

As a Data Analyst, the following analysis has been conducted to provide actionable insights aimed at optimizing sales performance for XYZ Inc. In this report, we present a strategic plan highlighting area of focus, including targeting specific customer segments, modifying marketing strategies, and enhancing product offerings, all supported by data-driven insights to maximize the expected benefits.

I am here with Submitting this report with the analysis made based on the provided data to my best knowledge.

Regards,  
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Business Analyst  
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# Healthcare Structure in the Country - Hospital distribution by Ownership type, bed size, province/city and Various medical devices and hospital departments, region/province-wise



50

Total Hospitals

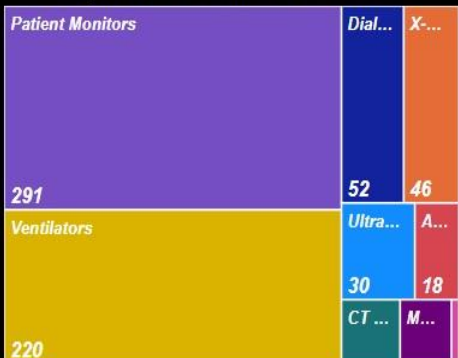
## ANALYSIS OF HEALTHCARE DEMOGRAPHICS

REGION

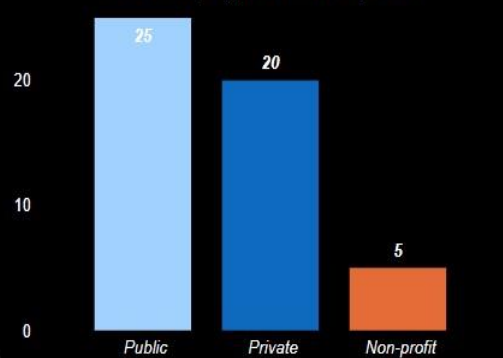
All



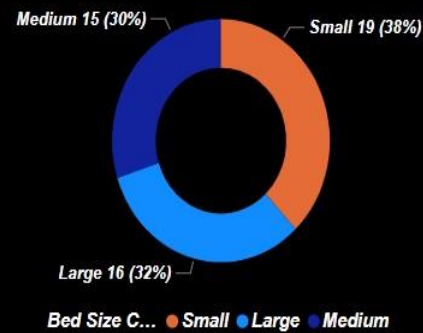
### Region Wise Total Medical Devices



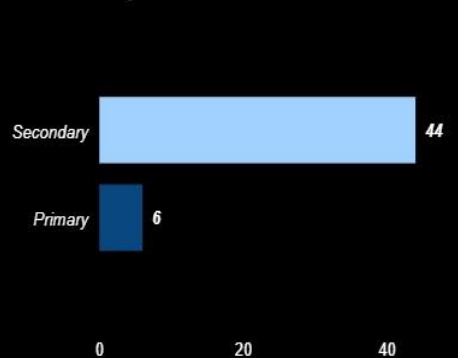
### Ownership Type Wise Hospitals



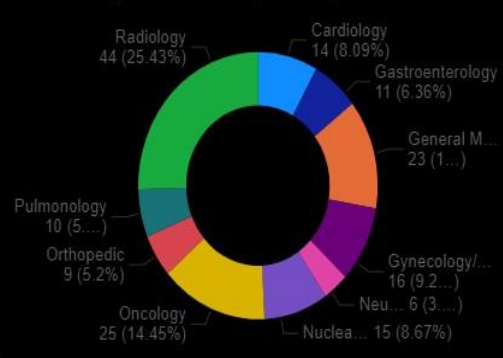
### Count of Hospital name by Bed Size Category



### Hospitals Wise Level of Care



### Region Wise Hospital Departments



### Hospital Count by Province



## ANALYSIS OF MEDICAL DEVICES

REGION

All



50

Total Hospitals

220

Total Ventilators

559

Total Doctors

14

Total Surgeons

13

Total Cardiologists

50

Total Radiologist

9

Internal medicine ...

