

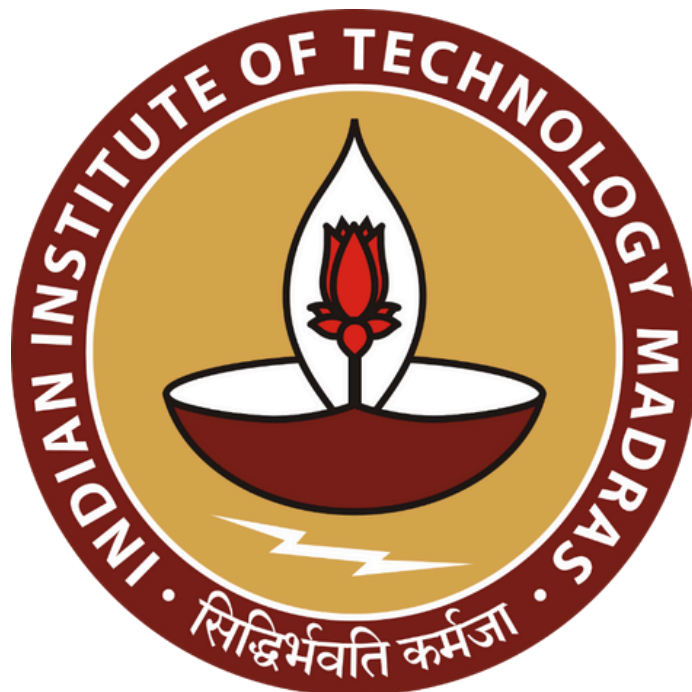
Improving Sales and Procurement in the Pharmaceutical Sector through Data analytics

A Proposal report for the BDM capstone Project

Submitted by

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Declaration Statement

I am working on a Project Title “ **Improving Sales and Procurement in the Pharmaceutical Sector through Data Analytics**”. I extend my appreciation to

Chaya Medical, for providing the necessary resources that enabled me to conduct my project.

I hereby assert that the data presented and assessed in this project report is genuine and precise to the utmost extent of my knowledge and capabilities. The data has been gathered through primary sources and carefully analyzed to assure its reliability.

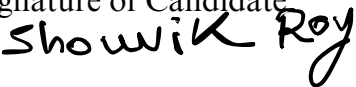
Additionally, I affirm that all procedures employed for the purpose of data collection and analysis have been duly explained in this report. The outcomes and inferences derived from the data are an accurate depiction of the findings acquired through thorough analytical procedures.

I am dedicated to adhering to the information of academic honesty and integrity, and I am receptive to any additional examination or validation of the data contained in this project report.

I understand that the execution of this project is intended for individual completion and is not to be undertaken collectively. I thus affirm that I am not engaged in any form of collaboration with other individuals, and that all the work undertaken has been solely conducted by me. In the event that plagiarism is detected in the report at any stage of the project's completion, I am fully aware and prepared to accept disciplinary measures imposed by the relevant authority.

I agree that all the recommendations are business-specific and limited to this project exclusively, and cannot be utilized for any other purpose with an IIT Madras tag. I understand that IIT Madras does not endorse this.

Signature of Candidate:



Name: **Shouvik Roy**

Date: 31-01-2025

Executive Summary

A B2C pharmaceutical retail shop, located at 50 Millanpolly, JBL apartment, Airport Gate-2, Kolkata-700079. Its a medium-sized pharmaceutical shop open 24x7 for general service.

This is a medium-sized pharmacy aimed at serving local customers. After reviewing data from the last six months, I have pinpointed several issues that the shop is encountering. The Pfizer medicine line is experiencing losses mainly because it concentrated heavily on COVID-related products, and demand has sharply decreased after the pandemic. Furthermore, the Lupin brand is also suffering losses due to an unstable supply-demand chain and diminished trust among local consumers compared to more successful brands. This might also be linked to the brand's relatively lower recognition among the local market.

