

# 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

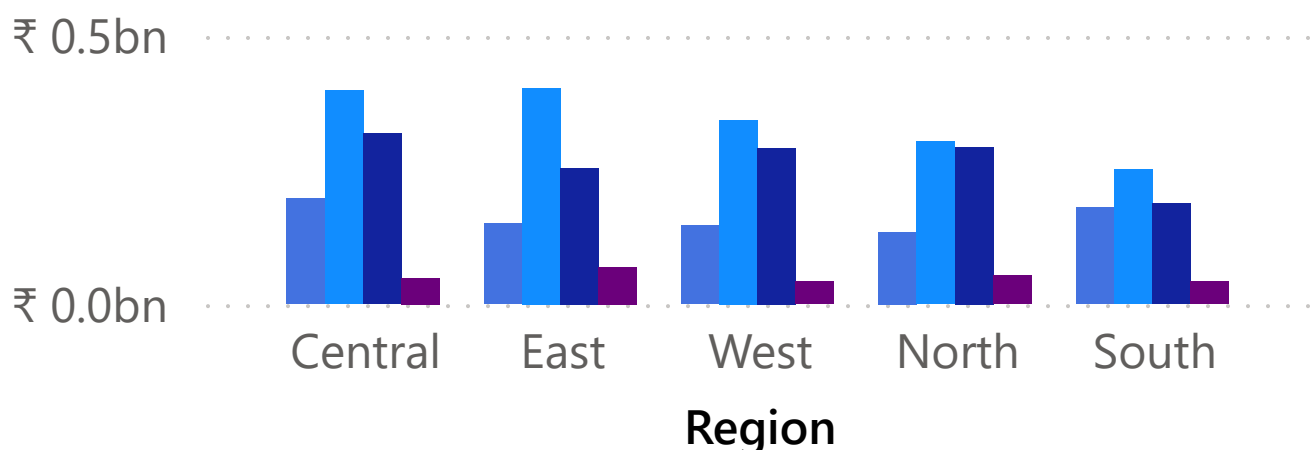
Total Units Sold

1M

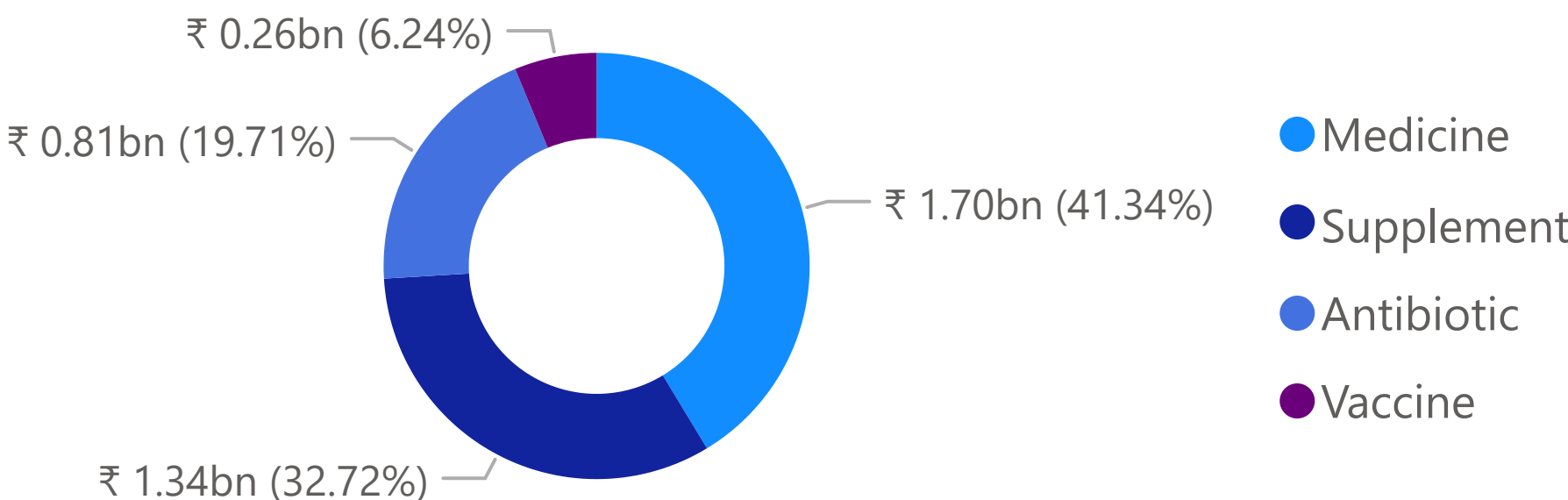