Total Ventilators

Total X-Ray Machines

Total MRI Scanners

Total Dialysis Machine

Total CT Scanners

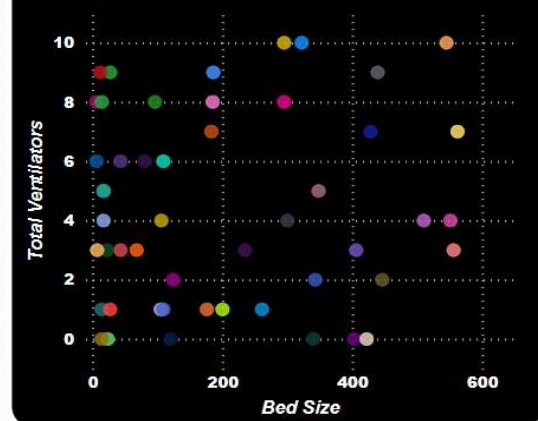
Total Anesthesia Machines

Total Patient Monitors

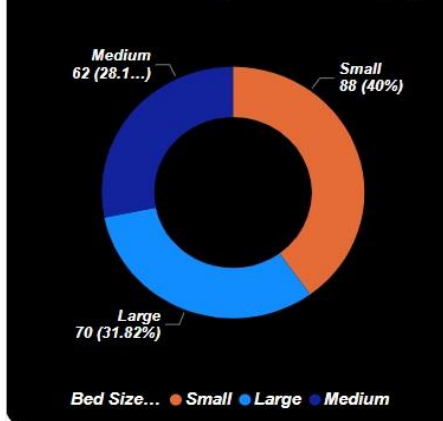
Total Ultrasound

Total C-Arms

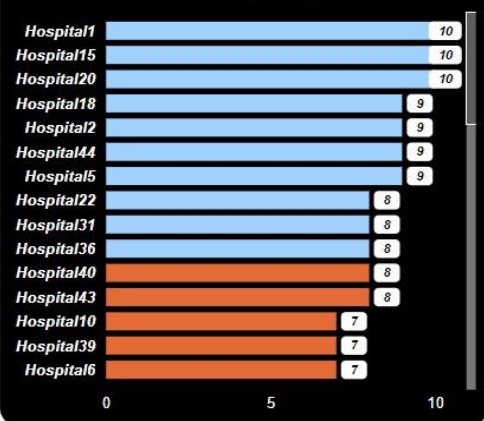
### Hospitals Wise Bed Size And Medical Devices



### Total Ventilators by Bed Size Category



### Total Ventilators By Hospital Names



## Analysis

From the Analysis of Healthcare Demographics and the Analysis of medical devices there are a total of 50 hospitals across 8 regions in Canada.

- As we can see the first visualization shows the tree map showing region wise total medical device where patient monitors are of 291 and ventilators are of 220 which are at highest count and MRI scanners and c-arms are of lowest count so need to focus accordingly.
- In the second visualization we can see that ownership wise hospitals a total of 25 public ,20 private and 5 non-profit hospitals are present across 50 hospitals.
- Third visualization shows that there are of 19 hospitals of small, 15 hospitals of medium and 16 hospitals of large size bed category hospitals.
- Fourth visualization shows that there are 6 primary level of care hospitals and 44 secondary level of care.
- Fifth visualization shows the Region wise count of various hospital departments where radiology departments are higher and neurology departments are low.
- Sixth visualization shows the hospital count across various regions.

## Recommendations

- Since patient monitors and ventilators have the highest counts across regions, it's essential for medical device manufacturers to prioritize these devices in their sales and marketing strategies.
- Manufacturers can focus on regions with a high demand for these devices and tailor their offerings accordingly
- With a majority of hospitals being public or private, manufacturers can target these sectors for sales and partnerships.
- Public hospitals might have different procurement processes compared to private ones, so understanding these differences can help manufacturers tailor their sales approaches.
- Manufacturers should consider the bed size categories of hospitals when targeting potential buyers.
- Larger hospitals with more beds might have higher demand for medical devices, but smaller hospitals could also represent opportunities, especially for specialized equipment.
- Since the majority of hospitals are classified as secondary level of care, manufacturers can focus their sales efforts on these facilities.
- These hospitals might require a wide range of medical devices to support various departments and specialties.
- Manufacturers can identify regions where certain hospital departments, such as radiology, are in are in high demand.

- Tailoring marketing efforts towards departments with higher demand can help manufacturers reach their target customers more effectively.
- Regions with fewer hospitals could represent untapped markets for medical device manufacturers.
- Manufacturers can explore these regions for potential growth opportunities and establish partnerships with existing healthcare providers.