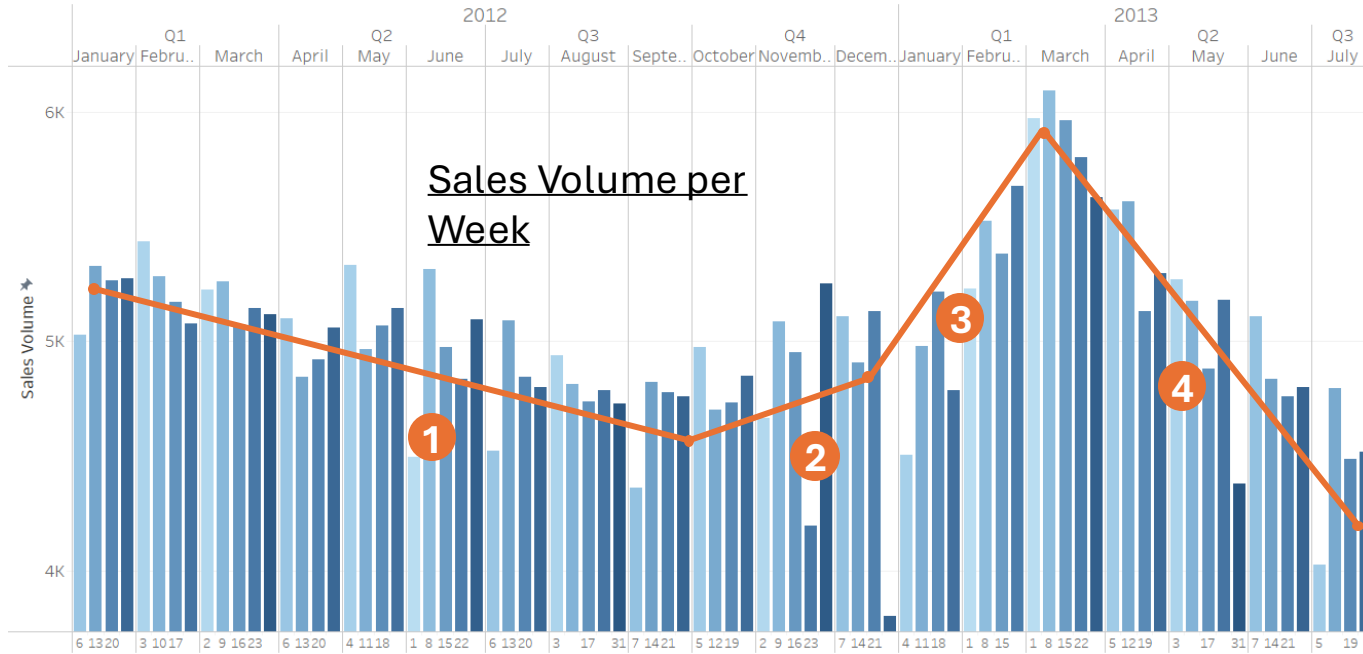


Executive Summary

Team 13

We analysed the sales and marketing data of the pharmaceutical company, generating 411,655 units of drug sales over the period of January 2012 to July 2013. The analysis focused on evaluating the impact of different marketing strategies in driving sales performance and understanding their correlation with sales trends



Key Insights and Recommendations:

- **Sales performance not cyclical**, although not much historical data to conclude.
- Identifying **correlation and causality** from activities is **difficult** due to so **many activities** happening at the same time (unless applying A/B Testing)

- Should **focus efforts on Sales Rep Details** and **Sampling** effectiveness (increase productivity) that **seem to correlate** more with sales performance
- **Speaker programs** should be **carefully picked and executed** to guarantee impact
- **Loyalty cards** should be **minimized** to specific objectives (e.g. promoting volume for low-income patients) but **not extended**. Budget can be reallocated to Details and sampling

