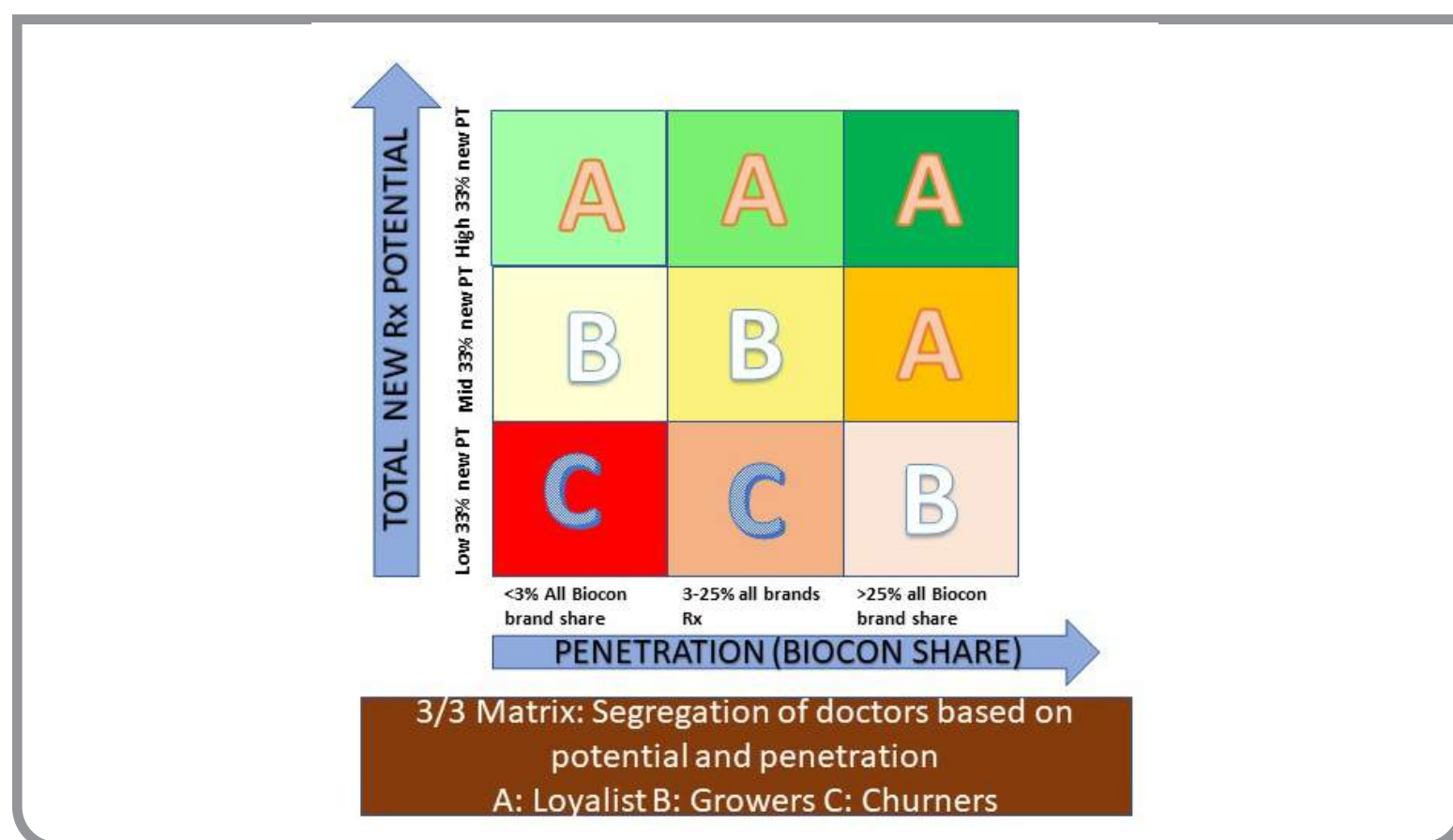


HCP Behavioural Segmentation for Oncology Products & Analysis of Glargine Market in India

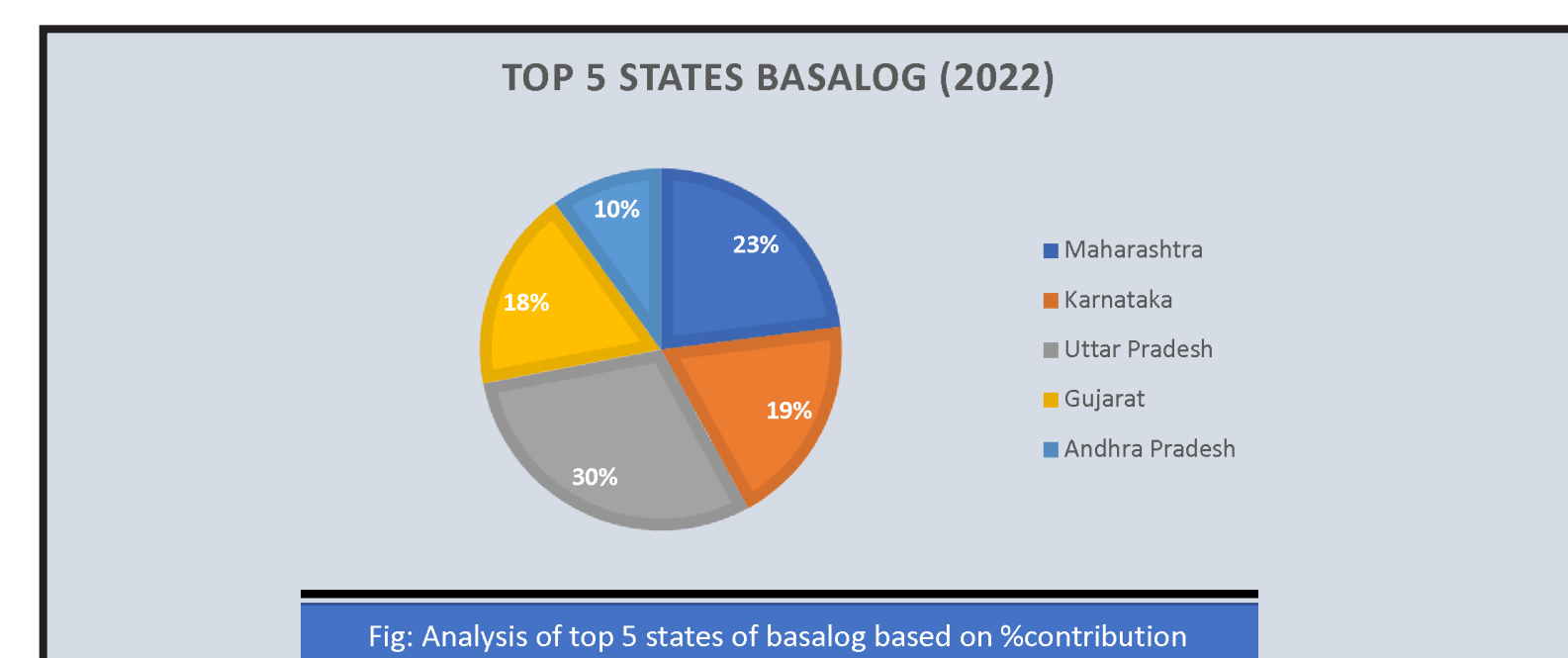
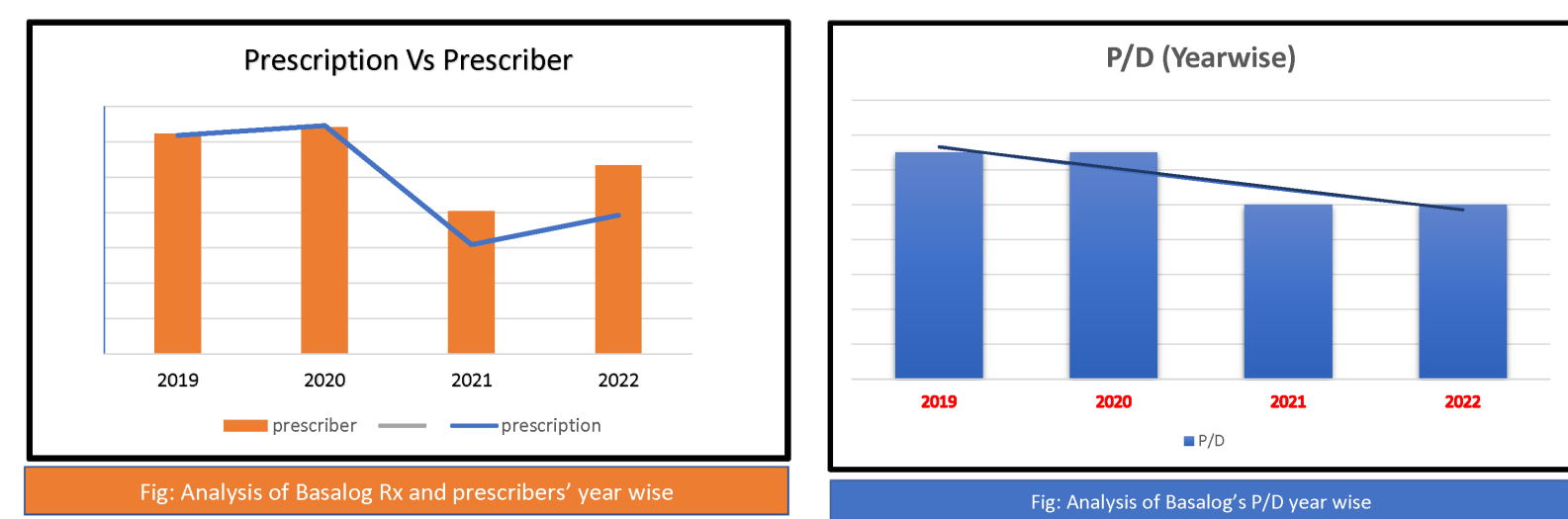
