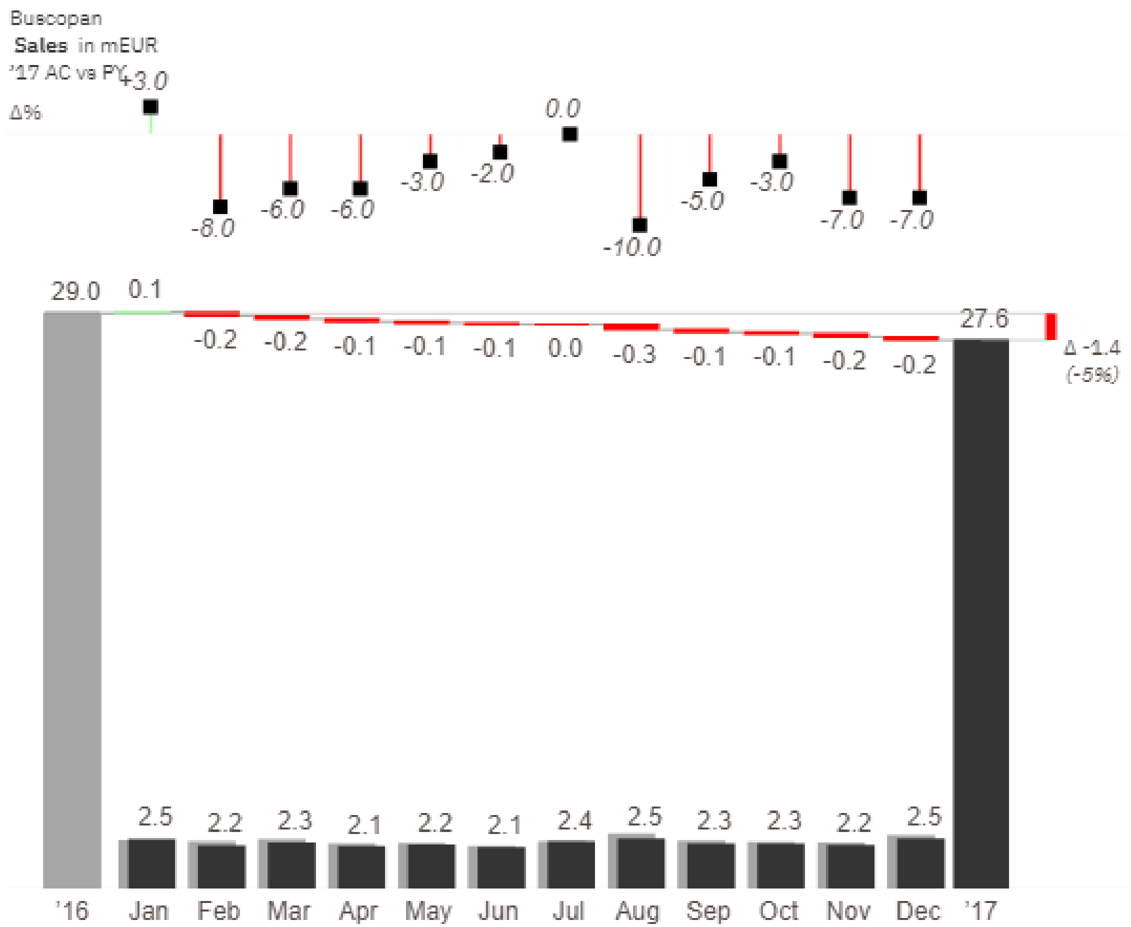
Sales volume declined for all reps from 2015 to 2017, with some reps hit harder than others. We need a full review of sales strategies and rep-specific plans to turn this around.



The dataset shows a worrying trend of falling volume over the period, with both lost and still active States adding to this fall. The impact of the States lost in 2015 highlights the need to understand why States are lost and address this to reduce further volume drops, despite their small initial volume.

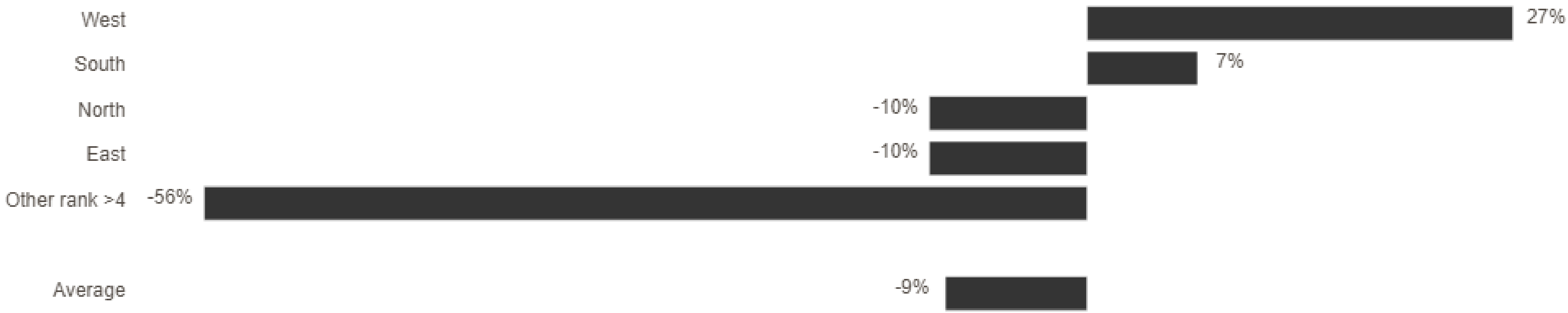


Buscopan sales declined 5% in 2017 vs 2016, showing a negative trend. Performance varied across months, with February, March, April, and August being particularly challenging, seeing decreases from -6% to -10%. Identifying the factors behind the declines in these months could be key for improving future sales.

