# What is the monthly demand for all blood type and gender?
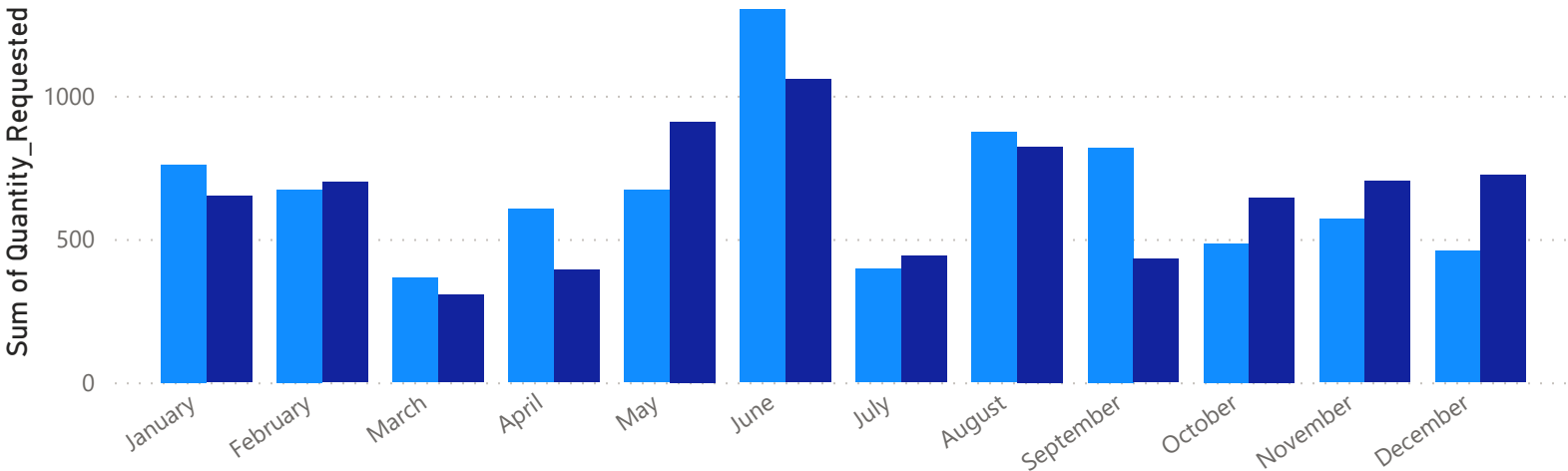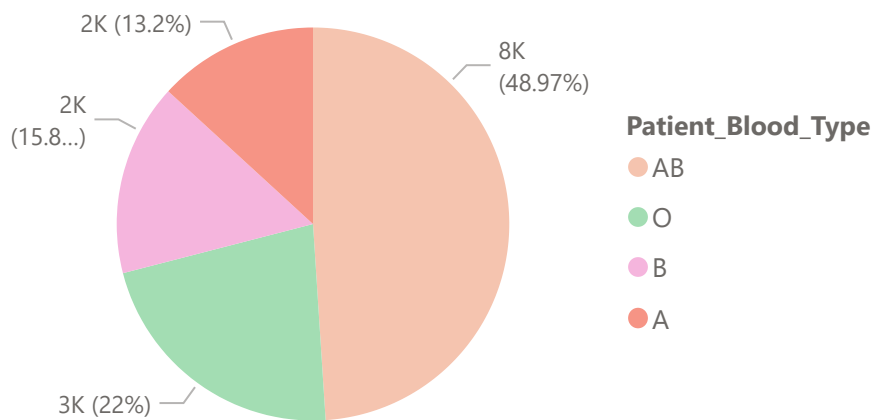
## Monthly demand by Gender

**Gender** ● F ● M



## Demand by Patient Blood Type



2K (13.2%)
2K (15.8...)
8K (48.97%)
3K (22%)

**Patient_Blood_Type**
● AB
● O
● B
● A

Patient_Blood_Type

☐ A
☐ AB
☐ B
☐ O

| Month | Gender | Patient_Blood_Type | Sum of Quantity_Requested |
|-------|--------|--------------------|---------------------------|
| January | F | A | 229 |
| January | F | AB | 344 |
| January | F | B | 30 |
| January | F | O | 157 |
| January | M | A | 86 |
| January | M | AB | 383 |
| January | M | B | 89 |
| January | M | O | 92 |
| February | F | A | 81 |
| February | F | AB | 458 |
| February | F | B | 52 |
| February | F | O | 82 |
| February | M | A | 230 |
| February | M | AB | 319 |
| **Total** | | | **15745** |

