

DIAGNOSTIC SALES PERFORMANCE AND INSIGHTS

(Metabase + PostgreSQL)

Project Overview

This project delivers a comprehensive diagnostic sales analysis dashboard designed to provide actionable insights for healthcare management. Built on transactional diagnostic sales data, the dashboard transforms raw records into clear trends, patterns, and performance indicators that empower decision-making across operations, sales, and strategy.

The solution integrates multiple perspectives—revenue performance, patient flow, test distribution, referral dynamics, disease insights, employee effectiveness, and discount impact—into a unified view. By leveraging intuitive KPIs and interactive visualizations, it supports both high-level monitoring and detailed root-cause exploration.

The dashboard is structured into dedicated analytical modules, each targeting a key business question:

- Revenue Trend Analysis – How is revenue evolving over time and across categories?
- Diagnostic Test Trend – Which tests and diseases dominate in terms of volume and sales?
- Sales Time Dynamics – When do patients and sales peak throughout the day, week, or month?
- Referral Analysis – How do different referral sources and providers influence patient flow and sales?
- Disease Insights – What diseases drive the highest patient volumes, test counts, and revenue?

The objective of this project is to develop a comprehensive diagnostic sales analysis dashboard that provides actionable insights into revenue performance, patient trends, test utilization, referral contributions, disease insights, employee effectiveness, and discount impacts. By leveraging key performance indicators such as gross and net sales, patient count, test volume, and referral-based revenue, the dashboard aims to uncover patterns across time, location, and categories. The ultimate goal is to enable data-driven decision-making that enhances operational efficiency, strengthens referral networks, optimizes test offerings, and maximizes overall sales performance.

Diagnostic Sales Analysis

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Glossary Tab 2

Tab 2

8.3M

Gross Sales

7.7M

Net Sales

1,345

Patient Count

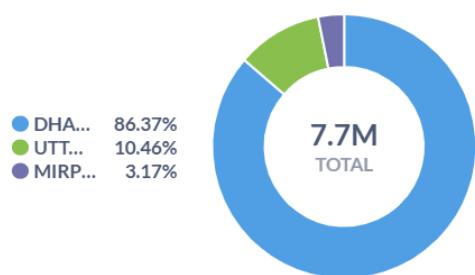
1,424

Unique Invoices

5,783

Test Performed

Sales by Facility



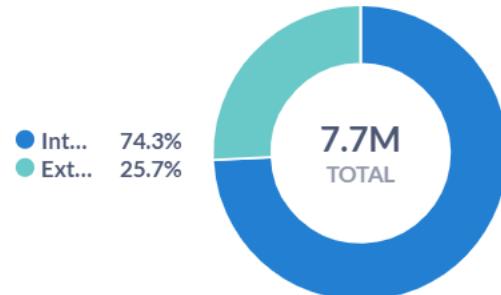
Monthly Sales



Monthly Patient Count



Sales by Referral Type



Revenue

Diagnostic Sales Analysis

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Overall Disease Rank

disease_name	sales	disease_rank
Cardiac	726,302	1
Kidney	529,835	2
Thyroid	522,710	3
Orthopedic	495,709	4
Liver	489,399	5
Abdomen	354,168	6
Neurology	353,064	7
Hepatitis	299,020	8

54 rows

Test

Diagnostic Sales Analysis

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Glossary Revenue Test



417

Unique Tests

4.06

TEST_BUCKET_SIZE

5,436

Avg Price Per Invoice

CBC

Highest # of Test

MoM Test Bucket Size



Of Test by Price Category



of Test and Gross Sales by Price Category



Time Period

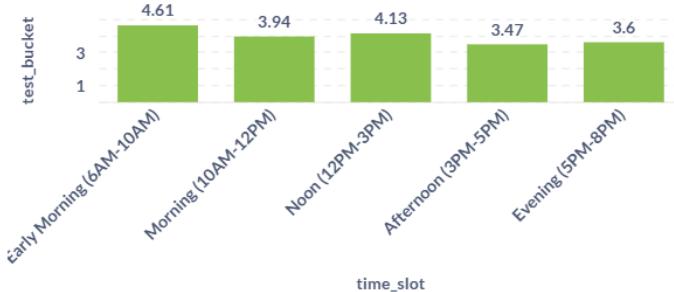
Diagnostic Sales Analysis

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Glossary Revenue Test Time Period