To tackle these challenges, the pharmacy might expand its range of products beyond those related to COVID for Pfizer to better meet the evolving needs of customers. Build stronger connections with local suppliers or transition to dependable ones for Lupin products to ensure a more stable demand chain. Increase marketing initiatives and outreach to customers to restore trust and enhance brand awareness for Lupin. Continuously monitor market trends and customer preferences to proactively modify inventory and strategies.

Organization Background

The store was founded in May 2018. Initially, its growth was not as significant as anticipated, but after a year or two, the customer base began to expand rapidly. The store has now created a dedicated area for doctors, offering health checkups alongside medication sales. It operates as a retail pharmaceutical shop focused on B2C transactions. We see around 50 to 100 customers each day. The shop has earned the trust and popularity of the local community. In the future, the shop aims to pursue a major collaboration project with hospitals.

The store is committed to providing customers with genuine products. During the COVID pandemic, it also distributed numerous health kits. From talking to the local community, I've known that the shop is involved in various welfare initiatives.

Problem Statement

After analysing the data of the past 6 months, I have figured out some problems:

- Demand for Pfizer has decreased in the locality after the COVID.
- Facing extremely low demand on the Lupin brand due to lack of popularity or trust among localities and an unstable supply chain.

Background of the Problem

The issues I encountered after discussing with the pharmacy owner are outlined below in detail:

- Following the peak of the COVID-19 pandemic, there has been a noticeable drop in the demand for Pfizer products in the local area. During the pandemic, Pfizer experienced significant popularity due to its vaccines and related medications, but it is now seeing lower sales figures. This change is linked to evolving customer priorities, reduced media focus, and the presence of more affordable alternatives. In the last six months, the pharmacy shop has noted a decrease in sales of Pfizer products, which include over-the-counter medications like pain relievers and allergy treatments. Many customers have chosen generic or locally produced options, mentioning comparable effectiveness at lower prices. One habitual customer switched from Pfizer's cold medication to a less expensive local brand, and a nearby clinic has started prescribing fewer Pfizer products, opting for brands that offer more reliable supply and competitive pricing.
- Although Lupin is a recognised pharmaceutical brand, it has encountered notably low demand in the area. This is mainly attributed to a lack of trust from local consumers, stemming from unfamiliarity with the brand's offerings, insufficient marketing initiatives, and an unreliable supply chain. Regular delays in shipments and occasional stock shortages have further diminished customer trust, leading many to turn to other brands. The shop serves patients with chronic illnesses, and shoppers often voiced their frustrations regarding the absence of Lupin's antihypertensive drugs. A loyal customer of Lupin's diabetes medication switched to Sun Pharma due to erratic stock availability, even though they initially preferred Lupin's product. Furthermore, customer feedback highlighted worries about dependability, with one participant noting a preference for brands that are recommended by family or healthcare professionals.

Problem Solving Approach

Tackling the Decrease in Demand for Pfizer Products

- **Examine sales and customer information:**
 1. Perform an in-depth analysis of sales figures to pinpoint which Pfizer products are most impacted.
 2. Categorize customers based on their preferences and buying habits to gain insights into why they are opting for alternatives
- **Implement competitive pricing and promotions:**
 1. Partner with Pfizer's distributors to provide discounts or special promotions, such as “Buy One, Get One Free” for over-the-counter medications.
 2. Offer loyalty incentives for customers who regularly purchase Pfizer products.
- **Boost customer awareness:**
 1. Initiate awareness campaigns that emphasise the high quality and safety standards of Pfizer products.
 2. Utilise posters, brochures, and digital platforms to compare Pfizer products with generic options, focusing on their effectiveness and advantages.
- **Strengthen collaborations with healthcare professionals:**
 1. Collaborate with local clinics and healthcare providers to endorse Pfizer products.
 2. Organise informative sessions for doctors to familiarise them with Pfizer’s portfolio and its advantages, encouraging them to recommend these products.
- **Enhance product availability and accessibility:**
 1. Ensure that pharmacies maintain a consistent stock of Pfizer products.
 2. Collaborate with online pharmacies to offer delivery options for customers unable to visit in person.

