

MEDTOUREASY PROFIT PULSE

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Project objective

- Visualize Key Performance Indicators (KPIs) including sales, profit, discount, and procedure volume.
- Monitor monthly profit and spot patterns over time.
- Make better decisions by showing useful data through simple and interactive visuals
- Understand which departments and regions are doing well or need improvement..



Methodology

01. Data Source

- Used data from the file Patients.xlsx (only the “Order” sheet).

02. Software Used

- Tableau Desktop / Tableau Public for creating visualizations.

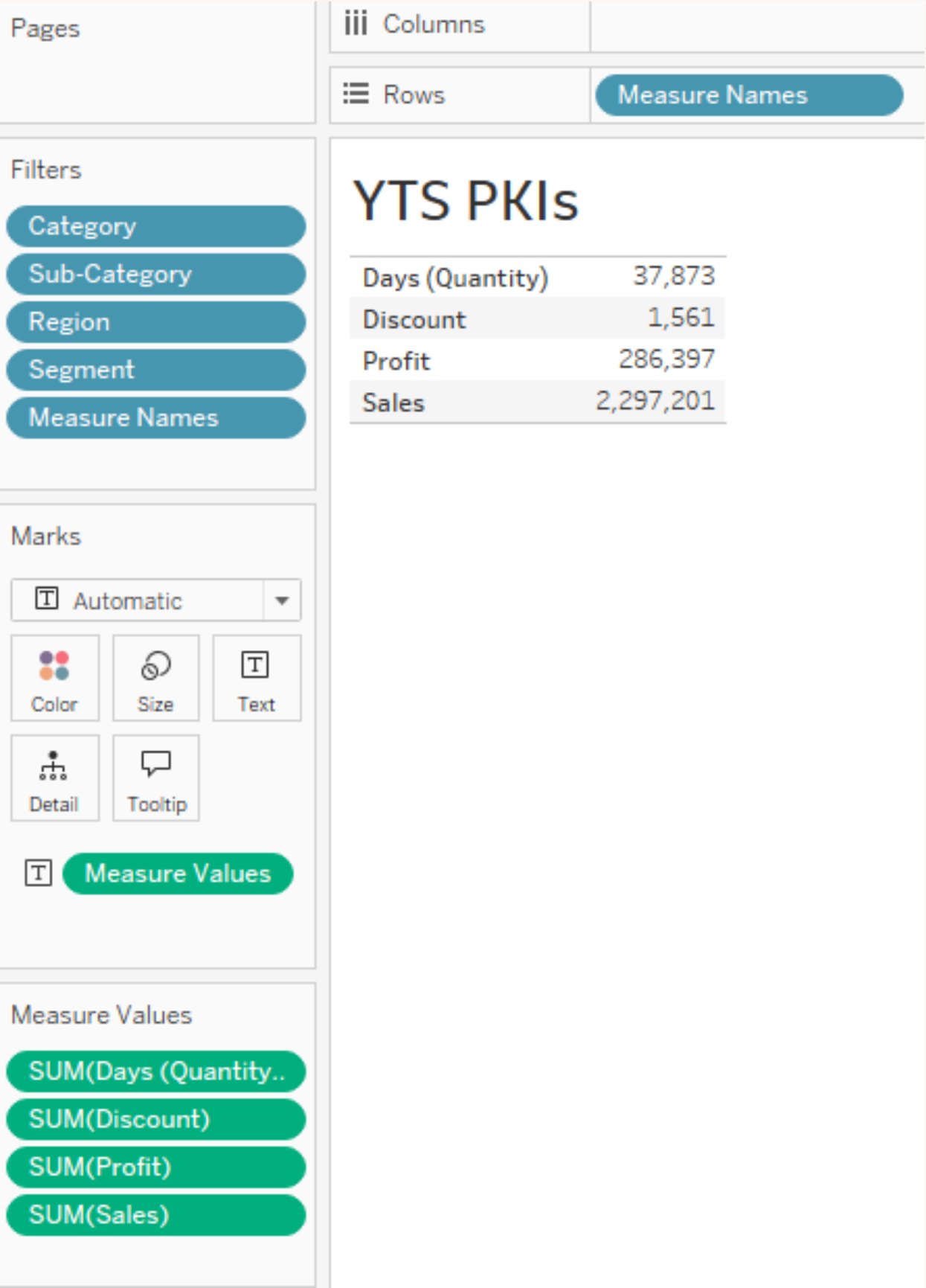
03. Steps Followed

- Data Cleaning: Removed errors and prepared the data for analysis.
- KPI Identification: Chose important metrics like sales, profit, discount, and quantity.
- Chart Design: Created area charts and tables to show trends and totals.
- Dashboard Creation: Combined all charts and KPIs into one interactive dashboard.