## Request by Month
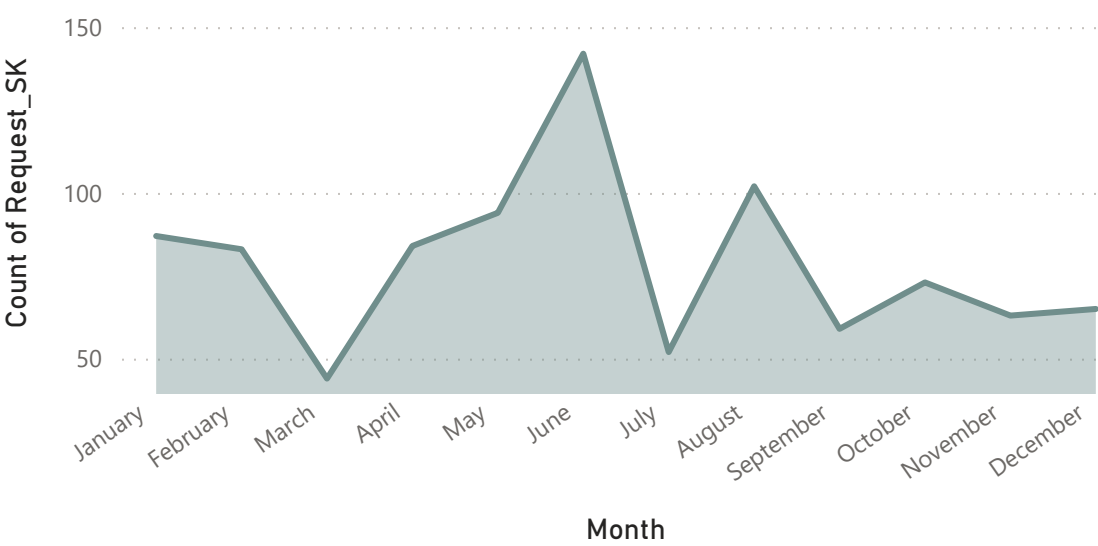
**Question: What is the monthly demand for all blood types and genders?**

**Analysis:** The month with highest blood demand for all both male and female is June, followed by August. We also see that the most demanded blood type is AB.

**Recommendation:** ARC should make sure they always have the blood quantity needed for each gender. We recommend the marketing team to run targeted campaigns for each to increase donations during the months that have the highest demand.

We also recommend ARC to collaborate with communities such as big firms and universities to encourage workers and students to donate. ARC could increase blood drive facilities and have them go around the communities they collaborate with to facilitate and increase donations.

