

# Optimizing Pharma Sales Performance with a Unified Data Solution Across Channels

## ABOUT CLIENT

- Founded in 1995, our client is one of India's top five pharmaceutical companies, with over 20k employees and nearing \$1 billion in annual revenue.
- With operations in over 35 countries, they are known to offer affordable and accessible medicines and other products across the Pharma, OTC, and FMCG sectors.

## PROBLEM STATEMENT

During our discussions, it became clear that these challenges were preventing the company from achieving optimal performance. Here are the key issues we identified:

### Sales Data Capture Across Channels:

Our client needed a solution to capture and manage sales data from three key channels: B2B, Modern Trade, and e-commerce. The goal was to create a unified approach to consolidate and track sales performance across these varied platforms.

### Unstructured Data in Pharma Divisions:

Certain pharma divisions, including Netmeds, were dealing with unstructured data that hindered analysis and insight generation. The client needed a robust data structuring system to convert raw data into actionable information.

### Need for Data Analysis Infrastructure :

A comprehensive system was required to organize and structure this unorganized data, enabling efficient analysis and real-time reporting. This system would serve as a foundation for strategic decision-making.

### Industry

Pharmaceuticals

### Services Used

- Business Intelligence (BI)
- Data Analytics
- Digital Transformation
- ETL
- Power BI
- Recommendations and Insights

### Region

Middle East

### Function/Department

- Financial Planning and Analysis (FP&A)
- Procurement and Purchasing
- Strategy and Planning

### Engagement Model

End to End Project Lifecycle Management

## SOLUTION

Our experts implemented the following steps to manage and optimize sales data across B2B, Modern Trade, and e-commerce channels.

### Excel to SharePoint via Cloud:

- Our team developed a centralized system using Excel integrated with SharePoint to consolidate sales data from B2B, Modern Trade, and e-commerce platforms. This approach ensured more accurate and efficient data capture across the platforms.

### ETL Implementation:

To standardize data, we used Power Query in the following way:

- 1. Extraction:** Data is extracted from Excel files in SharePoint using Power Query.
- 2. Transformation:** Power Query cleans and reshapes the data, addressing issues such as missing values, data type conversions, and consolidating data from multiple sources.
- 3. Load:** Transformed data is loaded into Power BI, ready for further processing.

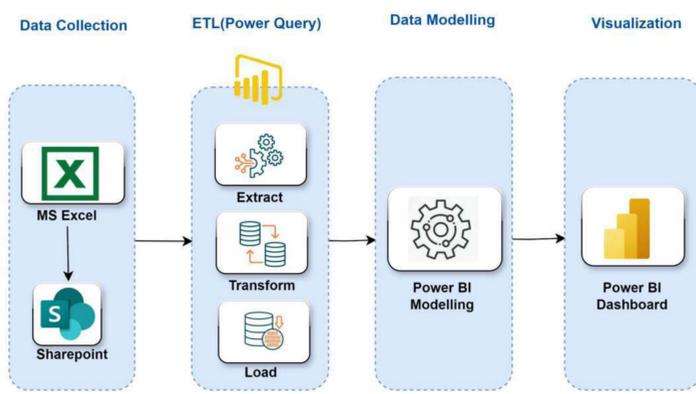
### Data Modeling in Power BI:

- Once the data was loaded from Power Query, we imported the structured data into Power BI, where advanced data modeling techniques were used to create relationships between datasets. This ensured that the data structure was optimized for efficient analysis.

### Visualization in Power BI:

- We developed dynamic dashboards in Power BI to provide real-time insights into sales performance across B2B, Modern Trade, and e-commerce channels. KPIs and metrics were displayed to track performance and guide decision-making.

## TECHNICAL ARCHITECTURE



## BUSINESS IMPACT

- The centralized system streamlined sales data collection, reducing manual efforts by 40 hours per month and ensuring accurate tracking across all channels.
- The integrated ETL process reduced reporting time by 30%, providing decision-makers with timely insights for faster actions.
- Automated data collection cut errors by 35%, significantly improving data accuracy and reducing manual corrections.
- Power BI dashboards enhanced visibility, providing a clear comparison of sales across channels, which improved strategic planning by offering quicker access to insights.
- The solution's scalability supported a 60% increase in data volume handling, allowing the client to manage growing sales data efficiently.
- Enhanced security protocols ensured compliance and reduced data breaches, improving overall data security by protecting sensitive information.

Our solution simplified sales data management for the client, reducing manual effort and improving data accuracy. With real-time insights from Power BI, decisions became faster and more informed. The scalable system now supports the client's future growth, while stronger security measures protect sensitive data. In short, the solution improved efficiency, visibility, and strategic planning.