YTS KPIs (Year-to-Date Key Performance Indicators)

Used fields: Discount, Profit, Days (Quantity), Sales.

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



Sales Trends

Sales increased over the years, showing a positive trend
Peak Sales:

The highest sales were recorded in October 2018, reaching around ₹1.2 lakh (120K)

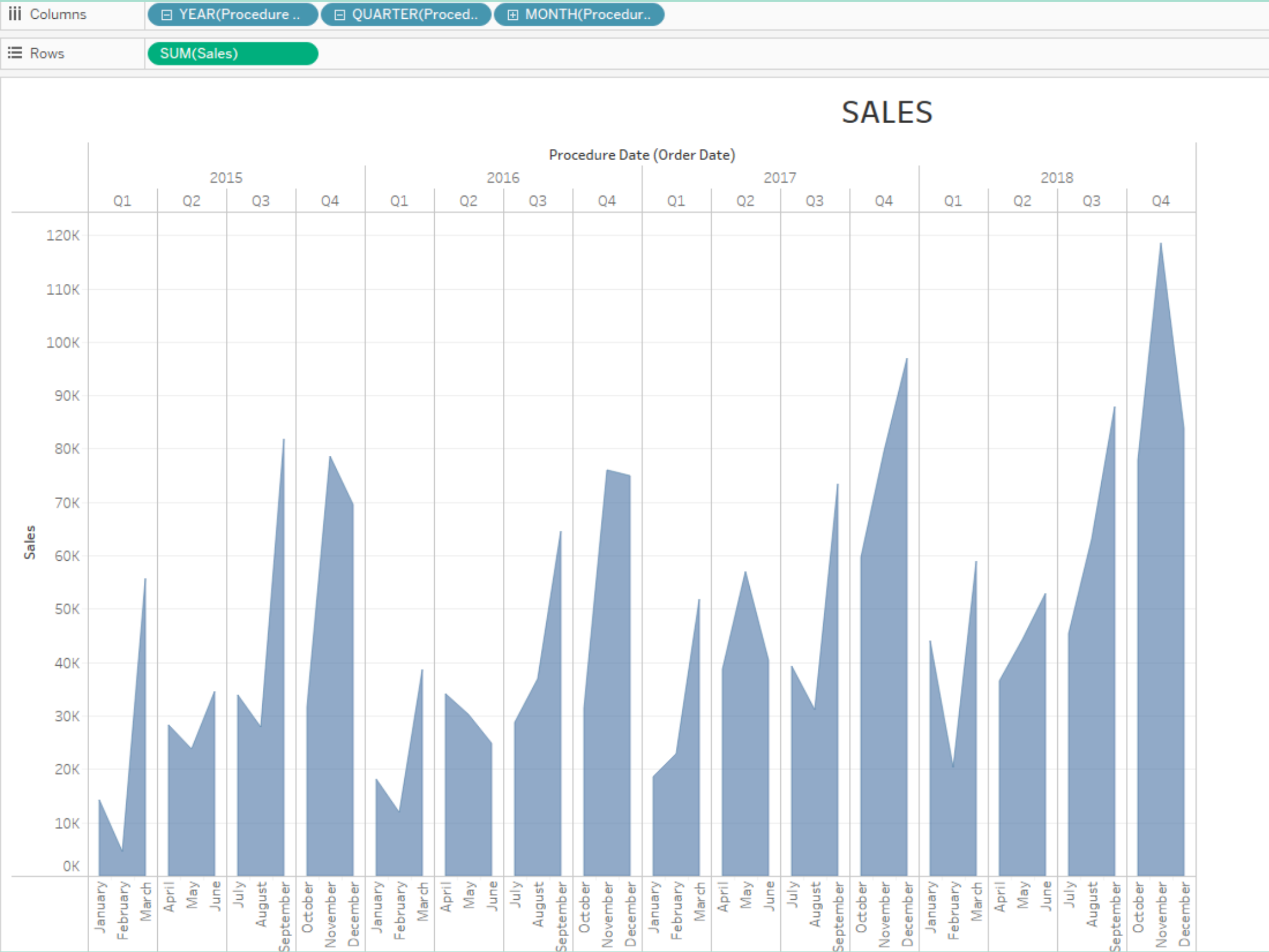
Other High Points:

