Case Study

C2: EA, pharmaceutics data

Description

EA is a company publishing information about drugs and medical devices that are collected each four months in a handbook to be sold to physicians and medical practitioners. EA is now changing the model introducing the possibility to the customer to pay an annual fee and receive updates each time information on a single item is available. To realize this EA is delivering its information on the web, limiting the access to registered users. To increase the diffusion of its products EA is also lowering fees for accesses restricted to specific portions of the knowledge base. In addition to that EA is collecting statistical information on the users' queries in order to construct a knowledge base of the preferences in medical practices. This new knowledge base can be use to sell statistical information to health care producers.

Assignment

Describe the knowledge acquisition process illustrated in this case study using the Knowledge Uplift Trail method presented in class.

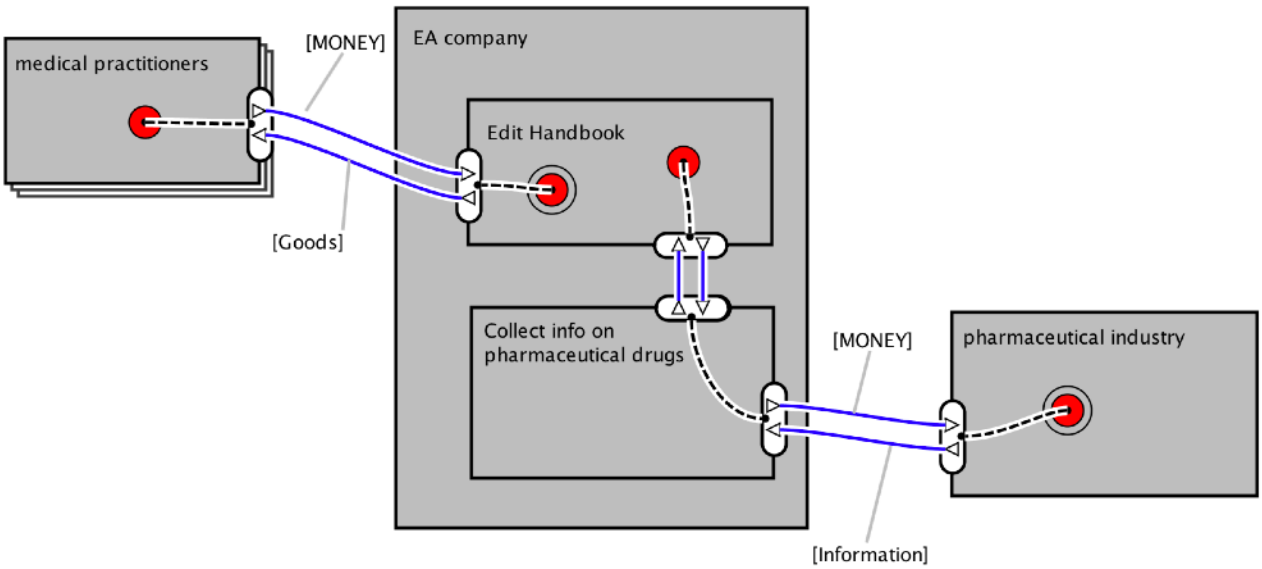
The following questions can guide the exercise:

- Which goal does EA want to achieve?
- Which knowledge is used to reach this goal?
- Which steps allow to uplift this knowledge?
- Which information allows to acquire this knowledge?

