

# Medi-Health Sales Performance Dashboard (2023–2024)



3768

Total Quantity Sold

9

Regions

37

Total Products

91.55K

Total Revenue

37

Total Transactions

## Customer Type

Hospital

Pharmacy

Wholesaler

## Region

Ashanti

Central

Eastern

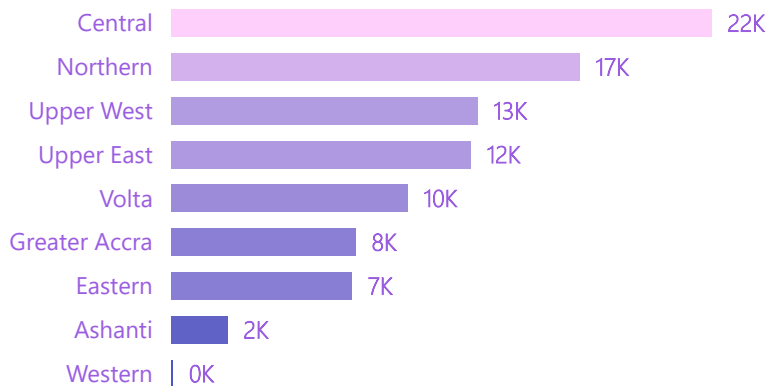
Greater Accra

Northern

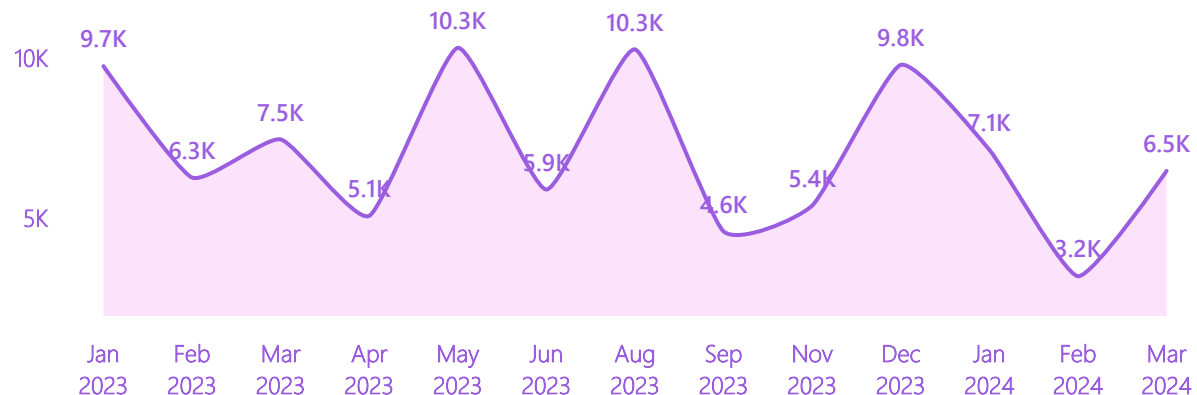
Upper East

Upper West

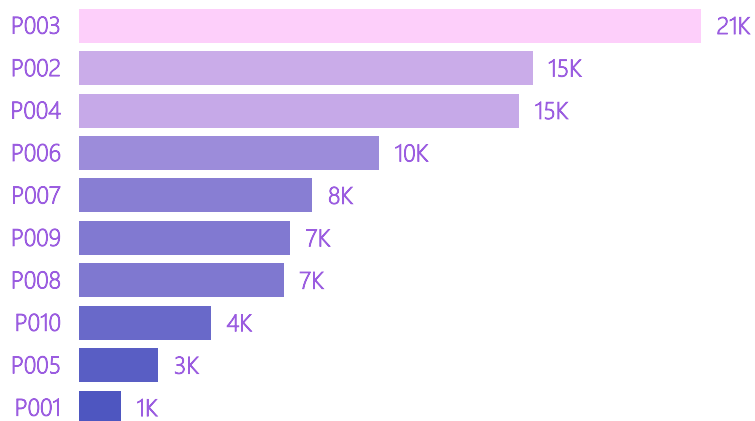
## Revenue by Region



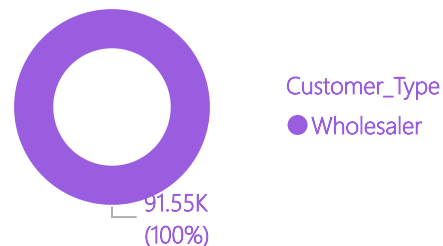
## Total Revenue over the Period



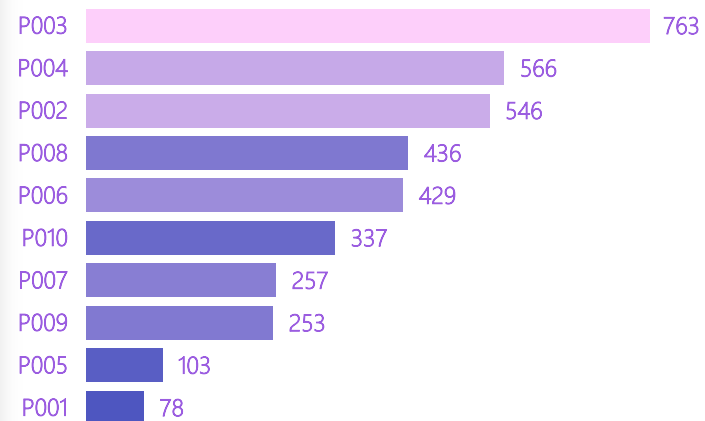
