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## A DIGITAL COMPANION FOR TRACKING PHARMACEUTICAL DRUG BRANDS AND SALES INSIGHTS

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### ABSTRACT

This research through survey investigates the sales trends of antipsychotic drugs through comprehensive data collection from retail pharmacies, focusing on both monthly and yearly sales figures. By analysing these patterns, we aim to uncover key insights into market dynamics, including the factors influencing prescription rates and the overall demand for various antipsychotic medications. The research methodology involves conducting a survey among pharmacists in the Pune region to gather insights about sales and choice of prescribers regarding antipsychotics drugs. The findings of this survey will serve as the groundwork for the development of Meditrack, an innovative application designed to provide pharmaceutical companies with real-time sales insights and analytics. Meditrack will enable stakeholders to track market trends, assess the effectiveness of marketing strategies, and optimize inventory management. Ultimately, by bridging the gap between sales data and actionable insights, Meditrack aims to enhance decision-making processes within the pharmaceutical sector, leading to more effective distribution and accessibility of antipsychotic medications. This initiative not only supports companies in understanding market dynamics but also contributes to improved patient care through better medication availability and targeted educational efforts. This APP is a strategic plan to explore the pharma sales of antipsychotic drugs.

**KEYWORDS:** Antipsychotic drugs, Schizophrenia, drug survey, sales analysis, Meditrack

### 1. INTRODUCTION

Major distortions in perception (delusions and hallucinations), thought, behaviour, and the capacity to recognize reality are hallmarks of psychoses, which are severe mental diseases. Because of inexplicable miscommunication and devaluation, the patient might not be able to satisfy the normal demands of life. The fundamental cause is unknown, although memory and orientation are mostly retained despite considerable changes in emotion, thought, reasoning, and behaviour. A separation of

observation and interpretation from hallucinations of reality, a difficulty to think coherently, and a slight reduction in intelligence and concentration are the hallmarks of schizophrenia, also known as split mind. [Schizophrenia is a complex mental disorder, with typical onset in late adolescence or early adulthood](#).<sup>[1]</sup> The main symptom is a shift in mood which might show up as reduced sleep, hyperactivity, uncontrollable thoughts and speech, mania-elation or irritability and these symptoms may be linked to aggressive or careless behaviour. Depression- sadness, loss of interest and pleasure, worthlessness, guilt, physical and mental slowing, melancholia, self-destructive ideation. Common form of mood disorder is bipolar disorder with cyclically alternating manic and depressive phases. The market for antipsychotic drugs is expected to grow at a respectable compound annual growth rate (CAGR) until 2030 due to the rising prevalence of mental disorders like schizophrenia, dementia, and others, as well as increased research and development efforts in antipsychotic drugs worldwide. The market is anticipated to expand by the following factors: Distribution Channel (Hospital Pharmacy, Retail Pharmacy, and E-Commerce); Drug Class (First Generation or Typical Antipsychotics [Haloperidol, Prochlorperazine, and Others]; Drug Class (Second Generation or Atypical Antipsychotics [Clozapine, Risperidone, and Others]; and Indication (Schizophrenia, Bipolar Disorder, Unipolar Disorder, Dementia, and Others). [The global antipsychotic drugs market size is calculated at USD 19.61 billion in 2025 and is forecasted to reach around USD 33.09 billion by 2034, accelerating at a CAGR of 5.99% from 2025 to 2034..](#)<sup>[2]</sup> Furthermore, the market is expected to grow at a substantial compound annual growth rate (CAGR) between 2024 and 2030 as a result of the increased demand for antipsychotic drugs brought about by the spike in drug approvals and launches as well as the increased R&D efforts. In 2022, the World Health Organization (WHO) estimated that 3.8% of people worldwide suffer from depression, with 5.0% of adults and 5.7% of people over 60 having the illness. It also stated that almost 40 million people had bipolar disorder and 40 million people, including children and teenagers, were living with conduct-dissocial disorder in the market for antipsychotic drugs. Furthermore, its market share will rise because of the most recent antipsychotic drug approvals. [For instance, The U.S. Food and Drug Administration \(FDA\) authorized the New Drug Application for ABILIFY ASIMTUFII \(aripiprazole\) extended-release injectable suspension for intramuscular use, according to a statement released in April 2023 by Otsuka America Pharmaceutical, Inc. and Lundbeck.](#)<sup>[3]</sup> It is advised to use this injection, which is given once every two months, as a maintenance drug for adult bipolar I illness and to treat adult schizophrenia. The pharmaceutical treatment of mental health issues, especially with antipsychotic drugs, has attracted a lot of attention in recent years due to the increased prevalence of these conditions. To convey the results of a thorough survey that we carried out across several medical stores, we painstakingly collected data on the sales of antipsychotic medications. There were difficulties in gathering this data. Many medical shop owners were hesitant to cooperate, often citing concerns over confidentiality or simply declining to engage with our inquiries. Additionally, we encountered instances of inaccurate or incomplete data being provided, which posed significant obstacles in ensuring the integrity of our findings. Despite these hurdles, we persevered, recognizing the vital need for accurate and transparent data in understanding the landscape of antipsychotic drug sales. In response to the challenges faced during the survey process, we

