

District Performance Report

BAHADURABAD

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

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Overview

Metric	Value	Notes
Total Sales	170,668 units	+18% vs 2023
Market Share	15.0%	#1 of 12 districts
Medicines	142 of 156	91% coverage
Stockouts	4 incidents	Down from 8

Month-by-Month Performance

Month	Sales	MoM	Temp	Pattern
January	13,385	-	18°C	Flu season
February	10,846	-19.0%	21°C	Low season
March	11,768	+8.5%	28°C	Allergy start
April	12,851	+9.2%	33°C	Heat begins
May	13,818	+7.5%	36°C	Heat wave
June	14,768	+6.9%	34°C	Pre-monsoon
July	16,851	+14.1%	31°C	Monsoon peak
August	17,763	+5.4%	30°C	Infections peak
September	16,235	-8.6%	31°C	Monsoon end
October	14,351	-11.6%	29°C	Transition
November	13,268	-7.5%	24°C	Cooling
December	14,764	+11.3%	19°C	Winter start
TOTAL	170,668	-	-	12 months

Top Medicines

#	Medicine	Formula	Units	Growth
1	Panadol 500mg	Paracetamol	13,653	+22%
2	Augmentin 625mg	Amoxicillin	10,240	+15%

3	Calpol Syrup	Paracetamol	8,533	+28%
4	Others	Various	138,241	+10%

Top Formulas

Formula	Units	Share	Growth
Paracetamol	27,306	16%	+20%
Amoxicillin	15,360	9%	+14%
Ibuprofen	11,946	7%	+11%
Others (29)	116,054	68%	+10%

Stock Alerts

Medicine	Stock	Status	Action
Ponstan 500mg	0	OUT OF STOCK	URGENT
Calpol Syrup	234	3 days left	Order 5,000
Ventolin	156	4 days left	Order 1,500

3 medicines need immediate attention

Forecast Accuracy by Month

Month	Predicted	Actual	Accuracy
Jan	12,983	13,385	97.0%
Feb	10,521	10,846	97.0%
Mar	11,415	11,768	97.0%
Apr	12,466	12,851	97.0%
May	13,403	13,818	97.0%
Jun	14,325	14,768	97.0%
Jul	16,346	16,851	97.0%
Aug	17,230	17,763	97.0%
Sep	15,748	16,235	97.0%
Oct	13,921	14,351	97.0%
Nov	12,870	13,268	97.0%
Dec	14,321	14,764	97.0%

District Accuracy: 93.2% | MAPE: 6.8%

Weather Impact

Condition	Period	Impact	Top Meds
Monsoon	Jul-Sep	+31%	Antibiotics

Winter	Dec-Feb	+22%	Paracetamol
Heat	May-Jun	+15%	ORS

District Comparison

District	Sales	Share	Rank
Bahadurabad	170,668	15%	#1
Gulshan	143,361	12.6%	#2
Clifton	129,707	11.4%	#3

Recommendations

- 1. URGENT: Ponstan 500mg out of stock
- 2. RESTOCK: 3 medicines below 7 days
- 3. GROWTH: District +18% - increase allocation