## Total Revenue by Products



## Customer Type



## Total Quantity Sold by Products





9828  
Total Quantity Sold

9  
Regions

100  
Total Products

270.16K  
Total Revenue

▼ -40.3%  
Revenue Growth

Customer Type

- Hospital
- Pharmacy
- Wholesaler

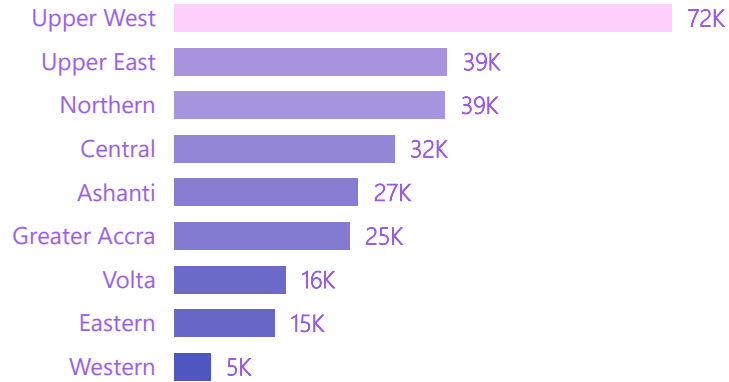
MonthYear

- Jan 2023
- Feb 2023
- Mar 2023

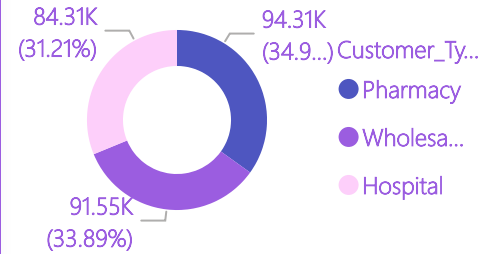
Region

- Ashanti
- Central
- Eastern
- Greater Accra

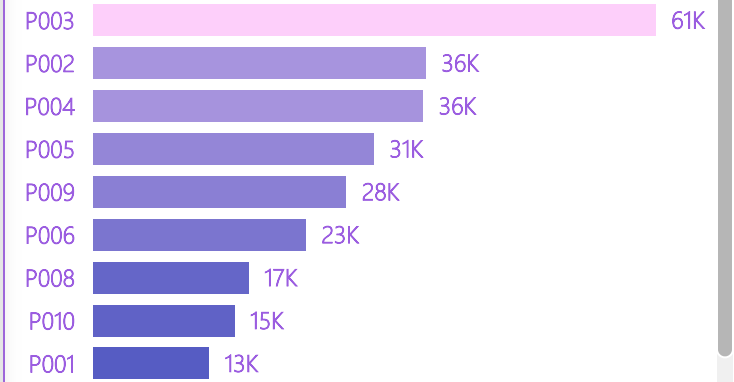
Revenue by Region



Customer Type



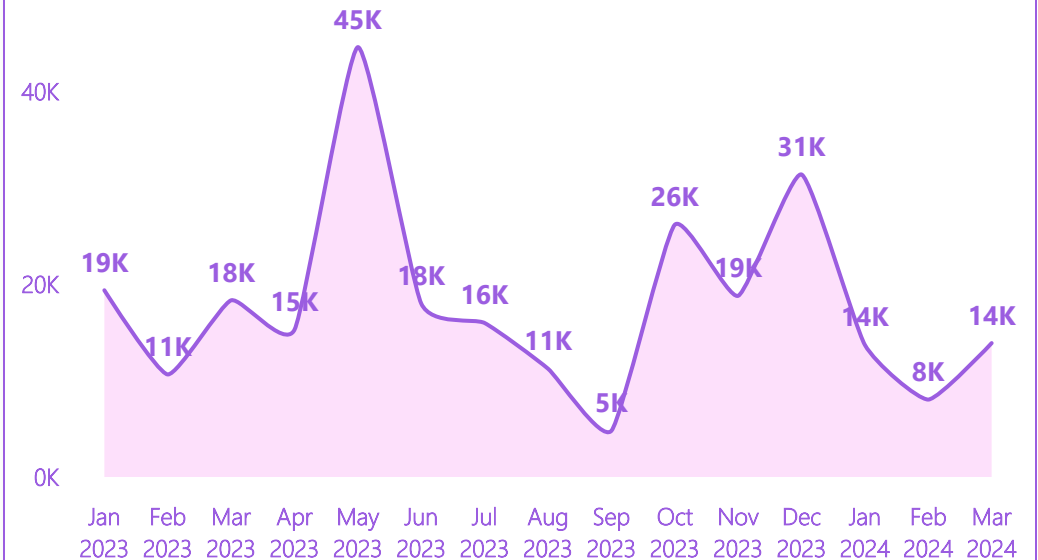
Total Revenue by Products



Region Vrs Product

Region	P001	P002	P003	P004	P005
Western		↓ 1,075.48	↓ 2,678.51	↓ 1,427.37	
Volta		→ 9,134.30			↓ 873
Upper West	↓ 1,381.71	↑ 20,323.84	→ 11,544.63	↓ 1,646.73	↑ 14,414
Upper East	↓ 1,816.21	↓ 3,153.56	↑ 14,617.20	→ 9,955.79	
Northern		↓ 268.59		→ 13,255.21	↓ 4,565
Greater Accra	↓ 473.77		→ 8,632.00	↓ 593.13	→ 7,779
Eastern		↓ 2,253.26		↓ 4,495.44	↓ 1,051
Central	↓ 1,396.98		↑ 13,643.78	↓ 3,771.36	
Ashanti	→ 7,559.91	↓ 76.86	→ 10,237.92	↓ 839.04	↓ 1,932
Total	12,628.58	36,285.89	61,354.04	35,984.07	30,617

