



## **A2: Team Assessment**

*Visual Data Storytelling (ESR)*

### **STUDENT NAMES:**

Joo Han

Ilora Bandyopadhyay

Sumaiya Abdullahi Rage

Jasmine I-Ling Chiu

Awale Abdi

Varma K. S. K.

Pfizer Will Save The World

***Team 3, MBAN 2***

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## **Executive Summary**

Amidst the challenges during the COVID 19 pandemic, Pfizer has showed remarkable efficacy and resilience in combating the deadly virus. The company's commitment towards reducing mortality rates and efficiently distributing the vaccines has been pivotal in handling the worldwide crisis (Pfizer, 2021). Pfizer's mission to "become the most valued company to patients, customers, colleagues, investors, and business partners" and understanding the overall dynamics of the vaccine distribution the effectiveness of the vaccines in combating new confirmed cases and deaths caused by COVID, whether the vaccine distribution improves over time, and future high demands.

The global distribution of vaccines has seen an increase in doses over time, with confirmed cases and deaths peaking in April 2021 before the curve goes downwards. This trend is observed across all vaccines. The decreasing curve, especially the drop in confirmed cases and deaths in September 2021 shows the efficacy of the vaccines in reducing the spread of COVID-19. However, in March and April 2021 showed a spike in cases due to the second wave of COVID-19 (Tendulkar, 2023). This trend should be continuously monitored and the trend in distribution should be observed to predict the future of the demand. Overall, vaccine doses have increased since December 2020, highlighting the scaling up of vaccine production, across all companies.

The target market would then be the countries in the 0 - 5% fully vaccinated shown in the double histogram as not only is there a shortage of vaccinations, but Pfizer's vaccines have only reached 7 out of 45 of these countries. Thus, it is recommended that Pfizer redirect their focus and resources from countries with 55% and higher fully vaccinated populations into the 38 countries with little vaccination presence.

Based on the Vaccine Demand scatterplot, there is a positive trend between total vaccinations and persons fully vaccinated implying that countries that have administered more vaccines are likely to have more people who are fully vaccinated. Countries like US, Brazil, Japan, Mexico, and Indonesia have a higher vaccine demand ratio. These countries indicate high demand for vaccines to fully vaccinate their population and Pfizer should accordingly plan its supply chain and manufacturing units.

While Pfizer has the highest distribution in China, it lacks distribution in high demand area like India and Central Africa. Strengthening relations with India, a lucrative market with high demand, is recommended, along with exploring Central Africa as a potential emerging market based on the current low vaccine presence. Additionally, high demands in the US and China mean there needs to be a strategic distribution of the vaccines in these countries as well.

In conclusion, Pfizer must optimize distribution networks, prioritize underserved regions, foster global equity through collaboration with governments and health organizations, and maintain a focus on innovation through continued investment in variant-specific vaccines. Pfizer should strategically focus on markets with high demands and low vaccination rates, like India and establish manufacturing units with low per capita vaccination rates to enhance distribution efficiency and cost-effectiveness (OECD, 2021). Pfizer can invest in research and development for vaccines effective against new variants to ensure continued efficacy and relevance in the global market (FDA, 2023).

By implementing these strategies, Pfizer can enhance its global impact, ensuring that all regions, regardless of socioeconomic status, have access to life-saving vaccines. This approach will not only contribute significantly to global health but also strengthen Pfizer's long-term market position, demonstrating a commitment to innovation, equity, and public health.

YouTube Link:

