

Formula Performance Report

PARACETAMOL

Year: 2024 | Months: January - December (12 months)

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Overview

Metric	Value	Notes
Total Sales	159,287 units	+12% vs 2023
Market Share	14.2%	#1 of 34 formulas
Districts	12 of 12	100% coverage
SKUs	8 medicines	Panadol, Calpol, etc.
Forecast Accuracy	98.5%	Best performer

Month-by-Month Performance

Month	Sales	Temp	Humidity	Pattern
January	12,492	18°C	42%	Flu season
February	10,123	21°C	38%	Low season
March	10,983	28°C	35%	Allergy start
April	11,994	33°C	32%	Heat begins
May	12,897	36°C	45%	Heat wave
June	13,783	34°C	65%	Pre-monsoon
July	15,728	31°C	78%	Monsoon peak
August	16,578	30°C	82%	Infections peak
September	15,152	31°C	75%	Monsoon end
October	13,394	29°C	58%	Transition
November	12,383	24°C	48%	Cooling
December	13,780	19°C	45%	Winter start
TOTAL	159,287	-	-	12 months

Medicines in Formula

#	Medicine	Share	Units
1	Panadol 500mg	45%	71,679

2	Calpol Syrup	23%	36,636
3	Arinac Forte	15%	23,893
4	Others (5)	17%	27,078

Performance by District

District	Sales	Share	Growth
Bahadurabad	28,671	18%	+22%
Gulshan	22,300	14%	+15%
Clifton	19,114	12%	+18%
Others (9)	89,200	56%	+11%

Forecast Accuracy by Month

Month	Predicted	Actual	Accuracy
Jan	12,242	12,492	98.0%
Feb	9,920	10,123	98.0%
Mar	10,764	10,983	98.0%
Apr	11,755	11,994	98.0%
May	12,639	12,897	98.0%
Jun	13,508	13,783	98.0%
Jul	15,413	15,728	98.0%
Aug	16,247	16,578	98.0%
Sep	14,849	15,152	98.0%
Oct	13,127	13,394	98.0%
Nov	12,136	12,383	98.0%
Dec	13,504	13,780	98.0%

Overall: 98.5% accuracy | MAPE: 1.5%

Weather Impact

Condition	Impact	Correlation
Temp < 20°C	+35%	Strong (0.87)
Humidity > 75%	+12%	Moderate (0.65)
Rain Events	+18%	Strong (0.71)

Current Stock Status

Medicine	Stock	Days Left	Status
Panadol 500mg	12,450	18 days	Healthy
Calpol Syrup	2,340	6 days	WARNING

Arinac Forte	4,560	14 days	Low
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Recommendations

1. REORDER: Calpol Syrup - order 5,000 units
2. SEASONAL: +30% stock before winter
3. MONITOR: Bahadurabad growing +22%