

## **Problem Statement**

ABC INC. is a small Bio-Pharma company and is preparing for the launch of its first drug in Type-2 Diabetes Market.

Diabetes Market is segmented in a Product Class and Families based on their molecular composition. The patient is prescribed a drug from a particular class based on various factors like Age, Stage of disease etc. The client is launching their drug in GLP1 class and considers products within GLP1 and SGLT class as their key competitor.

ABC INC. contacted D Cube to help them understand the current market scenario in the diabetes market to prepare for a successful launch. Few Business Questions they are particularly interested in but asked D Cube to not restrict to only these questions.

1. Branded vs Generic Market Scenario
2. How the market share of various Product classes and Product families has evolved in the past two years?
3. Identify products which have shown growth , decline or are stable with respect to their sales.
4. Assess the performance of specially GLP1 class as well products within it
5. Annual Cost of therapy of Drugs within GLP1 and SGLT class

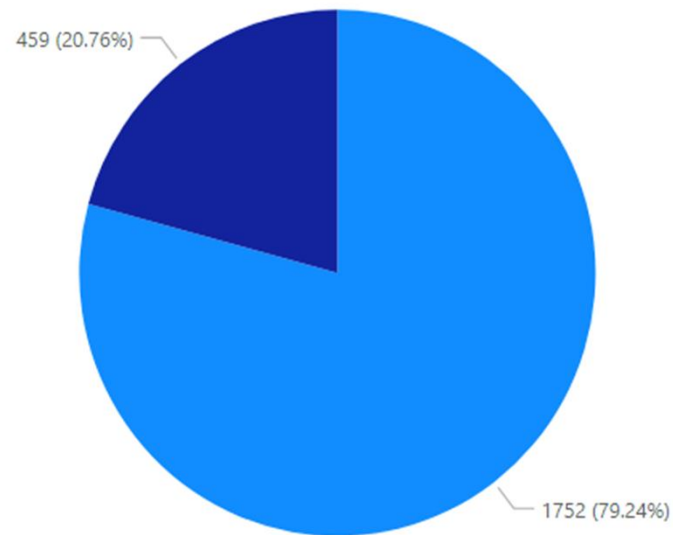
## **Data Set**

You are given monthly sales data of various drugs in Diabetes Market for the past two years. Drugs are grouped in to Product family which further rolls up to Product Class. This is done based on the molecular composition of the drugs. Each line item will tell you monthly TRx Count, MBS \$ and NRx Count of a particular drug.

