

# Animal Health and Product Sales Insights Dashboard

Analyzing veterinary health patterns and product performance (Elanco BI Simulation)

₹ 4.11bn

Total Revenue

₹ 943.93M

Total Profit

2297.71%

Profit Margin %

9M

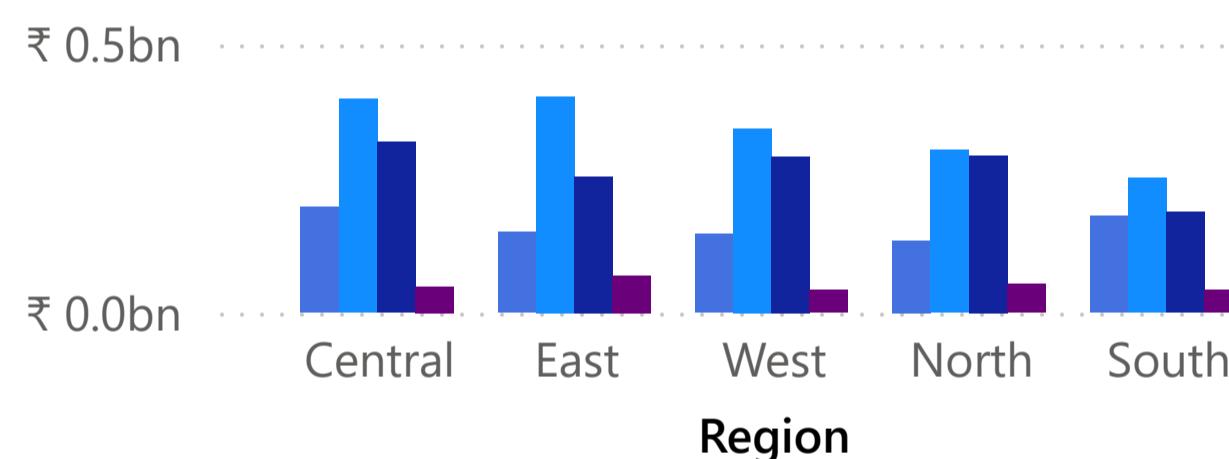
Total Units Sold

1M

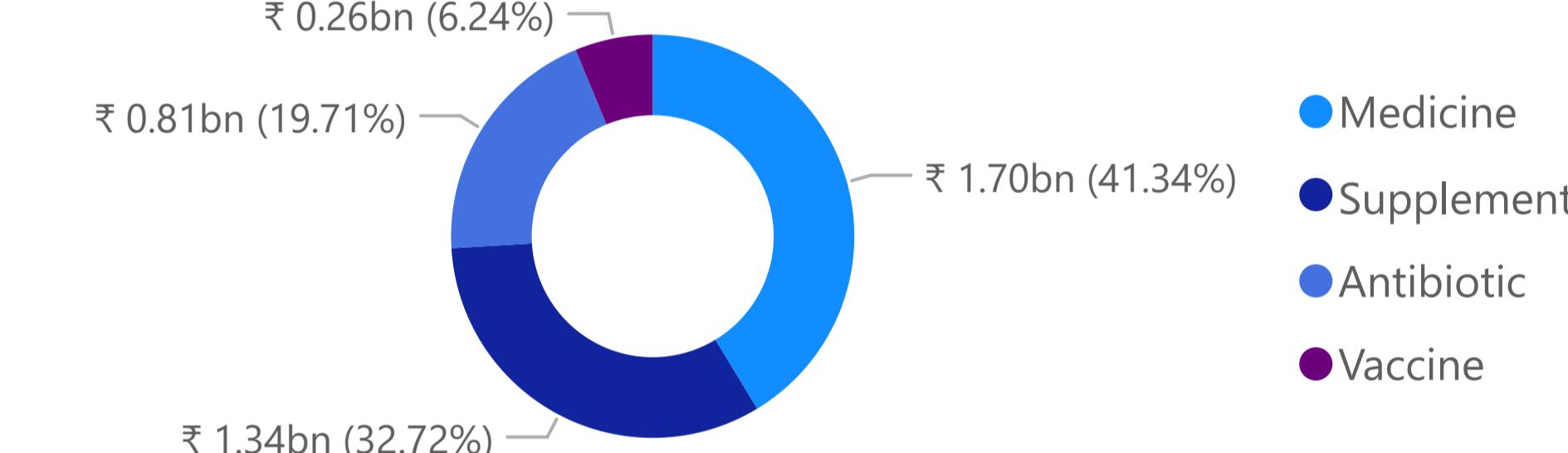
Total Cases

Total Revenue by Region and Category\_y

Antibiotic Medicine Supplement Vaccine