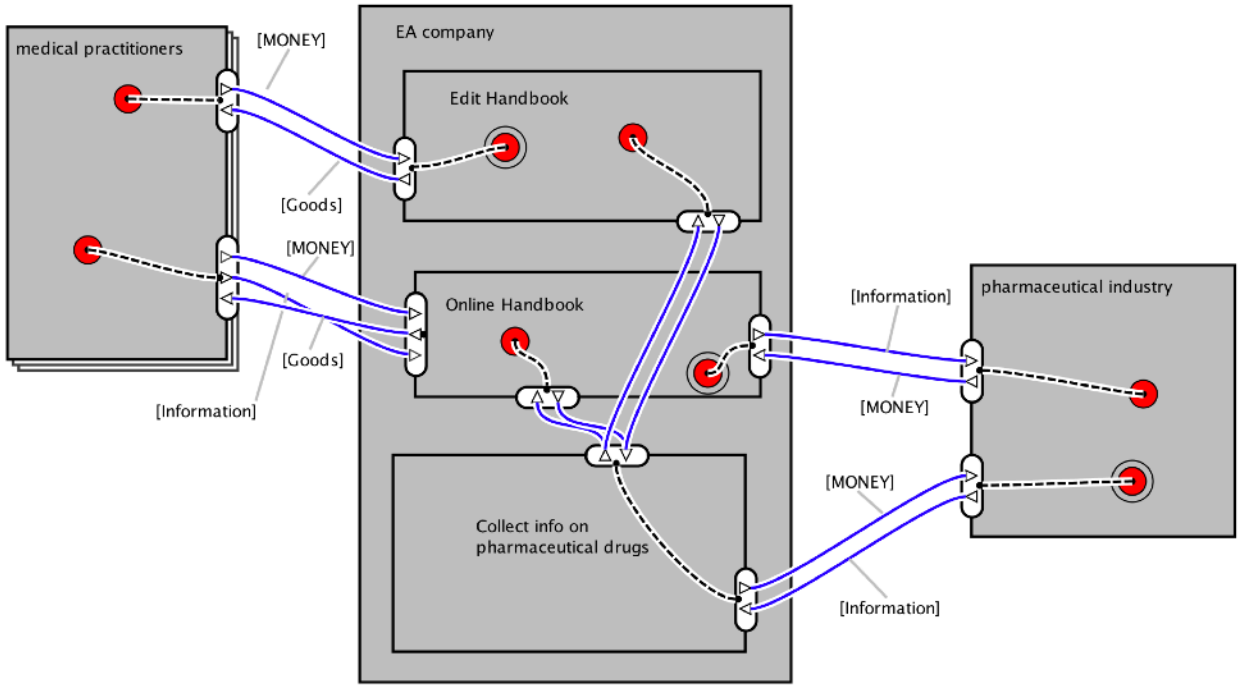
	Input	***Acquired Knowledge***		***Output***
		Analytics/	***Type***	
Step 1	Online Handbook subscriptions	Subscription frequency	Descriptive	Subscriptions by country and category
Step 2	Step1	Verify revenue of the subscription by	Descriptive	Compare incomes with different models
Step 3	Step1	Marketing plans by country	Prescriptive	Marketing events by country
Step 4	Step1 Step2	Forecast incomes in next year	Predictive	Incomes forecast

