Performance insights File
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1.Top performing sales rep
- Rohan Mehta led with approx. ₹948 Cr in total revenue
- Close competition from Priya Nair (₹927 Cr) and Ankit Sharma (₹926 Cr)
- Neha Roy and Vikas Jain also crossed ₹900 Cr+, contributing heavily
- Margins between top reps were tight (<2.5%), indicating balanced performance.
- No single dominant outlier — reflects even distribution of sales efforts

2.Average revenue per transactions summary:

Product Category:

- Diagnostics leads with ₹16.5L per transaction, followed by Implants (₹10.95L)
- Instruments lag with just ₹32.7K, indicating they're low-value, high-frequency items
- Clear divide: High-ticket categories drive revenue, while Instruments boost volume

SKU :

- Portable ECG Machine had the highest avg revenue at ₹20.24L per transaction
- Spinal Implant Set (₹17.79L) and Cardiac Monitor (₹12.70L) were also top performers
- Surgical Scissors and Forceps had low avg values (~₹25K–₹40K), but likely drove bulk transactions

Final Insight: Capital equipment SKUs generate premium value per transaction

3.Which SKU has highest average unit sales per transaction
- *Spinal Implant* Set recorded the *highest average unit sales* per transaction at 50.83 units per order, followed closely by Cardiac Monitor (50.79) and Portable ECG Machine (50.59)
- Even lower-value items like Surgical Scissors and Surgical Forceps maintained an average of ~50 units per transaction, suggesting bulk or pack-based ordering behavior
- The consistently high average (all around 50 units/txn) across SKUs *implies that the sales model is bulk-based,* likely due to institutional hospital procurement or bundled packaging
- No SKU significantly exceeded the 50-unit mark, pointing to a *standardized transaction structure*, possibly due to predefined supply agreements

4.SKU's sold below average revenue
- Out of 7 SKUs analyzed, *4 SKUs were sold below the average* transaction revenue of ₹9.49 Lakhs
- *Hip Replacement Ceramic* (₹9.02L) and *Knee Replacement Titanium* (₹6.02L) fell *just below the threshold*, indicating mid-tier product positioning

- **Surgical Forceps** (₹39.9K) and **Surgical Scissors** (₹25.3K) had the **lowest revenue** per transaction, consistent with their nature as low-cost, high-volume consumables
- These below-average SKUs may contribute heavily to overall volume, but **offer lower margin per order**, indicating a potential area for pricing optimization or bundling strategies

5.Individual SKU revenue vs category average:
- **Knee Replacement Titanium and Spinal Implant** Set **significantly outperformed their category average**, generating ₹9.28L and ₹6.84L more per transaction than the Implants category average of ₹10.95L
- **Surgical Forceps** also exceeded its Instruments category average (₹32.6K) by ₹7.25K, showing strong transactional value despite being a low-cost consumable
- **Surgical Scissors fell below the category average** by ₹7.36K, making it the lowest performer in its group.
- In the Diagnostics category, both **Portable ECG Machine and Cardiac Monitor underperformed**, with average revenue per transaction falling short by ₹3.8L and ₹7.47L respectively.
- The insights suggest that **premium SKUs in Implants are driving high transaction value**, while **certain diagnostic devices may be priced below their value potential.**

6.Monthly tracking analysis- Highlight key trends by product, BU and sales rep:

Product (SKU)-Level Trends
- **Portable ECG Machine** and **Spinal Implant Set** showed strong growth in March after a slight dip in February
- All SKUs saw a **dramatic revenue drop in April**, likely due to partial data, end of quarter, or stock depletion
- Consumables like **Surgical Forceps** and **Scissors remained consistent** from Jan to Mar, with a sharp fall in April, following the same trend.