endeavoured to innovate by developing an application designed to streamline data collection and reporting. This app will offer real-time insights into the percentage of sales for each drug, directly relaying the information to pharmaceutical companies. By capturing a more accurate and comprehensive view of the market dynamics, we aim to contribute valuable insights into the effectiveness and accessibility of antipsychotic medications. This paper not only shares the statistical outcomes of our survey but also discusses the implications of our findings for practitioners, researchers, and policymakers in the field of mental health.

## **2. METHODOLOGY**

### **2.1 Survey of the selected drugs**

As part of our research on mental health treatment trends, we conducted a comprehensive survey to assess the prescribing habits and usage of antipsychotic medications in key regions of Pune, including Sadashiv Peth, Swargate, Katraj, and Baramati. These areas were chosen to reflect a diverse mix of urban and semi-urban healthcare practices. Data collection involved visits to retail pharmacy stores and the review of prescription records where available. We focused on the frequency of different antipsychotics, distinctions between inpatient and outpatient prescriptions, and factors influencing drug choices such as cost, availability, side effects, and patient adherence. Findings revealed notable variations in antipsychotic preferences: in urban areas, atypical antipsychotics like Risperidone and Olanzapine were commonly prescribed, while typical antipsychotics such as Haloperidol remained prevalent in semi-urban and rural regions due to their lower cost and familiarity among practitioners. Additionally, there was a cautious approach to high-risk medications like Clozapine in outpatient settings, reflecting adherence to safety guidelines. This survey provides valuable insights into current prescribing behaviours and the challenges faced by healthcare providers, laying the groundwork for future studies and the development of mental health policies in Maharashtra. The target samples were decided and were personally visited by our team members. Medical shops/Pharmacy stores were visited to determine the most preferably used antipsychotic drug in Pune region.

A set of questions were prepared using google form and was asked to the pharmacist to obtain the data in systematic and precise format. These set of questions were designed in manner to obtain a data which can suggest the market trend. The list of this questions is as given below:

1. Medical name
2. Pharmacist name
3. Medical location (area)
4. Survey date

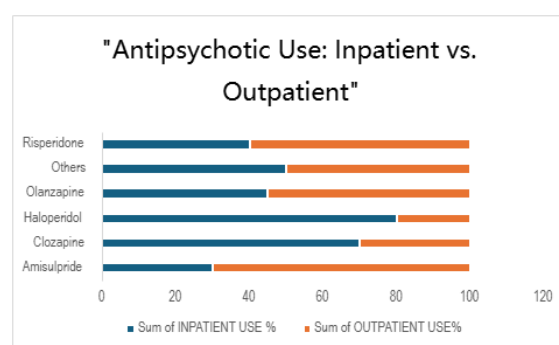
5. Associated hospital/ doctor
6. Mostly prescribed antipsychotics drugs
7. Sales of drugs in last 6 months
8. Yearly average of quantity sold of every antipsychotic's drug listed above

## 2.1 Choice of drugs

- a. **Haloperidol:** Haloperidol is FDA-approved for the treatment of schizophrenia, Tourette syndrome, Huntington's illness, and severe behavioural disorders in children. [These disorders may manifest as combative hyperexcitability and hyperactivity, characterized by impulsivity, attention difficulties, aggressiveness, mood fluctuations, and low frustration tolerance.](#)<sup>[4]</sup> Elimination times average twenty-four hours. 5 mg/ml inj. Serenace, Serenorm 1.5, 5, 10 mg tab. Dosage: 1–10 mg BD. HALOPIDOL 2 mg/ml oral liq, 10mg/ml drops, 5,10 and 20 mg tabs.
- b. **Clozapine:** It is the first atypical anti-psychotic; pharmacologically, it differs from CPZ and similar drugs in that it produces few or no extrapyramidal symptoms, has a small D2 blocking effect, seldom causes tardive dyskinesia, and does not raise prolactin levels. The best treatment for refractory schizophrenia is clozapine. It has a half-life of 12 hours on average. [Recent trials with treatment-resistant schizophrenic patients found clozapine to be superior to chlorpromazine and haloperidol, fortifying the potential contribution of this drug.](#)<sup>[5]</sup> 25–100 mg daily, with a daily maximum of 300 mg. 25 mg, 50 mg, and 100 mg tabs of LOZAPIN, SIZOPIN, and SKIZORIL
- c. **Risperidone:** Risperidone Another drug whose antipsychotic effects have been connected to D2+5-HT and receptor blocking. Because of its great affinity for  $\alpha_1$ ,  $\alpha_2$ , and H1 receptors, blocking these receptors may have negative effects such postural hypotension. A more potent D2 blocker than clozapine, risperidone only reduces extrapyramidal side effects at low dosages (<6 mg/day), but it frequently causes agitation. It is less epileptogenic than clozapine, but it causes a disproportionate increase in prolactin levels. [Risperidone undergoes extensive hepatic metabolism, primarily through hydroxylation to 9-hydroxy-risperidone via the CYP2D6 enzyme.](#)<sup>[6]</sup> Nowadays it is frequently used as the first-line medication for schizophrenia since it causes less weight gain and new-onset diabetes than clozapine. Respidone, Sizodon, and Risperdal: 1, 2, 3, 4 mg tablets, 1 mg/ml oral liquid, 1-3 mg BD.

