

MediHealth

Scenario:

MediHealth Ghana Ltd. is a leading pharmaceutical company headquartered in Accra, Ghana. The company distributes a wide range of prescription drugs and over-the-counter (OTC) products across all 16 regions of Ghana through a network of wholesalers, pharmacies, and hospitals.

Over the past year, MediHealth has noticed inconsistent sales performance across regions, with significant underperformance in the Northern and Western Regions. Additionally, there is pressure from global management to improve the return on investment in marketing and sales campaigns.

You are interviewing for a **Sales Data Analyst** role and have been tasked with analyzing sales data to identify growth opportunities, evaluate sales team performance, and provide actionable recommendations to improve market penetration and profitability.

Task Instructions for Learners

1. Analyse the Business Problem:

- What patterns are evident in sales across products, regions, and customer types?
- Which regions or customer types are performing well or poorly?

2. Develop a Data-Driven Approach:

- How would you compare product and regional performance using the data?
- Which customer type brings in the most revenue?
- What are 5 key metrics the company should track every month?
- Recommend **tools or dashboards** to simplify reporting.

3. Pitch Your Role (10-Minute Presentation):

- Clearly explain how **hiring a Data Analyst** will benefit **MediHealth**.
- Use simple, non-technical language.
- Show how **data storytelling** can improve customer experience or business performance.

4. Engage in Q&A:

- The hiring manager will ask follow-up questions about your approach.
- You must defend your ideas with logical reasoning and examples.