



DataCare

BI platform based on ML & Analytics for pharmaceutical suppliers

Meet the Fam



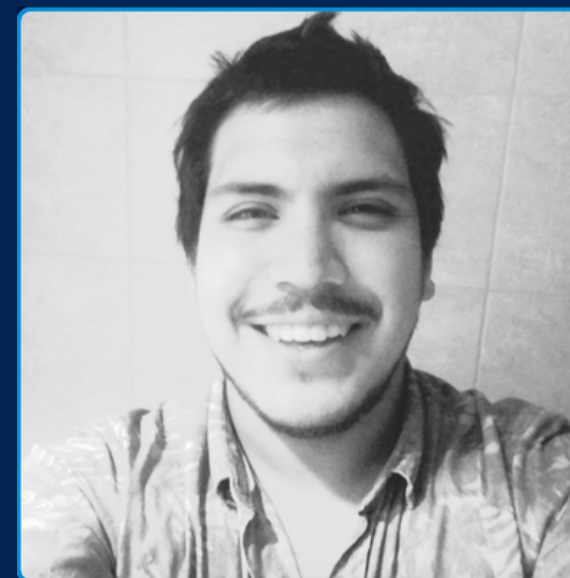
Stefania Hau
CFO



Tania Cajal
CAIO



Talia Rosenkranz
CTO



Diego Gonzalez
CEO



Gonzalo Vargas
CAO



VISION




Helping vendors understand their customers
like you understand your best friend





PROBLEM

A large, light blue stylized house icon is positioned on the left side of the slide. It features a triangular roof, a rectangular chimney on the left side, and a circular base representing a door or window.

Within the pharmaceutical industry,
vendors such as laboratories have little to
no understanding of their customers.

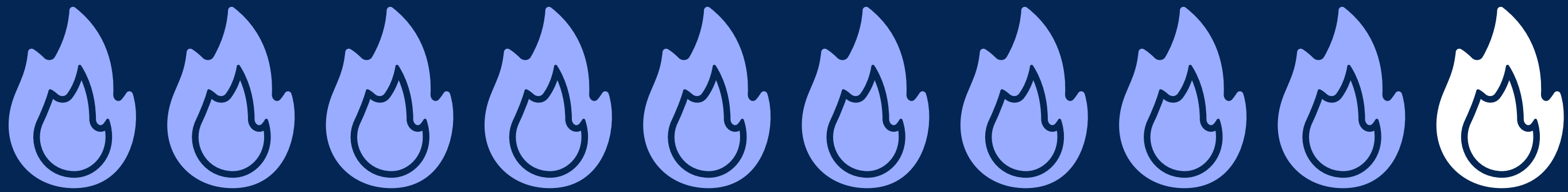
.....

Pharmacy to Laboratory communication



MARKET VALIDATION

Customers don't complain,
91% simply leave.