- d. **Olanzapine:** Olanzapine is a thienobenzodiazepine derivative, discovered during efforts to synthesize an alternative to clozapine without hematologic side effects requiring frequent laboratory monitoring.<sup>[7]</sup> This atypical antipsychotic, like clozapine, blocks a range of muscarinic, H1, and monoaminergic (D2, 5-HT2,  $\alpha$ 1,  $\alpha$ 2) receptors. Both positive and negative symptoms of schizophrenia have subsided. It is approved for the treatment of mania and has demonstrated efficacy across a broader spectrum of schizoaffective disorders. Olanzapine, a potent antimuscarinic, causes dry mouth and diarrhoea. 5–20 mg per day is the dosage. OLEANZ 2.5, 5, 7.5, 10, and 20 mg tab, and 10 mg/amp injection. OLACE, OZAP 2.5, 7.5 mg tablet
- e. **Amisulpride:** Because it has few extrapyramidal side effects and lessens many negative symptoms of schizophrenia, this sulpiride congener is categorized as an atypical antipsychotic. However, similar to other neuroleptics, it has a low affinity for 5-HT2 receptors and a high affinity for D2 (and D3) receptors. Rather, antidepressant qualities have been demonstrated, while agitation, anxiety, and insomnia are typical adverse effects. Amisulpride has a half-life of 12 hours and is largely excreted unchanged in urine following oral absorption. The recommended dosage for schizophrenia with a prevalence of negative symptoms is 50–300 mg twice daily. Additionally, 200–400 mg BD for acute psychosis. 50, 100, and 200 mg tablets of Sulpitac, Skizotus, and Amazeo.

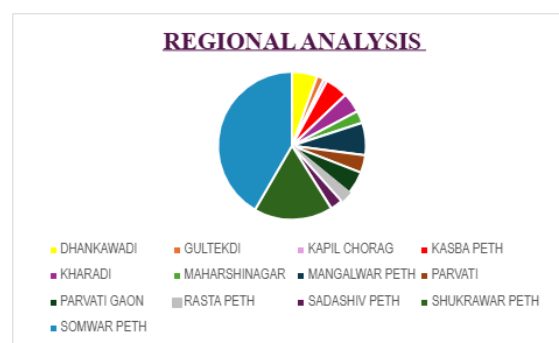
## 2.2 Survey Drug Analysis



**Fig.1. Antipsychotic Use: inpatient vs outpatient**

The chart “Antipsychotic Use: Inpatient vs. Outpatient” compares the percentage use of various antipsychotic medications across inpatient and outpatient healthcare settings. This horizontal bar graph is a valuable visual representation of prescribing trends and offers insight into how specific antipsychotics are utilized depending on the treatment environment. The graph includes six categories

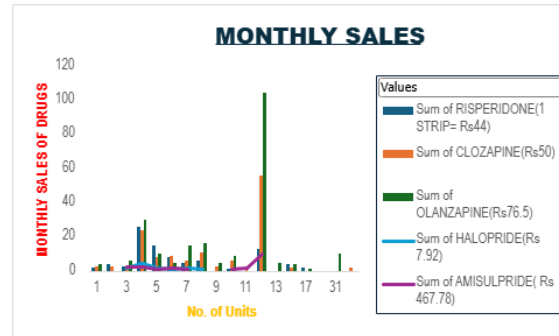
of antipsychotic medications: Risperidone, Olanzapine, Haloperidol, Clozapine, and Amisulpride, and a grouped category labelled "Others" (which likely encompasses less commonly prescribed antipsychotics). The x-axis of the graph represents the usage percentage, while the y-axis lists the drug names. The data is color-coded: blue bars represent the percentage of use in inpatient settings, and orange bars represent the percentage of use in outpatient settings. Other antipsychotics are also preferred for outpatient use, offering clinicians various options in community mental healthcare.



