

**Internship  
at  
Pharma ACE Analytics Pvt. Ltd., Pune**

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## 1.1 Introduction-

Internship training is an integral part of the second year program, where we have to observe and learn the work culture of organization. Also it will be necessary to participate in various department/activities so that we get first hand exposure of the different departments and work done in the organisation and through which we can understand process of work and thereafter be able to involve in decision making.

I am appointed as a trainee Business Analyst, by Pharma ace analytics private limited. The main focus is on analysing the data provided by the client & by application of business logics giving the insights regarding the sales performance of their brand which they want to track. I am also working as an analyst for the projects of business development & licensing which includes forecast of drug by building up the whole model with the help of client data & secondary research.

## 1.2 Objective of Internship

- (a) To understand the work pattern of Pharma Ace analytics private limited, India, and its organizational structure
- (b) The next objective of internship was to learn various data sets which are used in the current working projects.
- (c) To analyze the data provided and filter them according to the needs of the client by providing key insights & points for them to be focused on.
- (d) To coordinate proper functioning of the assigned projects for the successful completion of the same

The key responsibilities undertaken were:

- To support the team for the successful completion of the projects

- Completion of the tasks assigned by the project manager within the defined deadlines for the projects.
- Analysis of the whole region allotted along with the districts & handling the data for the same.
- Coordinate with the team members for brainstorming sessions regarding new developments every time for the deliverables.

### 1.3 About the Organization

- Pharma ACE Analytics Pvt. Ltd.
- Pharma: The first word denotes our clients/ customers-
- Pharmaceutical/ Lifescience Companies (The WHO's)
- ACE: Stands for Analytical Centre of Excellence (The WHAT's- core to our offering)
  - Centre of Excellence: As the name suggests lays out that we are bound with quality and governance and there is an element of excellence in our offering/ proposition
- Analytics: The word resurfaces to reinforce that the organization deals and involves analytics suctioning
- We are a US-headquartered life sciences focused company that provides analytic solutions for efficient commercialization of pharmaceutical products
- Our services are designed to provide clients with business critical research and insights enabling them to make informed decisions related to their sales and marketing besides:
  - We help Life Sciences companies address challenges spanning across commercial functions
  - We deliver custom made solutions addressing the critical business question
  - Institutionalizing analytics driven decision making through value demonstration

Pharma Ace brings in a combined experience of over 40 years with established credentials in:

- Inculcating execution excellence across 4 of the top 10 global pharmaceutical majors
- Experience spanning diversified markets including:
  - Developed and emerging markets/ geographies
  - Industry types including pharmaceuticals/ diagnostics/ biotechnology
  - All therapy areas practically (including orphan diseases)
- Running analytics with tangible and measurable outcomes, retrospectively

Company's endeavor is to support your organization by making it better at what it does well

#### **How Pharma ACE does Helps its clients globally**

- Identify activities/positions that are off shorable in ensuring cost containment
- Onshore/offshore support optimization

- Migrate processes for cost/quality benefits
- Process standardization and improvement
- Value driven delivery and engagement models
- Creating service level benchmarks

## **1.4 Services provided by the Organization:**

### **1. Marketing Analytics**

- Forecasting
- Competitive Intelligence
- Market Assessments and Sizing

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### **2. Sales Analytics**

- Performance Reporting
- Sales Analysis and Dashboards
- Segmentation

## **1.5 Observations**

- This is a flat organization
- The projects are assigned separately to a group of people
- There are currently 3 teams :
  1. Sales analytics
  2. Forecasting
  3. Business development & licensing
- Projects are also assigned on the basis of company for which we are working
- Currently sales analytics is going on for USA based firms
- Forecasting is currently done for Germany, France, Japan, USA
- Project once finished are approved by the managers then are reviewed by the on shore head & then presented by the client.

## 1.5 ORGANOGRAM:

### Typical Hierarchy

