



Business Impact & Strategic Insights

Transforming diagnostic data into actionable intelligence for operational excellence and strategic growth.



Analytics Overview

10K+

Blood Test Records

Comprehensive dataset
analyzed for strategic
insights

18

Diagnostic Parameters

Key health indicators
tracked and evaluated

49%

Abnormal Reports

Significant opportunity for
follow-up services

13.27

Average Hemoglobin

g/dL measured across
patient population



Key Clinical Findings

Anemia Prevalence

High incidence in women aged 20 - 35 years, indicating targeted intervention opportunities.

CRP Patterns

Seasonal spikes during August - October monsoon period at 5.62 mg/L average.

Infection Trends

Viral infections 2.5× more common than bacterial, driving outpatient service demand.

Abnormal Rate Impact

49% abnormal rate creates substantial follow-up consultation opportunities.

Business Impact Analysis



Anemia Prevalence

Impact: High in women 20 - 35

Opportunity: Targeted preventive campaigns and increased anemia panel demand



Seasonal CRP Spikes

Impact: Aug - Oct rise

Opportunity: Forecast reagent needs and launch monsoon awareness drives



Viral Dominance

Impact: 2.5× more common

Opportunity: Optimize outpatient pricing models



Abnormal Reports

Impact: 49% rate

Opportunity: Upsell follow-up consultation packages

Operational Excellence

0

1 Resource Alignment

Align staff and inventory with predicted infection peaks for optimal efficiency.

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2 Preventive Monetization

Monetize high anemia incidence through targeted preventive health packages.

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3 Retention Workflows

Create retention workflows for patients with recurring abnormalities.

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4 Performance Tracking

Track lab efficiency via abnormal-rate and turnaround-time KPIs.



Strategic Growth Opportunities

1

Predictive Planning

Implement predictive reagent demand planning to reduce waste and optimize inventory costs.

2

Data Services

Offer health intelligence data services for pharma and insurance clients as new revenue stream.

3

Seasonal Marketing

Align marketing campaigns and CSR initiatives with seasonal health trends.

4

B2B SaaS Product

Develop white-labeled analytics dashboard as scalable B2B SaaS offering.

Recommended Next Steps



Geographic Analysis

Add branch/location dimension for geo-performance insights and regional optimization.



KPI Integration

Integrate summary cards into dashboards: Total Tests, Avg Hb, Abnormal Rate.



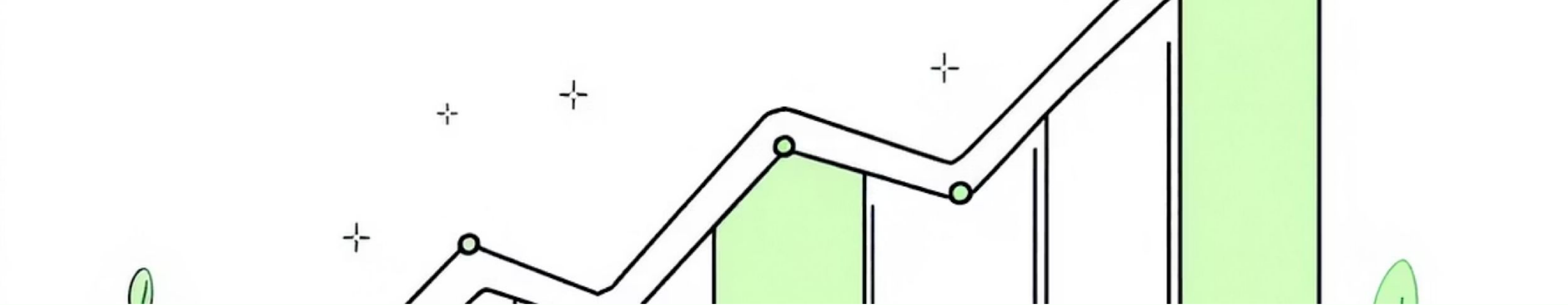
Forecasting Module

Build predictive module for infection volume and resource planning.



