

Project Title

(IQVIA Diabetes Drugs Market Analysis)

Egypt (2020–2024)

Round Code: MNF3_DAT1_G1

Track: Data analytics

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Project Idea

Problem

The Egyptian diabetes drug market is highly competitive, with over 200 active products. Without proper analysis, companies struggle to identify:

- Top-performing products
- Market trends
- Growth opportunities
- Competitive threats

Solution

A Power BI dashboard that analyzes

5 years of IQVIA sales data (2020–2024) to uncover:

- Sales performance
- Market share distribution
- Product ranking
- Year-over year trends

Unique Value Proposition

This dashboard provides:

- Fast & accurate insights for decision-makers
- Clear visualization of competitive positioning
- Reliable KPIs for forecasting and strategic planning



Project Wireframe / Dashboard Overview

The dashboard includes four main analytical sections:

1. KPIs

- Total Sales Value (2024): 32.63 bn EGP
- Total Sales Units: 321.10M
- Total Products Analyzed: 206

2. Filters

- Medicinal Group
- Product Name
- Year (2020–2024)

3. Market Share Visualization

A donut chart showing % share per product, highlighting top competitors.

4. Ranking Table

- Sales Value
- Sales Units
- Value Rank

Clear comparison between all products in the diabetes therapeutic class.





End Users + Features

End Users

- Pharmaceutical companies
- Marketing & sales teams
- Business intelligence departments
- Product managers
- Market access teams

Key Features

- Product-level sales tracking
- Market share analysis
- Ranking of top diabetes drugs
- Multi-year trend comparison
- Dynamic filtering for scenarios & insights

How It Solves User Needs

- Supports quarterly & yearly planning
- Identifies high-growth brands
- Highlights declining products early
- Helps allocate marketing budgets effectively



Data Structure

Data Source

IQVIA pharmaceutical sales dataset (**Excel/CSV format**)

Main Fields

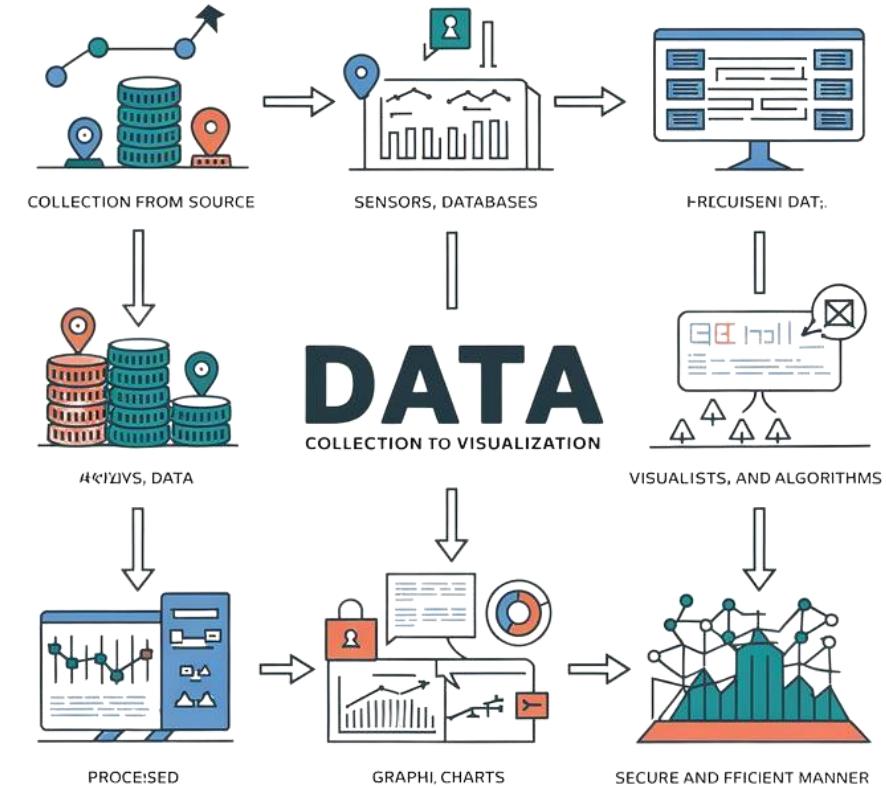
- Product
- Medicinal Group
- Sales Units
- Sales Value (**EGP**)
- Units Rank
- Value Rank
- Year