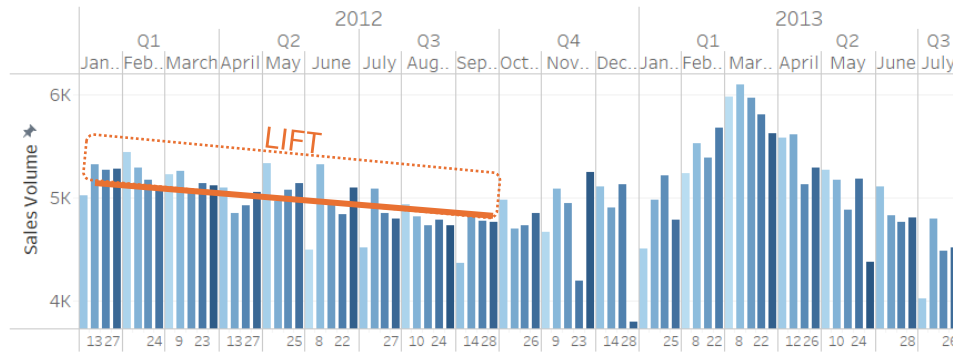
Marketing Strategy Assessment

Sales Rep Details

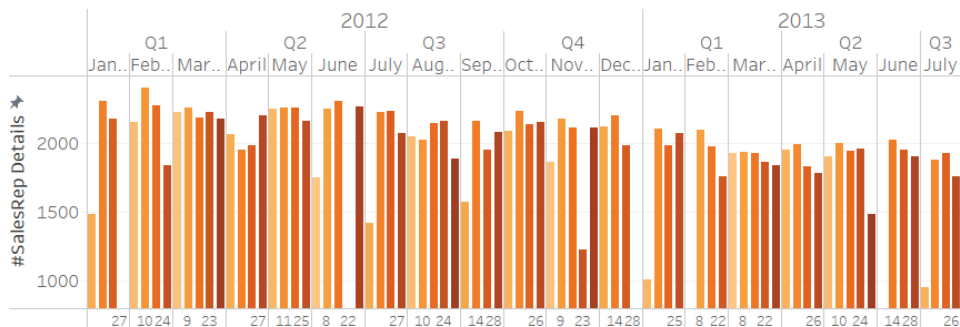
Team 13

- **Good correlation**, increase in activity show **benefit in sales volume** as result (from Q1 to Q3 2012)
- The activity has become **part of the baseline**, i.e. removing these will **strongly impact sales volume**. In high competitive environment can **secure strong relationships** with physicians and **defend volume share**
- Evaluate and **optimize efficacy of activity based on KPIs** at granular level. * See attached Data analysis & KPI sheet*

Sales by Week



Details by Week



Sales by Region

Geography	Industry Decile Ranking										Grand Total
	1	2	3	4	5	6	7	8	9	10	
na	2										2
PR00 - PUERTO RIC..			124							515	639
RT01 - NORTHEAST	180	4,120	11,783	17,004	18,431	18,312	14,623	14,821	12,287	5,215	116,775
RT02 - SOUTH	209	2,015	6,586	10,125	12,610	10,459	11,958	11,485	7,398	11,113	83,957
RT03 - WEST	134	2,286	7,840	9,053	9,253	11,907	11,030	6,707	9,739	7,719	75,667
RT04 - CENTRAL	109	1,634	5,342	8,376	10,231	11,343	9,509	7,979	6,190	4,361	65,074
RT05 - GREAT LAK..	127	2,148	7,217	9,668	11,436	10,812	11,225	6,178	7,542	3,188	69,541
Grand Total	761	12,203	38,768	54,350	61,961	62,834	58,344	47,169	43,155	32,111	411,655

Higher industry ranking provides greater productivity per detail (invested)

Sales Volume per Detail

Geography	Industry Decile Ranking										Gran..
	1	2	3	4	5	6	7	8	9	10	
na	0.40										0.10
PR00 - PUERTO RICO			3.66							12.87	8.64
RT01 - NORTHEAST	0.56	1.44	1.74	2.05	2.41	2.94	3.39	4.16	5.08	8.53	2.71
RT02 - SOUTH	0.78	1.43	1.57	1.69	2.31	2.67	3.27	4.69	5.07	7.77	2.78
RT03 - WEST	0.97	1.09	1.61	1.66	1.87	2.48	2.74	3.97	4.88	10.17	2.46
RT04 - CENTRAL	0.99	1.85	1.83	2.07	2.22	2.97	3.26	3.90	4.89	7.34	2.80
RT05 - GREAT LAKES	0.93	1.54	1.66	1.82	2.33	2.52	3.23	3.40	6.62	6.20	2.54
Grand Total	0.78	1.41	1.68	1.87	2.25	2.72	3.17	4.08	5.21	8.13	2.66