Total Revenue over the Period



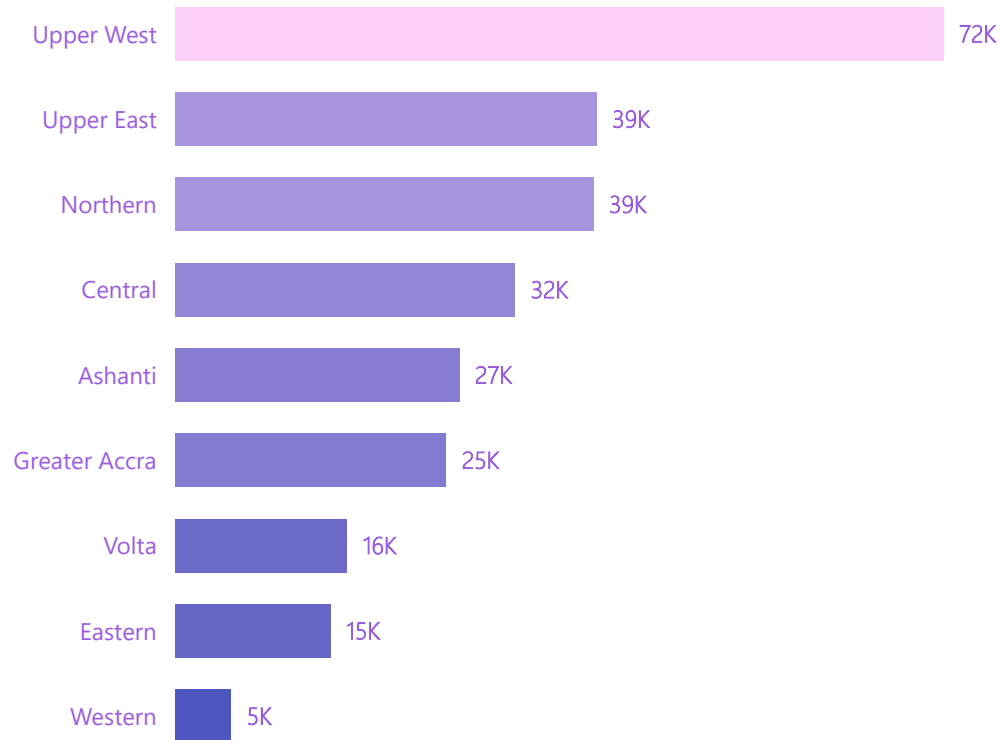
## **Problem Statement**

MediHealth Ghana Ltd. is experiencing uneven sales performance across regions, with significant underperformance in the Western, Eastern, and Volta Regions. While some products and regions generate strong revenue, others show low sales volume and poor contribution to overall revenue.

## **Key challenges**

- Uneven sales performance across Ghana's 16 regions.
- Underperformance in Northern and Western regions.
- Limited insight into which products or customer types drive revenue.
- Management needs data to improve ROI and regional penetration.