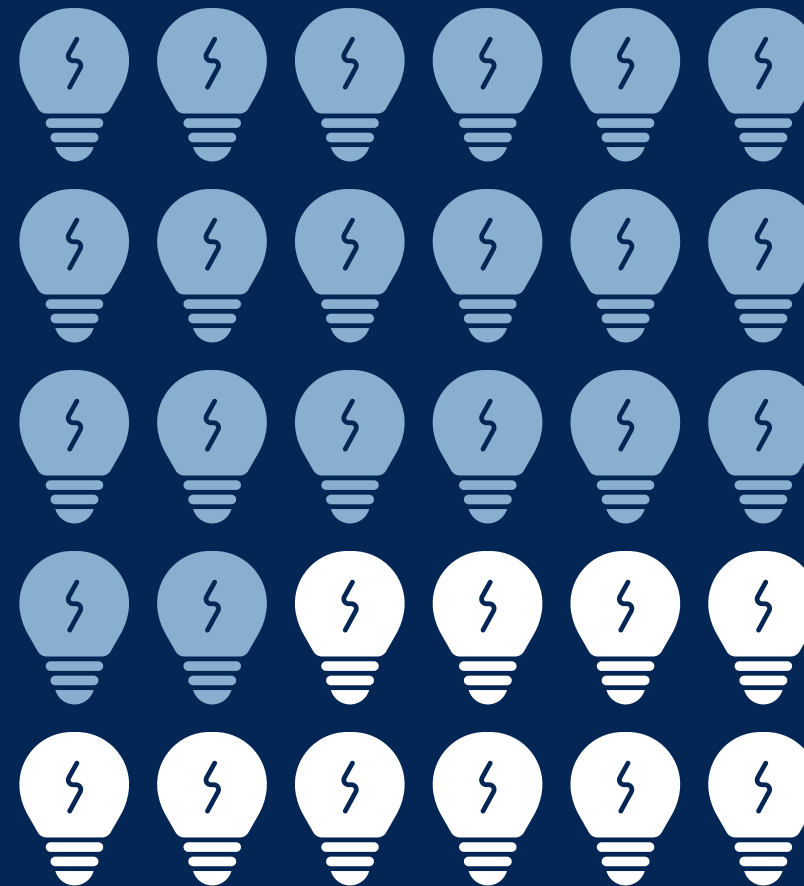


Source: Afshar, 2017

“The key differentiator is who best understands their customers”.

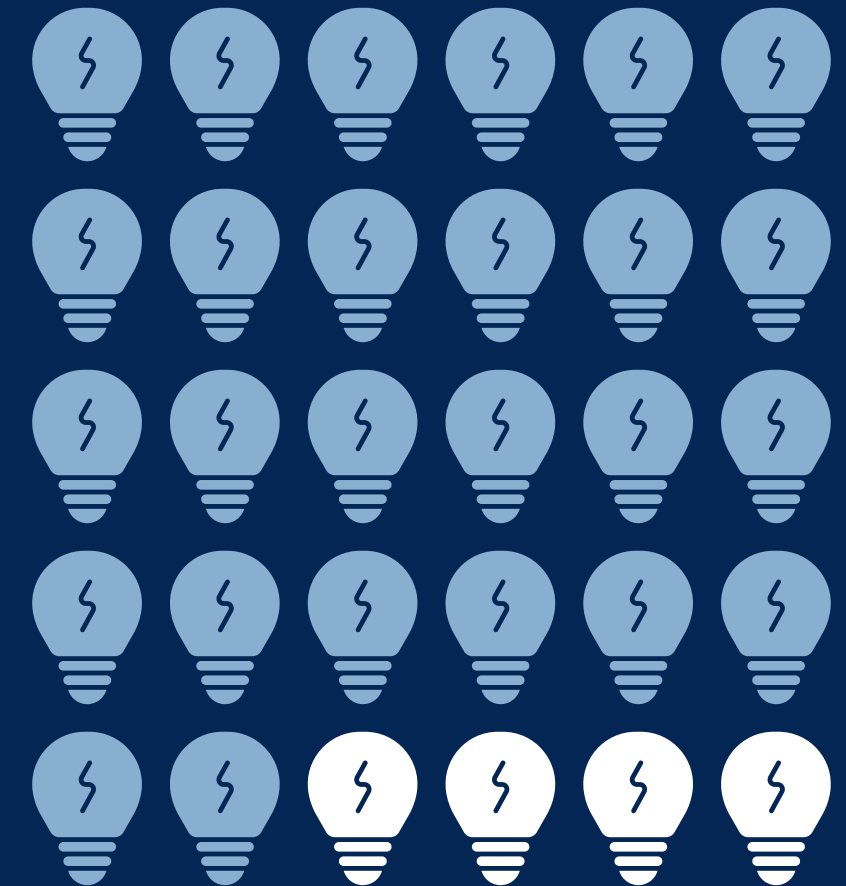
Source: Afshar, 2017

CLIENTS



65% of clients will switch vendor due to lack of personalized communication

Vendors



85% of vendors that use their customers behavioral data outperform their competition.

73%

Increase in revenue
for laboratories with
digital investments.