Recommendation:

- 1 KPI: How much **sales can be made per detail** (invested)
- 2 Set **benchmarks** in same industry decile and use for **goal setting** on all zones
- 3 Copy **good practices** from zones that have **better KPI performance**
- 4 **Re-allocate budget** from less effective zones to other ones

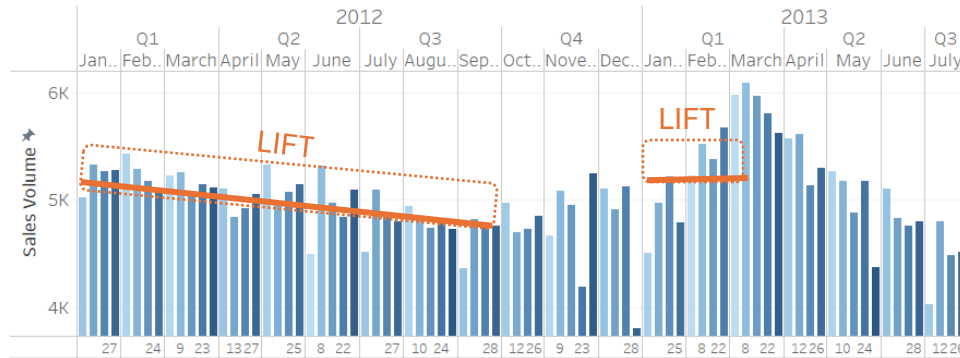
Marketing Strategy Assessment

Free Samples

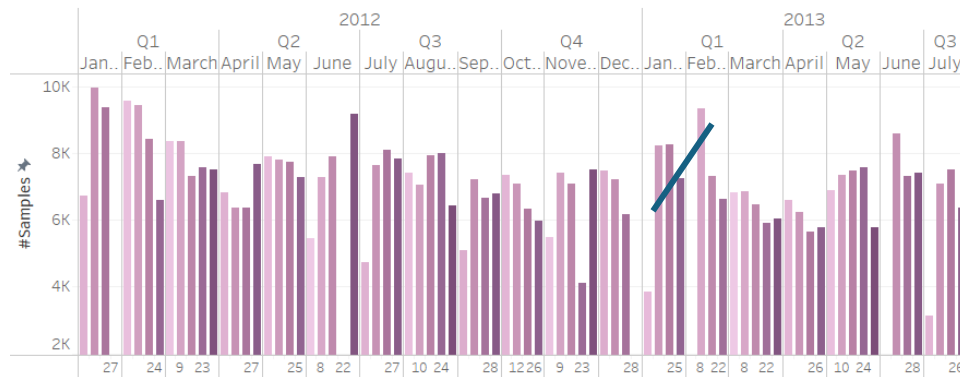
Team 13

- **Good correlation**, with sales as well as details (likely due to sample distribution during sales representative visits)
- The activity has also become **part of the baseline**, i.e. removing these will **strongly impact sales volume**. However, for a **product launched 3 years ago**, evaluation of **high ratio -1.3 units of sample per unit sold-** needs to be assessed (if sustainable)
- Evaluate and **optimize efficacy of activity based on KPIs** at granular level

Sales by Week



Samples



Sales by Region

Geography	Industry Decile Ranking										Grand Total
	1	2	3	4	5	6	7	8	9	10	
na	2										2
PR00 - PUERTO RIC...			124							515	639
RT01 - NORTHEAST	180	4,120	11,783	17,004	18,431	18,312	14,623	14,821	12,287	5,215	116,775
RT02 - SOUTH	209	2,015	6,586	10,125	12,610	10,459	11,958	11,485	7,398	11,113	83,957
RT03 - WEST	134	2,286	7,840	9,053	9,253	11,907	11,030	6,707	9,739	7,719	75,667
RT04 - CENTRAL	109	1,634	5,342	8,376	10,231	11,343	9,509	7,979	6,190	4,361	65,074
RT05 - GREAT LAK...	127	2,148	7,217	9,668	11,436	10,812	11,225	6,178	7,542	3,188	69,541
Grand Total	761	12,203	38,768	54,350	61,961	62,834	58,344	47,169	43,155	32,111	411,655

