

Internship
at
Pharma ACE Analytics Pvt. Ltd., Pune

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About Company:

PharmaACE Analytics is an US-headquartered life sciences focused company that provides analytic solutions for the efficient commercialization of pharmaceutical products. It is privately held small company and employees about 80-100 employees.

PharmaACE is a healthcare focused company providing business consulting and IT solutions for business needs. The services are designed to provide clients with business-critical research and insights that enables them to make informed decisions related to their sales and marketing initiatives.

The company believes in putting the clients first and are, therefore, critical of quality and customer satisfaction.

The total paid-up capital is INR 1.00 lac.

The company has been employing professionals from top education institutes and individuals with excellent experience in the Analytics domain.

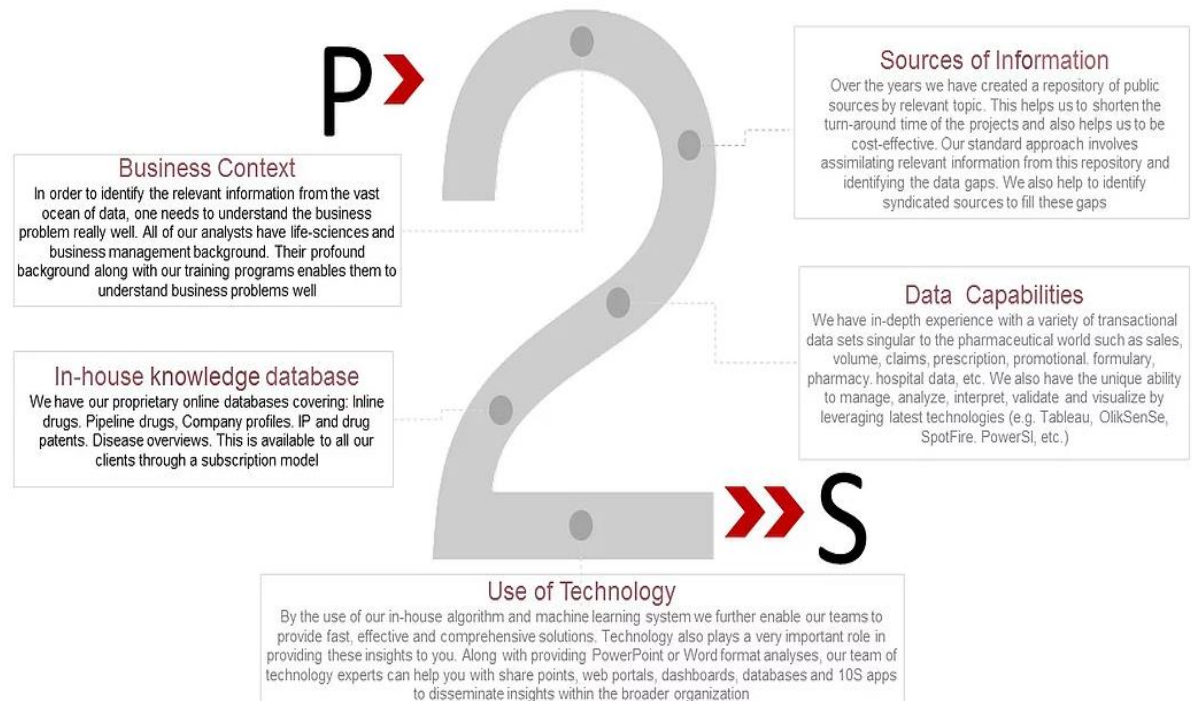
The company is involved in the following specialities:

- Forecasting
- Competitive Intelligence
- Market Access
- Key Opinion Leader Analytics
- Market Assessment
- Business Analytics
- Social Media Monitoring and Analysis

The company focuses on providing solutions to the following business needs-

- Evaluate **market landscape, the drivers and competitive threat analysis**
- Evaluate the **potential of a market** and its **underlying currents**
- Evaluate **business development and licensing opportunity and financial analysis**
- Report and track **performance** leveraging **technology enablers**
- Help in **data mining**,
- **big data analysis** and **integrating multiple data sets** to generate **insights**
- An enterprise-wide **technology** system to manage **budgeting** and **long-term strategic planning**
- Help in day-to-day **tactical/ analytical work** so as to focus on important and strategic projects

For all such kinds of business needs, the company has developed an approach set a P2S (Problem to solutions) 2oolset which is basically an approach to find Solutions for different business problems:



Solutions

Solutions:

Analytics

The company provides end-to-end solutions to all analytical and strategic business needs - throughout the entire product cycle

- Data Experience

Experienced in handling multiple datasets like Claims, Rx, Value, Volume, APLD, Formulary, Export/Import.

The team has exposure working across all the data sets within the pharmaceutical space. Such diverse data experience also provides the right skill set in triangulating and validating the findings.

- Data Analytics

Helps in sieving through multiple diverse datasets and generate crisp reports.

Diversified capabilities around data mining, analysing and generating actionable insights around it. The data analysis experience of the company is the basis to size, evaluate and project the market and its components.

- Forecasting

The forecasting legacy of the company spans over a decade. Many of the team members are seasoned forecasters by experience.

Experience across geographical markets, multiple therapy areas and stages of product life cycle.

The team has an optimum blend of clinical and business acumen thereby ensuring a comprehensive assessment.

Market Research

The company likes to keep the research focused and crisp based on reliable sources for relevant as well as realistic insights

- Market Assessment

A comprehensive analysis of the myriad of forces affecting markets enables the people with a 360-degree view of the entire market landscape.

Assessment experience spreads across therapy areas, geographic areas, products or even devices and services.

- Competitive Intelligence

Harness the power of vast information resources, employing both primary and secondary research, to generate tactical and strategic insights.

Over the years, the company has fine-tuned the process of selecting the right set of sources, verifying facts and assimilating the information in the context of business needs to generate meaningful and actionable insights, all seamlessly.

- Primary Market Research Analytics

Our team is well-versed with the intricate process of primary market research and can help you build custom questionnaires that suit your needs and analyse the responses to generate actionable insights.

Our reports enable you to customize the level of detail of each analysis, based on your preference and requirement.

Technology

Our goal is to ensure that the analytic solutions we provide is available at your fingertips, at all times.

- Technology-driven Reporting

Let our experts assist you in creating the story behind your data using cutting-edge tools like Tableau, QlikSense, Power BI and others.

- Data Management

Our data experts are equipped to manage and churn data leveraging relational databases like MSSQL, AWS and others.

We also provide search capabilities while mining huge unstructured data.

- Online Forecasting Platform

A platform suited for all your forecasting needs.

It is intuitive and allows for easy sharing, concurrent editing by multiple users, ad-hoc analysis and output visualization.

- App Development

A customized voice-interactive chatbot that answers your business queries and gives insights.

Analyse, share, discuss and do a lot more on the fly.

- Above and beyond

Additionally, there are numerous adhoc projects that the company performs for the clients to execute various projects.

