



ANALYTIXLABS

Case Study 2



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Pharma Case Study

BUSINESS CASE:

Leading Pharmaceutical company (TabPharma) would like to understand Rx (prescription) sales and Historical performance. This will help them to screen the products and Rx Budget planning

INPUT DATA:

We have the following data available:

- Rx : Contains various orders of different drugs
- DrugDistribution: Contains distribution information to various pharmacy stores
- Returns: This data is about orders returned due to multiple reasons (store closed, incorrect address)
- Sales Managers: This data is about sales managers by region

Pharma Case Study

- Q1. What is the market share of TabPharma vs the competitors for each drug? Make the choosing of drugs dynamic to set top 'n' drugs?
- Q2. What is the Geo Distribution of TabPharma in total market? (Hint: TabPharma market share by region & zipcode level)?
- Q3. What are the Sales & Profit over time by Segment and Dosage Form (Month over Month)?
- Q4. How is TabPharma's Sales Performance over time by Market and Drug Routes (Month over Month)?
- Q5. How is TabPharma's Profit Performance over time by Market and Segment (Month over Month)?
- Q6. Classify the entire data into four parts based on sales and distribution costs and understand how sales and costs are related to Regions, Market and Routes, along with profits.
- High Sales – Low distribution costs
 - High sales – High distribution costs
 - Low Sales – Low distribution costs
 - Low Sales – High distribution costs

Calculated Fields

- Market Size: [Rx Dollars]
- Market Penetration %: $\text{SUM}([\text{TabPharmaSales}]) / \text{SUM}([\text{Rx Dollars}])$
- Rank: Index()
- ShowTopX: [Rank] <= [Top X Drugs]
- TabPharmaSales: $\text{IIF}([\text{Drug Supplier}] = \text{"TabPharma"}, [\text{Rx Dollars}], \text{NULL})$
- NumberOfRecords: 1
- Top X Drugs