Notable spikes in sales also occurred in:

- July 2015 (~80K)
- October 2016 (~90K)
- July 2017 (~100K)

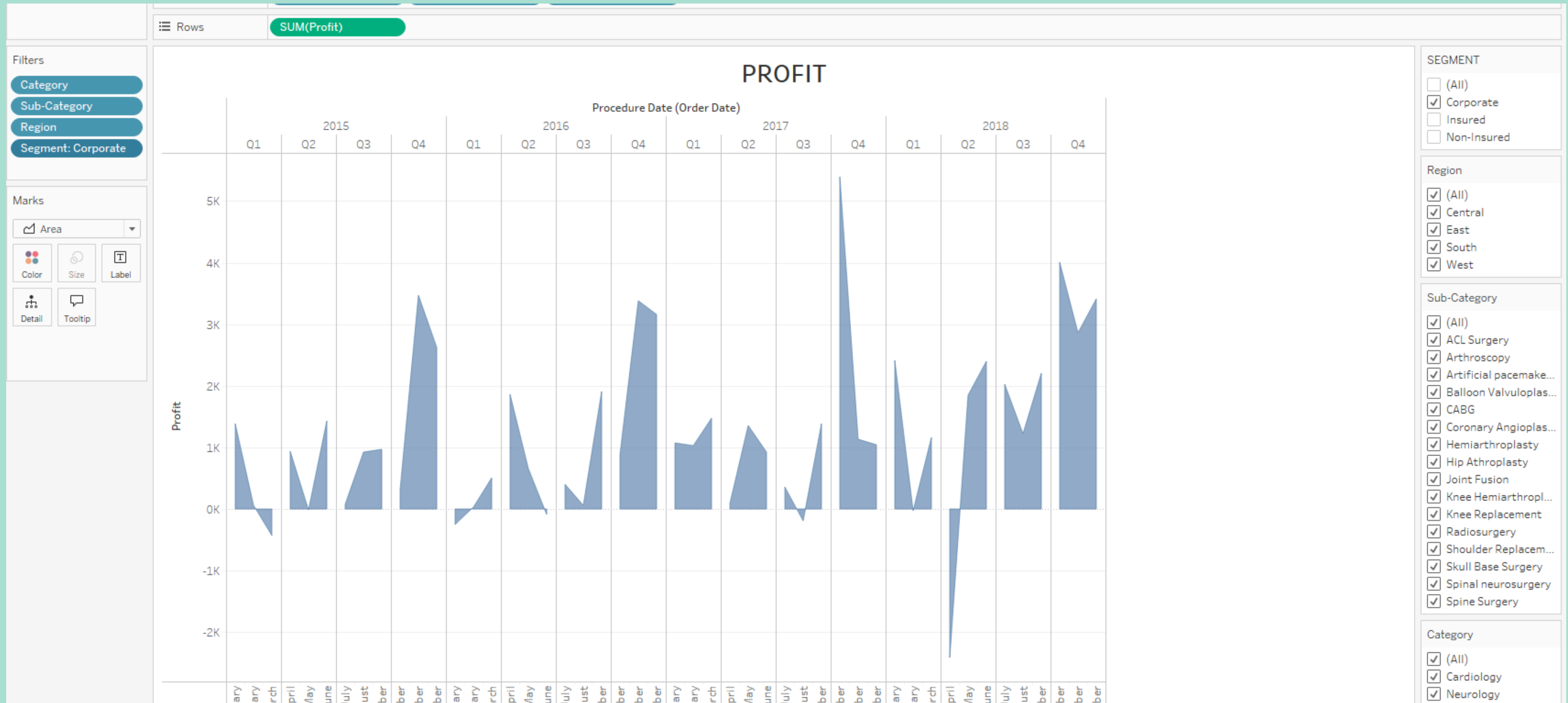
Low Sales Periods:

Early months like January 2015 saw low sales, around ₹10K.



Profit Trends

- Lowest Profit: -\$2K in January 2018
- Highest Profit: \$5K in July 2017 and October 2018
- Positive profits mostly occurred in Q3 and Q4 of each year.
- Frequent losses in Q1, especially in the early months.