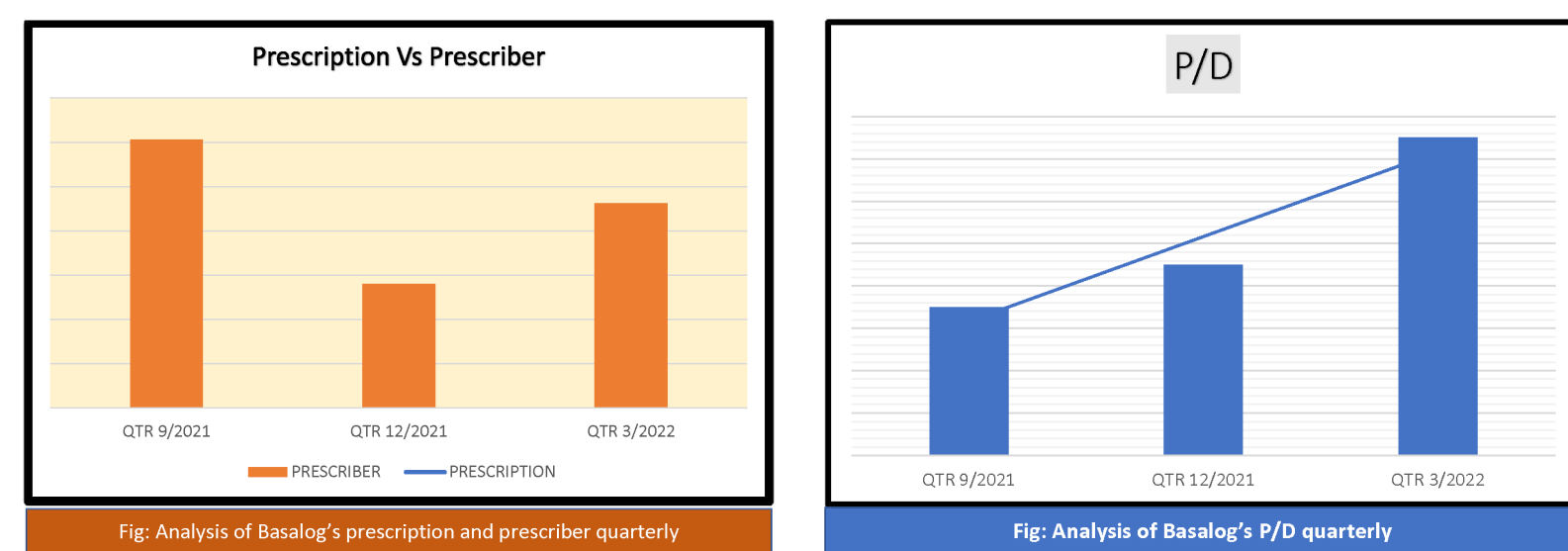
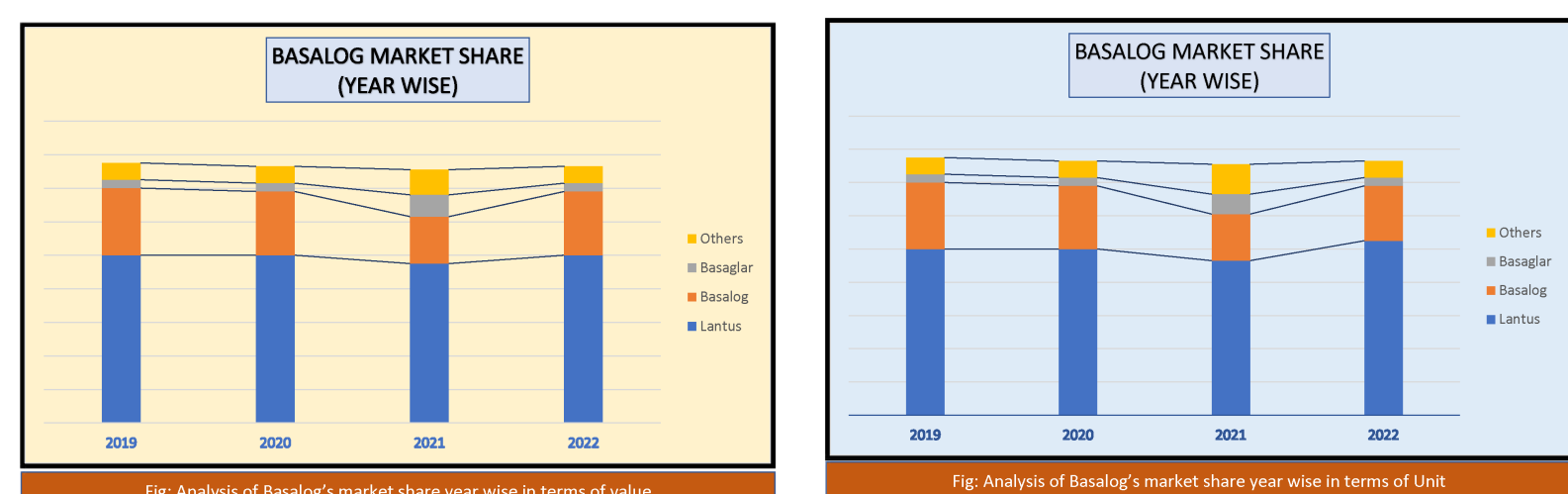
HCP PROFILING & SEGMENTATION

Behavioural segmentation uses administrative data to segment physicians based on potential to prescribe (prescribing behaviour) on the following factors:

- No. of allocated calls and emails
- Early adoption
- Total new patients
- Patients on low MRP brand
- Medicines sold on discounted price
- Which prescribers are most likely to switch from my drug to my competitor's drug in the next 3 months?
- How will my new competitor affect the churn rate of my continuous writers? Which new prescribers are more likely to turn into continuous writers and how should I target them to increase chances of becoming loyalists?