Source: IT Digital Media Group, 2022

Partners and Opinions



"We need a product to understand the country wide demand"

indopharma



"Products sold most commonly depends on the population of people that live in the specific area"

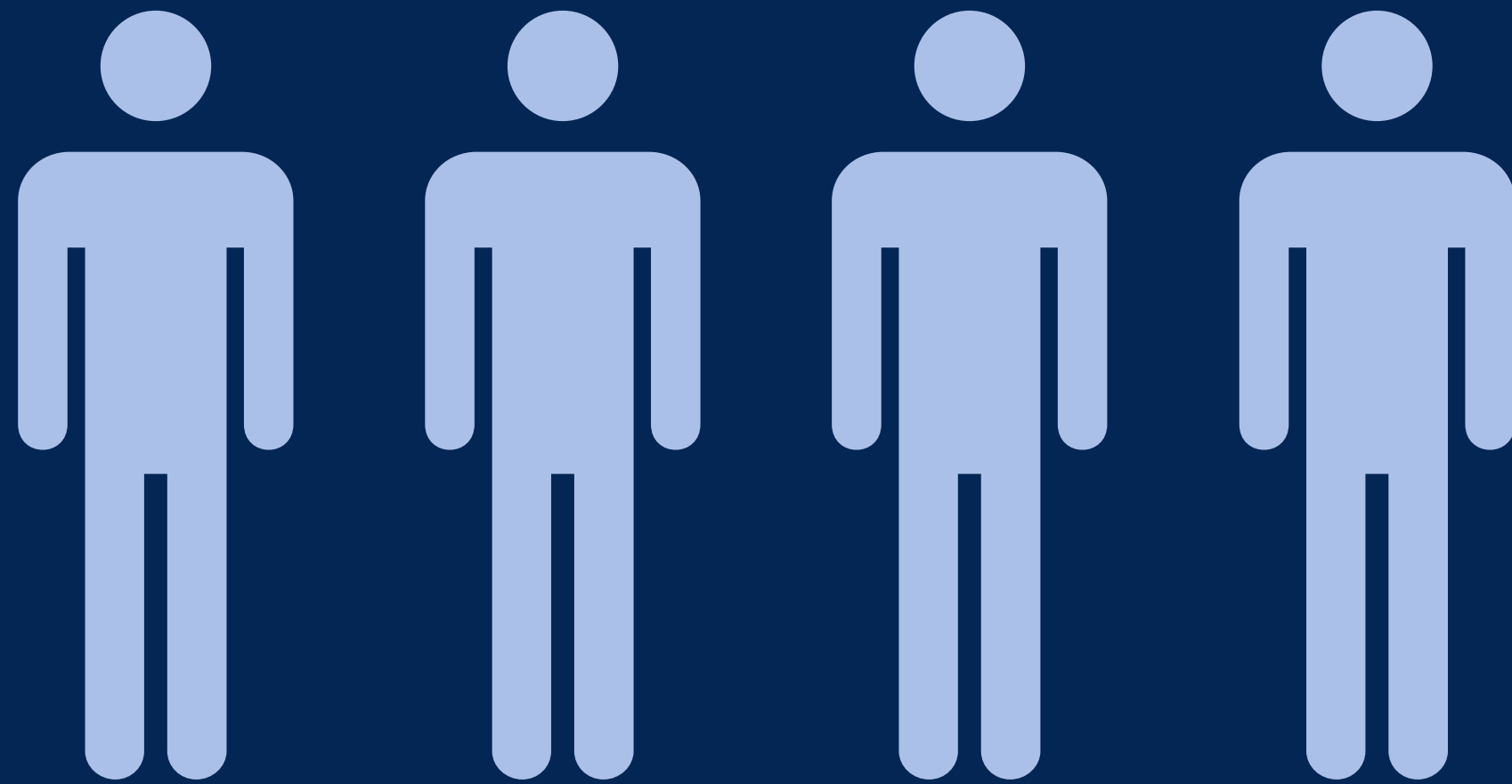


"There is no understanding of which products are most sold"

