

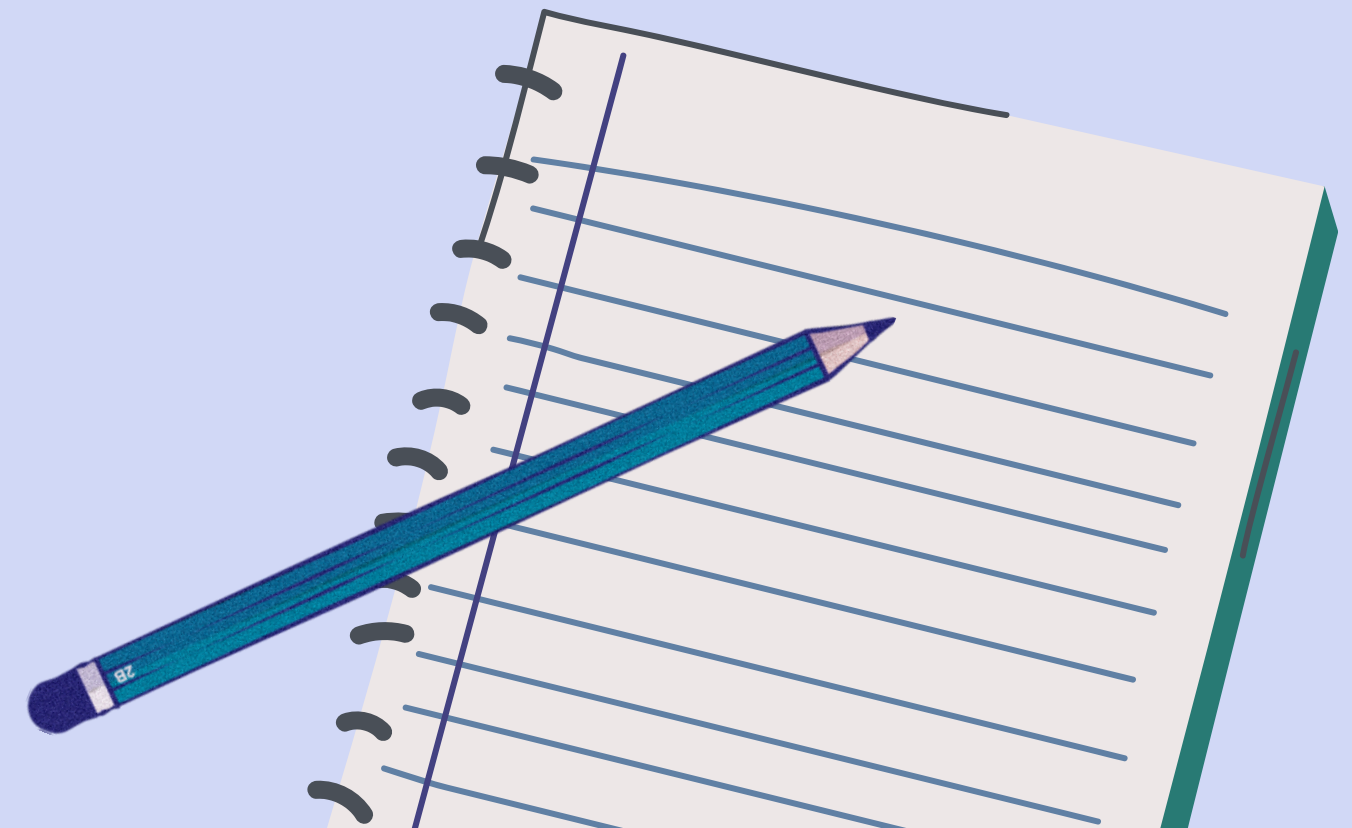
# **HEALTHCARE ANALYSIS REPORT - POWER BI PROJECT**