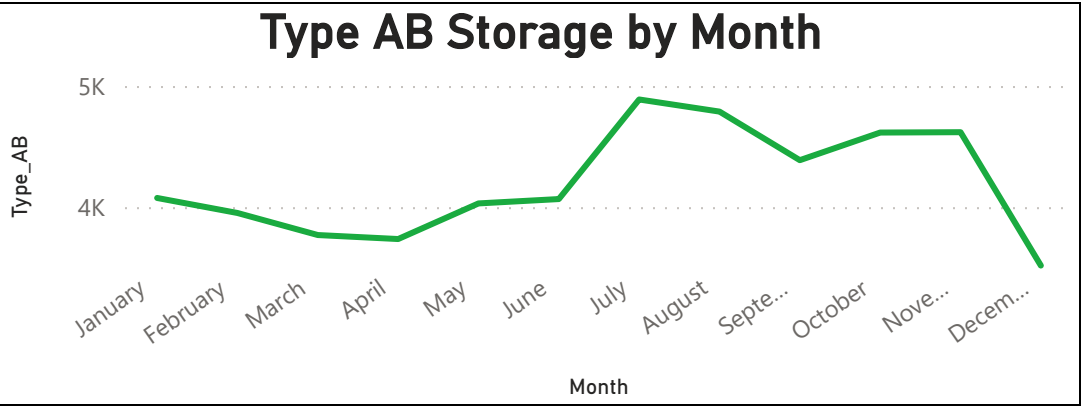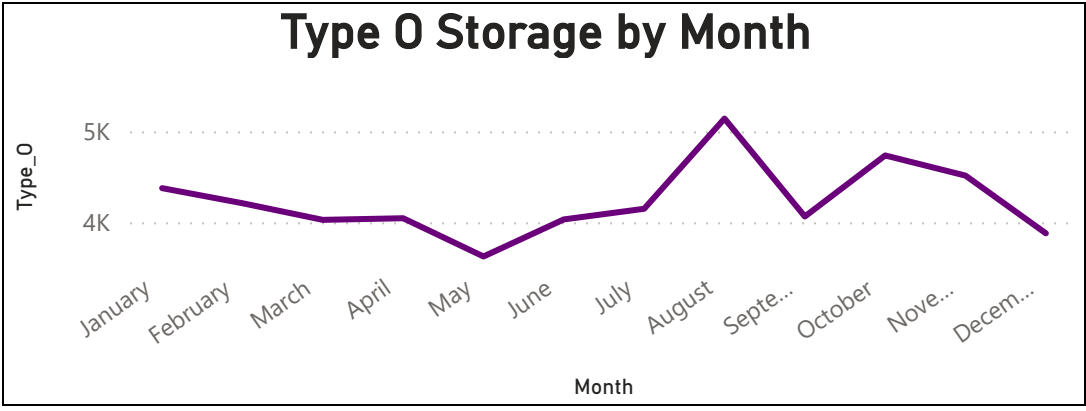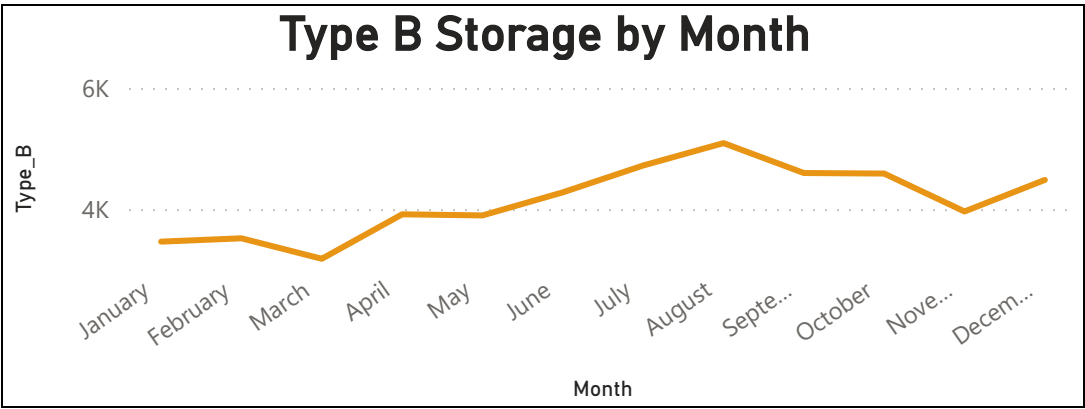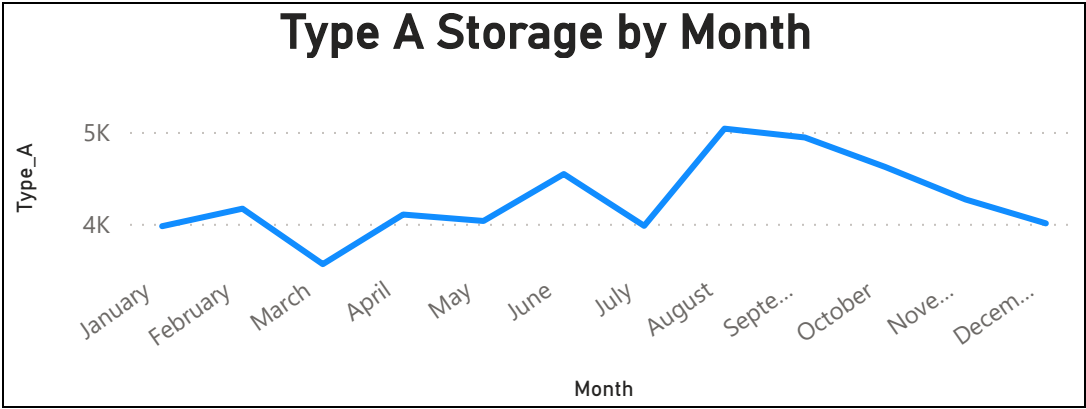# What is the storage volume by month? What is the average monthly storage compare to the target goal?