Total Cases

Total Revenue by Region and Category\_y

Antibiotic Medicine Supplement Vaccine

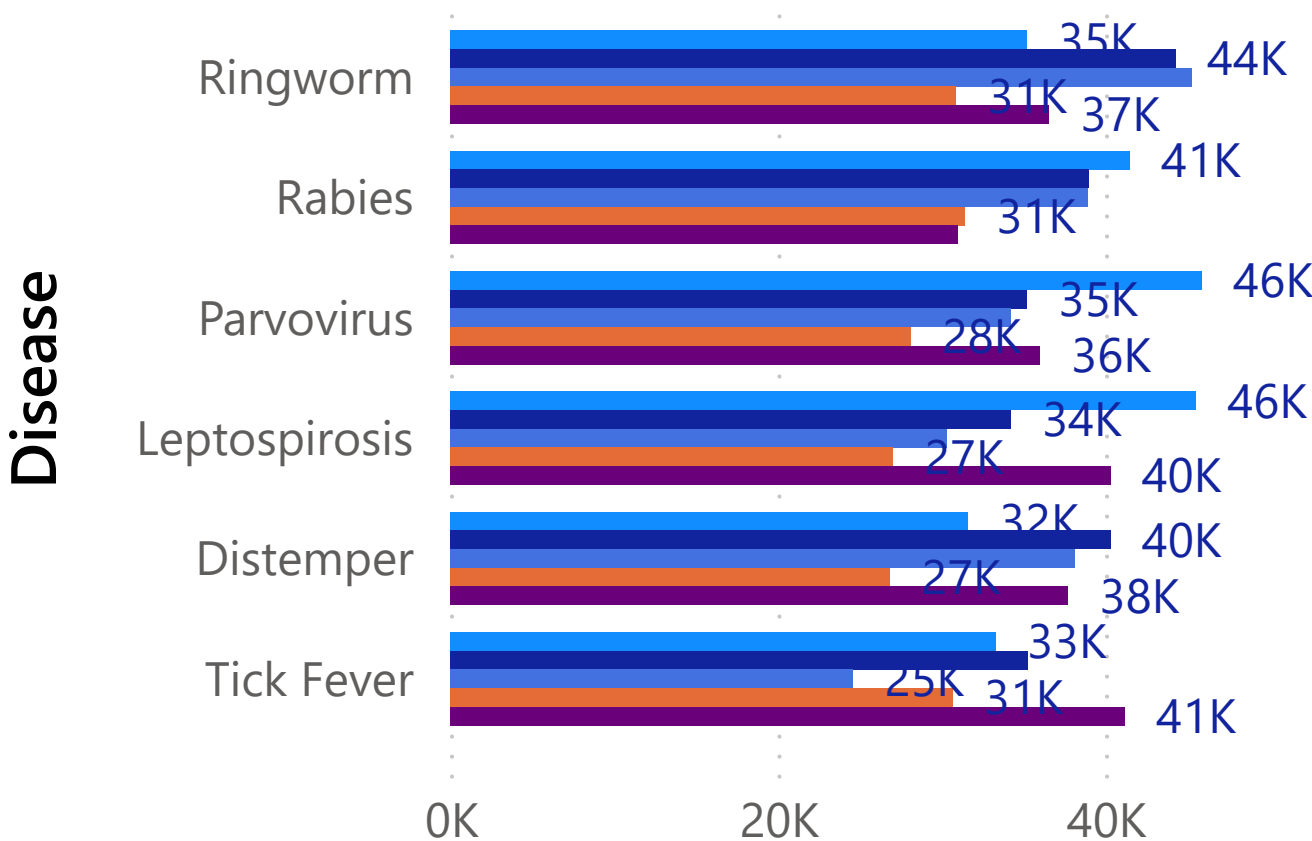


