



# Pareto distribution

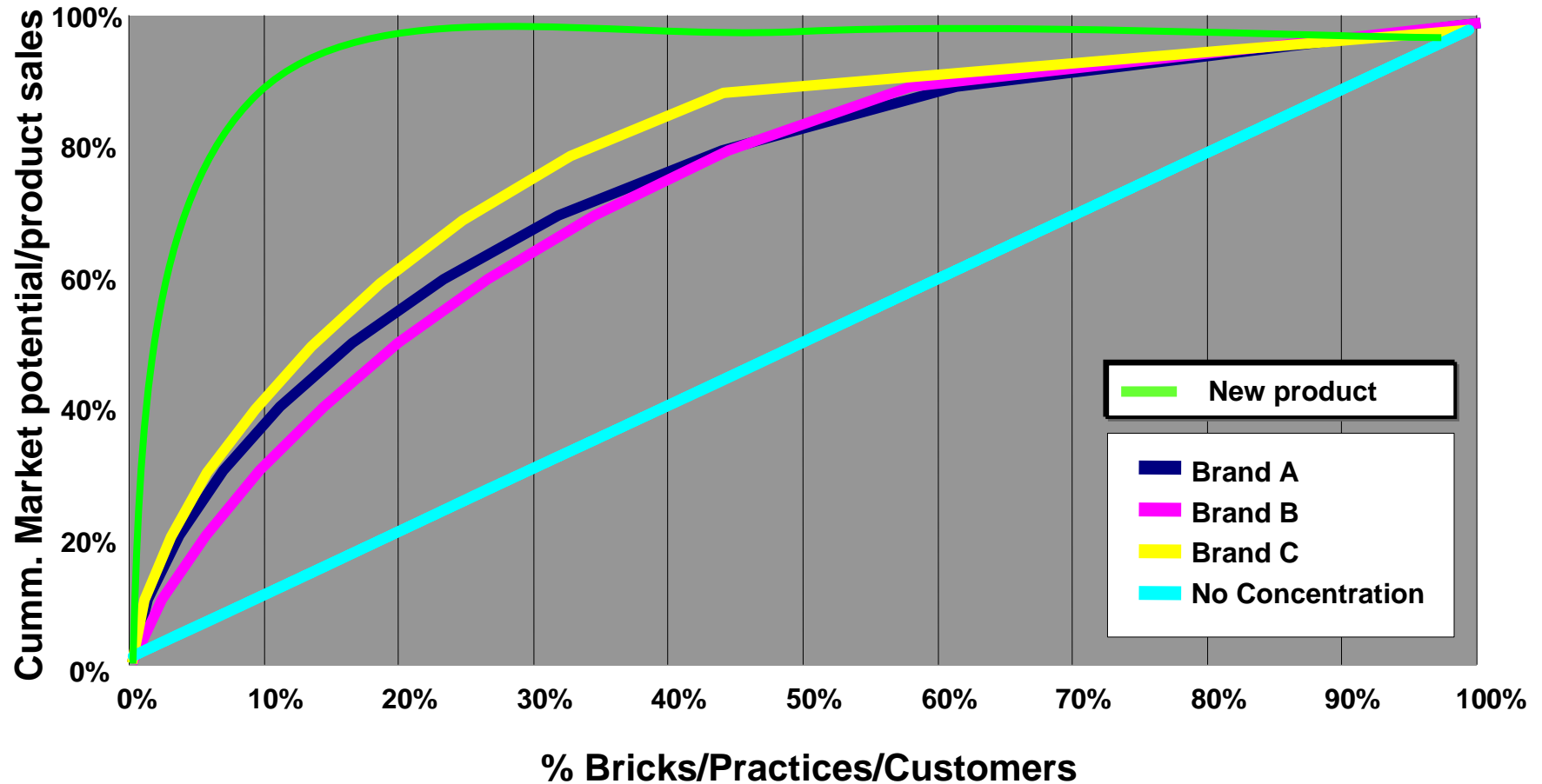
- Pareto Law from:
- **Vilfredo Pareto, 1848-1923**



- Italian economist born in Paris in 1848, based his law on observation of income distribution and noting that a small percentage of any population account for the vast majority of the income. 20% of people owned/responsible for 80% of wealth.
- The 80:20 rule in marketing – 80% of your sales/business comes from 20% of the customers.



