**MEDICAL INVENTORY OPTIMIZATION**

**BUSINESS INSIGHTS**

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Software- MySQL workbench

**Business decisions based on Cleaned Data**

Based on the patterns and trends gained from the analysis of the dataset, the following conclusions can be made:

1. **Focus on Subcategories:**
   * The “INJECTIONS” and “TABLETS & CAPSULES” subcategories have a higher number of returned drug names.
   * The hospital should investigate why these subcategories are experiencing more returns.
   * Possible reasons could be customer dissatisfaction, product quality issues, or other factors.
   * Taking corrective actions in these subcategories can help reduce returns.
2. **Evaluate Formulation:**
   * The “Form1” formulation stands out with the highest return counts in both “INJECTIONS” and “TABLETS & CAPSULES.”
   * The hospital should thoroughly assess this formulation.
   * Consider factors like product effectiveness, potential side effects, and customer preferences.
   * Explore improvements or alternative options to minimize returns related to this formulation.
3. **Supplier Assessment:**
   * Evaluate suppliers providing products to Department1, especially those supplying the “Form1” formulation.
   * Consider product quality, reliability, and adherence to customer requirements.
   * Explore alternative suppliers or negotiate with existing ones to enhance product quality and availability.
4. **Effective Inventory Management:**
   * Efficiently manage inventory for Department1, especially for products with the “Form1” formulation.
   * Optimize stock levels, expiration dates, and replenishment processes.
   * Proper inventory management reduces returns and maintains cost-effectiveness.
5. **Streamline Return Management:**
   * Department1 (Pharmacy) experiences a higher count of returns.
   * Implement efficient return management practices:
     + Streamline return processes.
     + Improve inventory management.
     + Address specific issues contributing to returns in Department1.
6. **Specialization-Specific Strategies:**
   * Specialization4 and Specialization7 within Department1, associated with the “Form1” formulation, have more returns.
   * Collaborate with healthcare professionals in these specializations.
   * Understand reasons behind returns and implement targeted strategies to enhance customer satisfaction.

By considering these conclusions, the hospital can make informed decisions, reduce bounce rate, improve customer satisfaction, and achieve economic success.