Value Model

As-is version

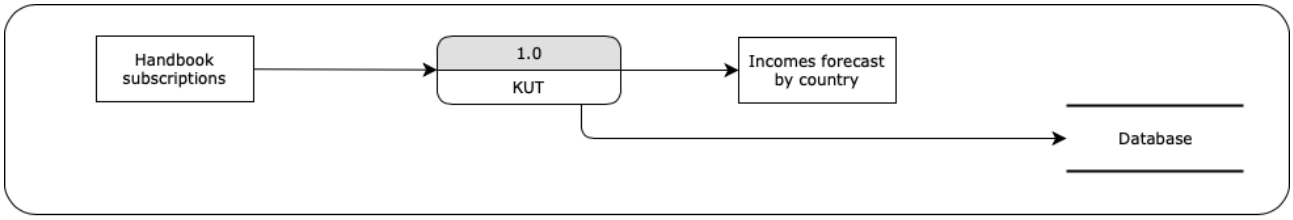


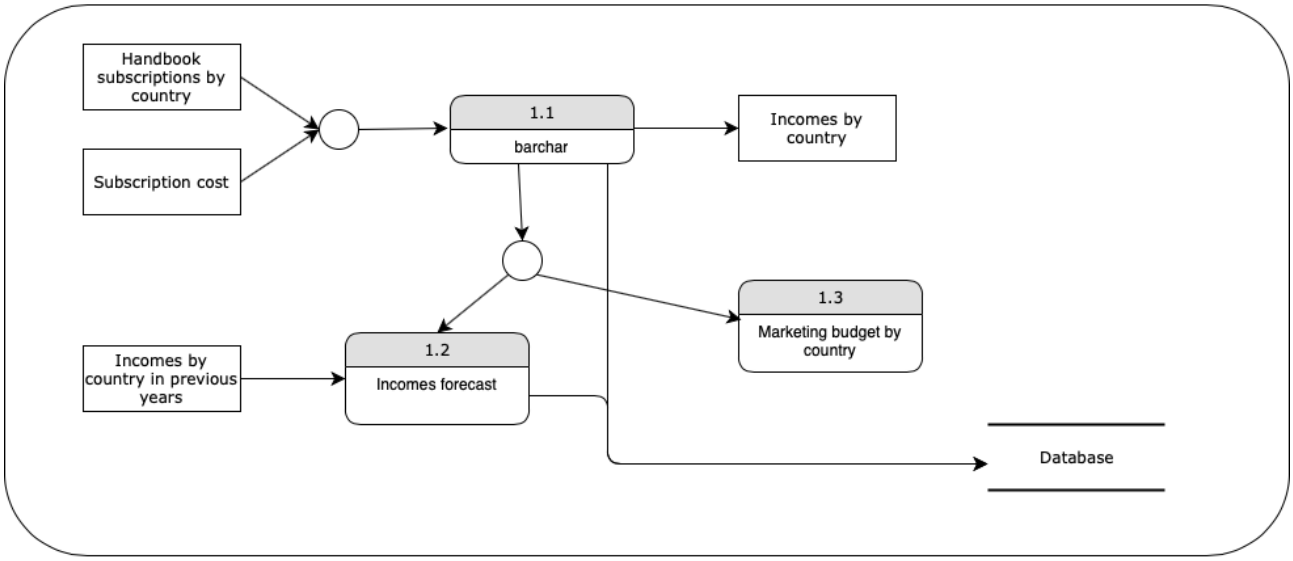
To-be version

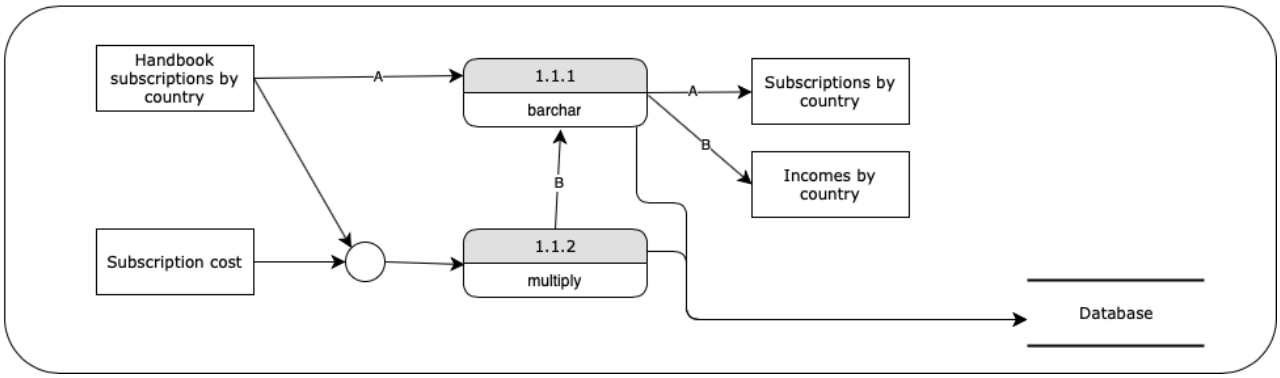