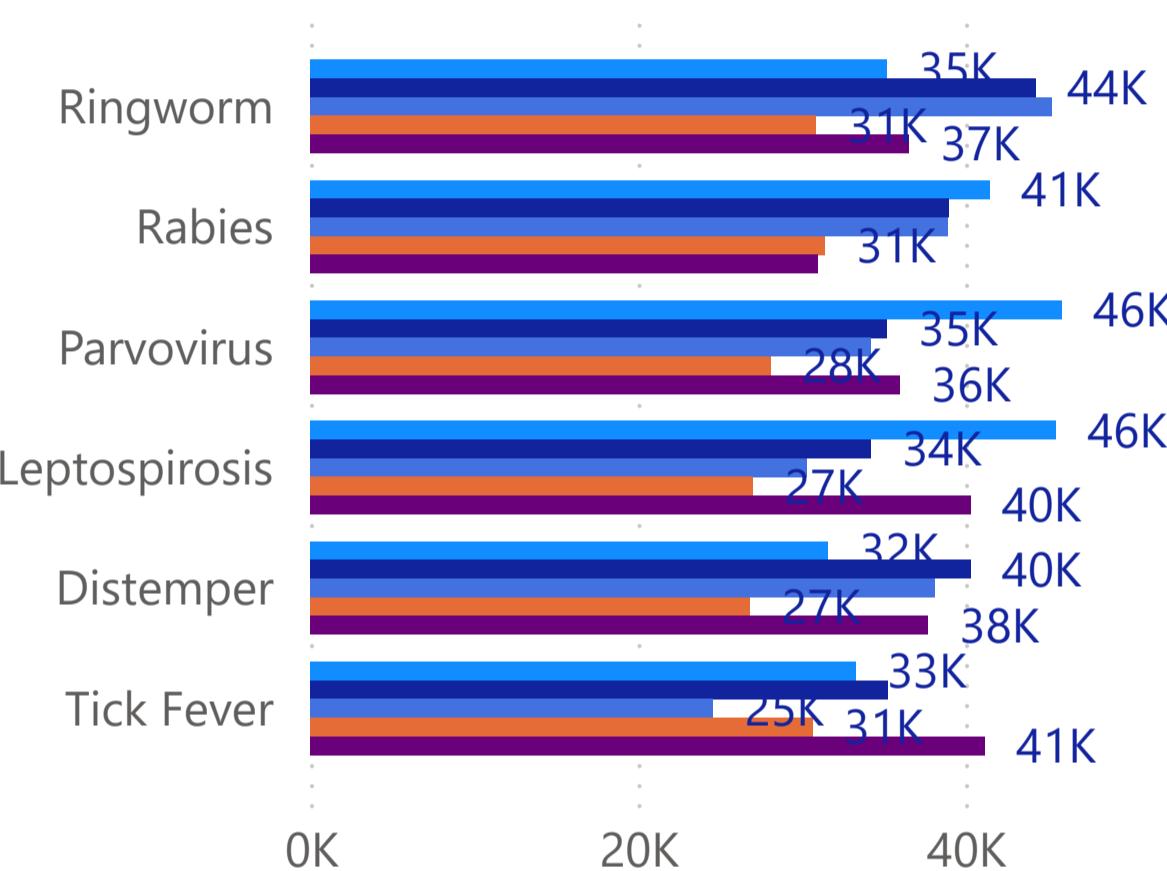


Total Revenue by Category\_y

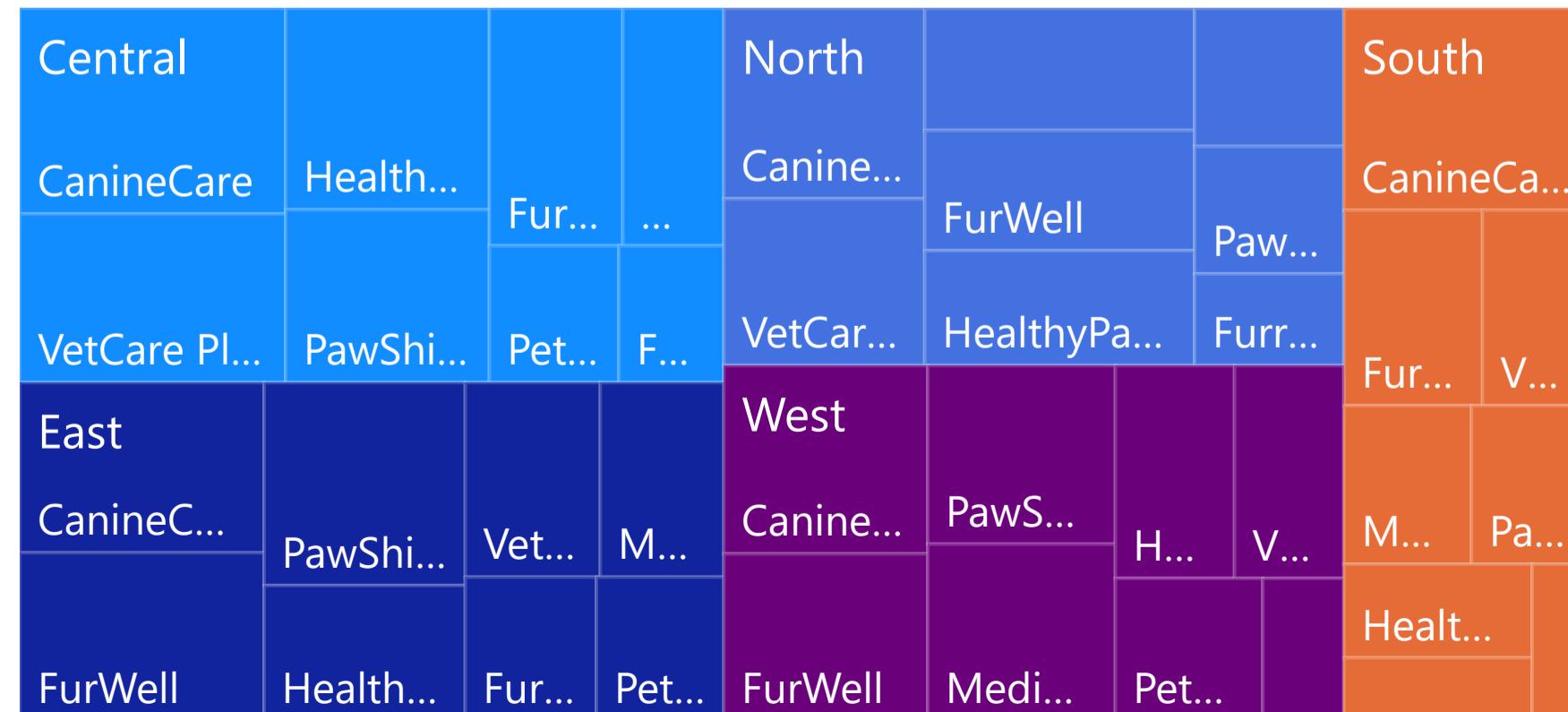


Total Cases by Disease and Region

Central East North South West



Total Profit by Region and Product



Total Revenue by YearMonth and Year

2023 2024

₹ 0.4bn

₹ 0.2bn

2023-Aug

2024-Mar

2023-Jun

2023-May

2023-Feb

2024-Jan

2023-Aug

2024-Jul

2023-Mar

2024-May

2023-Apr

2024-Feb

2023-Jun

2024-Jun

2023-Jul

2023-Jan

YearMonth

**Key Insights:**

- South and East regions generate over 45% of total revenue, driven by preventive vaccine sales.
- The highest profit margin (28%) comes from the "PetGuard" product line.
- Disease occurrences of Parvovirus correlate with increased sales of VetCare Plus.
- Overall revenue is projected to grow 10% next quarter, led by supplement products.