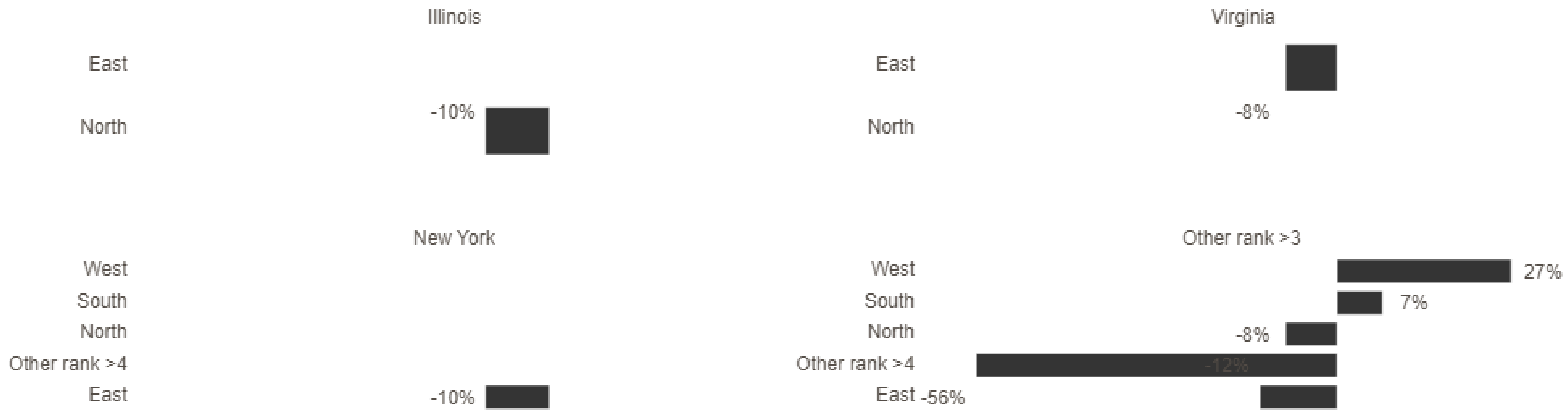


Executive summary
Index
At a glance
Sales breakdown
Data insights
Trends
Backup

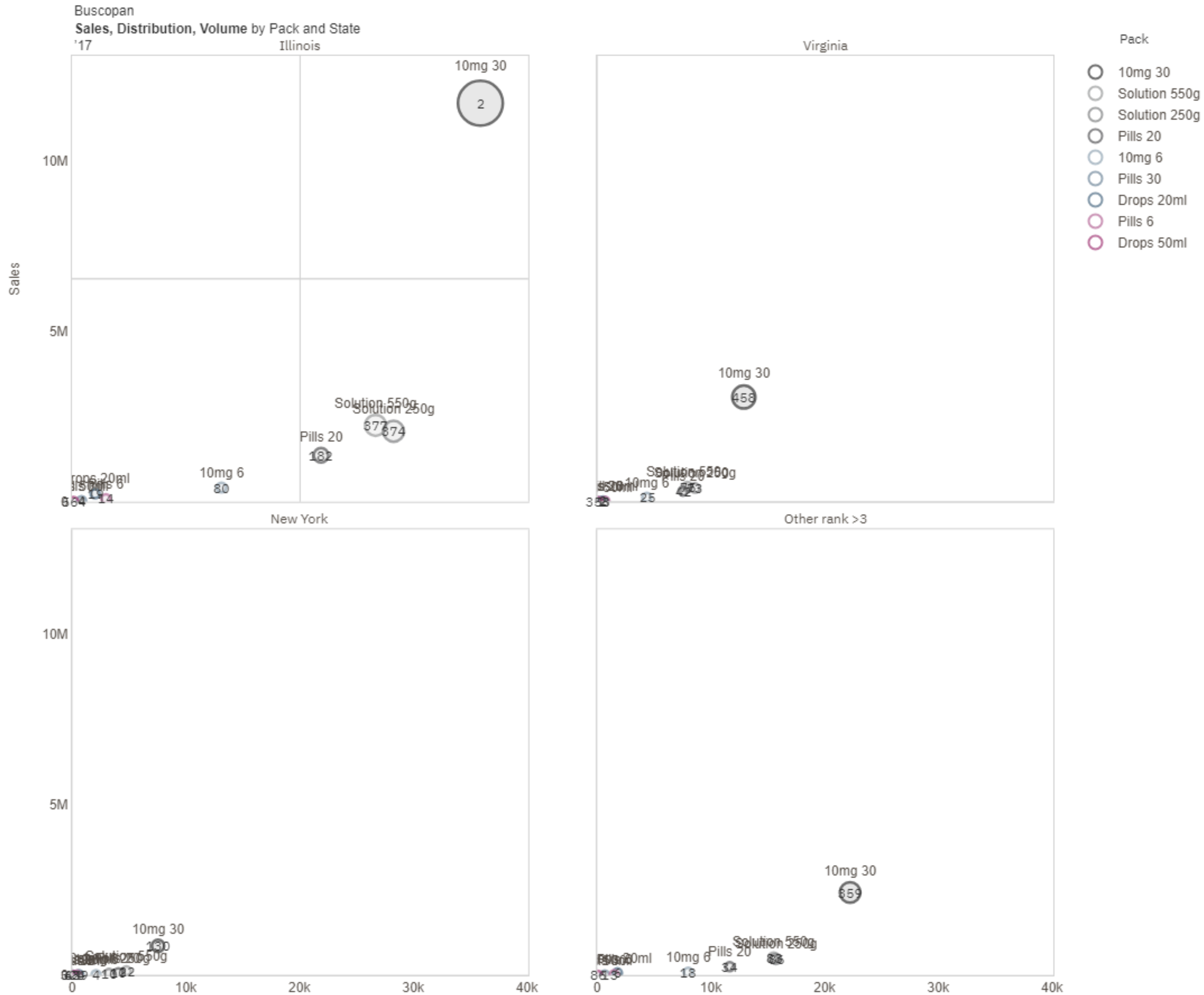
Buscopan
Volume Growth Rate by Region
'17



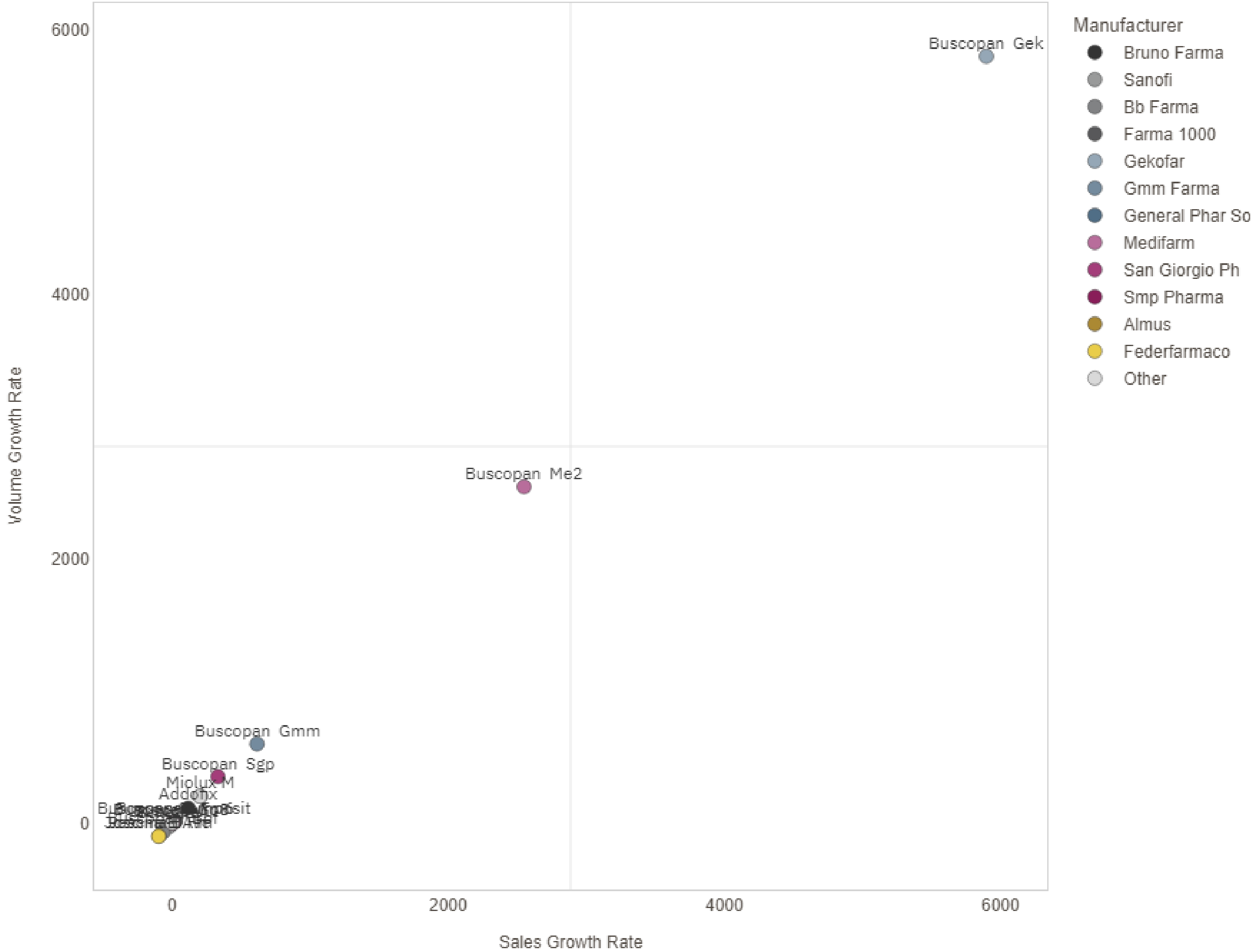
Buscopan
Volume Growth Rate by State and Region
'17



