



PHARMACEUTICAL INDUSTRY

Re-structuring Secondary Sales & Sales Performance

Case Study

Background

Opportunity

Data Refining
Sales Analytics

Why Visualr

Conversant Persuasive
Visualization
Low TCO
Scalability

Data Sources

MS Excel
Tally
SQL Express

Established as a leader in manufacturing and developing complex innovative medicines across the globe, the client offers product and facilities that are compliant with the WHO, GMP Standards to maintain their reputation for high quality and optimal performance. As the company grew, so did the challenges around them. Managing and tracking the manufacturing and development, and delivering such a huge amount of products requires management that exceeds the capability of manual labour.

Opportunity: Sales Analytics

Like it is said, "everything is not a piece of cake". As the firm grew, so did their challenges. The firm was facing trouble handling the highly unstructured data related to sales including quotation procedure and tracking primary and secondary sales. The data was compiled in different format includes Doctor Call Report, Assessment Report and other formats.

This is where Data Visualization came into action. The company wanted to visualize quote rates according to Hospitals and sold products, and also required tracking secondary sales according to sales representative and Doctors visited as compare to Potential sales, promotional activities done.

And Visualr has, is and will be helping them to overcome their difficulty and organizing their data.

The Game Changing Logics



Sales Performance

The client can now compare sales forecasts with actual performance and budgeted goals, as well as view weekly “snapshots” of their sales pipeline to measure velocity. They can effectively predict duration from opportunity to cash. With Visualr, visualizing Data actually became a piece of cake.



Data Cleansing and Refining

The company had complex and manual way of getting data that too in multiple formats in Excel Sheets which resulted in unstructured data and made analytics or visualize process cumbersome. Visualr assisted them shift from Excel to MS Access/SQL Server



Time and Cost effective

Asking employees to sit for long hours and managing their costs, and that too a lot of times. With visualization tool, Visualr, all they need to do now is to put in the data and sit. Visualr does the work for them.

Primary Outcomes

Increased Revenue



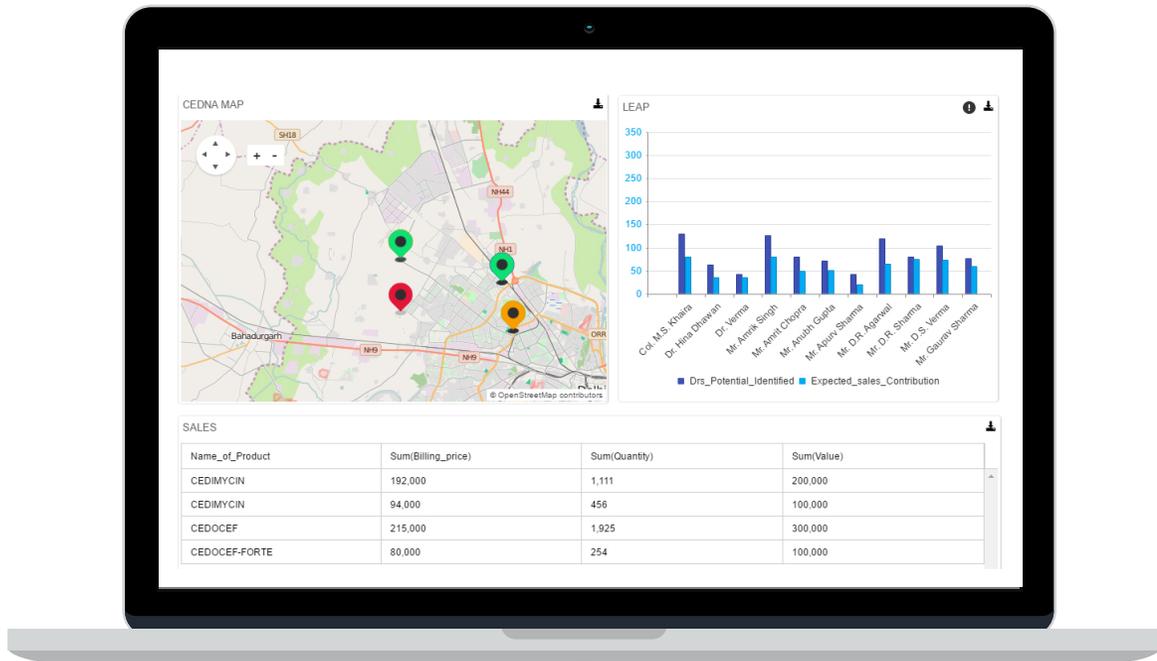
Visibility of KPIs



Reduced Time and Cost by 50%



Key Performing Metrics



Following the success of the Visualr deployment, the company established corporate imperatives across Secondary Sales and Channel diversification. To manage progress, baseline data had to be collected manually and target improvements set. However, more than 75 percent of these imperatives were measured by data housed in multiple excel sheets data that was extremely difficult to combine and analyse. Therefore, the leadership were unable to visualize into metrics of Sales and Tendering. Using Visualr and Data Refinement, the firm is now able to combine and analyse information access performance metrics critical to the pursuit of sales imperatives.

Key Benefits



Comprehensive view
of customer
acquisition and sales



40+% reduction in
BI-related Human
Cost

About Visualr

Visualr is a state-of-the-art data visualization tool, which allows you to see through your data and gain useful insights that might be of great help to you in realizing the status, issues and demands of your business in a better way.

