

# DISTRICT PERFORMANCE REPORT

## All Districts - 2025

Period: Full Year 2025 | Generated: January 18, 2026 at 14:33

### District Performance Overview

District	Total Sales	Market Share	Rank	Growth
Bahadurabad	187,234	15.0%	#1	+18.2%
Gulshan	156,891	12.6%	#2	+9.4%
Clifton	142,567	11.4%	#3	+14.1%
Defence	128,432	10.3%	#4	+5.7%
Saddar	119,876	9.6%	#5	+11.3%
North Nazimabad	98,456	7.9%	#6	+7.2%
Korangi	87,234	7.0%	#7	+4.8%
Others (5)	327,310	26.2%	-	+6.1%

### Monthly Sales Trend

District	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Bahadurabad	16,645	17,503	16,692	14,352	15,132	15,912	20,030	17,222	18,158	15,912	16,692	15,787
Gulshan	13,871	14,586	13,910	11,960	12,610	13,260	16,692	14,352	15,132	13,260	13,910	13,156
Clifton	12,590	13,239	12,626	10,856	11,446	12,036	15,151	13,027	13,735	12,036	12,626	11,941
Defence	11,416	12,005	11,449	9,844	10,379	10,914	13,738	11,812	12,454	10,914	11,449	10,828
Saddar	10,563	11,107	10,593	9,108	9,603	10,098	12,711	10,929	11,523	10,098	10,593	10,018

### Top Selling Medicines by District

District	Top Medicine	Units Sold	Formula
Bahadurabad	Panadol 500mg	12,456	Paracetamol
Gulshan	Augmentin 625mg	9,234	Amoxicillin
Clifton	Calpol Syrup	8,123	Paracetamol
Defence	Brufen 400mg	7,891	Ibuprofen
Saddar	Flagyl 400mg	6,543	Metronidazole
North Nazimabad	Arinac Forte	5,678	Paracetamol

Weather Impact Analysis by District

How weather conditions affect demand in different districts:

District	Peak Season	Demand Change	Pattern Explanation
Bahadurabad	Monsoon	+28%	Antibiotics surge due to water-related infections
Gulshan	Heat Wave	+22%	ORS and hydration products increase
Clifton	Winter	+18%	Cold/flu medicines increase
Defence	Humidity	+15%	Respiratory medicines increase
Saddar	All Seasons	+12%	Consistent demand patterns

Forecast Accuracy by District

District	Accuracy	MAPE	Forecasted	Actual	Rating
Bahadurabad	93.2%	6.8%	182,456	187,234	Excellent
Gulshan	91.8%	8.2%	144,234	156,891	Good
Clifton	90.5%	9.5%	129,123	142,567	Good
Defence	89.7%	10.3%	115,234	128,432	Acceptable
Saddar	88.9%	11.1%	106,567	119,876	Acceptable

Formula Distribution Across Districts

Formula	Bahadr.	Gulshan	Clifton	Defence	Saddar
Paracetamol	18.5%	16.2%	15.8%	14.2%	13.5%
Amoxicillin	12.3%	14.5%	11.2%	10.8%	9.5%
Ibuprofen	8.2%	7.8%	9.1%	10.2%	7.8%
Metronidazole	5.8%	5.2%	4.8%	5.5%	6.2%
Omeprazole	4.5%	4.8%	5.2%	4.2%	4.8%