FINDINGS AND ANALYSIS



SWOT



INTRODUCTION

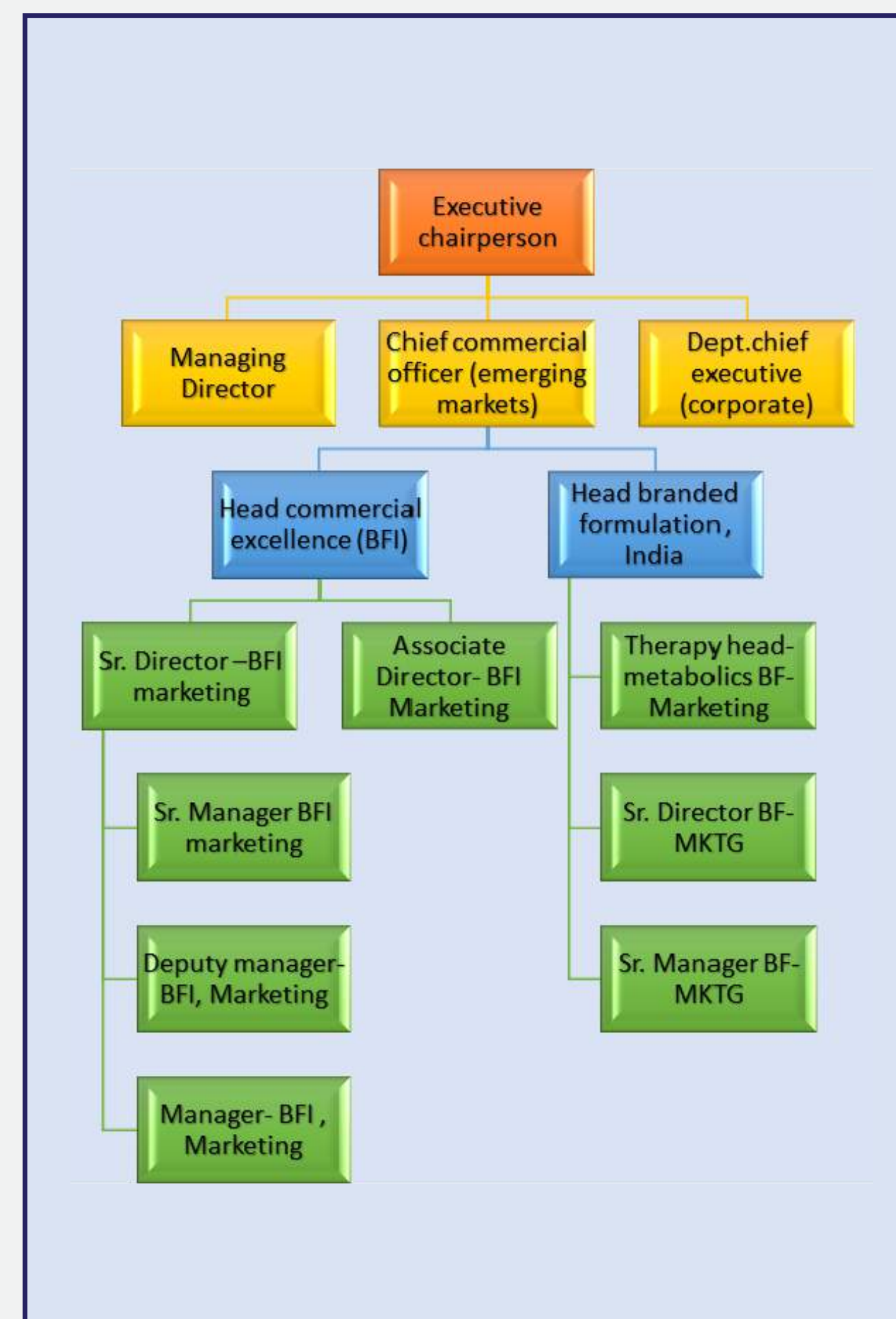
Biocon Biologics is a subsidiary of Biocon Ltd, consolidates the development, manufacturing and commercialization operations of Biocon's biosimilars business. It has a strong research pipeline of biosimilar molecules across diabetes, oncology, immunology, and other diseases.



