COMPREHENSIVE ANNUAL REPORT
MedInsights Pro - 2023

Period: Full Year 2023 | Generated: January 21, 2026 at 18:07

Executive Summary

Metric	Value	Notes
Total Sales Volume	270,479 units	Growth of 9.5%
Total Formulas Tracked	13	13 active formulas
Total Medicines (SKUs)	13	13 SKUs tracked
Districts Covered	10	Full coverage
Average Forecast Accuracy	0.0%	Needs improvement

Monthly Performance Summary

Month	Actual Sales	Forecasted	Accuracy
January	27,903	0	0.0%
February	27,012	0	0.0%
March	23,004	0	0.0%
April	21,455	0	0.0%
May	20,602	0	0.0%
June	17,374	0	0.0%
July	15,879	0	0.0%
August	16,233	0	0.0%
September	23,343	0	0.0%
October	25,009	0	0.0%
November	25,023	0	0.0%
December	27,642	0	0.0%

Top Medicines of the Year

#	Medicine	Formula	Units	Share
1	Panadol	Paracetamol	36,199	13.4%
2	Risek 20	Omeprazole	20,924	7.7%
3	Eltroxin	Levothyroxine Sodium	20,520	7.6%

#	Medicine	Formula	Units	Share
4	Diflucan	Fluconazole	20,219	7.5%
5	Augmentin	Amoxicillin + Clavulanate	20,118	7.4%
6	Suprax	Cefixime	20,038	7.4%
7	Norvasc	Amlodipine Besylate	19,696	7.3%
8	Hydrocortisone	Hydrocortisone	19,665	7.3%
9	Ciproxin	Ciprofloxacin	19,274	7.1%
10	Ascard	Acetylsalicylic Acid	19,128	7.1%
11	Flagyl	Metronidazole Tablets I.P	18,644	6.9%
12	Myteka	Montelukast Sodium	18,199	6.7%
13	Glucophage	Metformin Hydrochloride	17,855	6.6%

Formula Performance Analysis

Formula	Total Sales	Share	vs Prev Year	Forecast Acc.
Paracetamol	36,199	13.4%	+10.2%	0.0%
Omeprazole	20,924	7.7%	+17.4%	0.0%
Levothyroxine Sodium	20,520	7.6%	+25.8%	0.0%
Fluconazole	20,219	7.5%	+14.4%	0.0%
Amoxicillin + Clavulanate	20,118	7.4%	+14.9%	0.0%
Cefixime	20,038	7.4%	+9.1%	0.0%
Amlodipine Besylate	19,696	7.3%	+8.7%	0.0%
Hydrocortisone	19,665	7.3%	+11.1%	0.0%
Ciprofloxacin	19,274	7.1%	+10.2%	0.0%
Acetylsalicylic Acid	19,128	7.1%	+12.8%	0.0%
Metronidazole Tablets I.P	18,644	6.9%	-7.1%	0.0%
Montelukast Sodium	18,199	6.7%	-1.3%	0.0%
Metformin Hydrochloride	17,855	6.6%	+1.1%	0.0%

Area Performance Overview

Area	Sales	Share	vs Prev Year	Forecast Acc.
Gulistan-e-Jauhar	30,082	11.1%	+24.9%	0.0%
Clifton	28,631	10.6%	+19.6%	0.0%
Lyari	28,273	10.5%	+11.2%	0.0%
North Nazimabad	27,430	10.1%	+8.9%	0.0%
Saddar	26,962	10.0%	+19.5%	0.0%
Korangi	26,789	9.9%	+9.6%	0.0%
Gulshan	26,180	9.7%	+6.2%	0.0%
Landhi	25,818	9.5%	+2.9%	0.0%
PECHS	25,689	9.5%	+3.9%	0.0%
Bahadurabad	24,625	9.1%	-8.6%	0.0%

Weather Data Summary

Month	Avg Temp	Avg Humidity
January	14.3°C	41%

Month	Avg Temp	Avg Humidity
February	22.4°C	74%
March	26.3°C	69%
April	29.0°C	74%
May	33.0°C	78%
June	34.2°C	75%
July	34.1°C	75%
August	30.0°C	82%
September	31.8°C	77%
October	31.8°C	73%
November	24.8°C	49%
December	19.5°C	48%

Forecast Model Performance

Metric	Value	Target	Status
Overall MAPE	0.0%	< 15%	PASS
Overall Accuracy	0.0%	> 85%	REVIEW
Hit Rate (months ≥85%)	0.0%	> 70%	REVIEW

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