Lower industry ranking requires more sampling to support sales

Samples by Region

Geography	Industry Decile Ranking										Grand Total
	1	2	3	4	5	6	7	8	9	10	
na	15										15
PR00 - PUERT...			154							602	756
RT01 - NORTH...	581	6,265	18,524	24,499	27,950	24,167	19,012	17,826	11,537	3,900	154,261
RT02 - SOUTH	565	3,196	10,229	17,409	17,072	15,068	13,158	12,323	6,247	11,996	107,263
RT03 - WEST	226	3,784	11,433	15,474	16,344	16,928	15,821	6,653	7,974	5,567	100,204
RT04 - CENTR...	294	2,333	6,893	12,566	14,993	14,893	11,339	8,987	7,532	4,205	84,035
RT05 - GREAT...	242	3,737	11,967	15,859	16,633	17,557	15,677	10,115	8,014	4,135	103,936
na	7.6										7.6
PR00 - PUERT...			1.2							1.2	1.2
RT01 - NORTH...	3.2	1.5	1.6	1.4	1.5	1.3	1.3	1.2	0.9	0.7	1.3
RT02 - SOUTH	2.7	1.6	1.6	1.7	1.4	1.4	1.1	1.1	0.8	1.1	1.3
RT03 - WEST	1.7	1.7	1.5	1.7	1.8	1.4	1.4	1.0	0.8	0.7	1.3
RT04 - CENTR...	2.7	1.4	1.3	1.5	1.5	1.3	1.2	1.1	1.2	1.0	1.3
RT05 - GREAT...	1.9	1.7	1.7	1.6	1.5	1.6	1.4	1.6	1.1	1.3	1.5
# Total	1,923	19,315	59,046	85,961	92,992	88,613	75,007	55,904	41,304	30,405	550,470
# Total	2.5	1.6	1.5	1.6	1.5	1.4	1.3	1.2	1.0	0.9	1.3

Recommendation:

- 1 **Productivity KPIs** are required to **optimize investment**
- 2 How many **samples** are been given away per unit sold
- 3 Set **benchmarks** in same industry decile and use for **goal setting** on all zones
- 4 Perform **surveys at patient level** per zone to **identify if samples are consumed** (or simply kept at the physician)