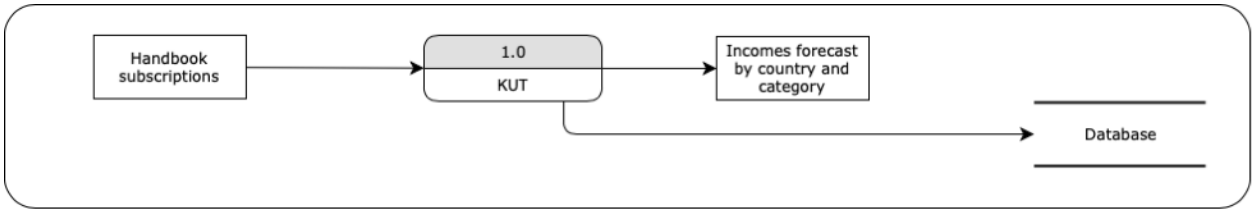
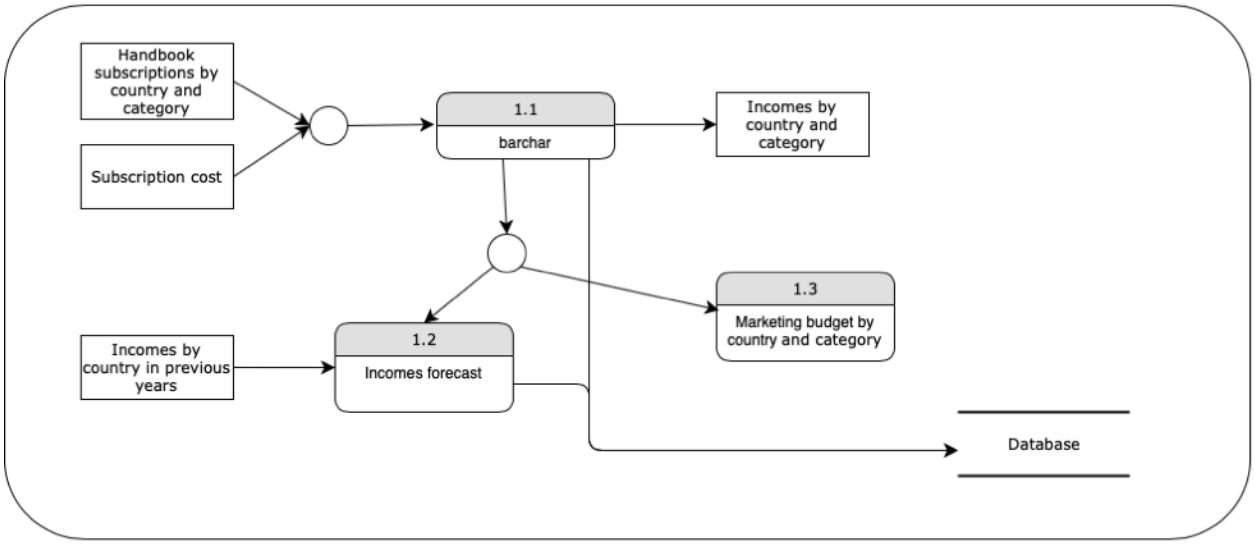
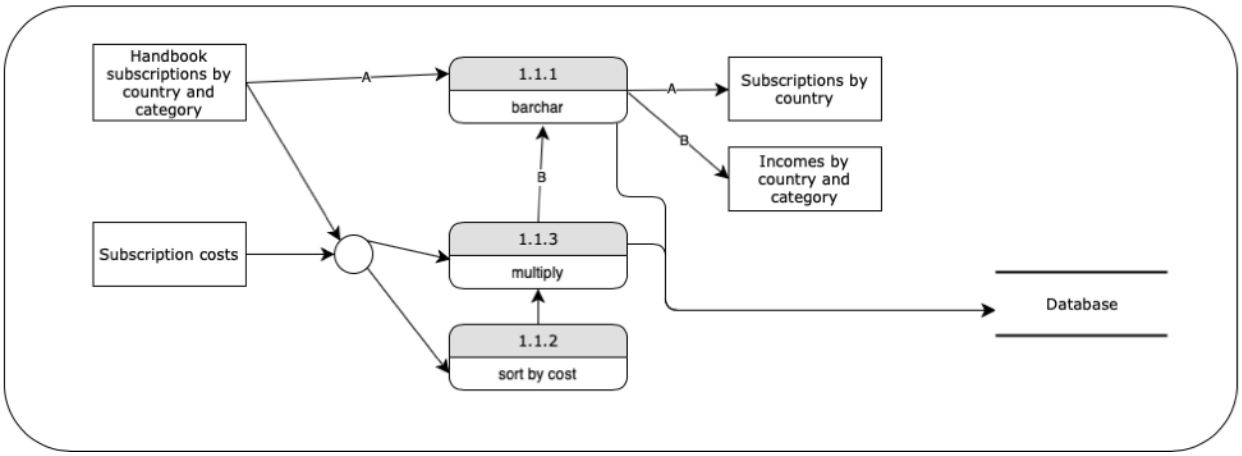


Data Flow

As-is version







To-be version