PharmaData Analytics

Medicines for Better World!

Pharmadata Analytics helps on data driven decisions that make life better for people around the world.

Why Data Driven Decision Making Is Important?

Data based decision making provides businesses with the capabilities to generate real time insights and predictions to optimize their performance. Like this, they can test the success of different strategies and make informed business decisions for sustainable growth.

The pharmaceutical industry discovers, develops, produces, and markets drugs or pharmaceutical   drugs for use as medications to be administered to patients (or self-administered), with the aim to cure them, vaccinate them, or alleviate symptoms.[1][2] Pharmaceutical companies may deal in generic or brand medications and medical devices. They are subject to a variety of laws and regulations that govern the patenting, testing, safety, efficacy using drug testing and marketing of drugs. The global pharmaceuticals market produced treatments worth $1,228.45 billion in 2020 and showed a compound annual growth rate (CAGR) of 1.8%

Summary

Therapy **All**   Brand **All**   Region **All**   **All data in US$ in thousands & Std.22 exchange Rate

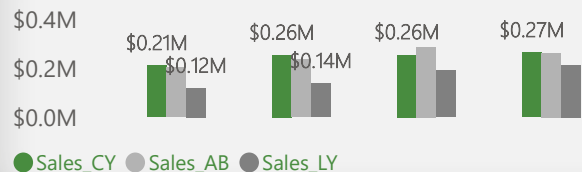| Total Sales	LY Sales	Target Ach.%	Growth%
$989K	$664K	99.6%	67.2%

Sales

$0.4M
$0.21M $0.26M $0.26M $0.27M
$0.2M $0.12M $0.14M
$0.0M

● Sales_CY   ● Sales_AB   ● Sales_LY

CY Margin	LY Margin	Target Ach%	Growth%
$475K	$339K	93.72%	71.4%

Margin

$0.2M $0.10M $0.12M $0.15M $0.13M
$0.1M
$0.0M
          Qtr 1   Qtr 2   Qtr 3   Qtr 4

● Margin_AB   ● Margin_CY   ● Margin_LY

Market Share

APAC 38.4%
Europe 15.7%
LATAM 10.2%
Total Sales $989K
NorthAmer... 35.8%

Segment Share

Cancer 34.1%
General 35.0%
Growth% 67.2%
Diabitis&RD 30.9%

Cost Types

RnD_CY 10%
Distribu... 36%
Total Cost $514K
Marketing... 40%
IPR_CY 2%

Top 5 Countries by Sales

USA	$202K
Canada	$152K
India	$149K
SouthAfrica	$96K
Australia	$85K

Top 5 Brands by Sales

Acetamin	$208K
AndroGel	$169K
Alimta	$168K
Celebrex	$154K
Atripla	$152K

Top 5 Countries by Cost

USA	$105K
Canada	$79K
India	$77K
SouthAfrica	$50K
Australia	$44K

Monthly Sales

$65K $69K $79K $85K $78K $92K $92K $79K $86K $78K $92K $95K
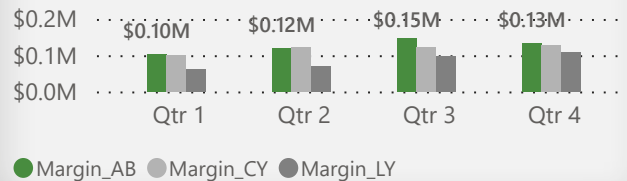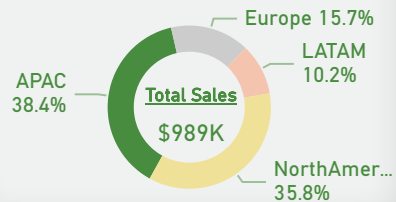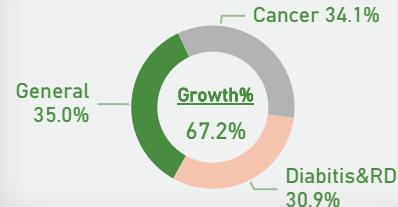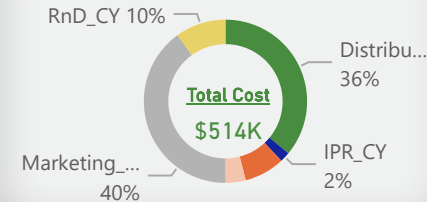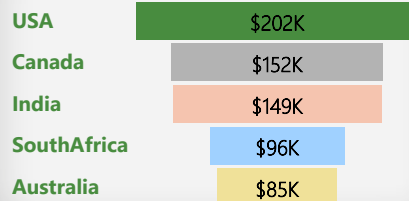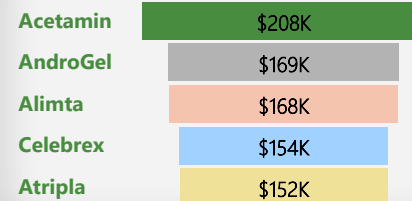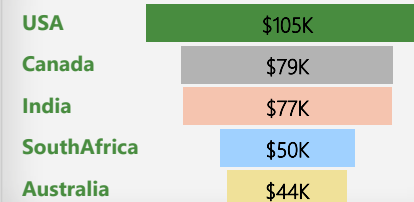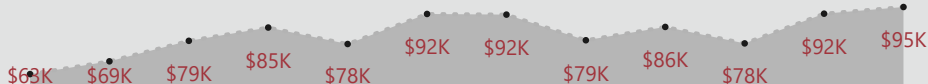
DESCLIAMER: All data set reflected in this report are dummy data sets to show we can present data in PowerBI