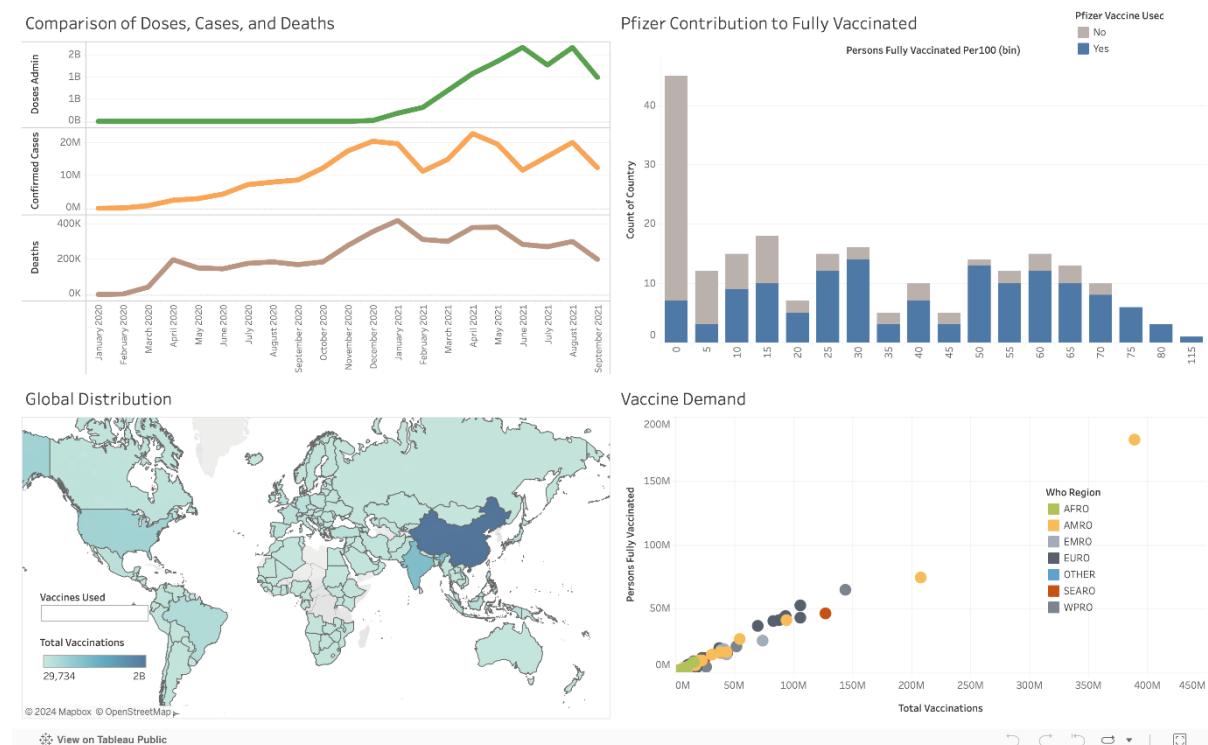
<https://youtu.be/SA54PuHGKrM>

Dashboard Link:

[https://public.tableau.com/views/A2-Team3/Team3Pfizer?:language=en-US&publish=yes&:sid=&:display\\_count=n&:origin=viz\\_share\\_link](https://public.tableau.com/views/A2-Team3/Team3Pfizer?:language=en-US&publish=yes&:sid=&:display_count=n&:origin=viz_share_link)

## Appendix

Attached is the screenshot of the dashboard:



## References:

- OECD. (2021, February 11). *Using Trade to Fight COVID-19: Manufacturing and Distributing Vaccines*. OECD. <https://www.oecd.org/coronavirus/policy-responses/using-trade-to-fight-covid-19-manufacturing-and-distributing-vaccines-dc0d37fc/>
- Pfizer. (2021). *Manufacturing and distributing the COVID-19 Vaccine* | Pfizer. Pfizer.com. <https://www.pfizer.com/science/coronavirus/vaccine/manufacturing-and-distribution>
- FDA. (2023). *Research, C. for B. E and Pfizer-BioNTech COVID-19 Vaccine*. <https://www.fda.gov/vaccines-blood-biologics/coronavirus-covid-19-cber-regulated->

[biologics/pfizer-biontech-covid-19-vaccine#:~:text=On%20September%2011%2C%202023%2C%20the](#)

Tendulkar, P., Pandey, P., Panda, P. K., Bhadoria, A. S., Kulshreshtha, P., Mishra, M., Saxena, G., Tendulkar, P., Pandey, P., Panda, P. K., Bhadoria, A. S., Kulshreshtha, P., Mishra, M., & Jr, G. S. (2023). Comparative Study Between the First and Second Wave of COVID-19 Deaths in India: A Single Center Study. *Cureus*, 15(4). <https://doi.org/10.7759/cureus.37472>