IDEA VALIDATION

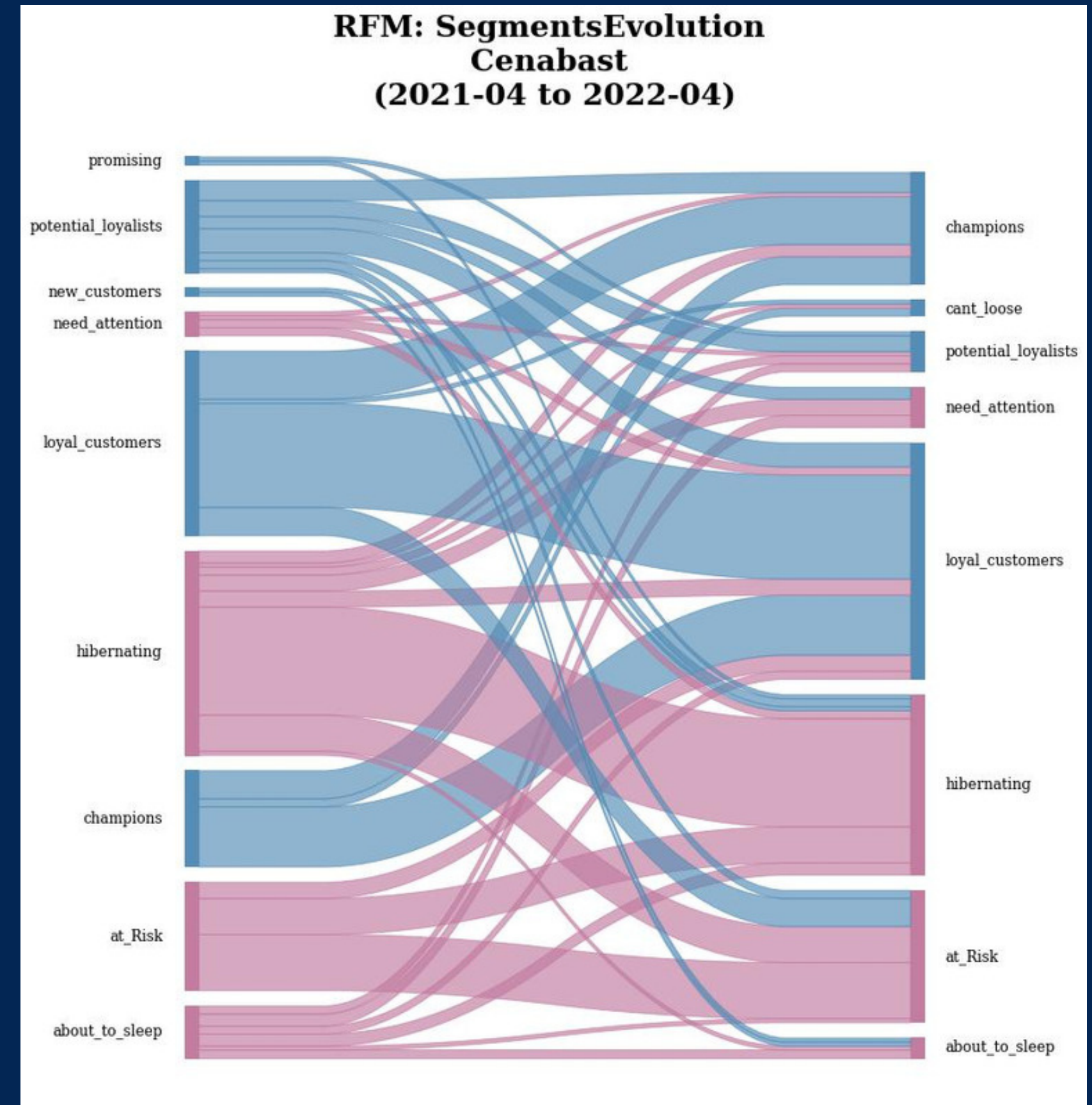
Validated by: Cenabast

- Around 7% churn last month
- Metric has been steady for past 2 years
- High risk of losing clients



RFM Analysis
indicates that
almost 50% of
Cenabast clients are
in "negative"
segments.