# Traditional Pareto Curves






# The Pareto Plus Audit Model

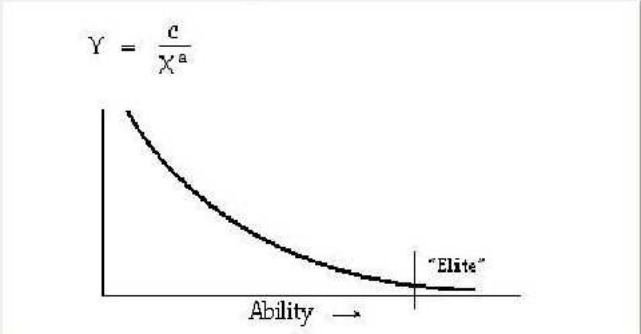
[ Board\_Devs \ ParetoPlusRXI\_D ] Main

Vilfredo Pareto  
(1848 - 1923)  
"In any series of elements to be controlled, a selected small fraction, in terms of numbers of elements, always accounts for a large fraction in terms of effect."



*Vilfredo Pareto*

Pareto  
Plus  
Audit T.M.

$$Y = \frac{c}{X^a}$$


Calling      Sales

Prescribing Indicators

Pareto Plus Analysis



Pareto Plus MSIND

Advanced Matrix Segmentation

Pareto Plus Regional PCO

Pareto Plus PCOs by Region

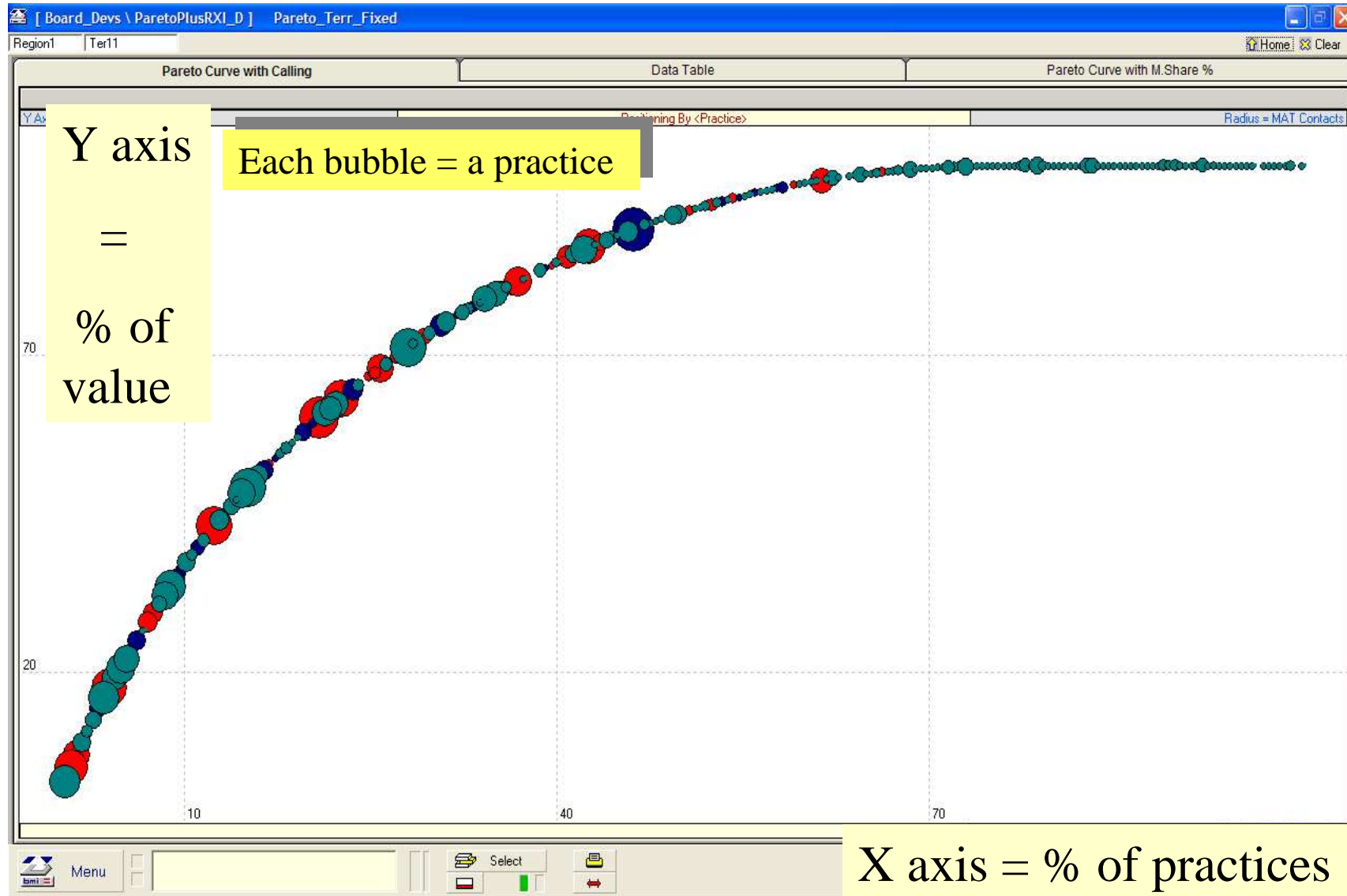
PCO Matrix



Menu      Select

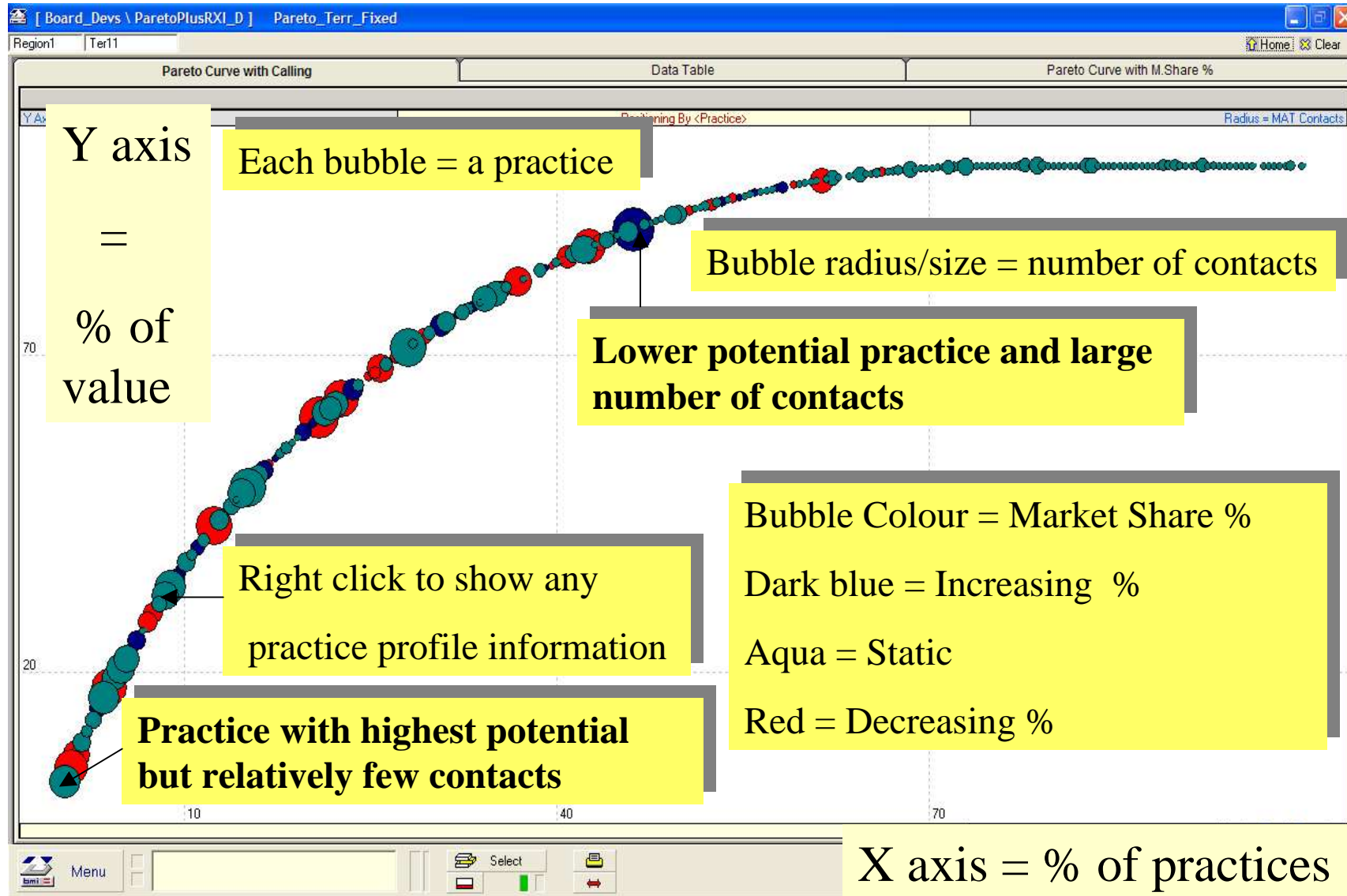