**Fig. 2. Drugs regional analysis**

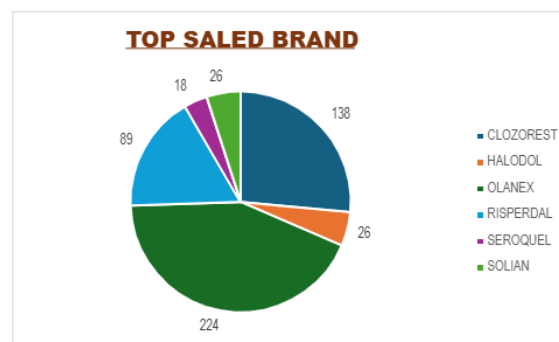
The analysis of regional sales data indicates that the highest volume of units sold is concentrated in the neighborhoods of Gultekdi, Dhankawadi, and Kharadi. In contrast, areas such as Chorag, Sadashiv Peth, and Parvati Gaon show significantly lower sales figures. These disparities in sales performance can likely be attributed to a variety of factors including population density, the availability of healthcare facilities such as clinics and hospitals, as well as the preferences and purchasing habits of local physicians.

To effectively harness the growth potential in these markets, it is highly advisable to focus promotional activities and marketing strategies in Gultekdi and Dhankawadi. This could involve tailored brand promotions that resonate with the specific needs and preferences of the local healthcare providers, thereby enhancing visibility and driving sales in these thriving areas.



**Fig. 3. Antipsychotic drugs monthly sales**

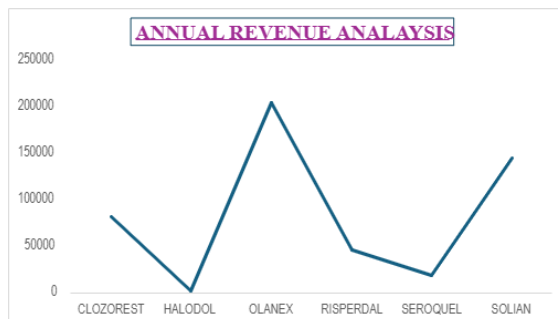
The analysis of monthly sales of drugs reveals that Olanzapine and Clozapine consistently show higher unit sales, indicating a strong market demand for these medications. In contrast, Haloperidol and Amisulpride display lower monthly sales figures, suggesting reduced demand. This trend underscores Olanzapine's popularity, which can be attributed to its effective balance of efficacy and tolerability for patients. By monitoring these monthly trends, pharmacies can make informed stock planning decisions, potentially keeping higher inventories of Olanzapine and Risperidone to meet the demand effectively.



**Fig.4. Antipsychotic drugs top sold brand**

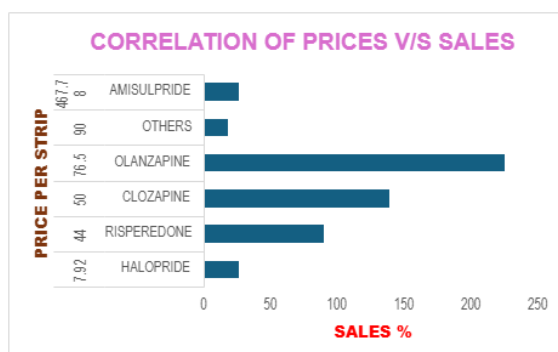
Risperdal (Risperidone) and Olanex (Olanzapine) dominate brand sales in the market, showcasing their strong presence and effectiveness. Additionally, Seroquel (Quetiapine), categorized under "Others," and Clozorest (Clozapine) also perform well, indicating a diverse range of options that are gaining traction. The analysis concludes that brands with effective marketing strategies and availability tend to be prescribed more frequently. To further enhance market share, promoting lesser-known yet effective brands like Solian (Amisulpride) could prove beneficial.





**Fig. 5. Antipsychotic drugs annual revenue analysis**

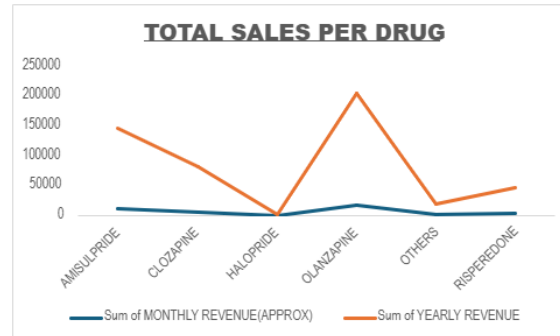
In the annual revenue analysis, it was found that Risperdal, Olanex, and Seroquel are the top performers, generating the highest annual revenues, while Halodol and Solian significantly lag in their revenue production. The analysis indicates that annual revenue is closely tied to both unit sales and pricing strategies. To capitalize on the success of the high-revenue brands, there is an opportunity to enhance promotion through seasonal campaigns or bundled offers, which could increase pharmacy interest and drive further sales.