Distribution

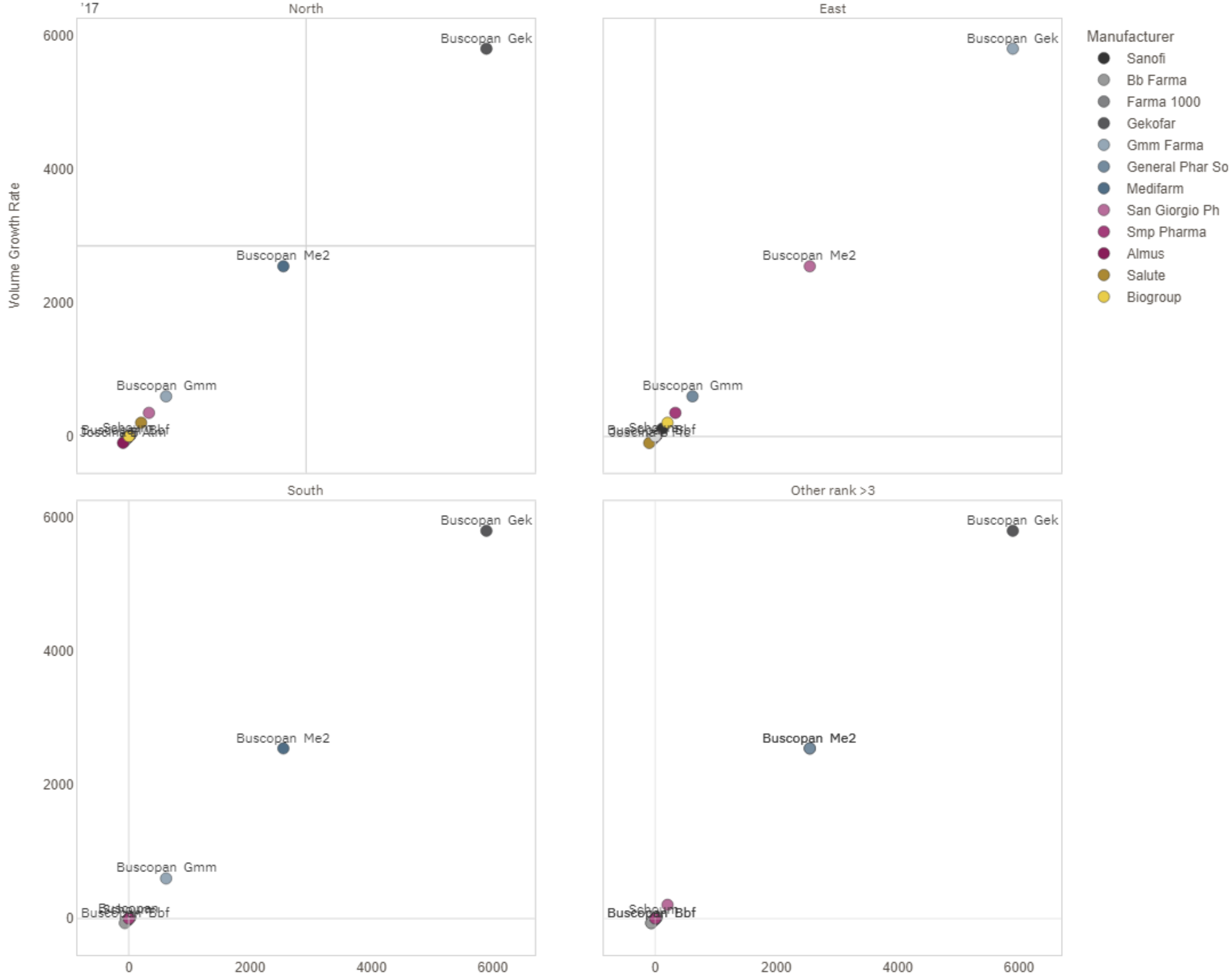


Buscopan
Volume Growth Rate, Sales Growth Rate aggregated by Product
'17

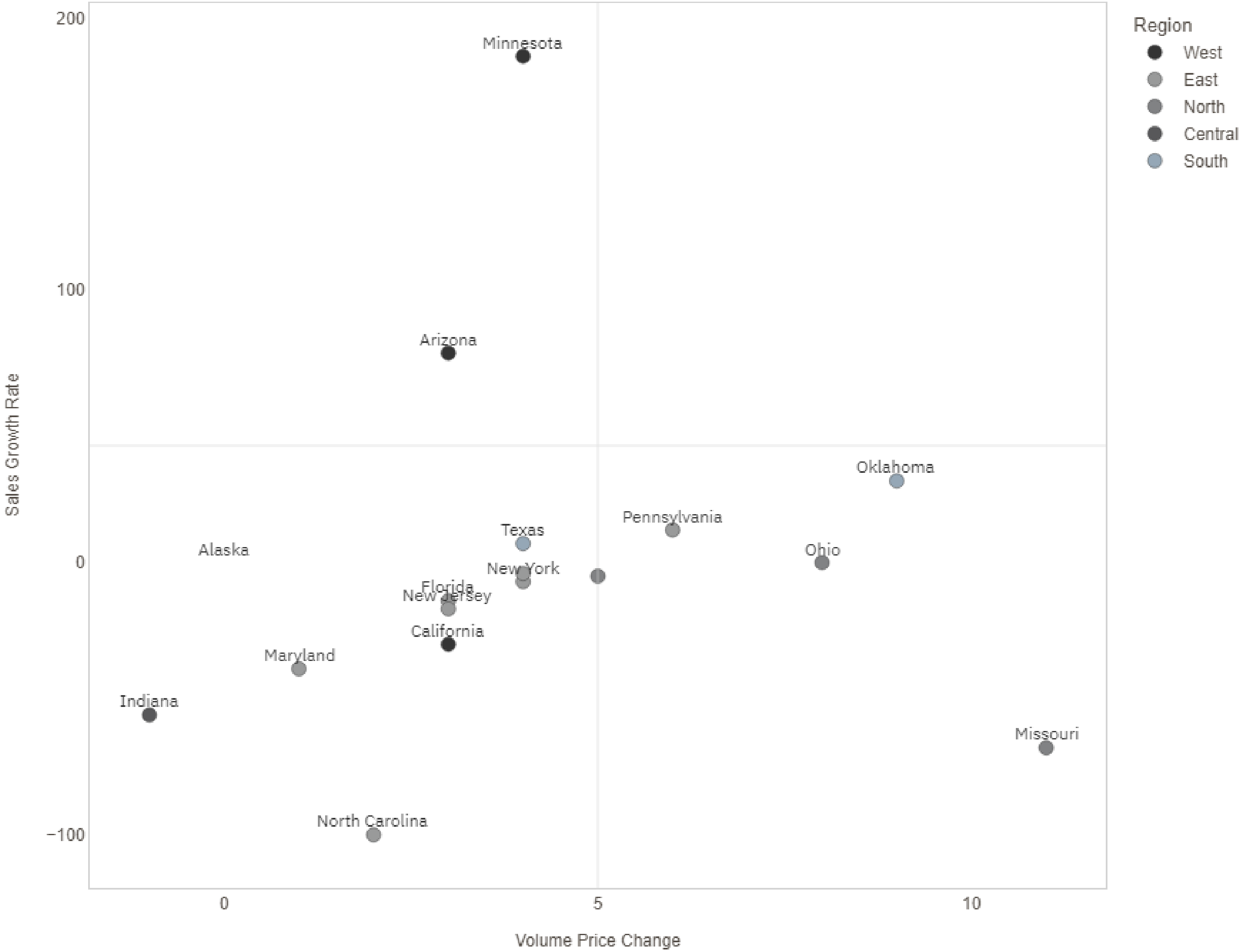


