**Problem Statement**

ABC INC. is a small Bio-Pharma company and is preparing for the launch of a targeting campaign for one of its drugs in Post-Menopausal Osteoporosis (PMO) Market.

ABC INC. contacted D Cube to help them analyse the current scenario in the PMO market for carrying out a successful campaign. The impact of solving this problem is assisting the Account managers in tracking and analyzing the product adoption, coverage and ease of access of their drug compared to competitors across different payers in the PMO market which directly helps in successful contract negotiations and improved market access.

Few Business Questions they are particularly interested in but asked D Cube to not restrict to only these questions.

1. Who are the top Payers at Overall and Across the channels for Company ABC and Competition in terms of Lives Coverage and Claims?
2. Identify Top Payers and Plans along with the preferred payment types for ABC and competition types?
3. How the lives are distributed for different products across for different Universal status?
4. Who are the top payers having highest approval of the claims? What is the approval and rejection scenario for their products?
5. What are the top reasons for claims rejection for Company ABC vs the Competition?

**Data Set**

You are given monthly claims data of various plans and the drugs covered under them for the past 5 months. The data also capture the latest snapshot (as of month-M5) of lives insured under each plan.

The level of data (that defines a unique row) that is present in the data set is PLAN-PRODUCT-MONTH level. In other words, each line item will tell you monthly claim count (Total, Approved, Rejected) along with the split across the rejected claim reasons for a particular drug in a particular plan in a particular month.