Data Characteristics

- Structured numerical dataset
- 206 products over 5 years
- Clean, consistent entries
- Balanced across all product classes

Data Flow

Raw Data → Cleaning → Modelling → Visualization



Tools & Technologies

Programming & Tools

- **Power BI** – Main dashboard & calculations
- **Excel** – Data preparation & cleaning

Supporting Techniques

- Data cleaning (handling missing values)
- Aggregation & grouping
- Market share calculations
- Trend analysis
- Performance ranking



Live Application + Testing

Dashboard Status

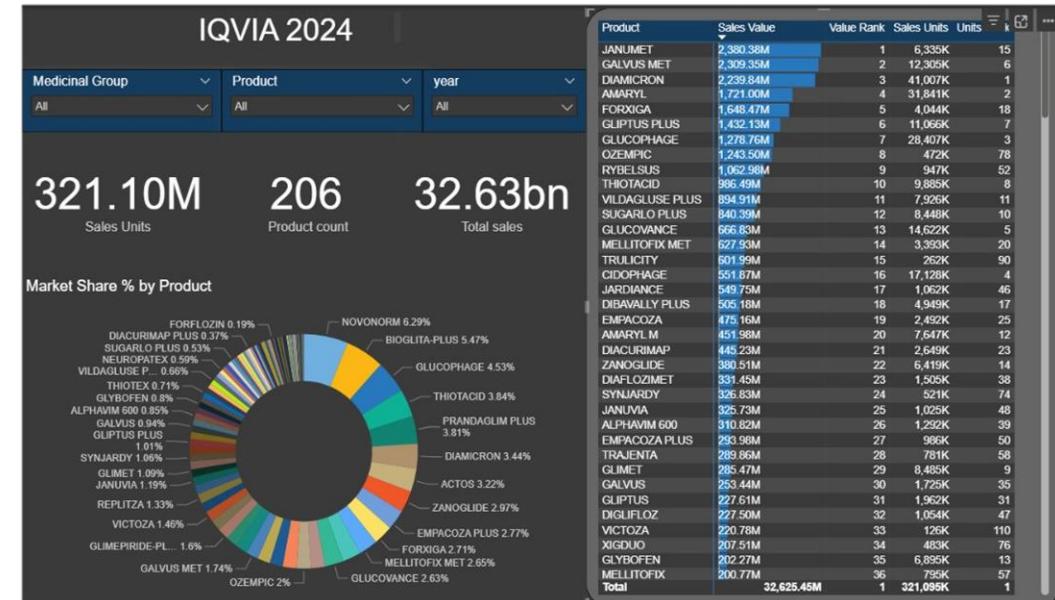
- Fully functional interactive dashboard
- Validated metrics
- Optimized visuals for storytelling

Testing Performed

- Data validation vs raw Excel
- Filter interaction testing
- KPI accuracy testing
- User experience testing

User Feedback

- Clear visuals & easy navigation
- Useful for monthly reporting
- KPIs help in strategic planning



<https://app.powerbi.com/groups/me/reports/ad9459a1-6491-4e5c-be9c-973d9b903fb3/6995f91102cb0ac18aa0?experience=powerbi>



Deliverables

- Power BI interactive dashboard
- Clean dataset ([Excel](#))
- Full project documentation
- Final presentation



Project Team + Roles

Team Member

- Ahmed Mostafa Sharaf
- Ahmed Fawzi Abd Elhameed
- Hasnaa Mahrous Mohamed
- Mohamed Abd Elfatah Shatat

Responsibilities

- Data cleaning & preparation
- Building data model
- Designing the dashboard
- Generating insights
- Preparing final deliverables



Thank You

For questions or further details:

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