Sales Growth Rate

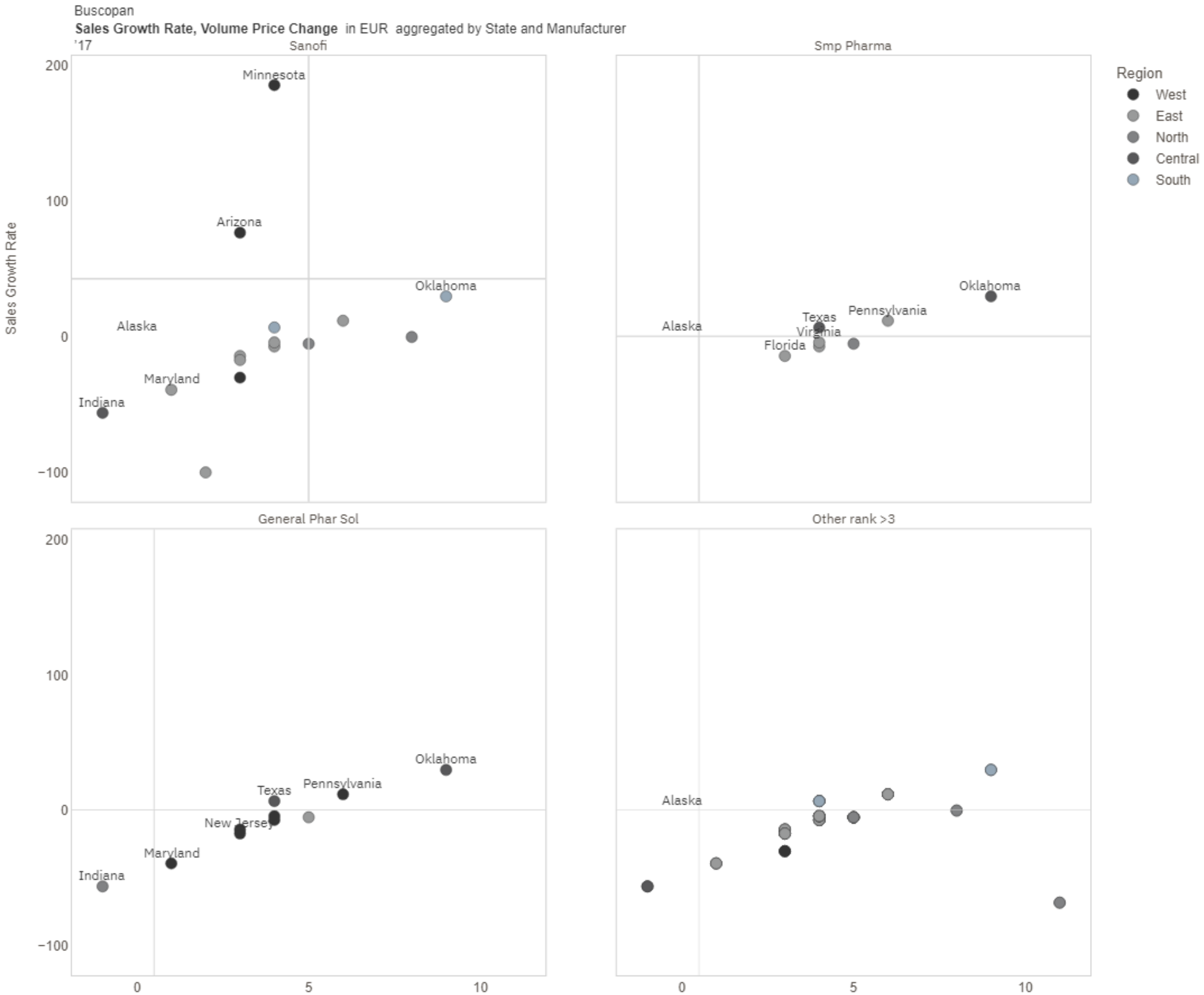
Buscopan
Volume Growth Rate, Sales Growth Rate aggregated by Product and Region
'17