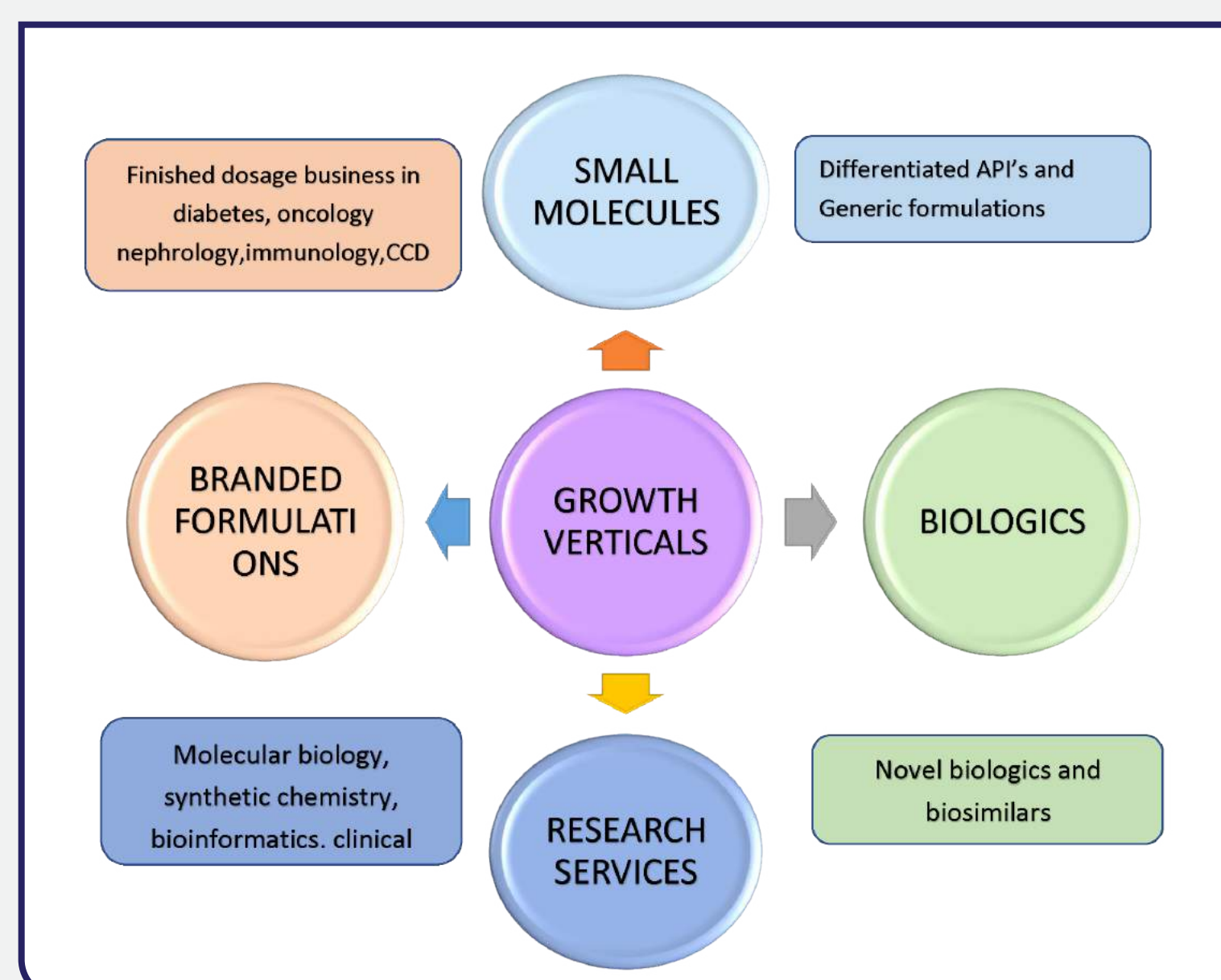
HISTORY



