

Professional Work Sample

Case Studies on Past Assignments

SUPPOSITORY MARKET INSIGHTS: LABEL CLAIMS, FORMULATIONS, AND COMPETITIVE STRATEGIES ACROSS REGIONS

Problem Statement

Fill volume adoption and prescription in both OTC and Rx channels covering small/medium/large volumes across South East Asia, and Europe region. The Client wanted to explore the niche of the market I.e. therapeutic application of suppositories in pharma.

The objective of the study is to find the label claims or formulation details of suppositories (E.g., Therapeutic categories, molecules, and fill volumes etc.)

Short-term forecasting on prescription and OTC consumption volume at country / regional level. Evaluating the current business model of top competitors based on product diversification, price point, distribution channel

Research Approach/Methodology

Data triangulation approach was adopted to track the market volume and value for the category of suppositories like Rectal Suppositories, Vaginal Suppositories, and Urethral Suppositories. The approach covered the tracking of prescription volume, and unit consumption across various therapeutic applications such as analgesics, anti-inflammatories, antiemetics, laxatives, antifungals and antibacterial drugs.

The data model adopted for this assignment comprised consumption tracking due to the inclusion of the OTC category. The parameters considered in the demand side data model covered average volume intake by therapy, expenditure suppository, patient journey, penetration of OTC-based suppositories in sports, antiemetic applications, distribution channel and product availability.

The competition side approach covered revenue tracking of leading stakeholders operating in target countries through company share exercise. This approach involved tracking of sale volume, historical performance of the competitor, market segmentation, consumer preferences by SKU/fill volume etc. Short-term forecasting was conducted to check the demand for

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suppositories in volume across different therapeutic applications. The demand for fill volume has been forecasted for the next 5 years with the help of statistical model.

Solution Offered

Short-term forecasting and consumption factors have provided a concrete rationale for business decision of the client. The study has been presented in literature format with reader friendly charts and illustration. The project report was build based on finalized scope of work and was developed in PPT format.

The high level presentations have been demonstrated to key stakeholders from the client side. The complex data model, forecasted volume and value have been represented in data analysis tool (PowerBI, and Power Pivot).

The short term forecast, pricing model, per capital expenditure, fill volume demand trend, historical consumption have been highlighted through various data structure and M-formulas in PowerBI. The assignment was commenced under full-time engagement activity where client has proposed quarterly updates in the form of newsletter. The same has been delivered to the client for 4 quarters along with updated version of the study.

Study Outcome

The short forecasting and OTC perspective have provided a clear guideline investments opportunities for the client.

MEDICAL NUTRITION MARKET ANALYSIS IN VIETNAM: PEDIATRIC AND DISEASE-SPECIFIC INSIGHTS

Problem Statement

- Information, details, numbers about medical nutrition in children for Phenylketonuria, Tyrosinemia, Homocystinuria, Isovaleric Acidemia, Mable syrup urine disease across Vietnam
- Medical nutrition product for cancer patients, are there any numbers showing the ratio of children patients using the product, popularity, prescription patterns, and frequency of usage for these products
- Channel strategies across various applications like Cancer, Diabetes, CKD, GI diseases etc.
- Any communication, promotion activities to engage with customers such as: Hospitals, Healthcare providers, Patients and caregivers
- Prediction of market value growth rate by each medical nutrition product of each disease
- Business model and business trend in Vietnam for leading competitors

Research Approach/Methodology

Patient level primary surveys have been conducted to understand the usage patterns of nutrition product and preferences in OTC consumption. I have also interacted with providers across hospital, clinics, LTC centers to understand prescription pattern, need, availability of alternative and brand preferences. The indications shortlisted in this project were rare diseases and hence, the epi-based forecasting model has been validated with KOLs from medical associations and pharma market.

The parameters considered in epidemiology-based data model involved patient population by indication, disease progression and treatment journey, prescription pattern, regulatory support, pricing feasibility, per capita consumption, average spending on out-of-pocket cost etc.

Solution Offered

The study has been delivered with stakeholder presentation that has clarified all the challenges associated with distribution and product demand. The quantitative data of the study has been analyzed in PowerBI tool for enhance data analysis. The competition aspect of the study has been provided with varied marketing models including brand share, heatmap, competitive dashboarding, bubble chart etc. The market forecast has been performed with the help of in-house tool that involved various statistical approaches like regression analysis, and SARIMA

Study Outcome

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The study provided comprehensive roadmap on competition, demand for nutrition product, prescription trend, channel strategies, price point and market forecast. The client has utilized the key finding for their distribution plan in Vietnam market. The benchmark of competition has equipped client in catering to less explored user like LTC, and clinics.