



IMARTICUS
L E A R N I N G

Reverse Engineer an advertisement

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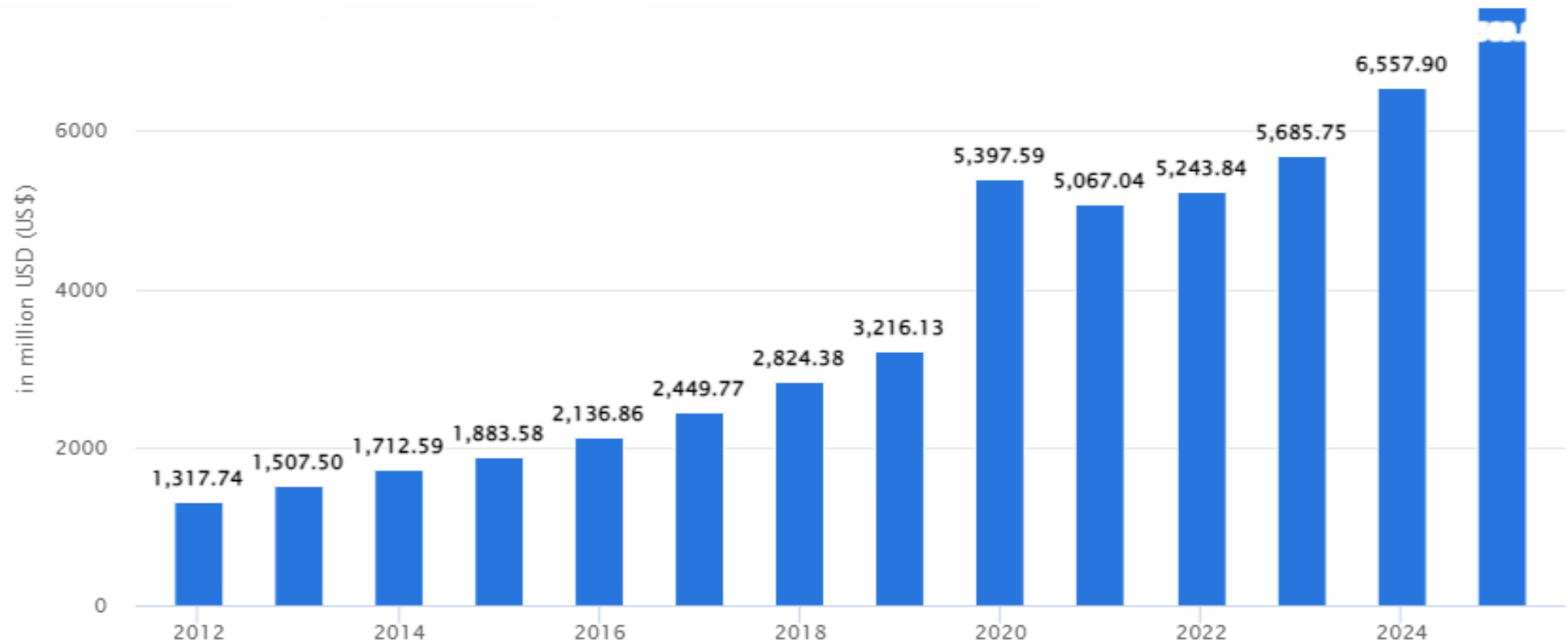
Title: **Dettol Sanitizer Sales Data Worldwide**

Introduction

Hand sanitizer, also known as hand antiseptic, is a foam, gel or liquid-based sanitizing agent that is applied on hands for removing various disease-causing pathogens. It includes both products which are exclusively sold in pharmacies and products which can be purchased elsewhere. Sales by hospitals are not included.



Growth by graph



SALES DATA:

S.No	Before_LD (2012-2018)	After_LD (2019-2025)		
1.	13.174	32.1613		
2.	15.075	53.9759		
3.	17.1259	50.6704	0.000111614	
4.	18.8358	52.4384	19.75957143	
5.	21.3686	56.8575	57.31178571	
6.	24.4977	65.579		
7.	28.24	89.5		



Conclusion:

From this I conclude that hand sanitizer is highly sell after lockdown due to this pandemic. Before lockdown, sanitizer is used by doctors, labours , pharmacist, lab technicians and so on. But after the pandemic most of the peoples use sanitizer frequently. So the advertisement focus on all the general people's nowadays.

Thank you —