**Fig. 6. Correlation of prices vs sales**

The analysis of price versus sales percentage reveals interesting insights regarding drug performance in the market. High-priced medications like Clozapine, priced at ₹50, and Olanzapine, at ₹76.5, demonstrate moderate sales figures. In contrast, Risperidone, which is priced at ₹44, achieves high sales despite its moderate pricing. On the other hand, Haloperidol, which has the lowest price at ₹7.92, reflects low sales. This indicates that there is no linear correlation between price and sales; instead, factors such as therapeutic need and prescriber trust significantly influence market outcomes. Ultimately, a pricing strategy alone does not determine the performance of a drug; elements like brand image and efficacy also play crucial roles in driving sales.





**Fig.7. Antipsychotic drugs total sales per drug**

The analysis of total sales per drug reveals that Risperidone and Olanzapine are the dominant contributors to both monthly and yearly revenue. In contrast, Amisulpride and Haloperidol generate the least revenue. The conclusion drawn from this analysis indicates that products like Risperidone can be relied upon for long-term revenue and consistent sales. Additionally, enhancing the visibility and availability of underperforming drugs could potentially increase market coverage and boost overall sales.



**Fig. 8. Top selling antipsychotic drugs**

Olanzapine currently leads the market as the top-selling antipsychotic drug, showing the highest percentage of unit sales among its competitors. Following closely behind are Risperidone and Clozapine, while Haloperidol and Amisulpride account for smaller shares of the market. This dominance of Olanzapine highlights its strong acceptance and trust among healthcare providers and patients alike. To enhance the adoption and prescription of newer or under-prescribed medications, it is essential to implement targeted physician awareness campaigns and improve patient education regarding these alternatives.

### 2.3 Designing of app:

The design of MediTrack was executed using Figma and supplemented with custom UI/UX tools to

ensure a seamless and efficient user experience. We developed a tailor-made mobile application specifically designed for real-time survey tracking, allowing users to collect data efficiently as responses come in. The application is complemented by Excel-based entry sheets, which facilitate easy input and organization of survey data for further processing. To enhance the analysis of the collected data, we employed graph-based analytical techniques, leveraging the capabilities of both Excel and the app's backend. This integration enables visual representations of survey results, making it easier to identify trends and insights. Overall, these methodologies form the backbone of our app's design and ensure a robust framework for interpreting the data garnered from surveys.