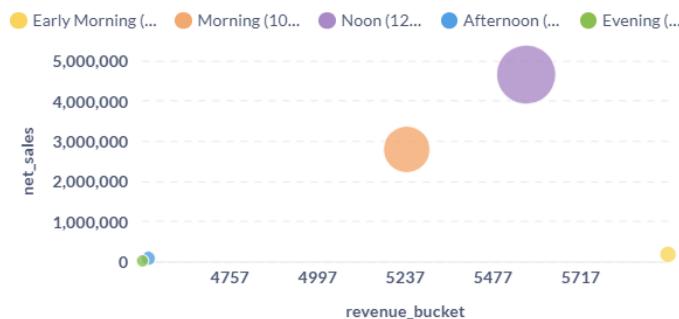
Test Bucket Size by Time Slot



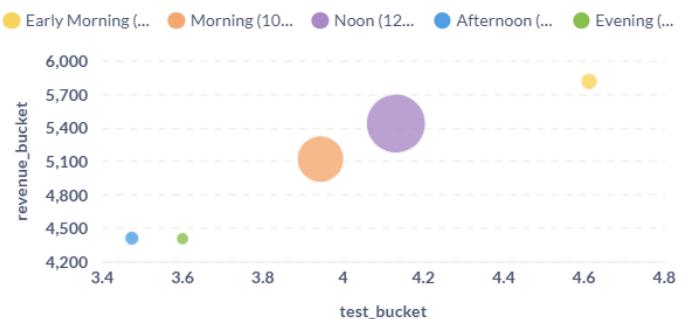
Day Wise Sales



Revenue Bucket and Gross Sales by Time Slot

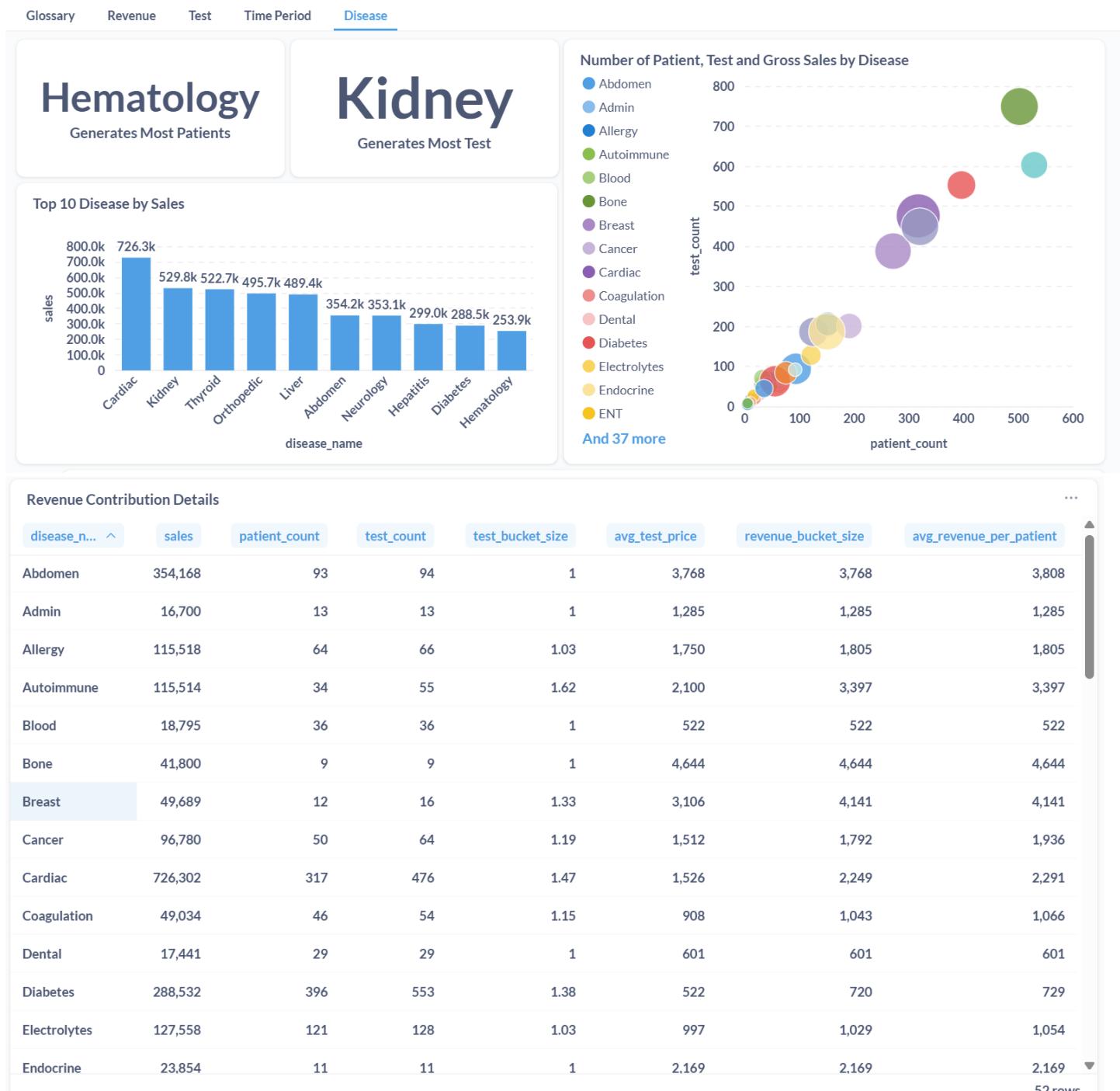


Test and Revenue Bucket by Time Slot



Hourly Tests Performed





Referral

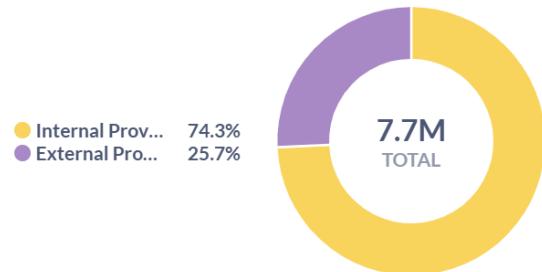
Diagnostic Sales Analysis

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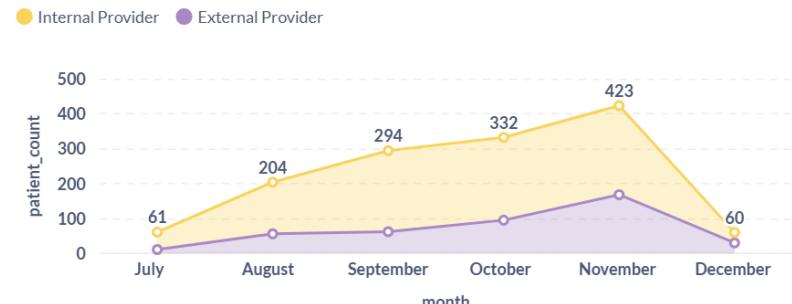
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Glossary Revenue Test Time Period Disease Referral

Sales by Referral Type



MoM # of Patients by Month & Referral Type



Doctor Details

doctor_name	referral_type_name	patient_count	total_test	total_sales	test_bucket_size	revenue_bucket
DR ZAHURUL ALAM KHAN	Internal Provider	46	346	297,642	7.06	6,074
PROF DR MD SAYEDUL ISLAM	Internal Provider	47	344	400,993	7.32	8,532
MARIAM FARUQUI SHATI	Internal Provider	41	317	368,883	6.47	7,528
A S M JULFEKAR HELAL	Internal Provider	26	236	228,744	8.43	8,169
DR SALIMUR RAHMAN	Internal Provider	47	216	405,623	4.5	8,450
BAREN CHAKRABORTY	Internal Provider	27	195	213,399	7.22	7,904
LAILA ARJUMAND BANU	Internal Provider	20	177	235,445	7.7	10,237

73 rows

Top 10 Doctors by Sales

doctor_name	total_test	total_sales
DR SALIMUR RAHMAN	216	405,623
PROF DR MD SAYEDUL ISLAM	344	400,993
MARIAM FARUQUI SHATI	317	368,883
SIRAJUL HAQUE	118	309,769
DR ZAHURUL ALAM KHAN	346	297,642
LAILA ARJUMAND BANU	177	235,445
A S M JULFEKAR HELAL	236	228,744
BAREN CHAKRABORTY	195	213,399
K M ANAMILLI	163	186,166

10 rows