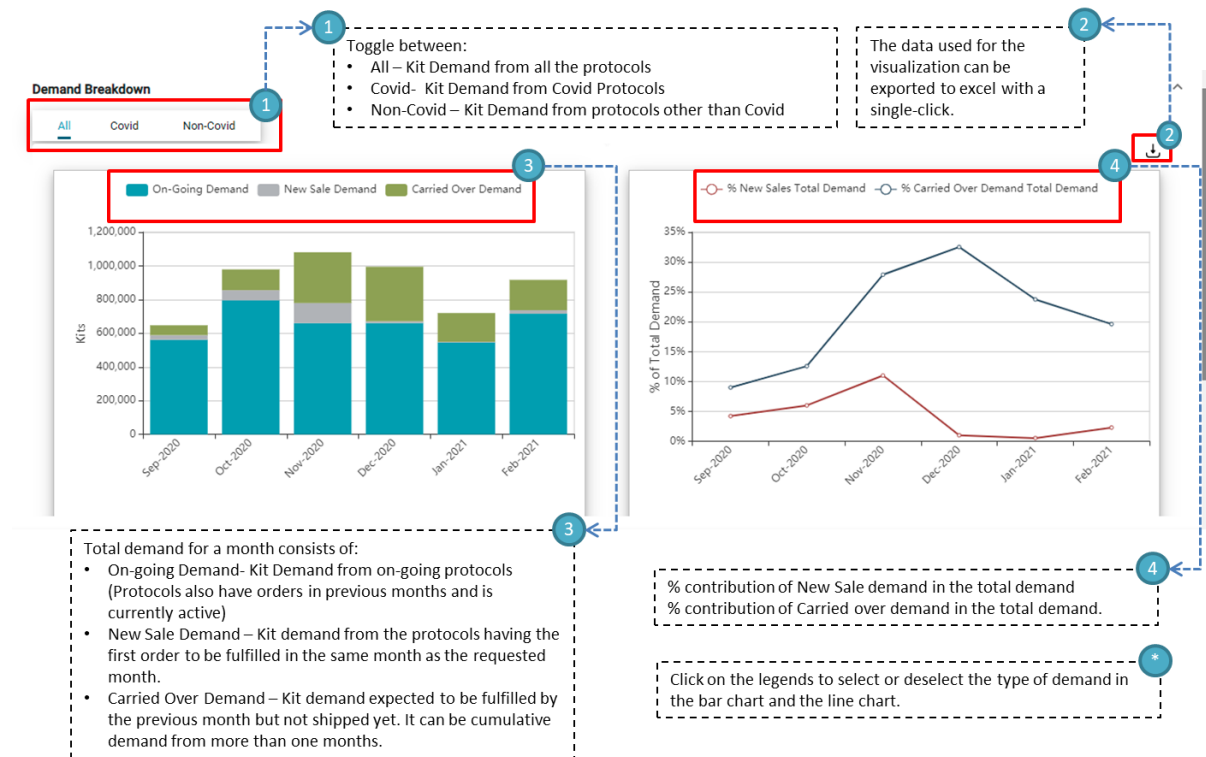# Demand Breakdown

Objective:

The main objective is to analyze the historical demand to have a better understanding of the drivers of demand as per Covid scenario.

Navigation:

Demand Breakdown

1. Toggle between:
   - All – Kit Demand from all the protocols
   - Covid- Kit Demand from Covid Protocols
   - Non-Covid – Kit Demand from protocols other than Covid

2. The data used for the visualization can be exported to excel with a single-click.

3. Total demand for a month consists of:
   - On-going Demand- Kit Demand from on-going protocols (Protocols also have orders in previous months and is currently active)
   - New Sale Demand – Kit demand from the protocols having the first order to be fulfilled in the same month as the requested month.
   - Carried Over Demand – Kit demand expected to be fulfilled by the previous month but not shipped yet. It can be cumulative demand from more than one months.

4. % contribution of New Sale demand in the total demand
   % contribution of Carried over demand in the total demand.

* Click on the legends to select or deselect the type of demand in the bar chart and the line chart.

Interpretation

The kit demand for each month can be categorized in two ways.

- **On the basis of Disease Area**
  - In 2020, there is a sudden increase in the number of kits demand. This increase can be observed as a direct result of Covid pandemic and the demand arises from Covid Trials.
  - The Total demand for a month can be divided as the demand expected if Covid is not present plus the demand arises from the Covid trials.
- **On the basis of Protocols' Order request date**
  - Based on the timeline of the protocols, the total demand in the month of observation can be summed up as:
    - *On-going Demand* – It is the kit demand from the protocols which are currently active or on-going and have a recurring demand.
      - These protocols will have some previous orders requested or fulfilled prior to the month of observation.

- There is an expectation of kits demand from these protocols in the month of observation till the expected end date.
  - *New Sale Demand*- It is the kit demand from the protocols having their first orders to be fulfilled in the month of observation.
    - No prior kits were shipped for these protocols.
    - These protocols are new and added to the portfolio in the month of observation.
    - As our model, refresh data on monthly basis, these protocols' demand cannot be captured specifically.
  - *Carried-Over Demand* – It is the kit demand expected to be fulfilled by the end of the previous month of the observation month but not fulfilled.
    - This demand is cumulative of the demand expected to be fulfilled in the previous month or previous to previous month.
    - It is the sum of the demand that remains unfulfilled as per the previous month expected due date.
- This is an analysis of the total expected demand of a month. It is not always necessary that all these kits will be shipped in the same month.
- It is also observed that, kits shipped in a month also have the kits demanded in some other future month.