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Sales Analysis

Therapy: All   Brand: All   Region: All   **All data in US$ in thousands & Std.22 exchange Rate

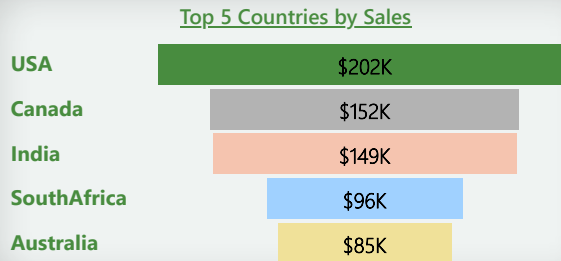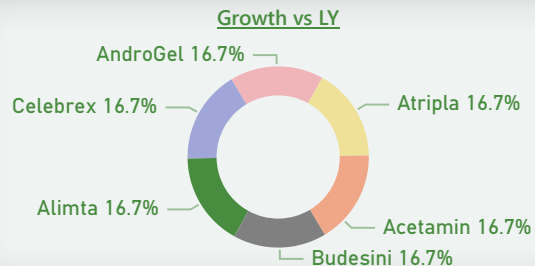| Total Sales	LY Sales	Sales AB	Target Ach.%	Growth%		CY Margin	LY Margin	Margin AB	Target Ach%	Growth%
$989K	$664K	$993K	99.6%	67.2%		$475K	$339K	$506.6K	93.72%	71.4%

Growth vs LY

- AndroGel 16.7%
- Atripla 16.7%
- Celebrex 16.7%
- Alimta 16.7%
- Acetamin 16.7%
- Budesini 16.7%

Top 5 Countries by Sales

Country	Sales
USA	$202K
Canada	$152K
India	$149K
SouthAfrica	$96K
Australia	$85K

OperatingUnit	Sales_CY	Sales_AB	vs AB	Sales_LY	vs LY
⊟ APAC	$379K	$381K	99.5%	$255K	67.2%
⊞ SouthAsia	$230K	$231K	99.6%	$155K	67.2%
⊞ EastAsia	$149K	$150K	99.4%	$100K	67.3%
⊟ NorthAmerica	$354K	$355K	99.6%	$238K	67.2%
⊞ NorthAmerica	$354K	$355K	99.6%	$238K	67.2%
⊟ Europe	$155K	$156K	99.6%	$104K	67.2%
⊞ BAMEAC	$120K	$120K	99.6%	$80K	67.2%
⊞ NWE	$35K	$36K	99.6%	$24K	67.2%
⊞ LATAM	$101K	$101K	99.6%	$68K	67.2%
Total Sales	$989K	$993K	99.6%	$664K	67.2%

Sales by Brand

Brand		
Acetamin	$0.21M	$0.14M
AndroGel	$0.17M	$0.11M
Alimta	$0.17M	$0.11M (99.4%)
Celebrex	99.6% $0.15M	$0.10M
Atripla	99.6% $0.15M	$0.10M
Budesini	99.6% $0.14M	$0.09M

