



***Presented By***

## Ajaya Saipriya Sahoo (A8529)

# Vaibhav Bhardwaj (A8530)

# Sidhartha Thakur (A8531)

Unnikrishnan P (A8532)

**Date: 09-Apr-2025**

A decorative graphic on the left side of the slide. It features a large, thin grey circle. Overlapping its right side is a ring composed of several colored segments: green at the top, blue on the left, and orange at the bottom. To the upper left of the main circle is a solid grey circle. To the lower right is a solid orange circle. The word "Agenda" is centered within the large grey circle.

# Agenda

- ✓ What is Reporting?
- ✓ Objectives and Business Needs
- ✓ Approach and Methods

# What is Reporting ?

The means and measure used to *collect, process, store* and *present information* within an organization



Sales  
Report



Field  
Report



Market Access  
Report



Marketing  
Report

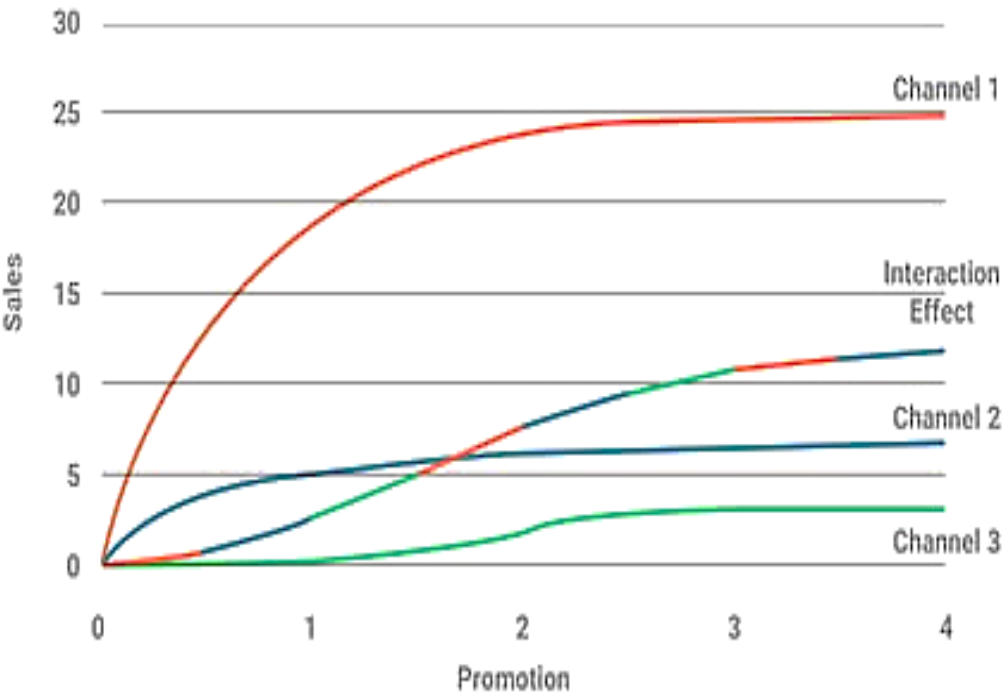


Patient  
Insights



Compliance  
Report

Types



(Market Mix Analysis of A Top US Pharma Company)<sup>1</sup>

Example

<sup>1</sup>Source: [Market Mix Modeling & Analytics for a Top US Pharma Company](#)

# Why ? Objectives and Business Needs



## Objectives

Monitor Sales & Marketing Effectiveness

Ensure Compliance with Industry Regulations

Enable Data Driven Decision making for Risk Mitigation

Deeper understanding of the customer



## Business Needs

- ✓ Track KPIs to measure performance accountability
- ✓ Provide data-driven insights to enhance transparency
- ✓ Enable quick response to market & competitor changes
- ✓ Patient-Centric Strategies



## Consequences of Poor Reporting



Insufficient Resource Allocation



Missed Sale/Market Opportunity

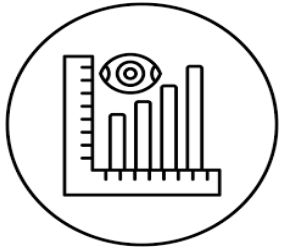


Regulatory fines for non-compliance

Companies that have succeeded in implementing data and analytics are nearly **twice** as likely as others to report reaching their data and analytics objectives and nearly **1.5 times** more likely to report **revenue growth** of **at least 10 percent** in the past three years. (Source: [How leaders in data and analytics have pulled ahead | McKinsey](#))

# How? Approaches and Methods

## Methods



**Descriptive** : Analyzes past data to understand trends



**Predictive** : Uses historical data to forecast future outcomes



**AI/ML** : Detect patterns and enhance targeting precision

## Approaches



**Standard dashboards** for consistent reporting



**Automation Tools** like Power BI for real-time insights



**Integration** of data from multiple source

## Tools





Do you have a question for us?

