

PROJECT PROPOSAL

Pharmaceutical Sales Analysis
Egyptian Market (2024)

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PROJECT BRIEF

- This project focuses on analyzing pharmaceutical sales data in the Egyptian market for the year 2024.
- The main goal is to uncover insights about sales performance during the year including top selling products, leading companies, and monthly sales patterns.
- By examining trends and variations across months, the project aims to highlight which products performed or companies performed best, identify potential demand peaks and explore any external factors that may have influenced sales.
- The analysis will support better understanding of the market structure, help companies improve sales strategies and serve as a foundation for future multi year analysis when additional data becomes available.

OBJECTIVES

- Analyze monthly and quarterly sales patterns for 2024.
- Identify top performing and low performing products and companies in 2024.
- Detect intra year seasonality or monthly peaks (specific months with higher demand).
- Estimate product&company market shares for 2024.
- Provide actionable recommendations based on 2024 performance and advise what extra analysis would be possible if multi year data becomes available.

METHODOLOGY



1- Data Collection

- Use the available 2024 sales data (product, company, sales amount, units).
- If possible, collect small external signals for 2024 (major promotional events, price changes, public health events) to explain patterns.



2- Data Cleaning

- The dataset will be reviewed to ensure accuracy and consistency.
- Missing, duplicate or incorrect records will be handled and data formats will be standardized.
- Key fields such as dates and product names will be cleaned and prepared for analysis.



3- Data Analysis

- Compute monthly and quarterly totals and averages.
- Rank products and companies by total sales and units sold.
- Calculate month growth rates to reveal short term trends.
- Compute market share (%) per product and per company for 2024.
- If event data is available perform simple before and after comparisons (sales one month before vs after).



4- Data Visualization

- Line charts for year trends, bar charts for top products, pie or stacked bar for market share, and a small table of year growth rates.
- Build a dashboard summarizing key KPIs for 2024.
- Reporting & Limitat



5- Reporting & Limitations

- Present findings and concrete recommendations for the company.
- Add a clear limitations section explaining that conclusions are based on a single year and suggesting additional analyses if more years are provided.

EXPECTED DELIVERABLES

- Cleaned 2024 dataset (Excel).
- Monthly and quarterly summary tables.
- Dashboard (Power BI & Excel) showing 2024 KPIs.
- Final report (1-2 pages) with visualizations, recommendations, and a limitations note.

TIMELINE

| Week | Task |
|--------|---|
| Week 1 | Data cleaning, create Month/Quarter columns and basic summaries |
| Week 2 | Detailed analysis, charts, dashboard and final report |

THANK YOU

 <https://github.com/datalab504>

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