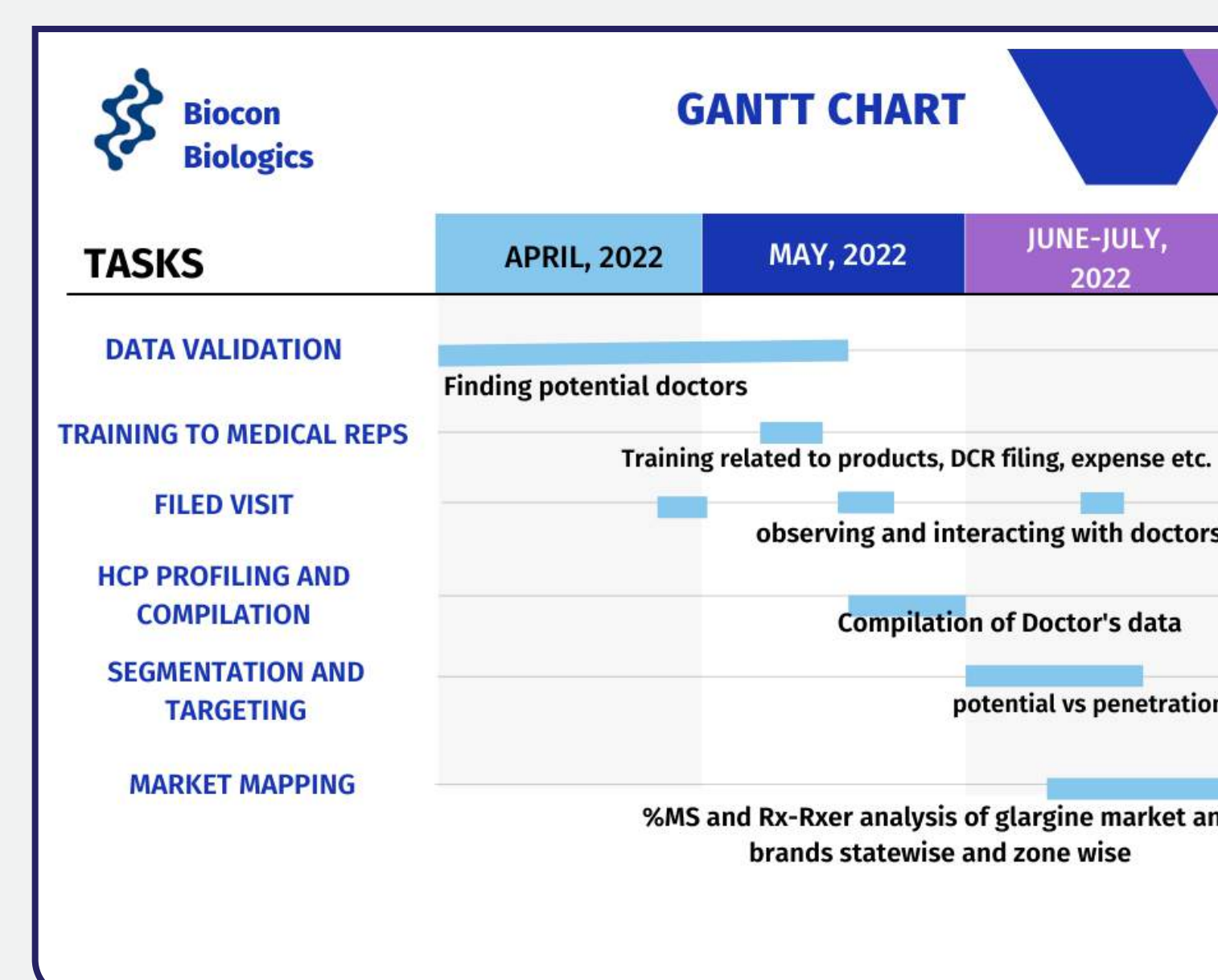
ORGANISATION