# Pareto Plus Audit bubble chart value by GP practice



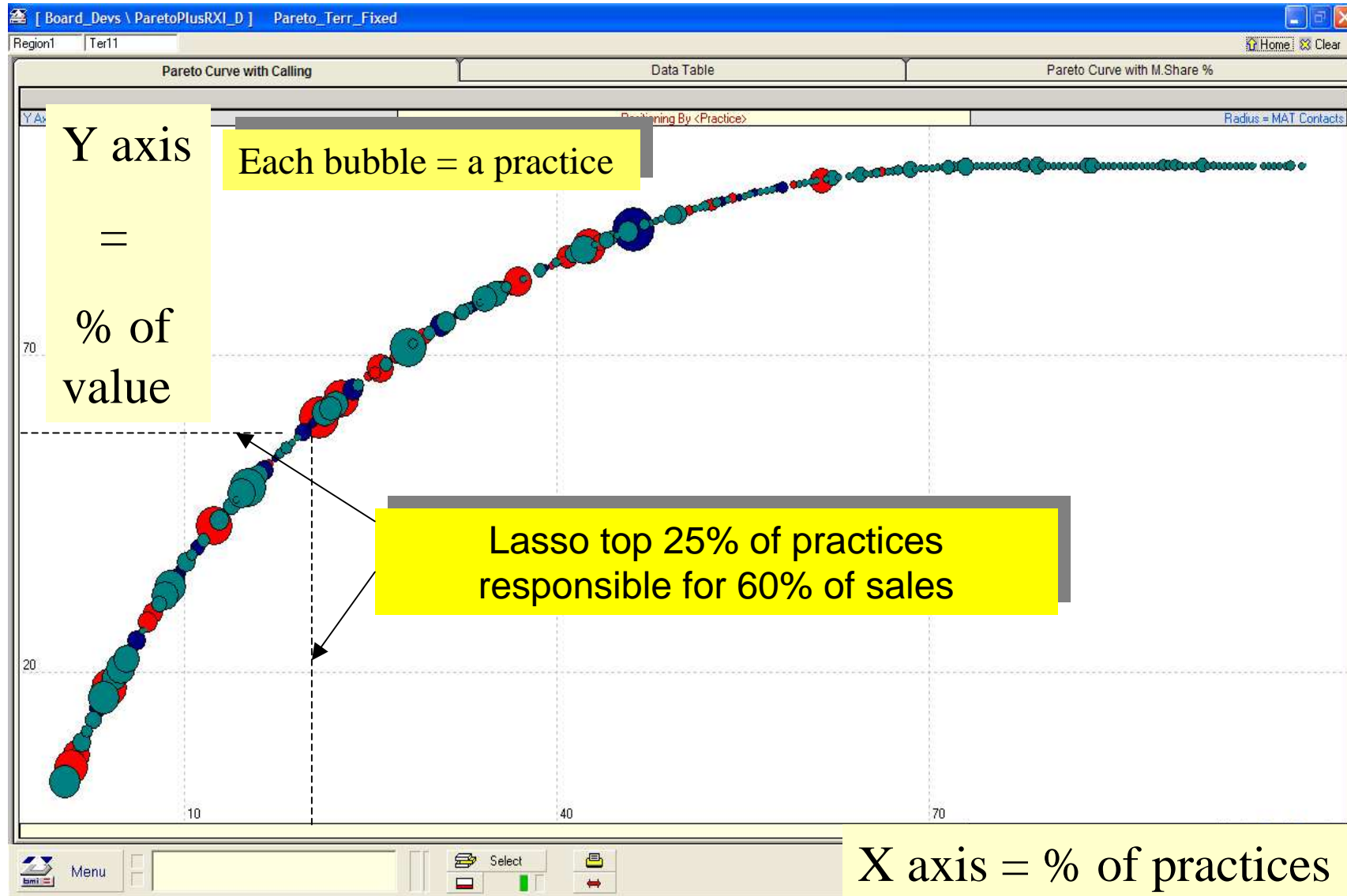


# Pareto Plus Audit bubble chart value by GP practice



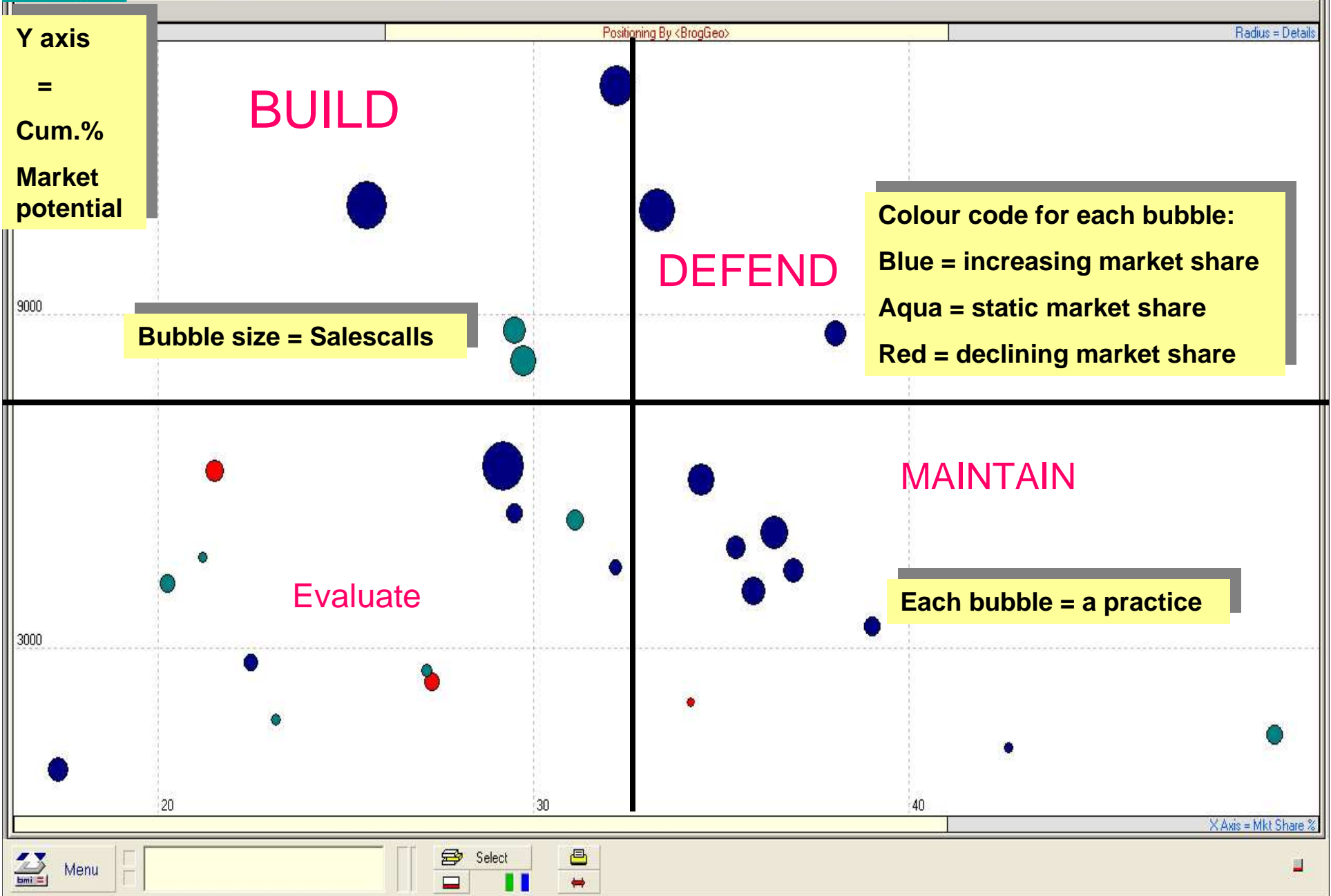


# Pareto Plus Audit bubble chart value by GP practice





# Boston Matrix charts from Pareto Model





## Uses of Practice level sales data in Pareto Plus models

- **Identify more important practices**
- **Identify appropriate allocation of promotional effort required relative to importance of the practice**
- **Identify practices where there is greatest potential to increase my product sales**
- **Identify practices where need to defend existing high sales of my product**
- **Identify wasteful/over promotion**
- **Develop promotional plans to promote to important but inaccessible practices**