Business Unit (BU) Trends
- Cardiology BU led in revenue each month, peaking at ₹960 Cr in March
- Orthopedics BU showed steady performance with minimal variance across Jan–Mar
- Surgical BU contributed the least but remained stable; slight increase seen in March before nearly collapsing in April
- All BUs experienced 90–95%+ decline in April, reinforcing the seasonal/operational slowdown

Sales Representative Trends
- **Rohan Mehta** consistently performed across Q1, peaking in March with over **₹336 Cr**
- **Ankit Sharma and Neha Roy** showed resilience with a strong bounce back in March after February dips
- All reps showed near-identical declines in April, confirming an org-wide trend rather than individual performance issues

Insights Summary: Revenue steadily grew from Jan to March across SKUs, BUs, and reps, peaking in March. April recorded a drastic dip across all metrics, suggesting either data cutoff, operational reset, or seasonal closure. The trends reinforce the importance of Q1 planning and the dominance of Cardiology BU and high-value SKUs in driving business performance.

7.Estimate next month forecast based on previous month's trends

Forecast for May 2025 (Based on Jan–Mar   Averages)
- *IMP Note*: April was excluded from forecasting due to extreme drop (likely data cutoff or seasonality)
- Estimated Total Revenue for May: ₹1,526 Cr
- **Cardiology BU expected to lead** with approx. ₹910 Cr, maintaining momentum from March
- **Orthopedics BU** projected around ₹598 Cr, showing **steady month-on-month consistency.**
- Surgical BU expected to remain flat at approx. ₹18 Cr
- Based on current trends, **May is expected to mirror March or stay slightly below**, assuming no major disruptions.

8.Accounts growth trends and insights
- All three channels saw a **decline in February,** with **Direct (channel) dropping the most** at –12.19%
- **March showed a full recovery**, with revenue growth rebounding across all channels:
  - Direct: +13.78%
  - Distributor: +13.30%
  - Sub-dealer: +12.16%
- **April saw a dramatic drop** of over –96% across all channels, pointing to a data cutoff, financial closing, or seasonal slowdown
- Despite fluctuations, the **Direct channel showed the strongest comeback** in March, nearly regaining its January peak
- **Overall, channel performance was closely aligned, with no outlier** — indicating uniform market behavior and possibly centralized sales strategies.

INSIGHTS ON CHANNEL AND PRICING

9.Which channel provides the highest revenue per unit sold on average?

- **Direct channel delivered the highest revenue** per unit sold at ₹18,601, indicating stronger pricing or premium product focus
- **Sub-dealer (₹18,240) and Distributor (₹18,199) were slightly lower**, suggesting consistent pricing across indirect channels

- The narrow difference between all three channels (within ₹400) reflects **pricing discipline and minimal discounting variation** across the network
- However, the slight lead by the Direct channel suggests potential for better control, upselling, or value-added sales when engaging directly with customers.

10.Price range by channel. Which channel has the highest prices and which lowest?

- All three channels - Direct, Distributor, and Sub-dealer had access to the full SKU price range, from ₹500 up to ₹40,000
- This confirms that **no channel is restricted by product pricing tiers** — high-value and low-value SKUs are available across the board
- However, the presence of the same price bands does **not indicate sales behavior — it only reflects availability**
- **For meaningful pricing insights, Revenue Per Unit is a more accurate measure** (previously covered), showing slight variation in actual selling efficiency.

11.Pricing inconsistencies across region for same SKU's

- **All SKUs** have **uniform pricing across all the regions** (East, West, North, and South)
- **No evidence of regional price adjustments** — prices are likely centrally controlled or based on fixed MRP structures
- Even low-value consumables like Surgical Scissors (₹500) and Forceps (₹800) follow the same structure nationwide
- This ensures pricing transparency and compliance, but **may limit flexibility for region-specific market strategies.**

12.Which channel category has the highest discounts and what might that indicate?

- Discount percentages are quite uniform across Direct, Distributor, and Sub-dealer channels:
    - Diagnostics: 7.54% (Direct) vs 7.45% (Sub-dealer)
    - Implants: 7.51% (Direct) vs 7.45% (Sub-dealer)
    - Instruments: 7.58% (Direct) vs 7.44% (Sub-dealer)
- This indicates a **consistent discount strategy across all channels and categories**, with only slight variations based on the product category.