**TRANSACTIONS ANALYSIS REPORT**

**(Mar – 2016)**

|  |  |  |  |
| --- | --- | --- | --- |
| Total customers | Total orders | Total medicines | Avg. orders/customer |
| 15,252  \*(↑ 21.31%) | 26,308  \*(↑23.92%) | 11,497  \*(**↑** 12.68%) | 1.72  \*(**↑** 1.78%) |

*\* growth compared to the previous month*

* 250883, medicine for Myoclonus was the medicine sold the highest among all the medicines (1108 times). The sales of this medicine has an increasing trend since Jan-2016.
* Among non-chronic diseases, 145326 and 218474 for Multivitamins were the highest sold medicines. 218474 had stagnant growth in the previous month while its growth in the present month is 39.75%.
* The sales of medicines is highly concentrated in city 1 with 400080 and 400092 being its major contributors (together contributing 12.16% to the total medicines sold in city 1). 400039 had negligible sales of medicines with only 3 medicines sold.
* Out of the total medicines sold, 33.24% medicines had only 1 unit sold in the whole month. In the previous month too, there were 34.81% medicines with only 1 unit sold.