Source: Cenabast

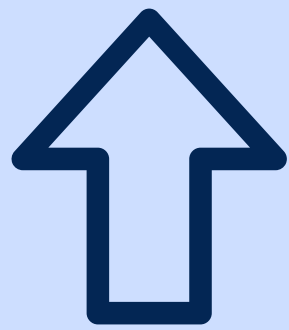




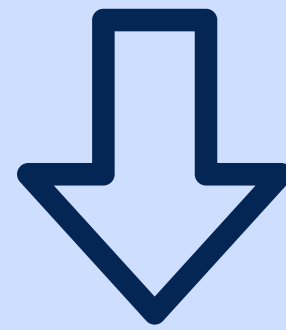
SOLUTION

DataCare

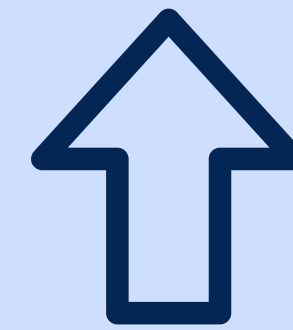
SaaS - a quick and easy way for suppliers to:



**INCREASE
ENGAGEMENT**



**REDUCE
CHURN**



**INCREASE
SALES**

4

ALGORITHMS

1

MBA

MARKET | BASKET | ANALYSIS

Apriori Algorithm

Finds frequently purchased product sets from transactions.



Identifies association rules between these items.



UI: Choose product of interest. Receive a list of associated products. Visualized in a heatmap



1

RECOMMENDATIONS

CUSTOMER UNIQUE RATING / ITEM



Calculated a unique rating per pharmacy for each product purchased in the past .

Recency, quantity, monetary.

$$\begin{pmatrix} 0 & 1 & 0 & \dots & 0 \\ 1 & 0 & 1 & \dots & 1 \\ 0 & 0 & 1 & \dots & 0 \\ \vdots & \vdots & \vdots & \ddots & \vdots \\ 0 & 1 & 0 & \dots & 1 \end{pmatrix}$$

Trained a matrix-factorization model to predict a rating for products according to the pharmacy.

Test RMSE: 1.0039



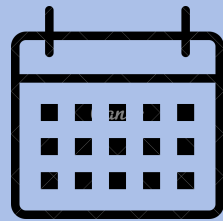
Displaying the top recommended products for the pharmacy of interest.

3

RFM

RECENCY | FREQUENCY | MONETARY

RECENCY



Time since last
order placed

FREQUENCY



How often are
orders placed

MONETARY



Revenue per
order generated

RFM - Customer Segments

	<u>ABOUT TO SLEEP</u>	<u>Can't Lose</u>	<u>PROMISING</u>	<u>CHAMPIONS</u>
DEFINITION:	<ul style="list-style-type: none">- Recency- Frequency- Monetary	<ul style="list-style-type: none">- Recency+ Frequency+ Monetary	<ul style="list-style-type: none">+ Recency- Frequency+ Monetary	<ul style="list-style-type: none">+ Recency+ Frequency+ Monetary
ACTION:	Reach out in time to find out whats going wrong. Personalize the communication to keep customer.	Recommend products suitable for their pharmacy values.	Recommmed best suited products matching to those they have. (MBA)	Can help promote the laboratory or new medications

4

SEGMENTATION

PRODUCT | CUSTOMER

1

Segmenting clients by
transactional behaviour
and commercial
information

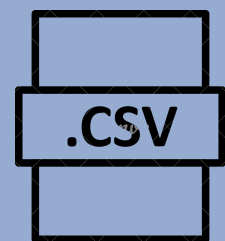
2

Interactive client
clustering based on
selected features.

