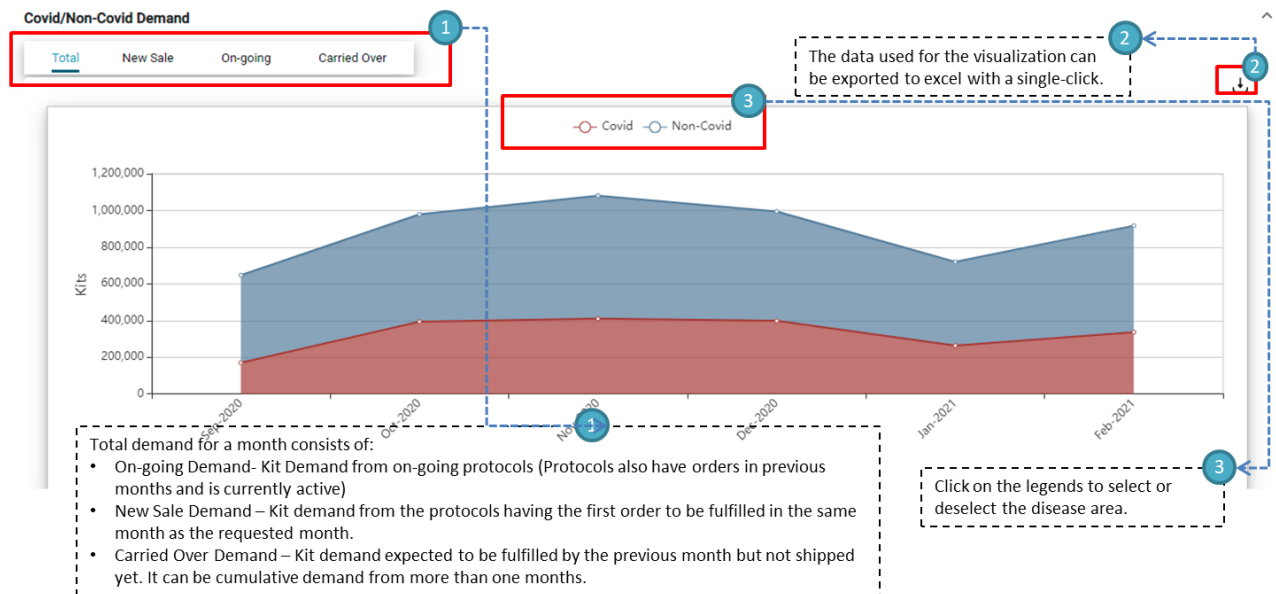


# Covid/Non-Covid Demand

## 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:



## 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.