Business Intelligence

Case Study: Simplifying Reporting





Project Background

- The client tracked product performance in PowerPoint, which required major manual efforts to maintain and update
- The client sought standardization of KPIs
- The KPIs and views were not set for the specific needs of stakeholders, i.e., the country, regional and global teams
- The Senior Management used advanced platform (iPad) which caused compatibility and visulization challenges.



Objectives

- MS Excel dashboard to review the performance of Product X at the country, regional and global levels
- Transition the dashboard to the Tableau platform

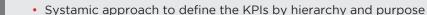


Client Benefits

- User-friendly and uniform dashboard for performance reviews across markets
- Individual country performance snapshots with country comparisons and summaries at the regional and global levels
- Standard definitions for KPIs across countries
- · Compatibility with multiple platform-iPad/Desktop



Key take away



- Design and implementaition of the dashboard in a short duration
- · Usage of agile methods to meet the evoling needs
- Stringent quality measures to attain best results
- Simplest dashboard capable of easy and quick data updates
- Visualizations with a clear picture of product performance and cross country comparisons



About Us

phamax is an independent healthcare research and consulting firm specialized in commercial and scientific market access solutions. Our services empower pharmaceutical companies to introduce or commercialize their novel technologies into clinical practice. We are headquartered in Switzerland.