**LET'S HAVE A LOOK AT THE
PROTOTYPE**



INFRASTRUCTURE



RAW CLIENT DATA

- Transactional Info
- Products Info
- Clients Info
- Market Info
- Other sources

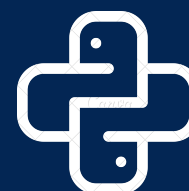


PostgreSQL

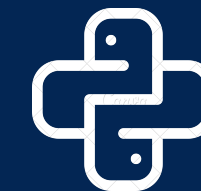
RAW CLIENT DATA

TRANSFORMATION & DATA MODELS

- data for RFM
- data for Recommender
- data for MBA
- data for Clustering model



ETL processes and
algorithms
transformations



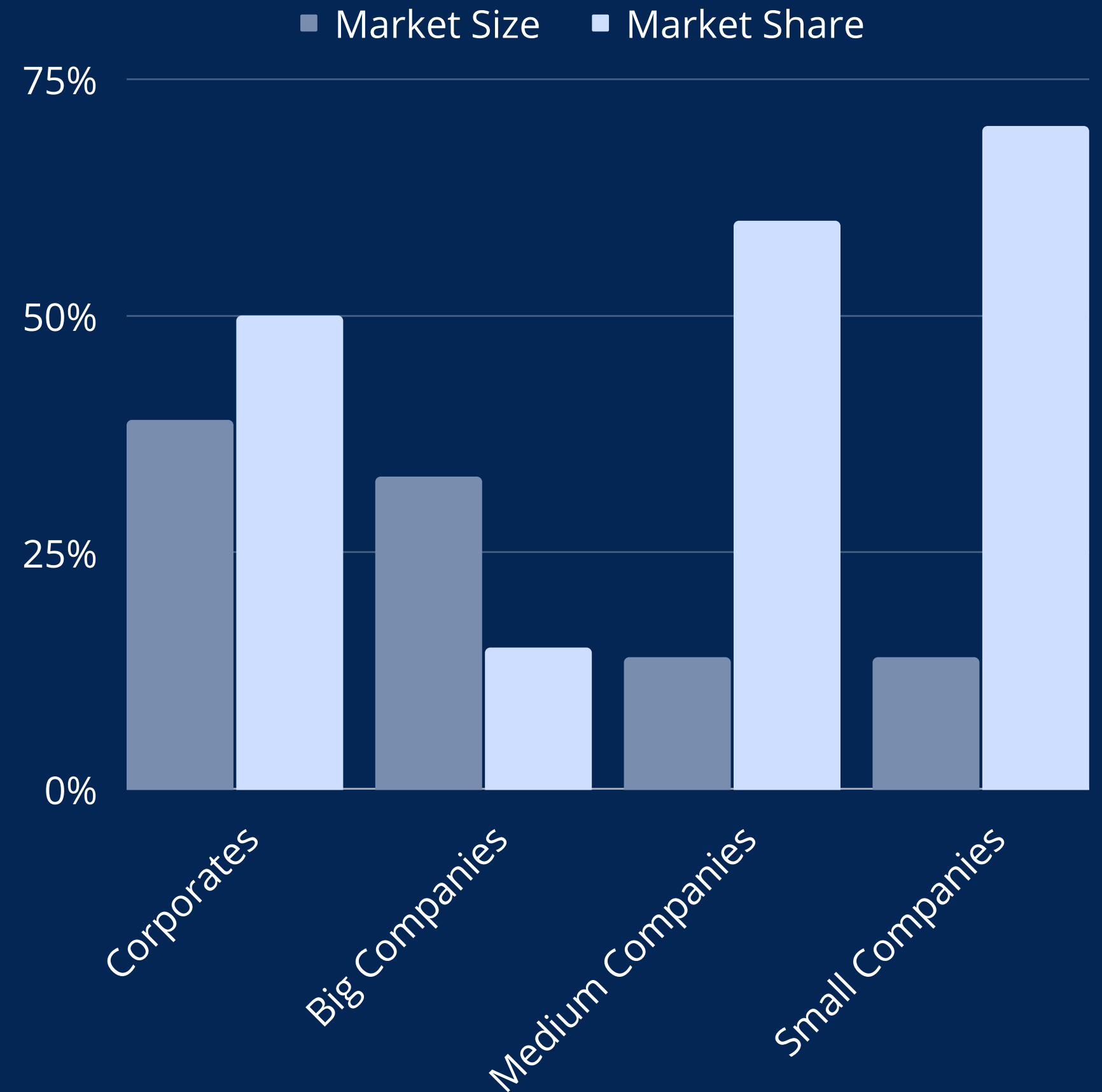
STREAMLIT

- Sales Insights
- RFM Analysis
- Metrics about clients
- Association between products
- Product recommendations
- Clustering interactive tool