Alert Automation

Automate alerts for abnormal surges and patient retention opportunities.



Financial Impact Potential

Cost Savings

- Optimized reagent inventory
- Reduced waste through forecasting
- Efficient staff allocation

Revenue Growth

- Preventive health packages
- Follow-up consultations
- B2B data services

Operational Efficiency

- Predictive planning
- KPI-driven decisions
- Automated workflows

Competitive Advantage

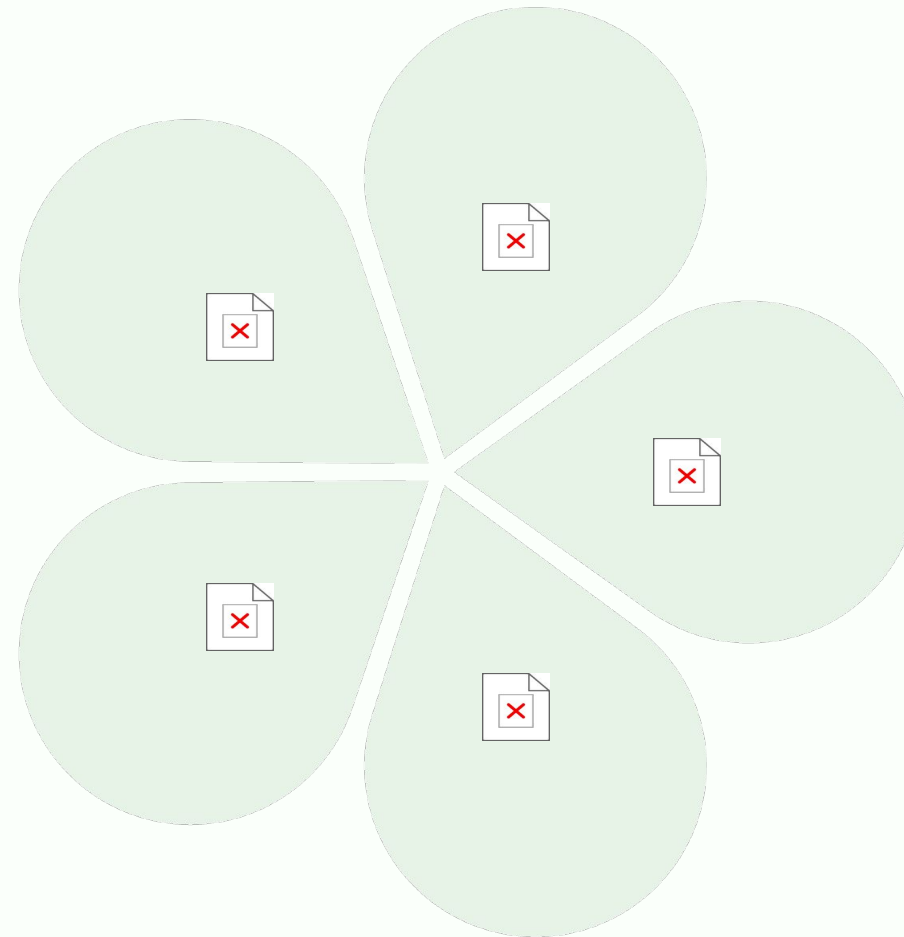
Data-Driven Intelligence

Healthcare Innovation

Operational Predictability

Revenue Efficiency

Patient Trust



This analytics framework transforms Palkhade Diagnostics into a leader in data-driven healthcare operations, enhancing decision-making and patient outcomes.



Strategic Impact

The analytics initiative transforms raw diagnostic data into actionable intelligence that enhances operational predictability, improves revenue efficiency, and strengthens patient trust.

Adoption of this framework positions the organization as a leader in data-driven healthcare operations, creating sustainable competitive advantages through intelligent use of diagnostic insights.