

# Veeva Systems

## Overview

The pharmaceutical industry uses prescriber data to target doctors with life-saving medications and therapies. Companies can use the prescriber data to help understand how doctors prescribe their product, as well as helping them to track total prescriptions (TRx) and new prescriptions (NRx) for a product in a given market.

## Challenge

Build a web app that can take prescriber data for doctors to build out trending and targeting reports.

## Prizes

Nintendo Switch for each member of winning team.

## Challenge Details

- The web app should be able to graphically display pharmaceutical prescriber data.
- Use the provided CSV file as your dataset.
- Add the ability to report on who the top doctors are based on total prescriptions (TRx) by product.
- Add the ability to report on the trend of total prescriptions (TRx) based on product.
- Add the ability to predict future top targets based on new prescriptions (NRx)

## Example Libraries

- <https://d3js.org/>
- <https://www.chartjs.org/>

## Glossary

NRx – New prescriptions. When a doctor writes a prescription for a patient for the first time, this is considered a new prescription.

TRx – Total prescriptions. This is the total number of prescriptions a doctor writes for all of their patients, which includes ongoing prescriptions and new prescriptions.