KEY LEARNING

- GAINED HANDS-ON EXPERIENCE WITH **TABLEAU** FOR BUILDING INTERACTIVE DASHBOARDS.
- UNDERSTOOD THE IMPORTANCE OF **DATA VISUALIZATION** IN BUSINESS DECISION-MAKING.
- LEARNED TO **CLEAN, PREPARE, AND ANALYZE REAL-WORLD** HEALTHCARE DATA.
- REALIZED HOW DISCOUNT STRATEGIES AFFECT PROFITABILITY, EVEN WITH HIGH SALES.
- STRENGTHENED SKILLS IN KPI ANALYSIS AND EXECUTIVE REPORTING.



Dashboard Summary

Executive Dashboard Highlights

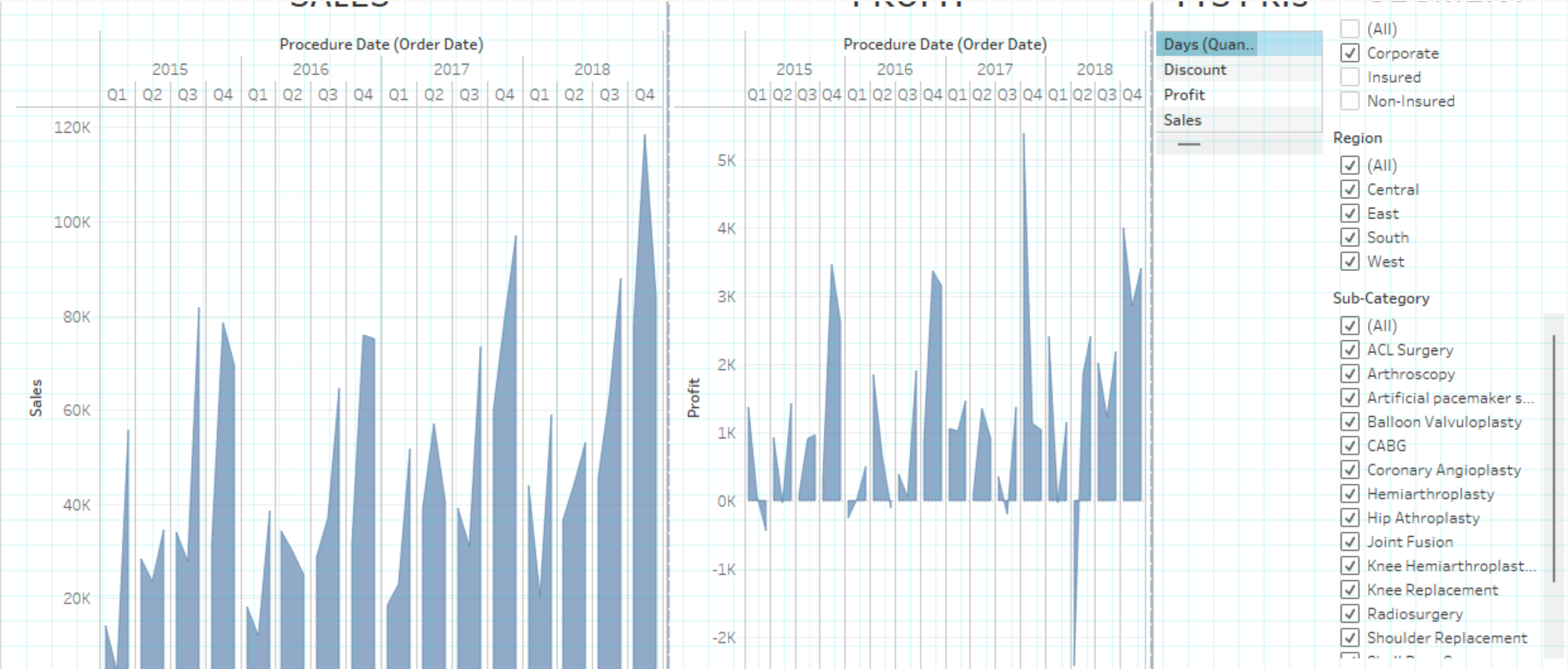
- Integrated View of Key Metrics
- Sales, Profit, Discounts, and Quantity (Procedure Days) in one place

Year-to-Date KPIs

- Sales: \$2,297K
- Profit: \$1.56K
- Discounts: \$37.87K
- Quantity (Days): 286.4K

Key Insights Derived

- Sales peak in Q3/Q4 each year.
- High discounts reduce profits despite increasing sales.
- Orthopedics and Cardiology are top-performing departments.



Thank
you very
much!