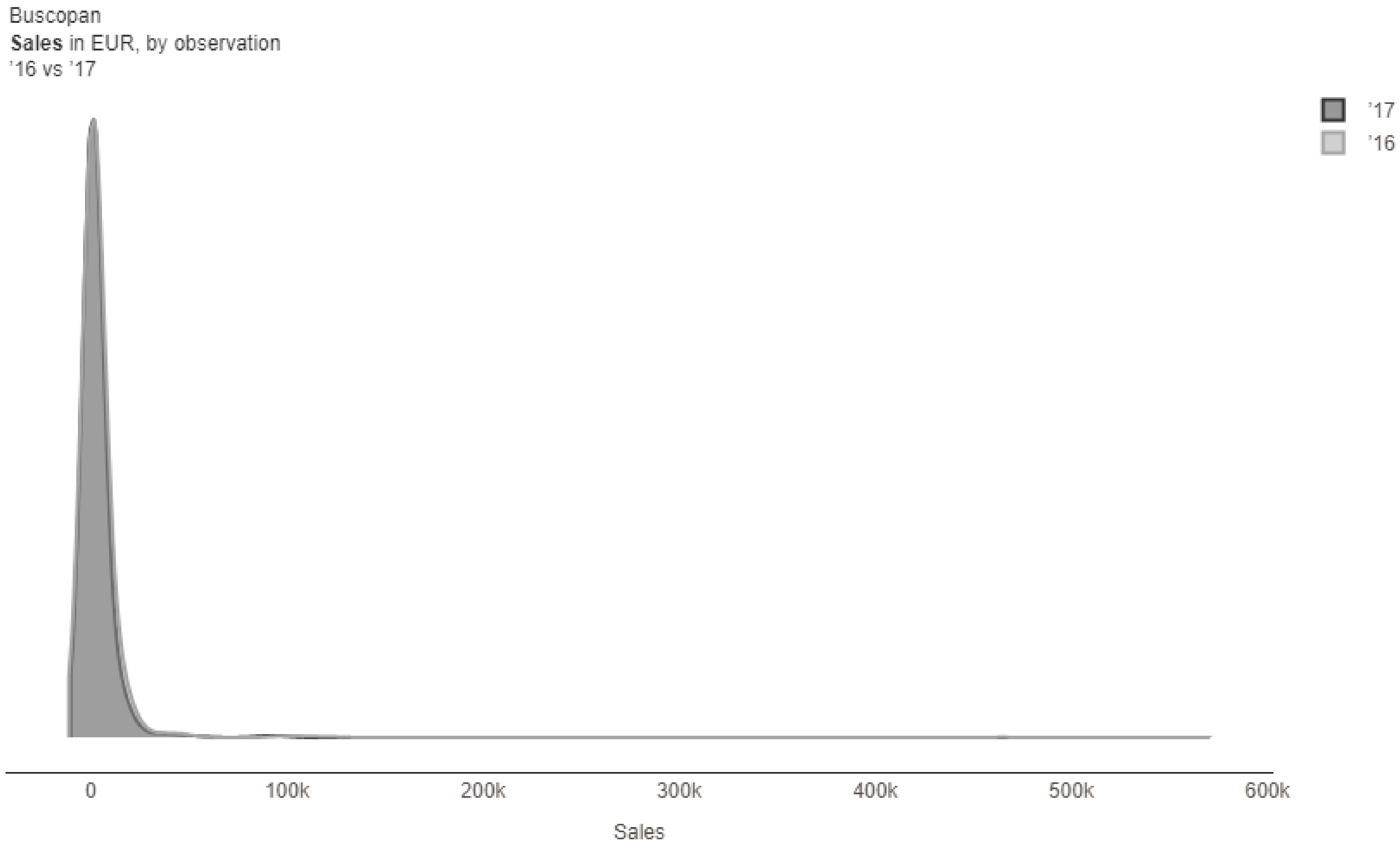


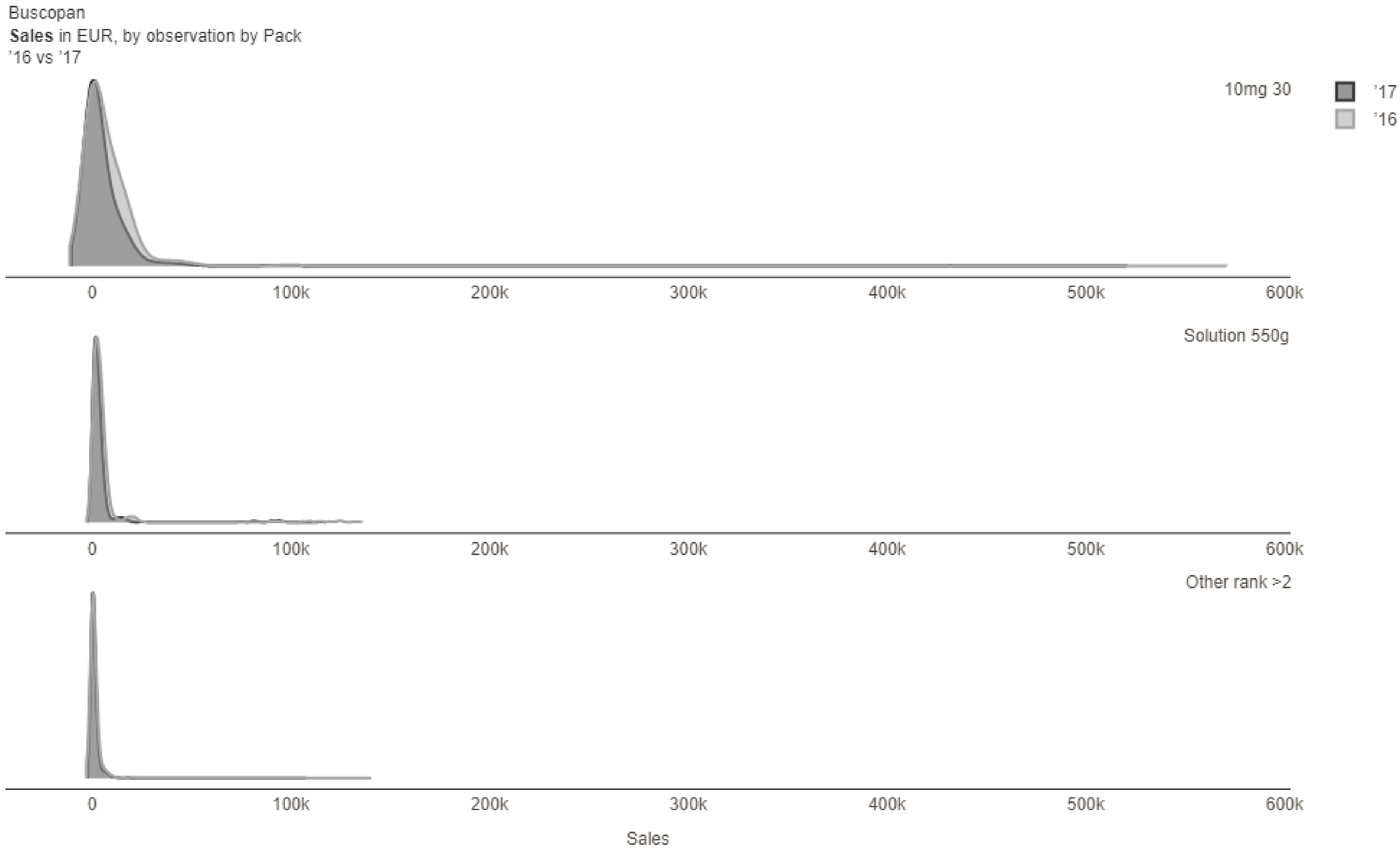
Buscopan
Sales Growth Rate, Volume Price Change in EUR aggregated by State
'17