**Average Type A**
## 4268 ✓
Goal: 4.23K (+0.82%)

**Average Type O**
## 4.23K ✓
Goal: 4.23K (+0%)

**Average Type B**
## 4.14K !
Goal: 4.23K (-2.17%)

**Average Type AB**
## 4204 !
Goal: 4.23K (-0.68%)

**Average Monthly Type O Storage**
## 50.00


Type A Storage by Month


Type B Storage by Month


Type O Storage by Month


Type AB Storage by Month

# How much Type O is stored in each blood bank per month?

**Top 20 Blood Bank by Type O Storage**
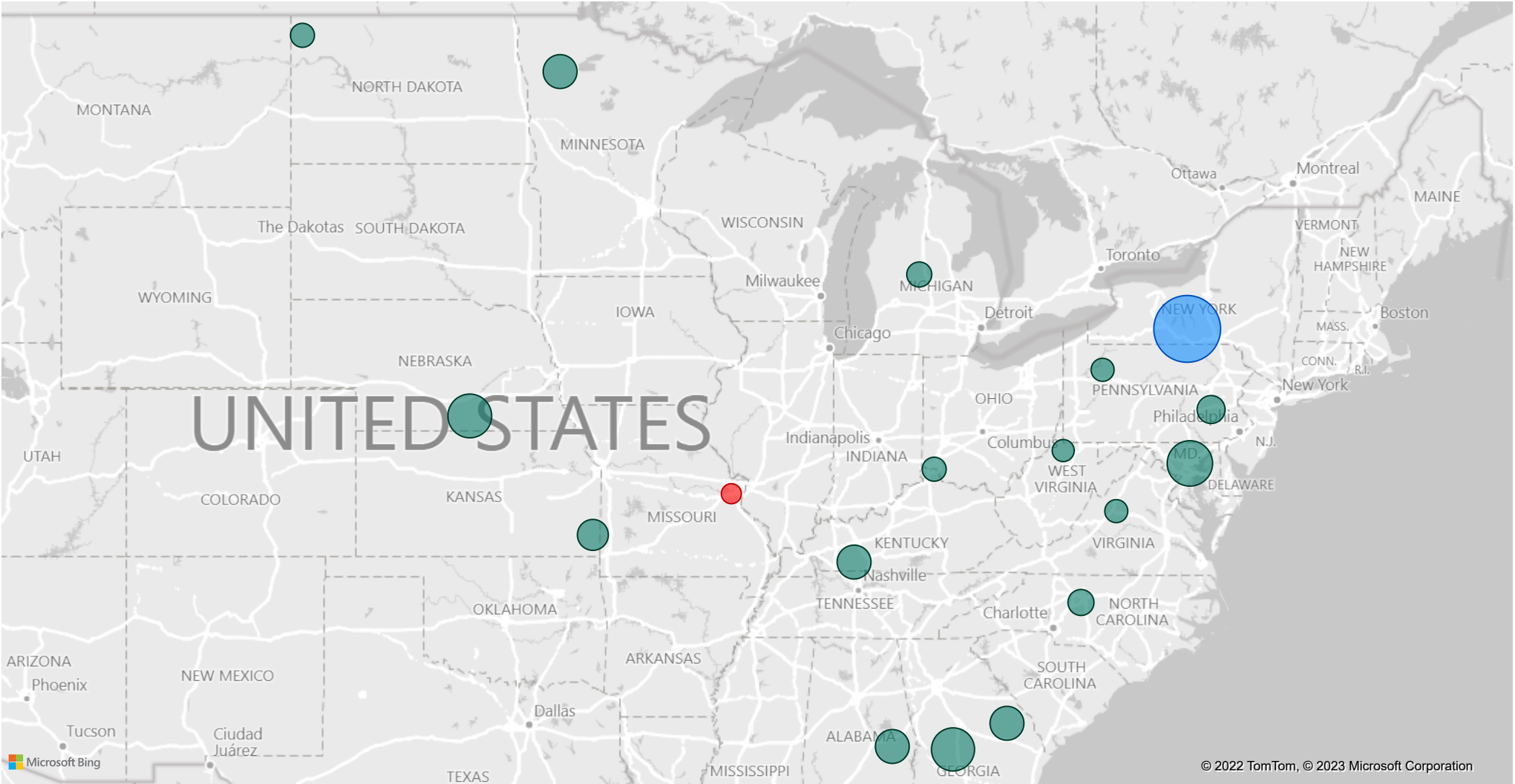


**Month**
- [ ] January
- [ ] February
- [ ] March
- [ ] April
- [ ] May
- [ ] June
- [ ] July
- [ ] August
- [ ] September
- [ ] October
- [ ] November
- [ ] December

**Question: What is the storage volume by month? What is the average monthly storage compared to the target goal? How much Type O is stored in each blood bank per month?**

**Analysis:** The average monthly storage for types A and O is right at or above the target goal. However, for types B and AB, the monthly storage is below expectations.

Additionally, since type O is the most common blood type used for transfusion, it is important to have control of the amount they store each week in each blood bank. According to our analysis, each blood bank has an average of 50 units stored each month.

**Recommendation:** We recommend the marketing team to run targeted campaigns to increase the donations for blood types B and AB until they reach the targeted goal.

For those blood banks with less than 50 units of blood O storage, we recommend ARC to contact old type O donors registered in the systems and encourage them to donate again. It is also important to run specialized campaigns and announcements to let people know the importance of transfusions.