## 2.4 Design of our app: Medi track

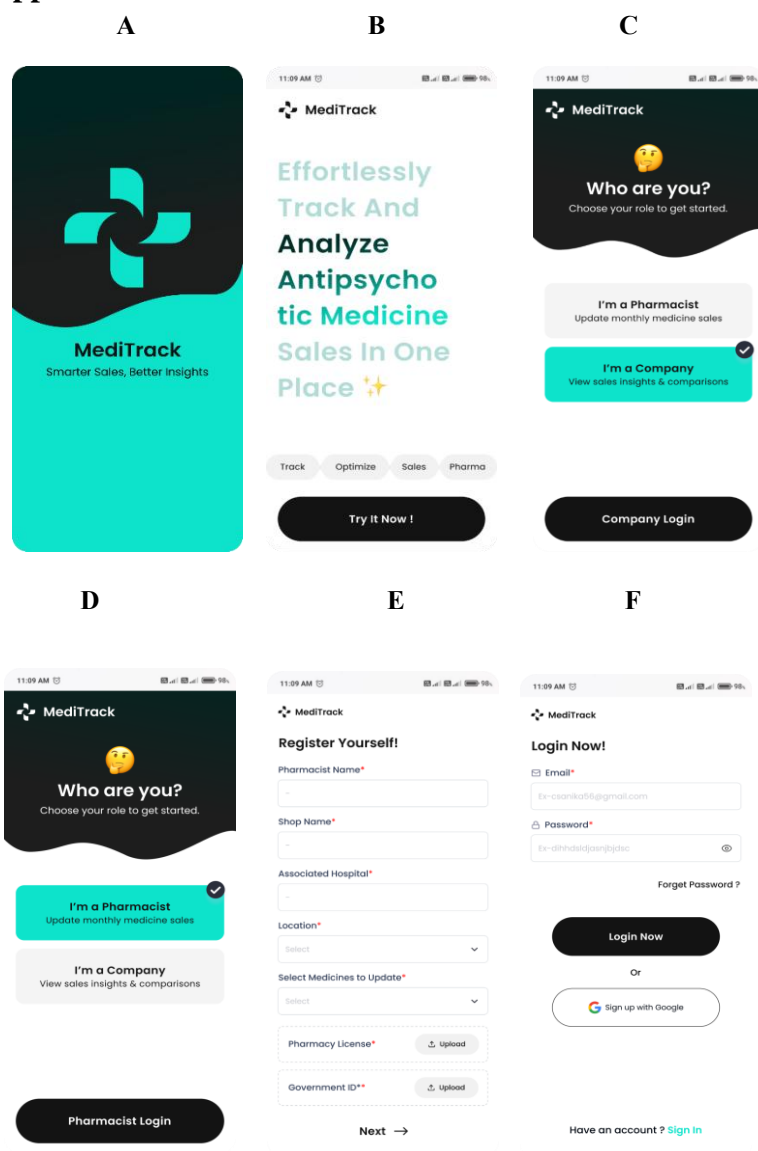
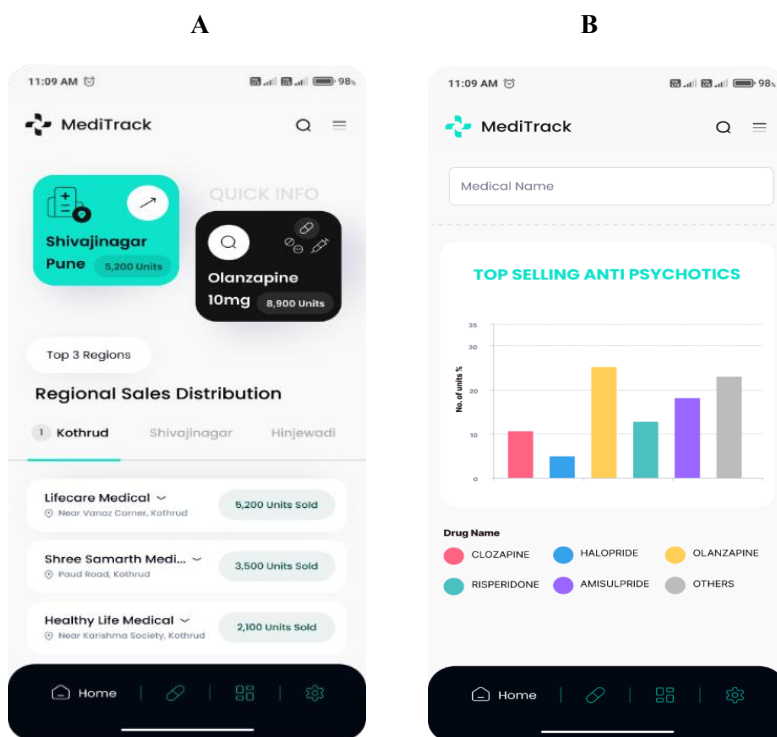


Figure 1



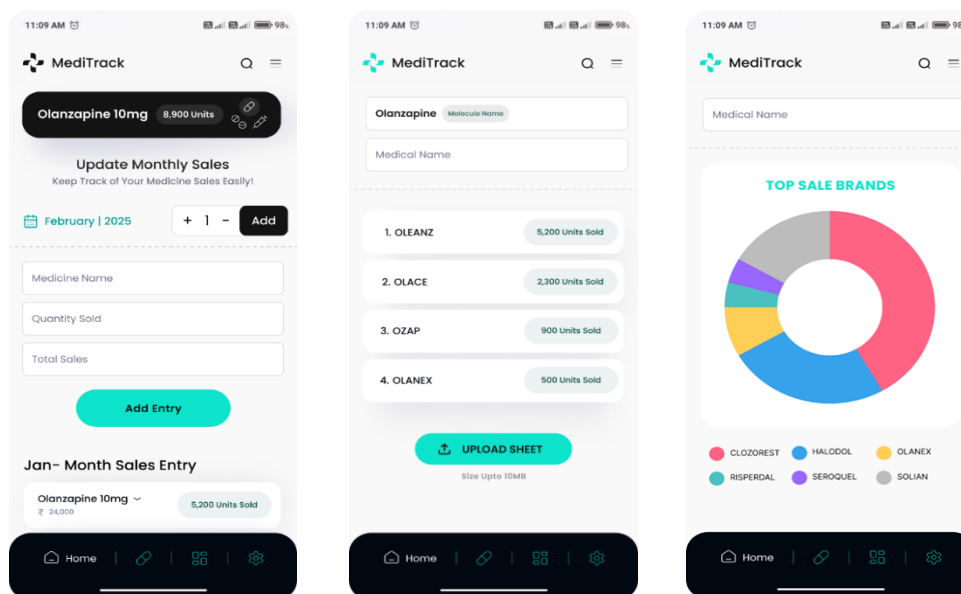


Figure 3

## 2.5. Description of APP: MEDITRACK

**2.5.1 Authentication and Onboarding:** **Figure 1:** Role Selection and Welcome Displays Through a splash screen (A) featuring the application's logo and motto, "Smarter Sales, Better Insights," users are introduced to MediTrack as part of the onboarding process. The goal of the application is highlighted in the following screen (B): "Effortlessly Track and Analyze Antipsychotic Medicine Sales In One Place. Users can identify themselves as either a company representative or a pharmacist on screens (C) and (D). Their dashboard view and navigation are determined by this segmentation. Pharmacists are prompted to provide their shop name, affiliated hospital, address, license, and identification on the registration page (E), which guarantees allowed access. For convenience and security, Google Sign-in and email are supported on the login screen (F).