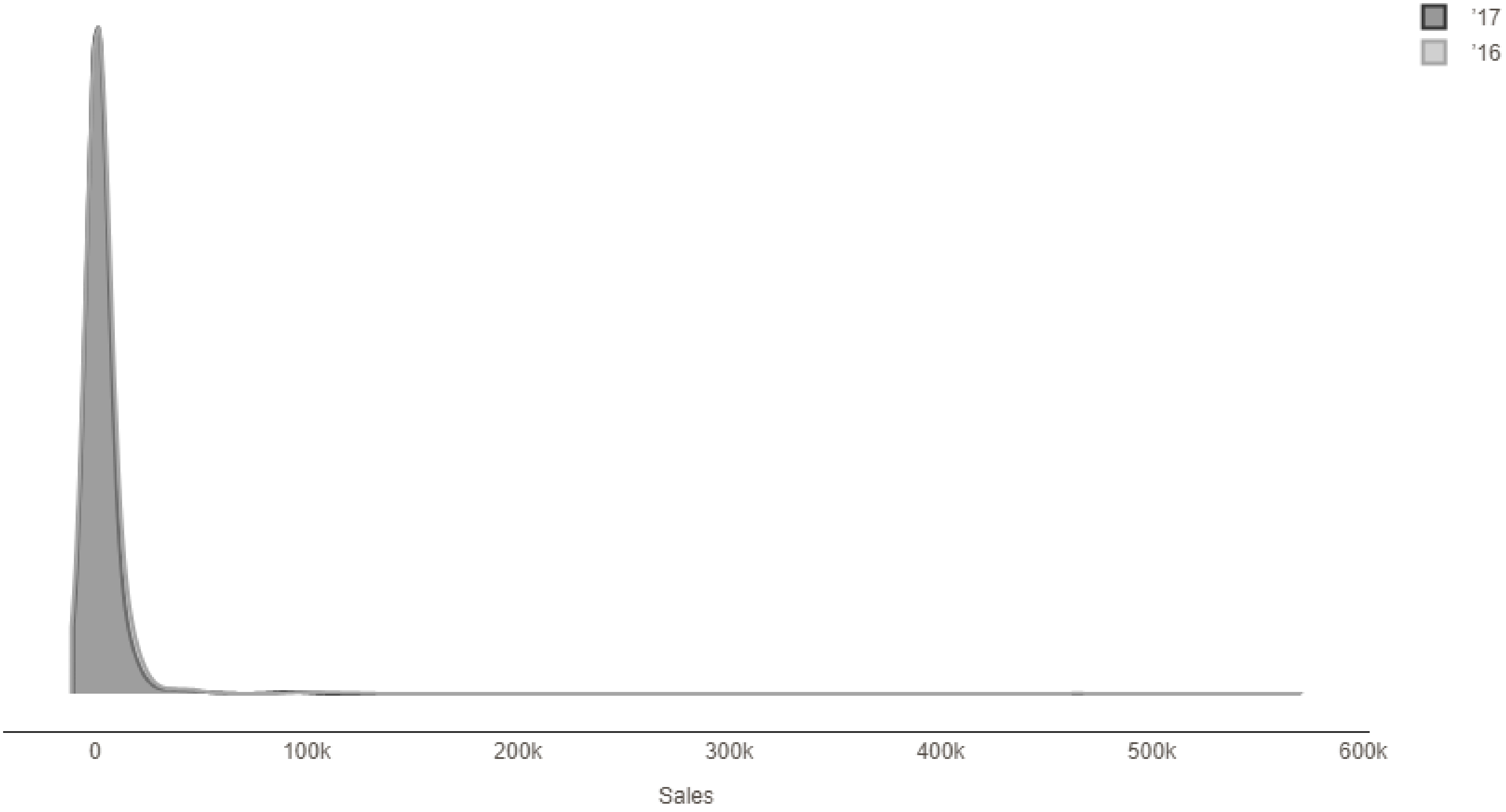
Volume Price Change

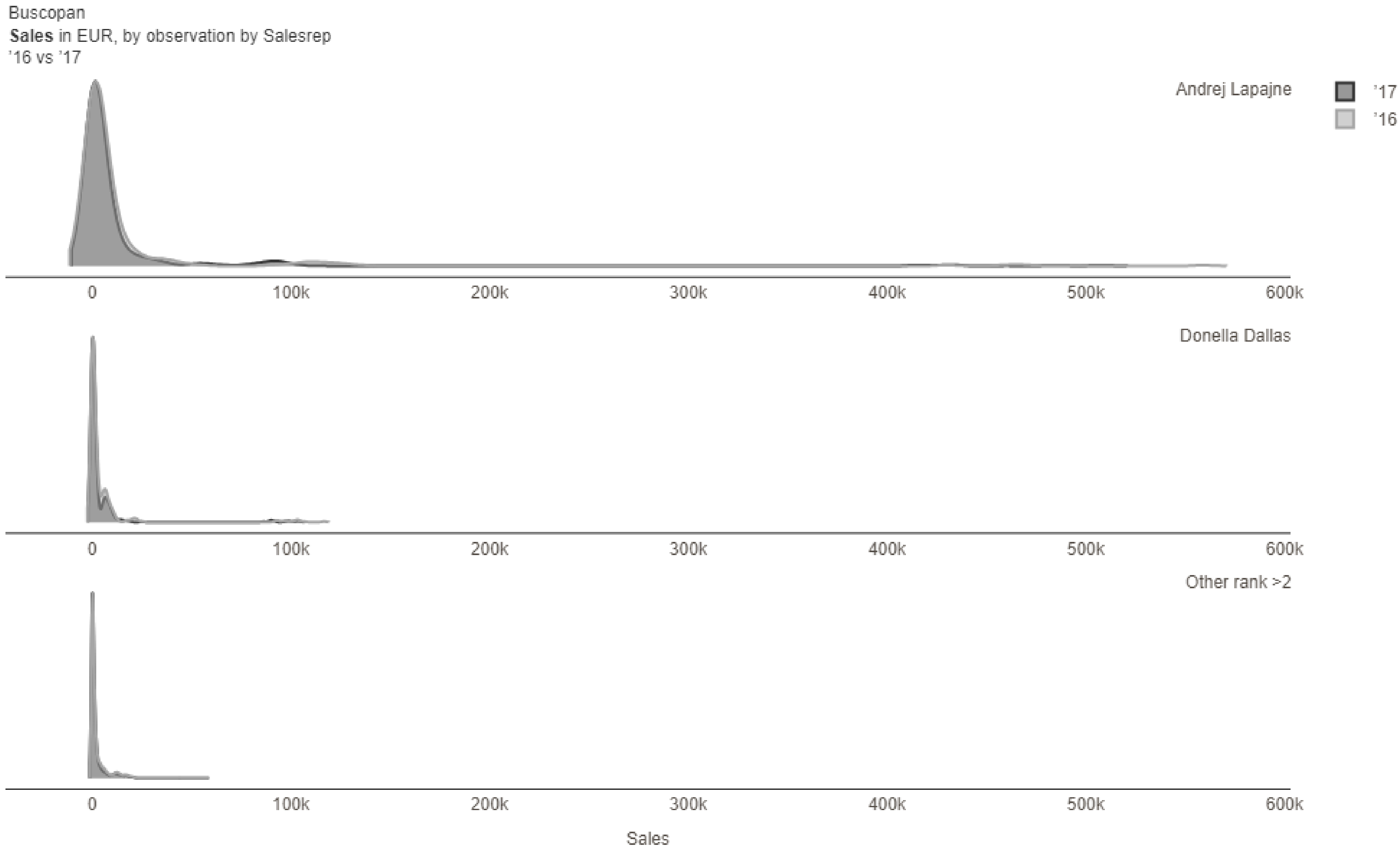


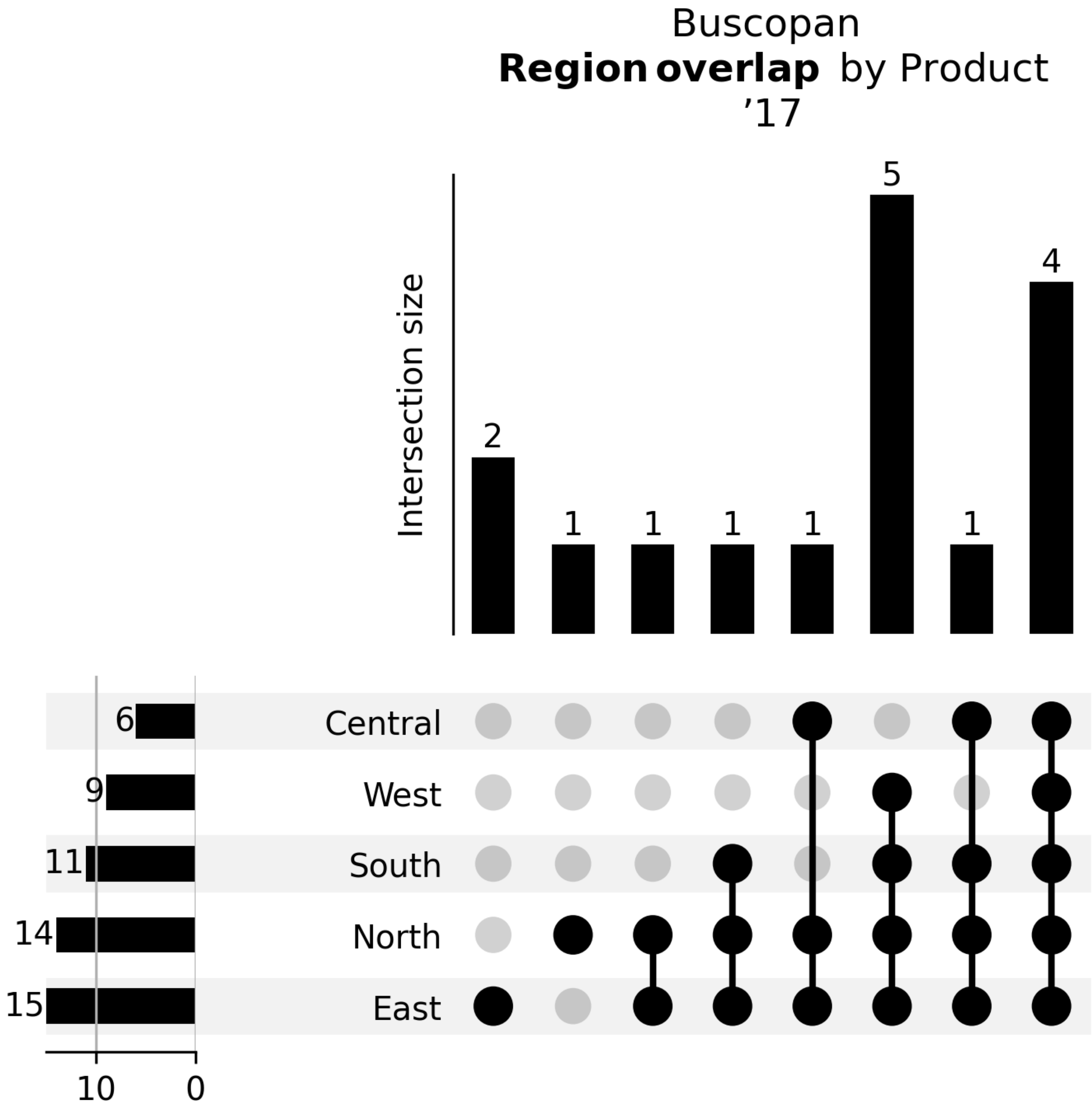

Buscopan
Sales in EUR, by observation
'16 vs '17
'17
'16
0
100k
200k
300k
400k
500k
600k
Sales


Buscopan
Sales in EUR, by observation by Pack
'16 vs '17
10mg 30
'17
'16
0
100k
200k
300k
400k
500k
600k
Solution 550g
Other rank >2
Sales

Buscopan
