

Thesis Synopsis

Title: MedTourEasy Profit Pulse: A Sales & Profit Analytics Study

Submitted By: Kartikey Kumar

Program: MBA in Pharmaceutical Management

Institution: IIHMR University

Guide: Dr. Sudhinder Singh Chowhan

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1. Introduction

The rise of global healthcare mobility has positioned medical tourism as a vital segment in the health services sector. MedTourEasy, a medical tourism facilitator, connects patients with specialized, affordable healthcare services across international borders. As the organization expands, understanding its sales growth, discounting behavior, and relapse risks becomes imperative to support profitability and patient outcomes. This study leverages advanced Excel analytics to derive actionable insights from transaction-level data.

2. Need for the Study

With increasing competition and operational complexity in the medical tourism industry, organizations must base their strategies on robust analytics. MedTourEasy's historical data reveals sales volatility, discount-driven losses, and rising relapse trends in specific procedures. A focused analysis is needed to identify profit leakages, improve operational planning, and strengthen clinical outcomes through post-treatment strategies.

3. Objectives

1. To analyze trends in sales, profits, and discounting patterns from 2015 to 2018
2. To evaluate the impact of high discounts on financial losses across procedures
3. To examine regional and category-wise performance within the MedTourEasy portfolio
4. To assess relapse risks and their financial implications
5. To suggest data-driven strategies to optimize profitability and reduce operational risks

4. Research Questions

- What trends and seasonality patterns are evident in MedTourEasy's 4-year sales data?
- How do discount rates affect profit margins and loss-making procedures?
- Which medical categories and regions contribute most to profitability or risk?
- What procedures have high relapse rates, and how do they affect operational cost?
- How can MedTourEasy leverage data insights to improve financial and clinical performance?

6. Methodology

Approach:

- Descriptive and analytical, using secondary data extracted from MedTourEasy's internal database.

Data Source:

- MedTourEasy's "Patients.xlsx" Orders sheet (9,994 procedure records).

Tools Used:

- Microsoft Excel and tableau

Frameworks Applied:

- Trend Analysis
- KPI & Profitability Mapping
- Relapse Rate Estimation (Excel-based logic)
- Discount Impact Analysis
- Segment, Region, and Category-wise Filtering

6. Scope of the Study

This study focuses exclusively on MedTourEasy's procedure data from 2015 to 2018. It evaluates trends across sales, profit, discounting, regions, categories, and patient segments (Non-insured, Insured, Corporate). The geographical analysis is limited to the company's operating zones: West, South, Central, and East.

7. Limitations

- Absence of patient-level demographic and clinical data (age, gender, comorbidities)
- Relapse approximated through repeat procedures within six months, not medically confirmed
- Findings are specific to MedTourEasy and may not represent the broader medical tourism market
- Predictive or AI-based modeling was not applied due to scope and data limitations

9. Expected Contribution

- Offer an Excel-based analytical framework replicable for other healthcare facilitators
- Contribute to academic literature in healthcare analytics and operational risk in medical tourism
- Demonstrate the use of real-world business intelligence in healthcare management education.

10. References

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4. Porter, M. E., & Lee, T. H. (2013). The Strategy That Will Fix Health Care. Harvard Business Review
5. MedTourEasy Internal Dataset – “Patients.xlsx” (2015–2018 Transaction Data)