Tackling the Low Demand for Lupin Products

- **Enhance supply chain management:**
 1. Collaborate with Lupin’s logistics team to ensure a consistent supply of products and avoid stock shortages.
 2. Keep buffer stocks available at pharmacies to manage unexpected spikes in demand.

- **Engage healthcare providers:**

1. Organise workshops and conferences for physicians to showcase the effectiveness of Lupin products.
2. Distribute free samples to healthcare providers, motivating them to suggest these products to their patients.

- **Enhance product availability:**

1. Make Lupin products available through more retail channels, including grocery stores and online platforms.
2. Provide discounts for bulk purchases or for customers who consistently buy specific Lupin medications.

- **Address customer feedback through surveys:**

1. Carry out customer surveys to identify their concerns regarding Lupin products.
2. Utilise the feedback to enhance product quality, packaging, or distribution methods.

- **Introduce consistency in pricing and supply:**

1. Maintain stable pricing for Lupin products to instill trust among customers.
2. Avoid abrupt price increases and inform pharmacies about forthcoming promotions in advance.

- **Offer sample packs for popular products:**

1. Provide sample packs at reduced rates to attract new customers.
2. Emphasise the advantages of these products through personalised interactions with customers at pharmacies.

Data required:

For this project, I have used the sell and purchase data of medicine. The primary data helps me to visualise the exact issue in the trend. The quantitative portion of the data helped me to understand the stability of profits. For the qualitative analysis, I have communicated with some local people to understand the particular reason for low demand in Lupin.

Tools used:

The core tool I used is MS Excel. The new AI features help in fast analysing rather than that pivot tables, graphs, filtering, sorting, and different formulas help me in organising the data.

I have used Canva for making, framing and editing the PDF.

Expected Outcome

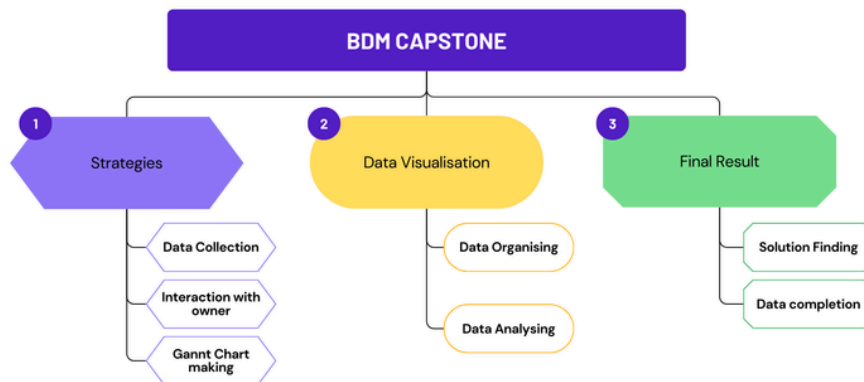
The implementation of the suggested strategies is anticipated to produce substantial results for both Pfizer and Lupin:

- For Pfizer, providing discounts, loyalty programs, and maintaining consistent product availability will help stabilise sales and minimise the shift of customers to generic alternatives.
- Awareness initiatives and partnerships with healthcare professionals will help rebuild confidence and boost prescriptions, thereby increasing demand.
- For Lupin, focused marketing, sample packs, and enhancements in the supply chain will draw in new customers, especially for medications targeting chronic illnesses, while resolving stock discrepancies will reinstall trust and encourage repeat purchases.
- Expanding retail avenues and working alongside local authorities will improve the visibility and accessibility of Lupin products.
- Furthermore, collecting and acting on customer feedback will enhance product reception and cultivate long-term brand loyalty.

In summary, these approaches will position both brands as trustworthy and customer-focused, promoting sustainable growth in the local market.

Expected Timeline

Work Breakdown Structure



Gantt chart

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