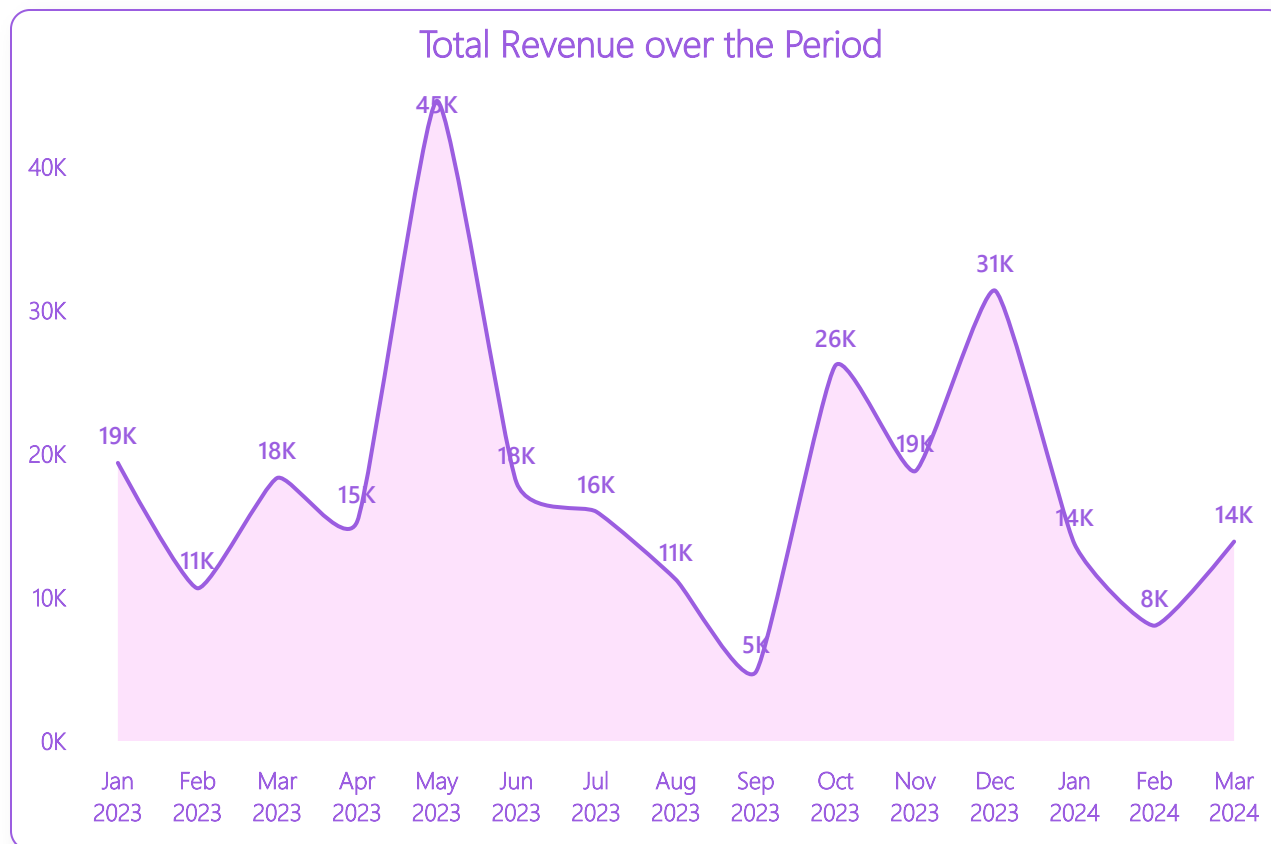
Revenue by Region



### key Insight

This chart shows a significant imbalance in sales performance across the nine(9)regions. The Upper West Region is the highest performer with 72K, far exceeding all other regions. Upper East and Northern follow at 39K each, indicating strong demand and effective distribution in the northern areas.

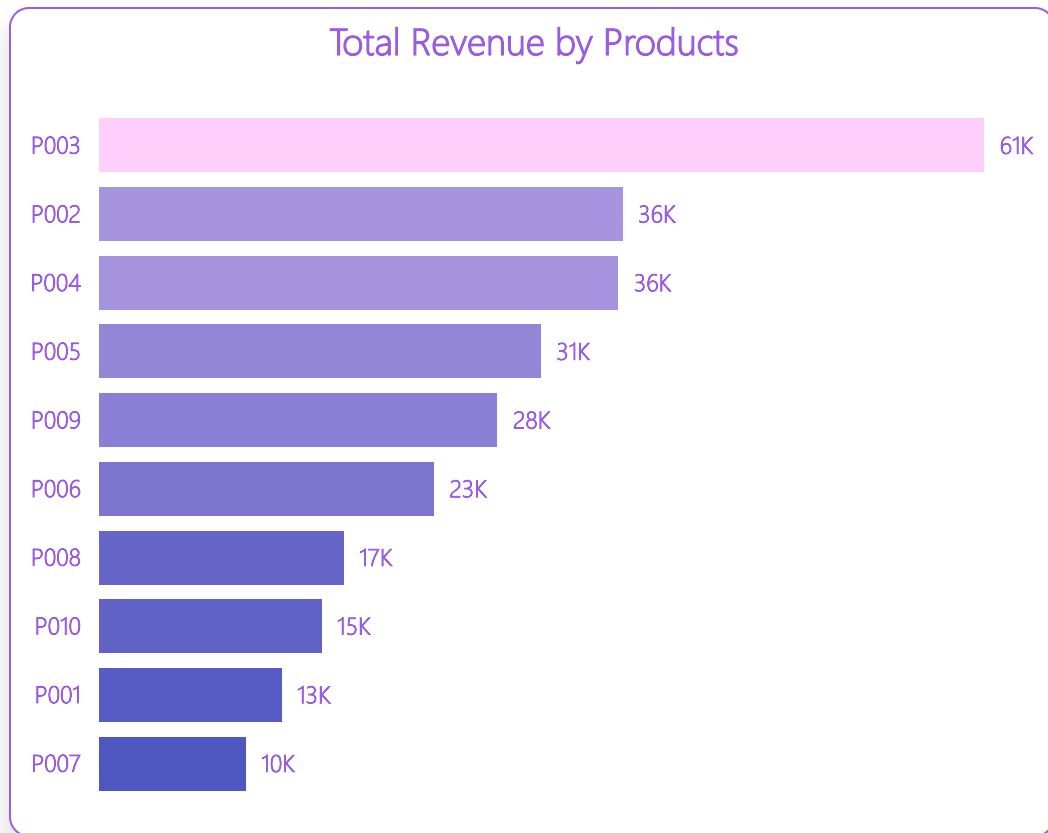
However, the Western, Eastern, and Volta Regions are performing poorly, generating 5K, 15K, and 16K respectively. From the overall dashboard, Pharmacy is the customer type that sells the most but the Western region lacks this customer type and this explains why the Western region is underperforming.