## Branded vs Generic Market Scenario

Branded vs Generic Market Scenario

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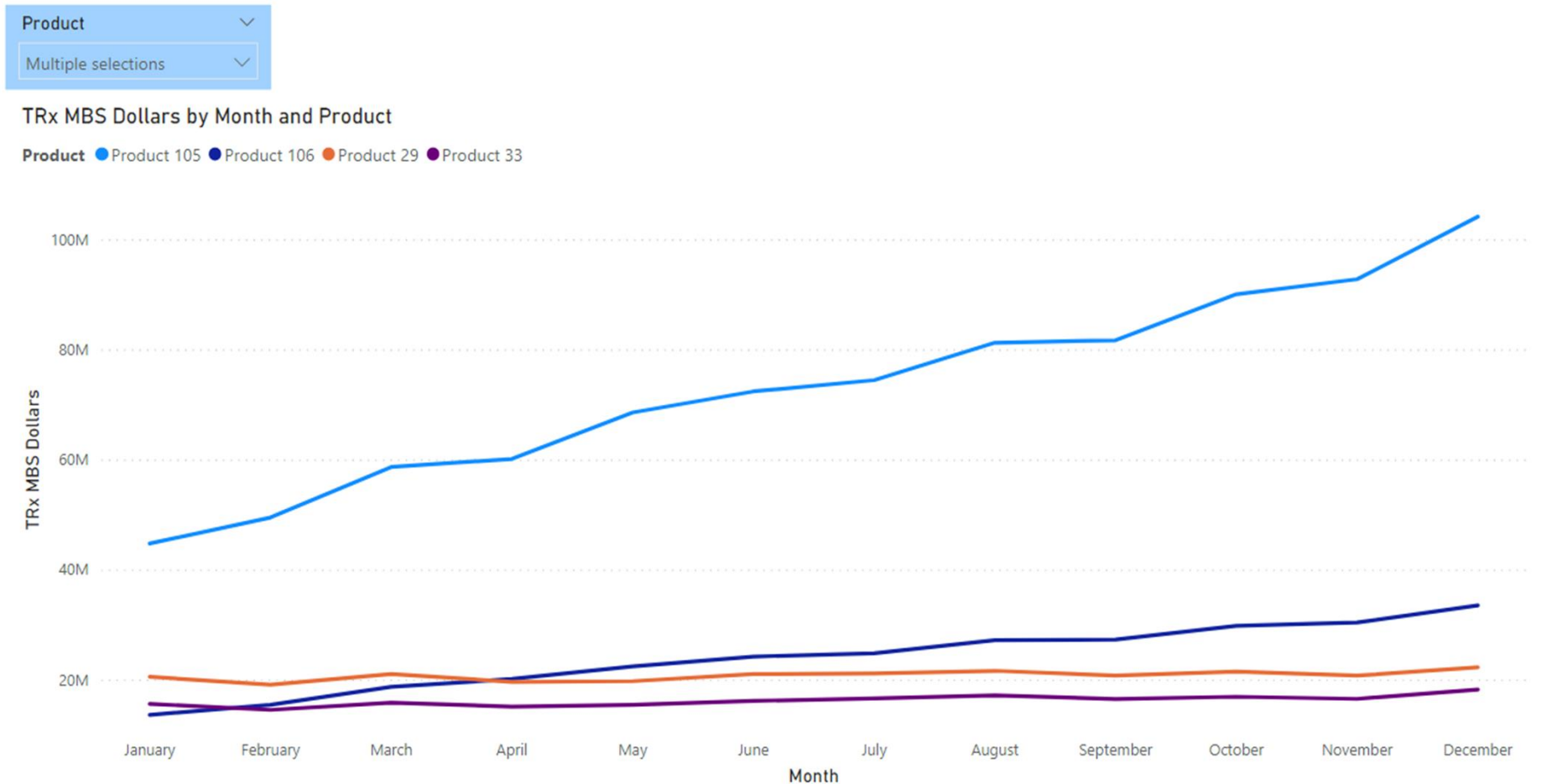
Here, We can see the proportions of Branded and Generic product in the market on the basis of given data. Market is more occupied by branded products with around 79% as compared to generic product with 20.76%

Market share of various Product classes and Product families has evolved in the past two years

Class	2015	2016	Total
+ DPP4	8,194.18M	9,304.39M	17,498.57
+ Glitazone	393.78M	314.79M	708.57M
+ GLP1	3,819.57M	5,586.92M	9,406.49M
+ Insulin, Fast Acting	6,632.06M	7,567.34M	14,199.40
- Insulin, Intermedicate Acting	2,319.59M	2,381.03M	4,700.62M
Product Family 27	251.08M	272.06M	523.15M
Product Family 28	1,018.45M	1,078.41M	2,096.86M
Product Family 29	1,050.06M	1,030.55M	2,080.61M
+ Insulin, Long Acting	12,923.64	13,397.35M	26,320.99
+ Metformin/SU	3,526.21M	4,649.63M	8,175.83M
+ Others	331.64M	301.51M	633.15M
+ SGLT	3,090.41M	4,495.86M	7,586.27M
Total	41,231.06	47,998.82M	89,229.87

From above metrics, we can analyse the changes of values of any product families corresponding to their classes.

## Products which have shown growth , decline or are stable with respect to their sales.



Here, we can see the trend of any product by utilising the slicer and line chart. We can see single or multiple product trends by selecting product from slicer.

### Performance of specially GLP1 class as well products within it

Class	2015	2016	Total
<input type="checkbox"/> <b>GLP1</b>	<b>3,819.57M</b>	<b>5,586.92M</b>	<b>9,406.49M</b>
Product 22	327.43M	201.27M	<b>528.69M</b>
Product 23	390.91M	574.79M	<b>965.70M</b>
Product 24	278.51M	253.59M	<b>532.10M</b>
Product 25	141.64M	302.04M	<b>443.68M</b>
Product 26	246.53M	1,169.04M	<b>1,415.57M</b>
Product 27	2,434.55M	3,086.19M	<b>5,520.74M</b>
<b>Total</b>	<b>3,819.57M</b>	<b>5,586.92M</b>	<b>9,406.49M</b>

From above metrics, we can analyse the changes of values of any product corresponding to the GLP1 product class.