Sales% by OU

- APAC 38%
- NorthA... 36%
- Europe 16%
- LATAM 10%

Margin% by OU

- APAC 38%
- NorthA... 36%
- Europe 16%
- LATAM 10%
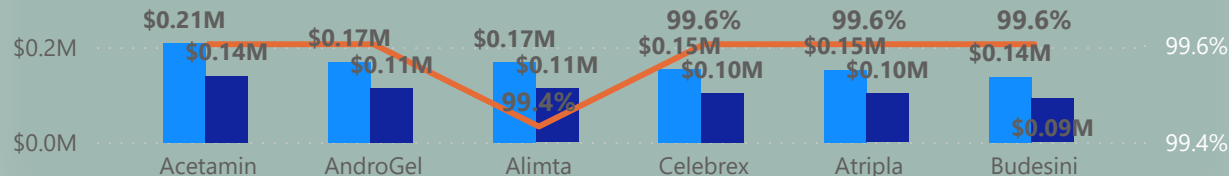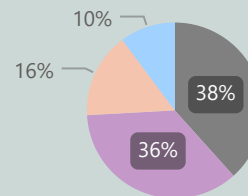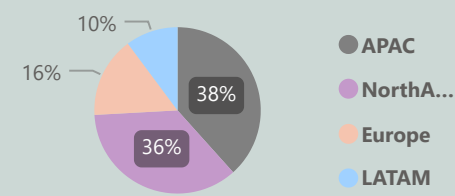
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Expense Analysis

Therapy All   **Brand** All   **Region** All   **All data in US$ in thousands & Std.22 exchange Rate

CY	LY	AB	Change.%	vs LY
$514K	$326K	$487K	71.4%	67.2%

CY Margin	LY Margin	Margin AB	Target Ach%	Growth%
$475K	$339K	$506.6K	93.72%	71.4%
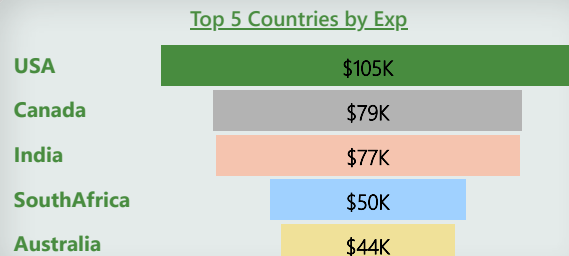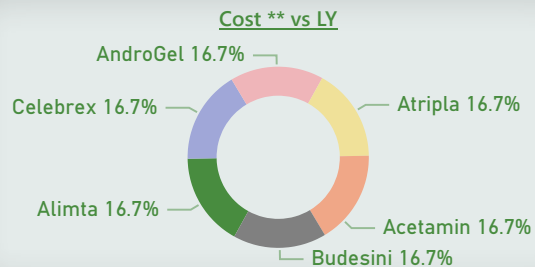
OperatingUnit	Cost_CY	Cost_AB	Cost_LY	Growth%
APAC	**$197K**	**$187K**	**$125K**	**71.4%**
EastAsia	**$77K**	**$73K**	**$49K**	**71.5%**
India	$77K	$73K	$49K	71.5%
SouthAsia	**$120K**	**$113K**	**$76K**	**71.4%**
Australia	$44K	$42K	$28K	71.4%
China	$26K	$25K	$16K	71.4%
Indonesia	$11K	$10K	$7K	71.4%
Japan	$10K	$9K	$6K	71.4%
Malaysia	$14K	$13K	$9K	71.4%
Si...	$15K	$14K	$9K	71.4%
Total Exp	**$514K**	**$487K**	**$326K**	**71.4%**

Cost ** vs LY

- AndroGel 16.7%
- Atripla 16.7%
- Celebrex 16.7%
- Alimta 16.7%
- Acetamin 16.7%
- Budesini 16.7%

Top 5 Countries by Exp

Country	Exp
USA	$105K
Canada	$79K
India	$77K
SouthAfrica	$50K
Australia	$44K

Expense by Brand

Brand	
Acetamin	$0.11M / $0.07M / $0.10M
AndroGel	$0.09M / $0.06M / $0.08M
Alimta	$0.09M / $0.06M / $0.08M
Celebrex	$0.08M / $0.05M / $0.08M
Atripla	$0.08M / $0.05M / $0.07M
Budesini	$0.07M / $0.05M / $0.07M

Exp% by OU

- 10%
- 16%
- 38%
- 36%

Margin% by OU

- 10%
- 16%
- 38%
- 36%

Legend:
- APAC
- NorthA...
- Europe
- LATAM