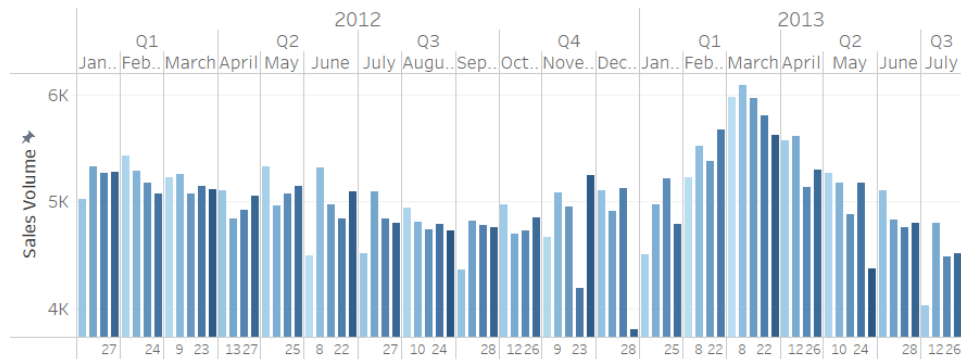
Marketing Strategy Assessment

Loyalty Cards

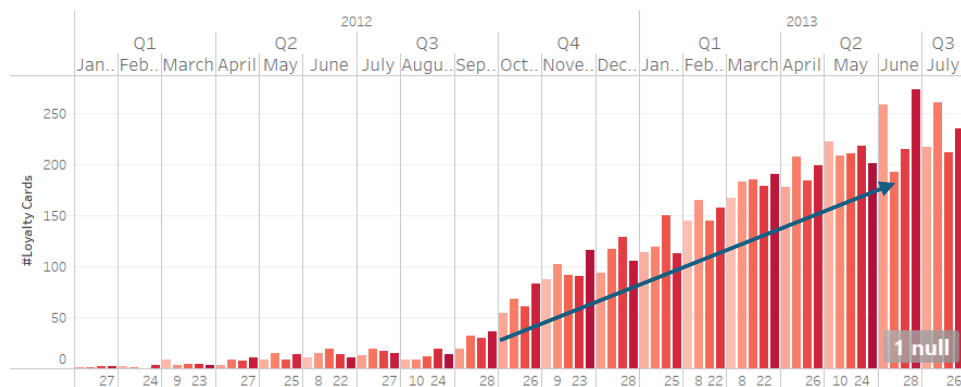
Team 13

- **Strong increase** of loyalty cards from **Q4 2012** going forward, with **no correlation** with sales volume performance
- **High concentration** of loyalty card in **industry deciles 5,6,7 and 8** across all zones, **Northeast** been a high promotor

Sales by Week



Loyalty Cards



Sales by Region

Geography	Industry Decile Ranking										Grand Total
	1	2	3	4	5	6	7	8	9	10	
na	2										2
PR00 - PUERTO RIC..			124							515	639
RT01 - NORTHEAST	180	4,120	11,783	17,004	18,431	18,312	14,623	14,821	12,287	5,215	116,775
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RT04 - CENTRAL	109	1,634	5,342	8,376	10,231	11,343	9,509	7,979	6,190	4,361	65,074
RT05 - GREAT LAK..	127	2,148	7,217	9,668	11,436	10,812	11,225	6,178	7,542	3,188	69,541
Grand Total	761	12,203	38,768	54,350	61,961	62,834	58,344	47,169	43,155	32,111	411,655

Loyalty Cards by Region

Geography	Industry Decile Ranking										Grand Total
	1	2	3	4	5	6	7	8	9	10	
na											
PR00 - PUERTO RIC..											
RT01 - NORTHEAST		46	254	176	294	190	288	377	142	98	1,865
RT02 - SOUTH	1	16	59	157	308	179	338	391	133	187	1,769
RT03 - WEST	8	33	33	86	151	111	71	22	99	221	835
RT04 - CENTRAL		8	75	139	156	247	158	397	74	90	1,344
RT05 - GREAT LAK..	10	8	42	112	231	300	331	146	253	75	1,508
Grand Total	19	111	463	670	1,140	1,027	1,186	1,333	701	671	7,321

Recommendation:

- 1 Considering low correlation, a **drastically reduction of this activity** (limited to only selected low-income patients) is required
- 2 **Re-allocation of budget to Details and Sampling** can more effectively sales growth.

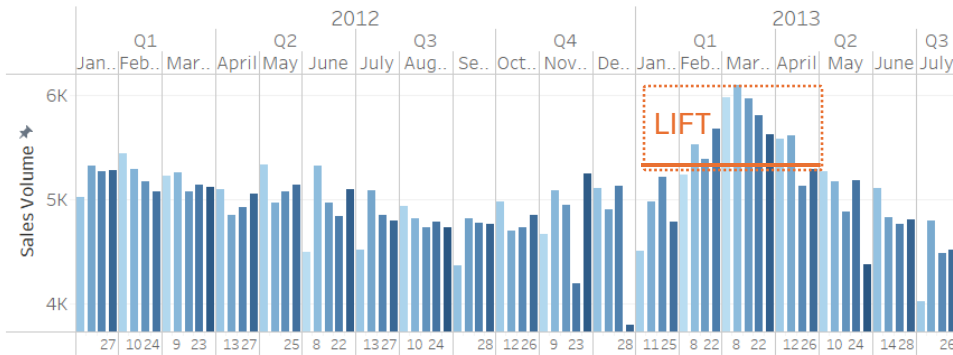
Marketing Strategy Assessment

Speaker Programs

Team 13

- **Apparent strong correlation** between speaker events held during March 2013 and volume sold, but not quite the same for the rest of the period evaluated.
- **Identified Promotional Lift** from such event that benefited sales as a **one off** , after which **decrease of volume** was noticeable
- **Don't provide sustainable volume lifts**, so it needs to be also **supported by strong Sales Rep Details** (to guarantee engagement with physicians and continuity of speaker topics to back further prescriptions)

