

INTERNSHIP REPORT

Title: MEDTOUREASY profit pulse

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Internship Period: 90 Days

Course: MBA in Pharmaceutical Management

Organization- MEDTOUREASY

Institute: IIHMR University, Jaipur

1. INTRODUCTION

Data visualization has emerged as a powerful tool in enabling data-driven decision-making, especially in the healthcare analytics sector. During my internship at MedTourEasy, I undertook a project to develop an executive-level sales dashboard that integrates key performance metrics to aid business strategy. The project focused on transforming complex datasets into meaningful business insights, enabling enhanced tracking of sales and profit trends.

2. ORGANIZATION PROFILE

MedTourEasy is a global healthcare analytics and facilitation company. It offers a seamless platform to patients seeking affordable and high-quality medical treatment across borders. The platform helps users compare medical options, obtain second opinions, and schedule procedures. The organization is driven by data and is committed to improving healthcare accessibility, quality, and cost efficiency through technological and analytical innovation.

3. METHODOLOGY

A structured approach was used to build the Tableau dashboard. The methodology involved several key steps:

Data Source:

- Patients.xlsx (Order Sheet only)

Software Used:

- Tableau Public/Desktop

Step-by-Step Process:

- Data Cleaning and Preparation: Removed inconsistencies and formatted data for Tableau compatibility.
- KPI Identification: Selected important metrics including Sales, Profit, Quantity (Days), and Discounts.
- Chart Design: Built area charts to visualize monthly trends in sales and profits.
- Dashboard Creation and Formatting: Combined visualizations into a single interactive dashboard.

4. IMPLEMENTATION

Sheet 1: YTS KPIs

Displayed totals for key indicators:

- Sales: 2,297,201
- Profit: 1,561
- Discount: 37,873
- Days (Quantity): 286,397

Sheet 2: Sales Trends

- Area chart showing monthly sales trends (2015–2018).
- Notable peaks: October 2018 (~120K), July 2015 (~80K), and July 2017 (~100K).
- Insight: Sales increased over the years, with strong Q3/Q4 performance.

Sheet 3: Profit Trends

- Area chart visualizing monthly profit trends.
- Peak: ~\$5,000 in July 2017 and October 2018.
- Dip: ~\$2,000 in January 2018.
- Insight: Profit variability is high, largely due to discounts.

5. FINDINGS AND RESULTS

Key Insights:

- Orthopedics and Cardiology lead in procedure volume.
- Total profit was low compared to sales due to up to 80% discounts.
- Relapse rate was ~10%, especially high in Neurology, indicating gaps in post-procedure care.
- High volume observed in western regions like Los Angeles.

Strategic Recommendations:

- Reduce discount levels to improve profitability.
- Prioritize Q3/Q4 for marketing and campaigns.
- Introduce follow-up care programs to reduce relapses.
- Target insured patient segments for higher margin procedures.

6. CONCLUSION

The internship project at MedTourEasy validated the power of business intelligence tools like Tableau in healthcare analytics. The dashboard enabled real-time tracking of KPIs and trends, thereby enhancing strategic decision-making. Despite challenges such as data normalization and balancing visual simplicity with analytical depth, the outcomes provided actionable insights. The project showcases how data can be leveraged to drive efficiency, profitability, and patient outcomes.

7. LEARNINGS DURING INTERNSHIP

- Enhanced my skills in Tableau and dashboard storytelling.
- Understood the business importance of KPIs and trend analysis.
- Gained experience in healthcare analytics and data preparation.
- Learned to communicate insights effectively through visualization.
- Appreciated the impact of strategic data presentation on organizational planning.

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