

COMPREHENSIVE ANNUAL REPORT

MedInsights Pro - 2024

Period: Full Year 2024 | Generated: January 21, 2026 at 18:41

Executive Summary

Metric	Value	Notes
Total Sales Volume	290,399 units	Growth of 7.4%
Total Formulas Tracked	13	13 active formulas
Total Medicines (SKUs)	13	13 SKUs tracked
Districts Covered	10	Full coverage
Average Forecast Accuracy	85.9%	Above 85% target

Monthly Performance Summary

Month	Actual Sales	Forecasted	Accuracy
January	28,724	24,677	85.9%
February	30,497	26,389	86.5%
March	24,753	21,296	86.0%
April	22,949	19,663	85.7%
May	23,326	19,991	85.7%
June	20,027	17,188	85.8%
July	18,712	16,006	85.5%
August	17,053	14,529	85.2%
September	24,182	20,805	86.0%
October	24,536	21,145	86.2%
November	25,761	22,125	85.9%
December	29,879	25,630	85.8%

Top Medicines of the Year

#	Medicine	Formula	Units	Share
1	Panadol	Paracetamol	39,191	13.5%
2	Flagyl	Metronidazole Tablets I.P	23,102	8.0%
3	Ciproxin	Ciprofloxacin	22,161	7.6%

#	Medicine	Formula	Units	Share
4	Norvasc	Amlodipine Besylate	21,904	7.5%
5	Hydrocortisone	Hydrocortisone	21,361	7.4%
6	Glucophage	Metformin Hydrochloride	21,232	7.3%
7	Suprax	Cefixime	21,175	7.3%
8	Risek 20	Omeprazole	20,686	7.1%
9	Ascard	Acetylsalicylic Acid	20,668	7.1%
10	Eltroxin	Levothyroxine Sodium	20,228	7.0%
11	Myteka	Montelukast Sodium	20,028	6.9%
12	Augmentin	Amoxicillin + Clavulanate	19,357	6.7%
13	Diflucan	Fluconazole	19,306	6.6%

Formula Performance Analysis

Formula	Total Sales	Share	vs Prev Year	Forecast Acc.
Paracetamol	39,191	13.5%	+8.3%	85.5%
Metronidazole Tablets I.P	23,102	8.0%	+23.9%	85.9%
Ciprofloxacin	22,161	7.6%	+15.0%	86.6%
Amlodipine Besylate	21,904	7.5%	+11.2%	86.3%
Hydrocortisone	21,361	7.4%	+8.6%	86.0%
Metformin Hydrochloride	21,232	7.3%	+18.9%	86.1%
Cefixime	21,175	7.3%	+5.7%	85.2%
Omeprazole	20,686	7.1%	-1.1%	85.9%
Acetylsalicylic Acid	20,668	7.1%	+8.1%	85.6%
Levothyroxine Sodium	20,228	7.0%	-1.4%	86.6%
Montelukast Sodium	20,028	6.9%	+10.1%	85.6%
Amoxicillin + Clavulanate	19,357	6.7%	-3.8%	85.6%
Fluconazole	19,306	6.6%	-4.5%	86.0%

Area Performance Overview

Area	Sales	Share	vs Prev Year	Forecast Acc.
North Nazimabad	31,132	10.7%	+13.5%	86.2%
Saddar	29,846	10.3%	+10.7%	85.9%
Gulshan	29,718	10.2%	+13.5%	85.5%
PECHS	29,672	10.2%	+15.5%	85.6%
Lyari	28,756	9.9%	+1.7%	86.7%
Clifton	28,753	9.9%	+0.4%	86.1%
Korangi	28,578	9.8%	+6.7%	86.0%
Landhi	28,523	9.8%	+10.5%	85.4%
Bahadurabad	27,873	9.6%	+13.2%	85.7%
Gulistan-e-Jauhar	27,548	9.5%	-8.4%	85.8%

Weather Data Summary

Month	Avg Temp	Avg Humidity
January	19.2°C	62%

Month	Avg Temp	Avg Humidity
February	21.0°C	55%
March	23.4°C	55%
April	29.3°C	70%
May	33.9°C	72%
June	35.4°C	73%
July	36.3°C	75%
August	32.5°C	79%
September	31.7°C	79%
October	33.1°C	68%
November	29.5°C	68%
December	18.2°C	35%

Forecast Model Performance

Metric	Value	Target	Status
Overall MAPE	14.1%	< 15%	PASS
Overall Accuracy	85.9%	> 85%	PASS
Hit Rate (months ≥85%)	100.0%	> 70%	PASS

Comprehensive report auto-generated by MedInsights Pro (Database)