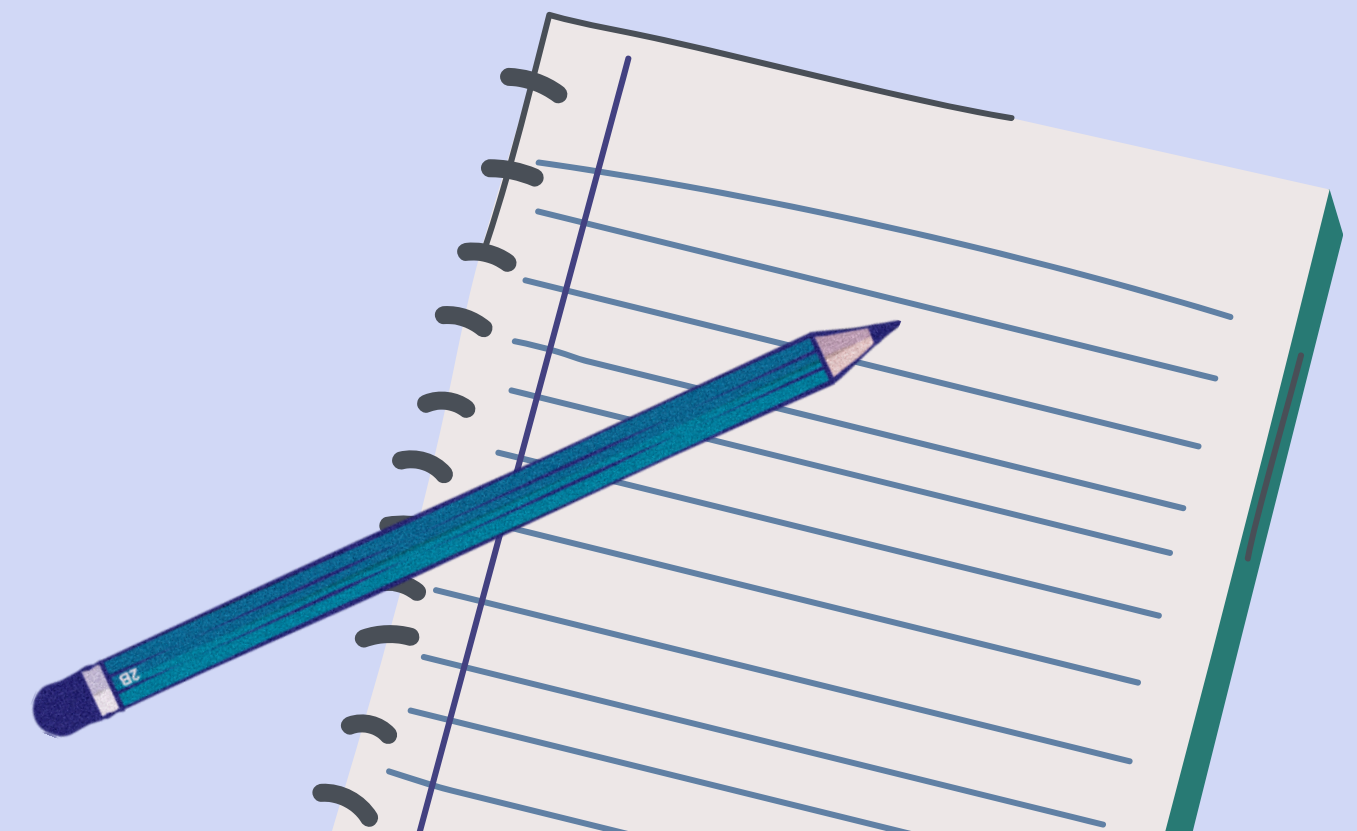
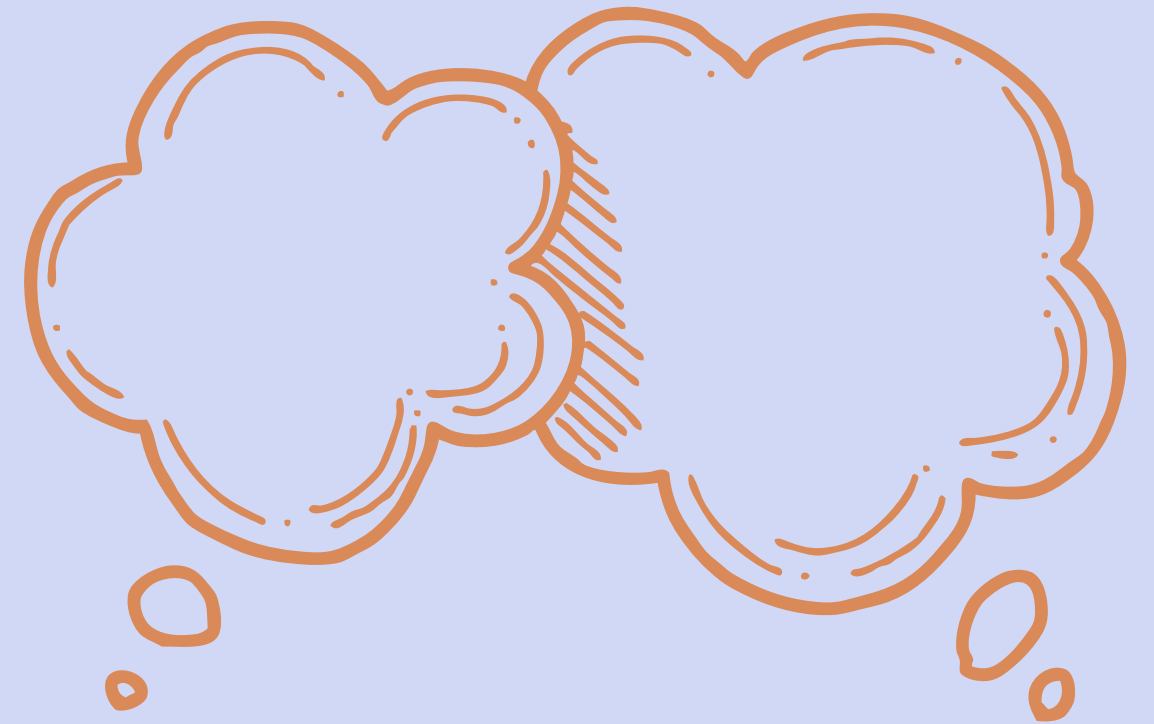
# PROBLEM STATEMENT