Sales in EUR, by observation
'16 vs '17



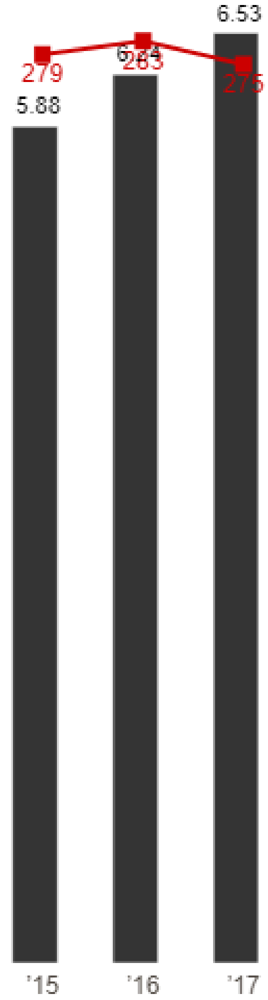

Buscopan
Sales in EUR, by observation by Salesrep
'16 vs '17
Andrej Lapajne
'17
'16
0
100k
200k
300k
400k
500k
600k
Donella Dallas
Other rank >2
Sales

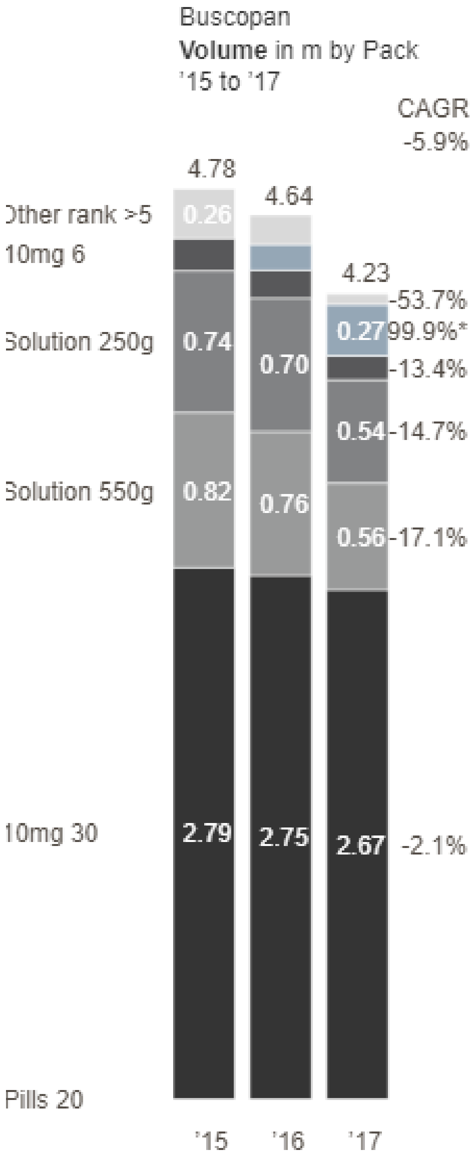

Buscopan
Region overlap by Product
'17
Intersection size
2
1
1
1
1
5
1
4
Central
West
South
North
East
6
9
11
14
15
10
0