## Key Insight

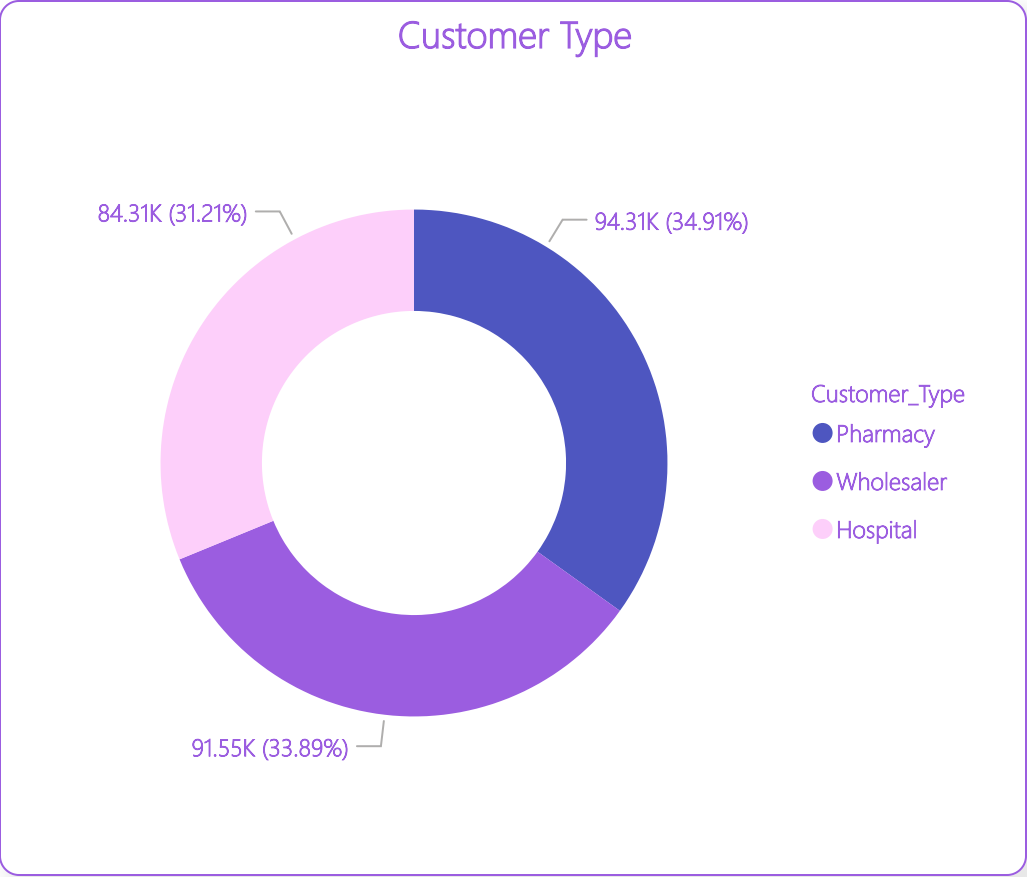
This visual indicating inconsistent sales activity throughout the period. The company's highest revenue occurred in May 2023 (45K), followed by smaller peaks in October 2023 (26K) and December 2023 (31K). These spikes suggest periods of strong marketing campaigns, seasonal demand, or bulk purchases.

However, revenue drops significantly during September 2023 (5K) and again in February 2024 (8K). The pattern also shows that revenue does not sustain momentum after each peak, signaling a lack of consistent sales strategy.



