

**Internship
at
PharmacACE 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

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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.
- Making the forecast model flow and running high, low and base case.
- Running sensitivities and updating the deck.
- Coordinate with the team members for brainstorming sessions regarding new developments every time for the deliverables.

1.3 About the Organization

- Pharma¹ACE² Analytics³ Pvt. Ltd.

- ¹Pharma: The first word denotes our clients/ customers-
- Pharmaceutical/Lifescience Companies (The WHO's)
- ²ACE: 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
- ³Analytics: 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 sharable 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:

A. Marketing Analytics

- A. Forecasting
- B. Competitive Intelligence
- C. Market Assessments and Sizing

B. Sales Analytics

- Performance Reporting
- Sales Analysis and Dashboards
- Segmentation

1.5 HR Policies

Leave Policy Description

- You will be entitled to earn (14) days of pro-rated leave as per the calendar year which is treated by PharmaACE as the Earned Leave (EL)
- You will be entitled to earn (6) days of pro-rated sick leave as per the calendar year which is treated by PharmaACE as the Sick Leave (SL)
- You will be additionally granted a combination of (6) optional Public and (4) Core holidays
- Holidays and weekly off(s) falling during the period of leave will not be counted as Leave
- Employees will be entitled to carry forward EL up to 10 days from one calendar year to another
- Employee can avail optional leave on their Birthday and Anniversary.
- Employee can avail Comp Off (subjected to Manager's approval)

Rules

- Leave policy is applicable only on the successful completion of the probation period
- If the employees want to go on leave within their probation period, it will be considered as LOP
- An employee who is habitually absent without leave or absent without sanctioned leave for more than 10 consecutive days or who overstays sanctioned leave without sufficient grounds or proper or satisfactory explanation, shall render himself/herself liable for disciplinary action

Maternity & Paternity Leaves

Objective

- To compensate for the period of actual absence of a female employee due to her pregnancy, delivery and post-delivery medical requirements
- To compensate for the period of actual absence of a male employee due to his wife's delivery and tending after the new-born

Policy Description:

- Any female employee on the regular pay roll of organization has put in at least 06 months of service in the preceding 12 months before the expected date of delivery
- A maximum of 84 days leave will be granted i.e. 42 days before the date of delivery and the remaining 42 weeks after the date of delivery
- In case a female associate does not avail of six weeks leave preceding the date of her delivery, she can avail of that leave following her delivery, provided the total leave period, i.e. preceding and following the day of her delivery shall not exceed 84 days
- In addition, a female associate can avail leave for a maximum period of one month in case of illness arising out of pregnancy, delivery, premature birth or miscarriage. This leave is in addition to 84 days; however the same shall be leave without pay. A medical certificate must be provided to the satisfaction of the Company to avail this leave

Paternity leave

- Any male employee on the regular roll of PharmaACE Group has put in at least 06 months of service in the preceding 12 months before the date of delivery of his newborn
- A maximum of 10 days leave will be granted immediately post delivery of newborn

Rules

- Above Leave(s) is applicable only for the first two children in a family
- It is essential to get leave sanctioned at least three months prior to the tentative date of delivery, before proceeding on Maternity Leave

Work from Home:

- PharmaACE recognizes the need to provide flexibility in how employees work
- Working from home is the practice whereby an employee works from their home residence (or another designated location) rather than from the PharmaACE office
- Work From home will be purely need based and with the prior approval from the Project Manager
- PharmaACE will not require or authorize an employee to work from home without the approval under this Policy and the associated working from home procedure
- Working from home is not suitable for all employees, except for specific cases
- Employees need to be aware that working from home is not an entitlement or a right but rather a flexible work option that may be feasible for some employees in particular roles or at particular times

Comp Off:

Objective: If an employee is required to work on any important assignment on a National / Festival / Declared / weekly off day, he/she is eligible for

Compensatory off on any other working day. Hence employee can use this leave in future whenever he wishes and will be a paid leave.

Rules for availing Comp-Off:

- Official approval is required from the department head / management to work on such National / Festival / Declared / weekly off days. No compensatory offs will be entertained when worked on these days without proper approval.
- An application should be sent to the respective head for the
- Approval of working on holiday within a week of the working. E.g if an employee has worked on 7th (Saturday); he should approve it within a week i.e. latest by 14th of that month. Only on the approval of that, he/she will be entitled to avail comp-off against it in future.
- The compensatory off has to be availed within a period of two months from the date worked.
- Employees can avail one day comp-off against two weekend days worked.
- Compensatory off when not availed within the stipulated time period will lapse.
- Only two days of compensatory offs can be combined and availed at a stretch.
- Comp-off leave should not be clubbed with any other leave.

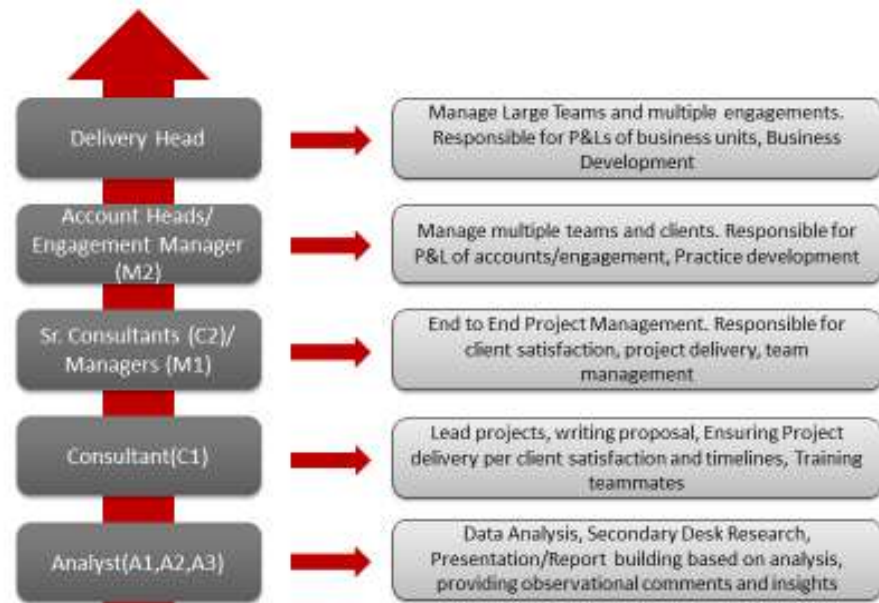
Probation

- To establish guidelines to employees to serve an introductory period of employment to determine if the employee will be granted full classified status of a permanent employee with the organization

Policy Description

- During the probationary period, the services of a probationer are liable to be terminated at any time as per terms of appointment if the employee has not completed 6 months continuous service
- It is strongly recommended that the concerned supervisor shall frequently observe and record the performance pattern and may also provide feedback to the probationer every two months during Probation
- The reporting manager should bring to the notice of employee gaps in desired performance and suggest a development plan for desired outcome

1.7 Hierarchy



1.8 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, UK and USA
- Project once finished are approved by the managers then are reviewed by the on shore head & then presented delivered to client.