Buscopan

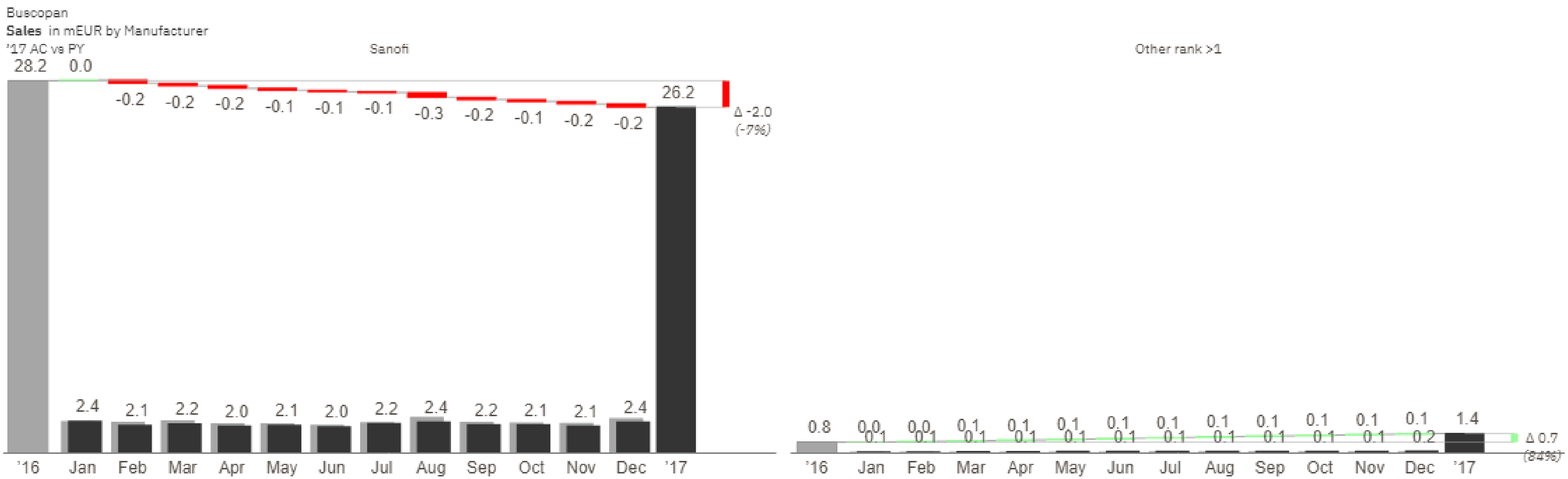
Bars: **Volume Price** in EUR. Line: **Distribution** in k

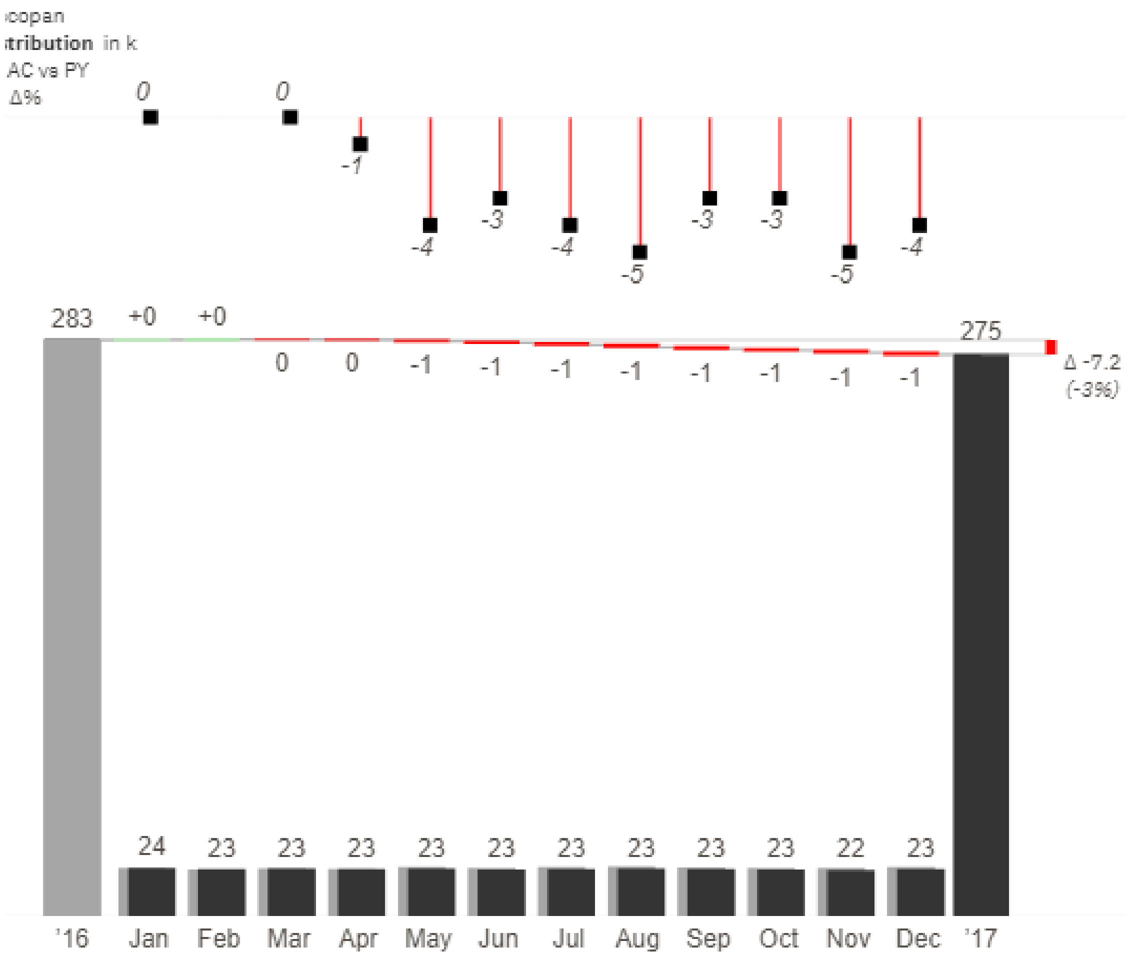
'15 to '17




Buscopan
Volume in m by Pack
'15 to '17
CAGR
-5.9%
4.78
4.64
4.23
Other rank >5
10mg 6
Solution 250g
Solution 550g
10mg 30
Pills 20
0.26
0.74
0.82
2.79
0.70
0.76
2.75
0.27
0.54
0.56
2.67
-53.7%
99.9%*
-13.4%
-14.7%
-17.1%
-2.1%
'15
'16
'17


Buscopan
Volume by Salesrep in kEUR
'15 to '17
CAGR
-5.9%
319
309
282
'15
'16
'17


Buscopan
Sales in mEUR by Manufacturer
'17 AC vs PY
Sanofi
28.2
0.0
-0.2
-0.2
-0.2
-0.1
-0.1
-0.1
-0.3
-0.2
-0.1
-0.2
-0.2
26.2
Δ -2.0
(-7%)
2.4
2.1
2.2
2.0
2.1
2.0
2.2
2.4
2.2
2.1
2.1
2.4
'16
Jan
Feb
Mar
Apr
May
Jun
Jul
Aug
Sep
Oct
Nov
Dec
'17
Other rank >1
0.8
1.4
Δ 0.7
(84%)



copan
tribution in k
AC vs PY
Δ%
0
0
-1
-4
-3
-4
-5
-3
-3
-5
-4
283
+0
+0
0
0
-1
-1
-1
-1
-1
-1
-1
-1
275
Δ -7.2
(-3%)
24
23
23
23
23
23
23
23
23
23
22
23
'16
Jan
Feb
Mar
Apr
May
Jun
Jul
Aug
Sep
Oct
Nov
Dec
'17

Buscopan
Distribution in k by Pack
'17 AC vs PY