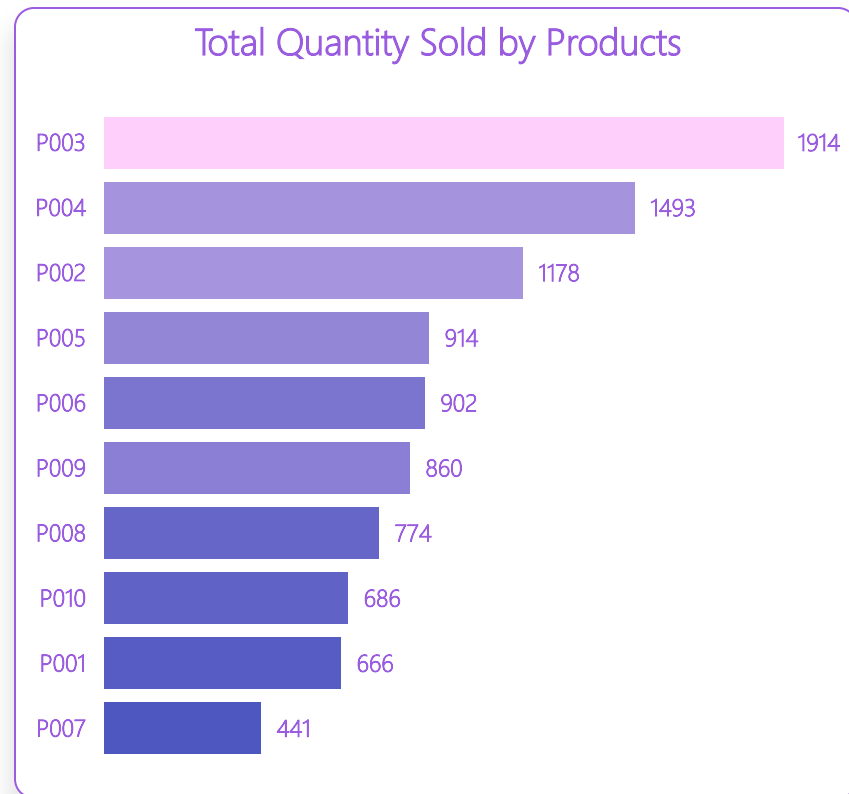
## Key Insights

This chart shows that P003 dominates revenue, generating far more than any other product. P002 and P004 form a distant second tier at 36K each, while the remaining products contribute very little, creating a long-tail pattern. P003 alone outperforms the bottom five products combined, and the top three products account for nearly half of total revenue. This suggests the need to prioritize P003—ensuring strong availability, visibility, and marketing—while reassessing low performers like P001, P005 and P010 to determine whether they should be improved, repositioned, or discontinued.



## Key Insights

This chart reveals a well-balanced customer type, with revenue distributed almost evenly across your three main segments. Pharmacy is the slight leader, accounting for 94.31K (34.91%), but Wholesaler (91.55K, 33.89%) and Hospital (84.31K, 31.21%) are extremely close behind. With less than a 4% difference between the largest and smallest group, this data points to a very healthy and stable business model that is not overly reliant on any single customer type for its success.



## Key Insights

The quantity chart confirms that P003 is our unquestionable sales engine, clocking 1,914 units sold. However, the most critical takeaway requires a cross-reference with our revenue figures. Notice that P004 shipped almost 1,500 units, significantly more than P002, yet both products delivered the same revenue outcome. This disparity is a major discovery because it strongly suggests P004 is likely priced much lower than P002. If P004 is selling this much volume, hence there should be an investigation if its current price point is optimized for maximum profit.



## Recommendation

- Focus Marketing on Weak Regions – Pharmacy customer type should be introduced in the Western region with tailored campaigns in the other low performing regions.
- Promote High-Performing Products – Prioritize P003–P004 in restocking and promotions.
- Leverage Customer Segmentation – Build loyalty programs for wholesalers and incentive packages for hospitals.
- Automate Sales Tracking – Use Power BI dashboards to monitor KPIs monthly.
- Set Clear Sales KPIs – Monthly revenue growth  $\geq 10\%$ , Regional sales balance index, Customer satisfaction feedback score.