**2.5.2. Figure 2:** Analytics and Dashboard for Regional Sales High-level: Information about the best-performing areas and medications can be found on the home dashboard (A). Cards show the most sold medication (e.g., olanzapine, with 8,900 units) and regional units sold (e.g., 5,200 units in Shivajinagar). Users can study pharmacy-specific statistics using location pins and drill down by region (Kothrud, Shivajinagar, Hinjewadi) on the interface. Using clear color coding for simple visual interpretation, Screen (B) displays a bar graph of the "Top Selling Antipsychotics," providing a comparative analysis of active ingredients such as Clozapine, Haloperidol, Olanzapine, Risperidone, and Amisulpride.

**2.5.3. Figure 3:** Brand Comparison, Molecule Details, and Medicine Entry With: fields for pharmaceutical name, quantity sold, and total sales, pharmacists can enter monthly sales data to Screen (A) that is linked to a particular month and molecule (such as 10 mg of olanzapine). Brands associated with Olanzapine are shown in Screen (B) according to unit sales (OLEANZ, for example, has 5,200 units). Batch data entry using Excel or CSV formats is supported by a file upload option. By using a pie chart to display the "Top Sale Brands," Screen (C) enables consumers to rapidly understand market share across rival products (such as CLOZOFAST, HALDOL, and OLANEX).

Company Name	Developed Drugs
Janssen Pharmaceuticals (J&J)	Risperdal (Risperidone), Invega (Paliperidone)
Otsuka Pharmaceutical	Abilify (Aripiprazole), Rexulti (Aripiprazole)
Eli Lilly And Company	Zyprexa (Olanzapine), Symbyax (Olanzapine/Fluoxetine)
Teva Pharmaceutical Industries	Generic Quetiapine, Clozapine
Abbvie, Inc.	Vraylar (Cariprazine)
Dr. Reddy's Laboratories	Generic Antipsychotics
Alkermes	Risperdal Consta (Risperidone), Invega Sustenna (Paliperidone)
AstraZeneca	Abilify (Aripiprazole), Zyprexa (Olanzapine)
Pfizer Inc.	Geodon (Ziprasidone), Seroquel (Quetiapine)
Horizon Therapeutics	Teplizumab, Atogepant
Sandoz (Novartis Division)	Generic Risperidone, Paliperidone
Mylan N. V	Generic Ziprasidone, Aripiprazole
Novartis Ag	Clonazepam, Quetiapine
Boehringer Ingelheim	Olanzapine, Ziprasidone
Akorn Pharmaceuticals	Generic Clozapine, Olanzapine
Generics Pharmaceuticals	Generic Sertindole, Perphenazine

Sun Pharmaceutical Industries	Generic Quetiapine, Risperidone
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**Table 1: List of companies with drugs**

### 3. RESULT

According to the survey, the Clozapine accounts for 29% of the best-selling antipsychotic medication units & Gluconesh accounts for 42.2% of sales of the entire brand, which is the top selling brand. MediTrack revolutionizes the pharmaceutical landscape by dismantling conventional obstacles in communication and data sharing. It provides a robust, secure, and easily expandable platform that effectively links retail pharmacies with pharmaceutical manufacturers. This innovative solution enables the exchange of real-time, data-driven insights regarding drug performance, ensuring that both pharmacies and manufacturers have access to up-to-the-minute information on medication efficacy, market trends, and patient outcomes. By enhancing the connectivity between these key players in the healthcare system, MediTrack aims to optimize drug distribution and patient care processes while fostering a more transparent and efficient pharmaceutical market.

Advantages of Meditrack:

1. Real-time analytics: immediate access to performance indicators and sales patterns across regions.
2. Centralized and Standardized Data: Compiles pharmacy-level information in a clear, uniform manner.
3. Better Decision-Making: Assists pharmaceutical companies in streamlining their production, marketing, and distribution plans.
4. Pharmacy Incentivization: Promotes pharmacy involvement by offering financial incentives, analytics access, or prizes.
5. Predictive insights: Artificial intelligence (AI) tools estimate demand, identify irregularities, and direct supply chain operations.
6. Cost-effectiveness: Lessens reliance on outside data collectors and manual surveys. Data security and compliance: guarantees that all information exchanged is anonymised and complies with legal requirements.
7. Focused Expertise: Compared to generalized platforms, antipsychotic medication specialization offers deeper, more pertinent information.

