

Comprehensive Data Analytics Solution For A Pharmaceutical And Healthcare Products Company

ABOUT CLIENT

Our client is an Indian pharmaceutical and healthcare products firm with its headquarters situated in Delhi. They showcase a vast line of meds, including dermal, gastrointestinal, erectile dysfunction, and cardiovascular medications, along with antibiotics. Operating across various sectors, the business engages in B2B, B2C, e-commerce, and modern trade, reflecting its diverse and comprehensive presence in the pharmaceutical and healthcare industry.

PROBLEM STATEMENT

After discussions with the client, we identified the following challenges:

- Operationally, multiple stakeholders managed specific business units and field teams internally, lacking insights into the effectiveness of field teams in modern trade channels.
- Key account managers struggled to analyze the granular impact of account-specific marketing and promotional activities.
- There was a lack of information to understand the value provided by accounts or vendors and the correlation between them.
- The client sought to determine the reach of warehouses, stockists, number of buyers, and throughput trends using eB2B data.
- Brand/product managers needed a solution for month-on-month performance analysis across all channels to refine brand communication.
- While the data collection process was sound, the challenge lay in leveraging it effectively for analysis.

SOLUTIONS

To address client challenges, we implemented a robust data analytics solution using Power BI. Key components included:

Data Integration and Centralization: Identified and integrated relevant data sources into a centralized repository.

Ensured data accuracy, consistency, and reliability through standardized management processes. Defined KPIs and metrics tailored to stakeholder requirements.

Business Intelligence Dashboards: Utilized Power BI to create interactive and visually appealing dashboards. Connected data from various sources to enable seamless access and analysis for stakeholders. Real-time data visualization empowered stakeholders to make informed, data-driven decisions.

Key Performance Indicators and Metrics: Developed customized performance indicators displayed on Power BI dashboards.

Enabled stakeholders to monitor field team effectiveness, marketing impact, account/vendor performance, and brand performance across channels.

Granular Level Analysis: Implemented dashboards allowing trimming of data based on regions, accounts, and vendors.

Provided actionable insights and recommendations to optimize field team effectiveness, marketing strategies, account/vendor management, and brand communication.



Industry

Pharmaceutical and healthcare industry



Products used

End-to-end Data Analytics



Functionality Enable

Data science



Impact

13%

Improvement in ROI on marketing and promotional activities

20%

Increase in productivity

7%

Increase in overall revenues and reduced the procurement costs by 9%.

15%

Increase in brand perception scores and an increase in the market share by 11%.



pro tip

Regularly update and refine your data sources and metrics to adapt to evolving business needs and ensure continued relevance and effectiveness of your analytics solution.



Take the next step

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