Sales by Week



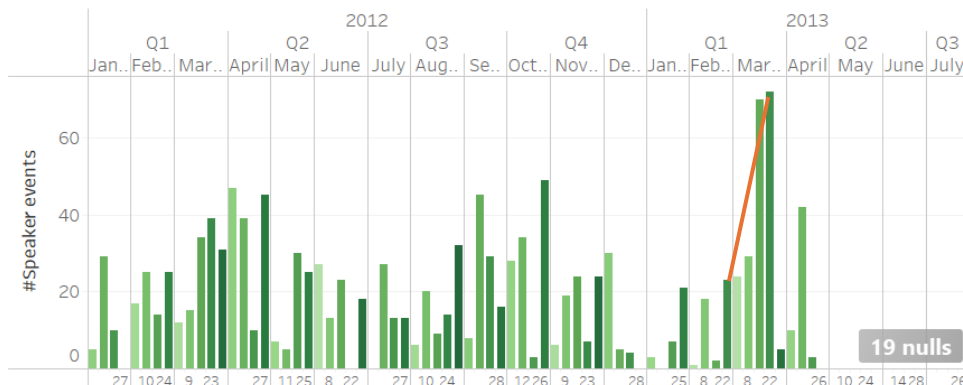
Sales by Region

Geography	Industry Decile Ranking										Grand Total
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Grand Total	761	12,203	38,768	54,350	61,961	62,834	58,344	47,169	43,155	32,111	411,655

Recommendation:

- 1 Target and **execute well-designed events optimizing budget**, even **re-allocating budget** from other less relevant events during the year
- 2 To **improve chance** of successfully impacting volume, **support event decisions on surveys** oriented to physicians (understand drivers, and insights)

Speaker Events



Speaker Events by Region

Geography	Industry Decile Ranking										Grand Total
	1	2	3	4	5	6	7	8	9	10	
na											2
PR00 - PUERTO RIC..											
RT01 - NORTHEAST	2	60	87	110	63	54	34	27	35	8	480
RT02 - SOUTH	1	6	23	20	19	18	20	14	2	4	127
RT03 - WEST	6	29	38	55	43	44	30	16	10	10	281
RT04 - CENTRAL	6	7	37	26	27	39	24	19	14	4	203
RT05 - GREAT LAK..	7	16	53	30	50	30	36	15	9	1	247
Grand Total	22	118	238	241	202	185	144	91	70	27	1,340

Medical Conference Assessment

Team 13

Focus on high-impact conferences and prioritize targeting physicians treating conditions aligned with the drug's strengths.

Framework for Assessment

Objectives and Preparation

- **Lead Generation:**
of physicians engaged.
- **Brand Awareness:** Increased knowledge about the drug.
- **Prescription Impact:**
Changes in prescription behavior post-conference.
- **Preparedness:** Reinforce effectiveness supporting data of the drug (pre-Details before event)

Data Collection during the Conference

- **# Interactions Tracked:**
and quality of engagements with physicians.
- **Follow-up Commitments:**
physicians interested in follow-up meetings.



Post-conference monitoring

- **Prescription Lift:**
Increase in prescriptions from attendees.
- **Sales Impact:**
Monitor sales growth from physicians who interacted at the booth.



Key Metrics

- **Lead Conversion Rate:**
% of engaged physicians who prescribe the drug.
- **ROI:** Conference investment costs Vs. revenue lift identified after event
- **Payback:** Of investments costs, if impact not associated to long-term benefits
- **Cost per Lead:** Measure cost-efficiency of interactions.