### 4. DISCUSSION:

This bar graph compares the usage of six antipsychotic drugs in inpatient vs. outpatient settings. Amisulpride, Clozapine, and Haloperidol show significant use in inpatients. Olanzapine shows higher use in outpatients ( $\approx 70$  out of 95 uses), likely due to ease of administration or fewer side effects. This

implies treatment preferences differ based on patient setting, possibly influenced by severity and monitoring needs. **Olanzapine is used 73.7% of the time in outpatient settings.** The distribution of antipsychotic sales among 15 areas is seen in the pie chart. With the largest segment, Somwar Peth leads, indicating either better access, psychiatric facilities, or a dense population. Rasta Peth and Shukrawar Peth both make significant contributions. This aids in determining the target areas for enhanced distribution and marketing. **Approximately 20% of all regional sales come from Somwar Peth.** The monthly unit sales of five antipsychotics across various pharmacy units are displayed in this bar chart. Unit 17 had the largest sales of olanzapine, at about 240. Clozapine and haloperidol also exhibit moderate activity. Sales appear to be concentrated in a small number of units, indicating inconsistent demand and possibly prescriber preference. **43.6% of monthly unit sales are attributed to olanzapine.** The total unit sales of the main antipsychotic brands are broken down in this pie chart. With 224 out of 531 units, Gluconesh—likely an Olanzapine brand—is in first place. Solian and Hisphenical come later. The dominance of Gluconesh may be fueled by improved availability or brand loyalty. **Gluconesh accounts for 42.2% of sales of the entire brand.** The annual revenue earned for each brand is depicted in this line graph. Olanzapine makes the most money (around ₹220,000), and Solian comes in second. Halocol and Clozorest are poor revenue performers. A higher price per strip increases Olanzapine's revenue even in the event of reduced unit sales. **Olanzapine accounts for 27.5% of total revenue per year.** This bar graph shows the price per strip in relation to the volume of sales. Olanzapine has the most sales (~240) while being more expensive (~90). Because of perceived worth or efficacy, demand is robust regardless of price, as seen by this positive price elasticity. Despite decreasing cost, sales of risperidone and haloperidol are down. Despite its high cost, **olanzapine accounts for 45.3% of all recorded sales.** This line graph shows each drug's monthly sales as well as its annual revenue. Olanzapine leads both metrics once more, demonstrating the strength of its market. Haloperidol and amisulpride follow. The revenue pattern indicates that Olanzapine maintains strong pricing power in addition to having good sales. **Olanzapine's monthly sales account for 70% of its entire annual revenue.** Unit sales by medicine name are displayed in this bar graph. Out of 110 units sold, clozapine (CI/CZPAPF) is the most popular, with about 32 sold. Others and Risperidone provide a moderate contribution. helpful for emphasizing consumer trends and pharmacy stocking tactics. **Clozapine accounts for 29% of the best-selling antipsychotic medication units.**

## 5. RECOMMENDATIONS:

Leading Mental Health Drug Sales Intelligence Platform, MediTrack emerges as the go-to platform for monitoring antipsychotic medication retail performance in real time across geographical boundaries. Pharmaceutical firms use it for sales strategy, competition intelligence, and launch planning. Growth Outside of Antipsychotics: Following its success in the mental health space, MediTrack now offers: Other CNS medications (such as antidepressants and anxiolytics) Chronic



treatment domains such as diabetes and hypertension - Over-the-counter neurocognitive products. Strategic Purchasing or Investing: Pharma tech giants (such IQVIA and McKesson), Health tech venture capitalists, large drugstore chains seeking to internalize such capabilities are among the parties interested in the platform. Integration of Predictive Analytics and AI: Implementing AI-driven forecasting to: - Forecast local shortages, Suggestions for pharmacy stocking patterns, determine any irregularities in sales or off-label prescribing trends. Dashboard for National and Regional Health Insights: Researchers looking at prescription trends in mental health, public health agencies, and non-governmental organizations might all use aggregated insights from retail data to map medicine availability in underserved areas and assess medication adherence.

## **6. CONCLUSION:**

The survey on antipsychotic drug sales in retail pharmacies reveals significant gaps in data accessibility and real-time tracking for pharmaceutical companies. Traditional market analysis methods are often fragmented and lack the detail needed for informed decisions in the sensitive area of mental health. Medi Track addresses these challenges by offering a secure platform for pharmacies to upload real-time sales data, which pharmaceutical companies can access through user-friendly dashboards. This bridges the gap between retail execution and pharmaceutical strategy, enhancing visibility into product performance and enabling faster, more confident decisions. This initiative is a crucial step toward data-driven decision-making in neuropsychiatric care, paving the way for improvements in inventory management, regional targeting, and patient access to essential medications. As the platform evolves, it has the potential to transform pharmaceutical intelligence across national and global markets. This APP (Meditrack) is a strategic plan to explore the pharma sales of antipsychotic drugs.

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