TechnoEdge Healthcare's product dataset contains details such as product IDs, categories, brands, vendor names, manufacturer locations, unit price, shipping cost, and insurance cost. The challenge is to analyze this data to identify pricing trends, top-selling products, vendor performance, and the impact of packaging and logistics costs on overall sales.



# PROJECT OBJECTIVES

- Analyze pricing trends across product categories and sub-categories.
- Identify top vendors and manufacturers by sales and product count.
- Determine top-selling brands/molecules and their contribution to total sales.
- Compare dosage forms and pack prices of products.
- Evaluate the impact of shipping and insurance costs on profitability.
- Study geographic trends based on manufacturer location.
- Analyze the relationship between sales and packaging.



# REQUIREMENTS SOLVED IN DASHBOARD

- Data Cleaning: Removed duplicates, standardized categories, and rounded shipping cost.
- Data Transformation: Created sub-category column, merged additional details using Product ID.
- DAX & Measures: Calculated Total Sales, Unit Price, Insurance Cost, Pack Price, and Shipping Cost.
- Visualization:
- Cards → KPIs (Total Sales, Unit Price, Insurance Cost, Shipping Cost, Pack Price)
- Bar Chart → Sales by Subcategory & Brand Name
- Pie/Donut Chart → Product count by Location & Subcategory
- Slicer → Filter data by Manufacturer Location
- Funnel Chart → Brand Sales





**Thank You**