

Business Analytics, Business Intelligence and Data Analytics Solutions





Key offerings: Analytical Solutions for

- Business Analytics
- Business Intelligence
- Data Analytics

Target Clients:

- Pharmaceutical Drug Manufacturers
- Biomedical Device Manufacturers
- Academic or government bodies
- Payers
- Providers

Approach or Road to Success:

Capability

- Identify client needs such as provider and payer use cases
- Plan

Methodology

- Data Modelling
- Data Profiling
- DQM-Data Quality Management (Statistical/ML driven)
- MDM-Master Data Management (Statistical/ML driven)

Content

- Content Enrichment/Extend (AIML enabled)
- Cluster and de-dupe events (AIML enabled)
- Research-ready use-case specific

Product

- Consistent and scheduled content



Capabilities:

- Data Warehousing and Big Data platforms with Scalability and Elasticity
- Business Intelligence: descriptive analytics
- Business Analytics: data mining, statistical analysis, machine learning (ML), AI, predictive modeling, and prescriptive modeling

Life Sciences Domain Use-Cases:

Fully exploit **Real-World Evidence (RWE)** to enable decision-making process by enhancing use of **Real-World Data (RWD)**

- Patient Journey
- Market Segmentation/ map
- Market Sizing
- Market Modelling
- Physician Profiling
- KOL Identification
- Provider Marketing
- Practice Patterns
- Commercial Targeting
- Payer Contracting
- Provider Targeting
- Disease Prevalence/ Surveillance
- Demand Forecasting

Generic Use-Cases (however applicable to Life Sciences):

Data Platform/Management: data roadmap, data, systems, processes, and resources

Turn-key Commercial Analytics: Roadmap, processes, technology, and resources. Data driven insights to support business case.

Data Integration: make the diverse, disconnected and distributed data (such as clinical data, claims data and social data) work by integrating it into a single source to optimize quality and usability and support multiple use-cases through ultimate insights.

Digital Analytics: analyze qualitative data coupled with quantitative figures towards behavioral analytics to optimize digital marketing

Tech Stack (supported)

- Cloud data warehouses: Amazon Redshift, Microsoft Azure Synapse Analytics, Google BigQuery, and Snowflake Cloud Data Platform.
- Custom Big data platform: Hadoop, HIVA, Spark, Airflow, Talend, HDFS, Cassandra, MongoDB, Elastic Search
- BI&A Tools: Tableau, Microsoft Power BI
- Programming Languages: Python, R, JavaScript, Java, Scala

Team:

- Domain experts (healthcare)
- Product Managers
- Data Scientists/ML Engineers
- Solution Architects
- Data Architects/Engineers
- Data Analysts/Business Analysts
- BI Developers

