DATA ANALYTICS TRAINING REPORT (Week 1-4)

Project - 1

Title: Data Cleaning and Visualization using Excel and Power BI

Submitted by: G. Reshma

Organization: Zaalima Development

MEDICAL EQUIPMENT & PHARMA SALES PERFORMANCE REPORT

1. Executive Summary

Sales momentum in the medical and pharma sector remains strong with **total gross profit reaching ₹1.63B** and **taxable sales touching ₹873.8M**. **Retail Pharmacies and Clinics** continue to dominate customer types, while **Pune** leads regional sales and **Ahmedabad** lags. Pharma products account for **70% of purchases**, and 2020 was the **peak sales year at ₹885.55M**. Despite steady performance, minor yearly dips suggest a need to revitalize key regions and diversify sales channels.

2. Objective / Business Question

To analyze **sales, profitability, and regional performance** in the medical and pharmaceutical equipment market — identifying top-performing segments, customer types, and areas of growth or decline.

3. Key Metrics / KPIs

- **Total Gross Profit:** ₹1.63B
- **Total Tax Amount:** ₹873.84M
- **Total Units Sold:** 216,614
- **Manufacturers Count:** 14K
- **Total Loss by Year:** ₹11M
- **Top Sales Year:** 2020 (₹885.55M)
- **Top Region:** Pune | **Lowest Region:** Ahmedabad
- **Top Product Category:** Pharma (70%)

4. Insights & Findings

✅ **Pharma Dominates Sales**
Pharma products make up **70% of total purchases** versus 30% for equipment.
Why it matters: Pharma's stronghold shows consistent demand and distribution efficiency.
Action: Expand premium or branded pharma lines to leverage dominance.

✅ **Regional Winners & Losers**
Pune leads in regional sales, while **Ahmedabad underperforms**.
Why it matters: Stronger retail penetration and distribution efficiency in Pune drive success.
Action: Reassess distributor network and marketing efforts in underperforming regions.

✅ **Sales Channel Balance**
Sales are fairly distributed across **Direct, Tender, Retail Pharmacy, and Distributor** channels

(each ~42K–45K units).
 Why it matters: Healthy channel diversity mitigates dependency risk.
 Action: Boost Retail Pharmacy partnerships to tap into consistent order volumes.

✅ **Manufacturer Contribution Spread**
 Top contributors include **ImagingCorp**, **DeviceWorks**, and **ComfortMed**.
 Why it matters: High concentration in few players indicates potential supplier risk.
 Action: Negotiate strategic contracts and explore new vendor partnerships.

✅ **Financial Pulse — Stable Yet Flattening**
 2020 saw the **highest sales (₹885.55M)**, followed by a slight plateau in subsequent years.
 Why it matters: Indicates maturity in key markets and limited new growth drivers.
 Action: Innovate product offerings and explore Tier-2 market expansion.

5. Supporting Visuals

- Sales & tax overview dashboard
- Geographic performance heatmap (Pune vs. Ahmedabad)
- Product category split (Pharma vs. Equipment)
- Sales trend by year (2016–2024)
- Profit and loss analysis dashboard

6. Limitations

- Data may not capture **post-2024 projections**.
- Regional performance limited to **major metro regions**.
- Does not include **seasonal sales trends or pricing elasticity**.

7. Next Steps / Recommendations

1. **Boost underperforming regions** with targeted distributor incentives and localized promotions.
2. **Expand pharma vertical** via exclusive brand tie-ups and retail pharmacy engagement.
3. **Diversify manufacturer base** to reduce dependency risk.
4. **Introduce predictive sales analytics** to anticipate regional and product trends.
5. **Monitor post-2020 flattening** via quarterly revenue reviews and agile pricing strategies.

✅ **Conclusion for 2025:**
 The medical equipment and pharmaceutical sales are projected to end in profit, not a loss.

Even though there's a slight downward trend after 2020, the consistent gross profit and limited loss margin indicate that the 2025 sales performance will still be profitable overall — likely maintaining gross profits around ₦180–190 million.