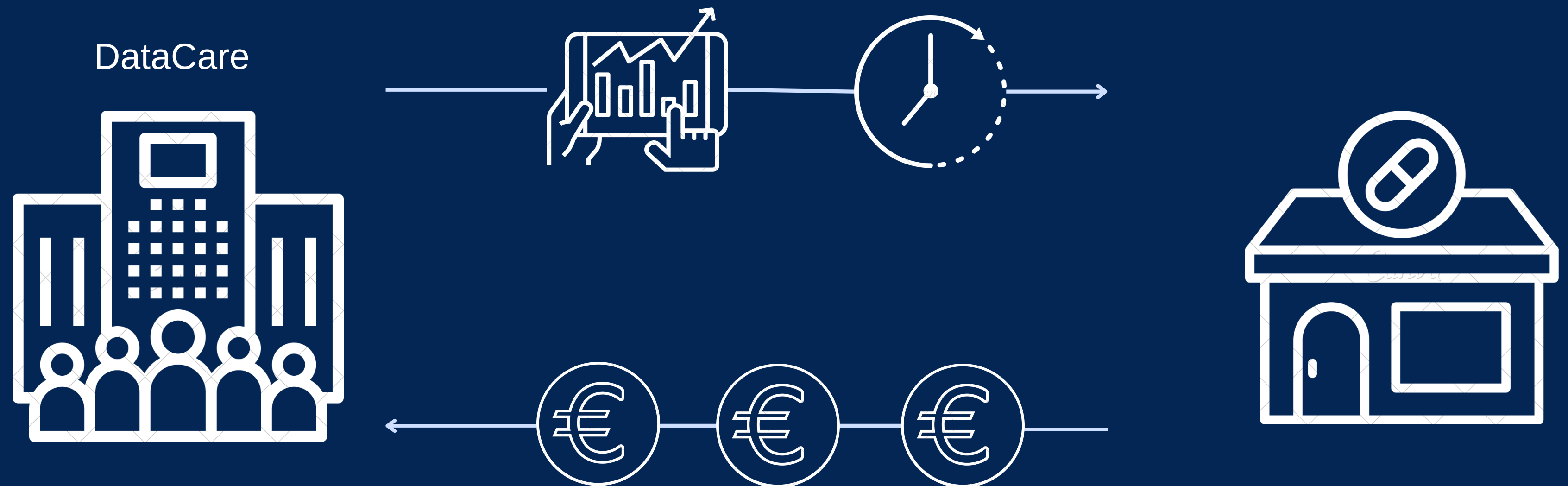
CUSTOMERS

Medium companies show most potential as our customers.



FINANCIALS

Subscription Based



Financial Projections

	Year 1	Year 2
Collaborators	94	188
Total Revenue	€291,610	€830,000
YoY Revenue Growth	-	185%
Total Costs	€501,663	€541,658
EBTDA	(€210,054)	€288,309
NP after 25% tax	(€157,540)	€216,232



FUTURE

Future plans

EXPAND FEATURES

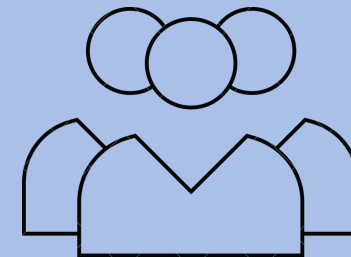
EXPAND MARKET



Code



Platform



Clients



Innovation

The background is a dark blue field filled with intricate, glowing white and light blue circuit patterns. These patterns consist of numerous thin lines, some straight and some branching, resembling a complex network or a stylized representation of a computer chip. In the center of the image, partially obscured by a dark rectangular box, is a glowing blue sphere that looks like a planet or a globe. The overall aesthetic is high-tech and digital.

THANK YOU FOR YOUR ATTENTION