Total Revenue by Category\_y

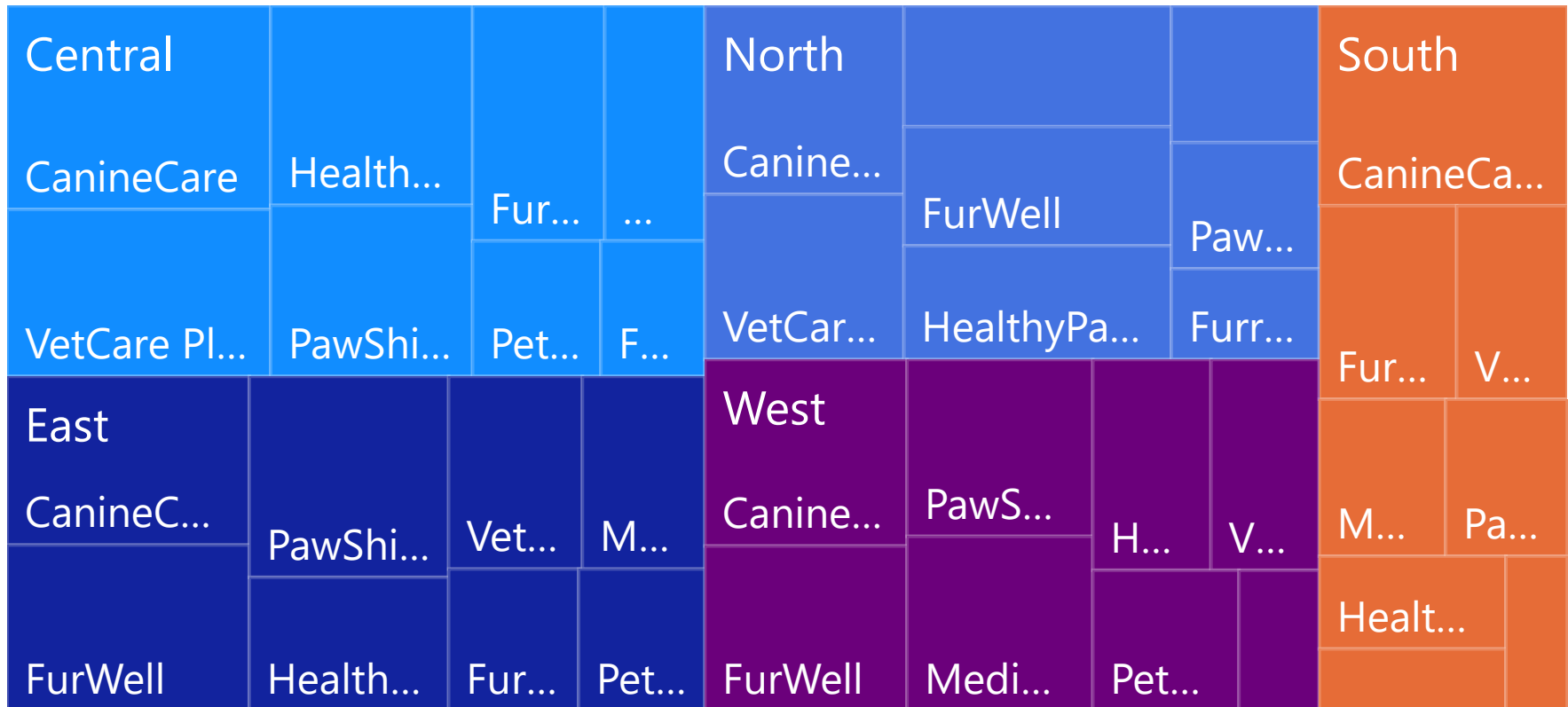


Total Cases by Disease and Region

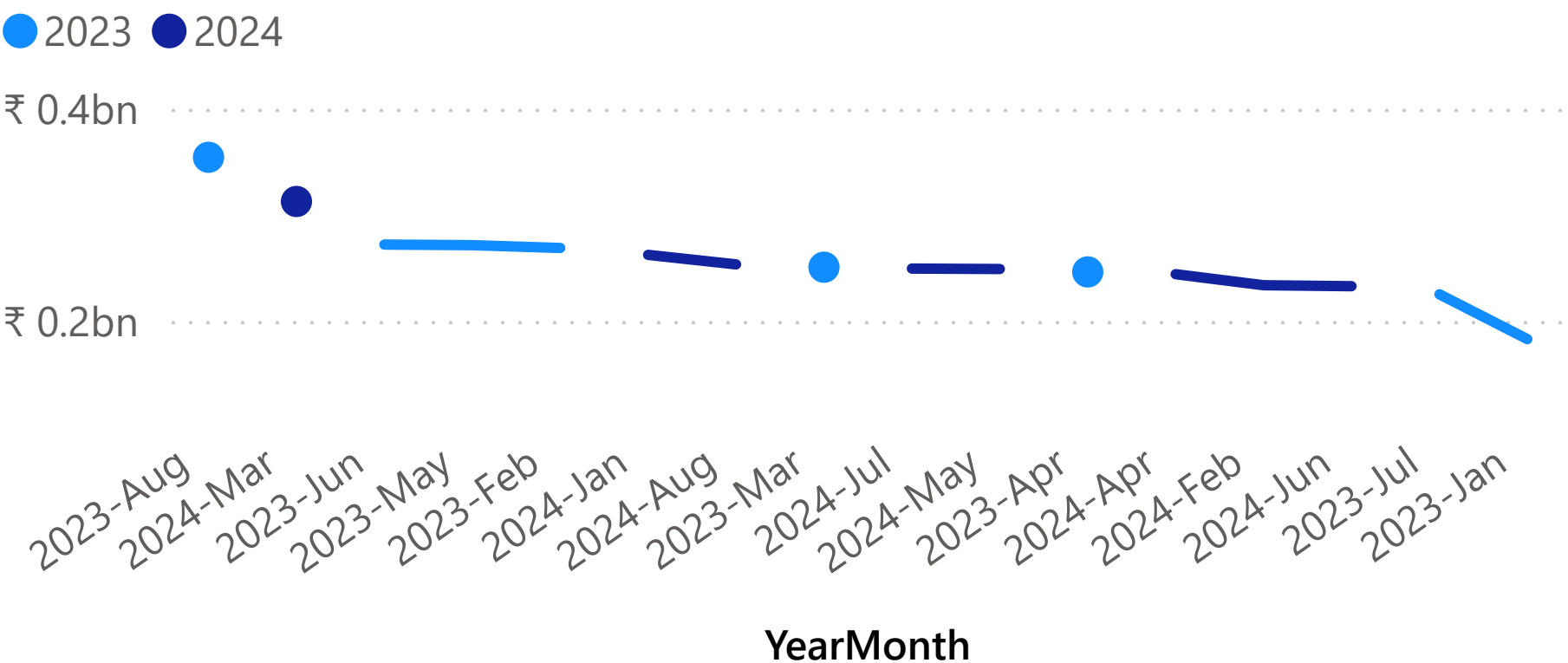
Central East North South West



Total Profit by Region and Product



Total Revenue by YearMonth and Year



## 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.