STRUCTURE



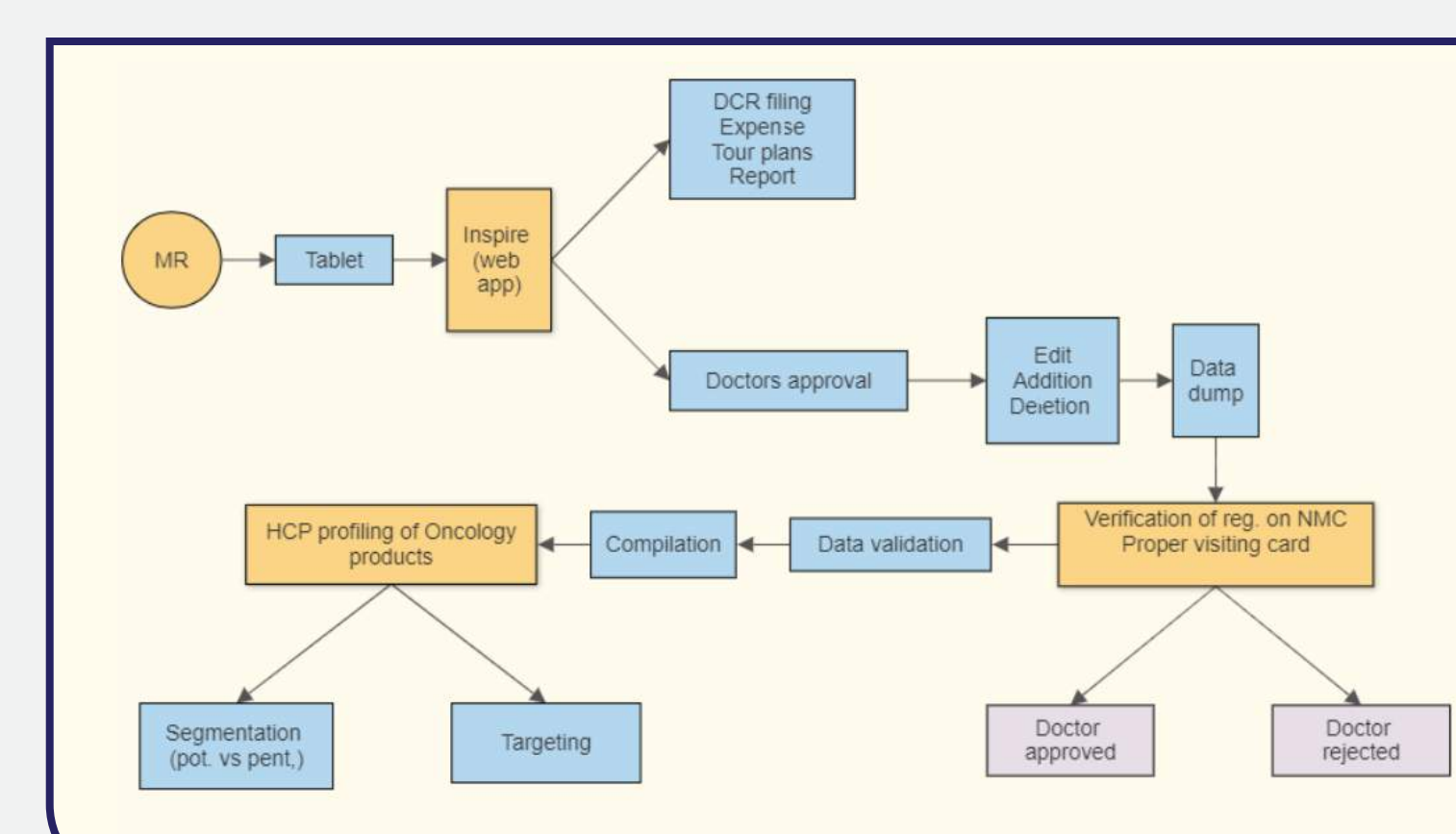
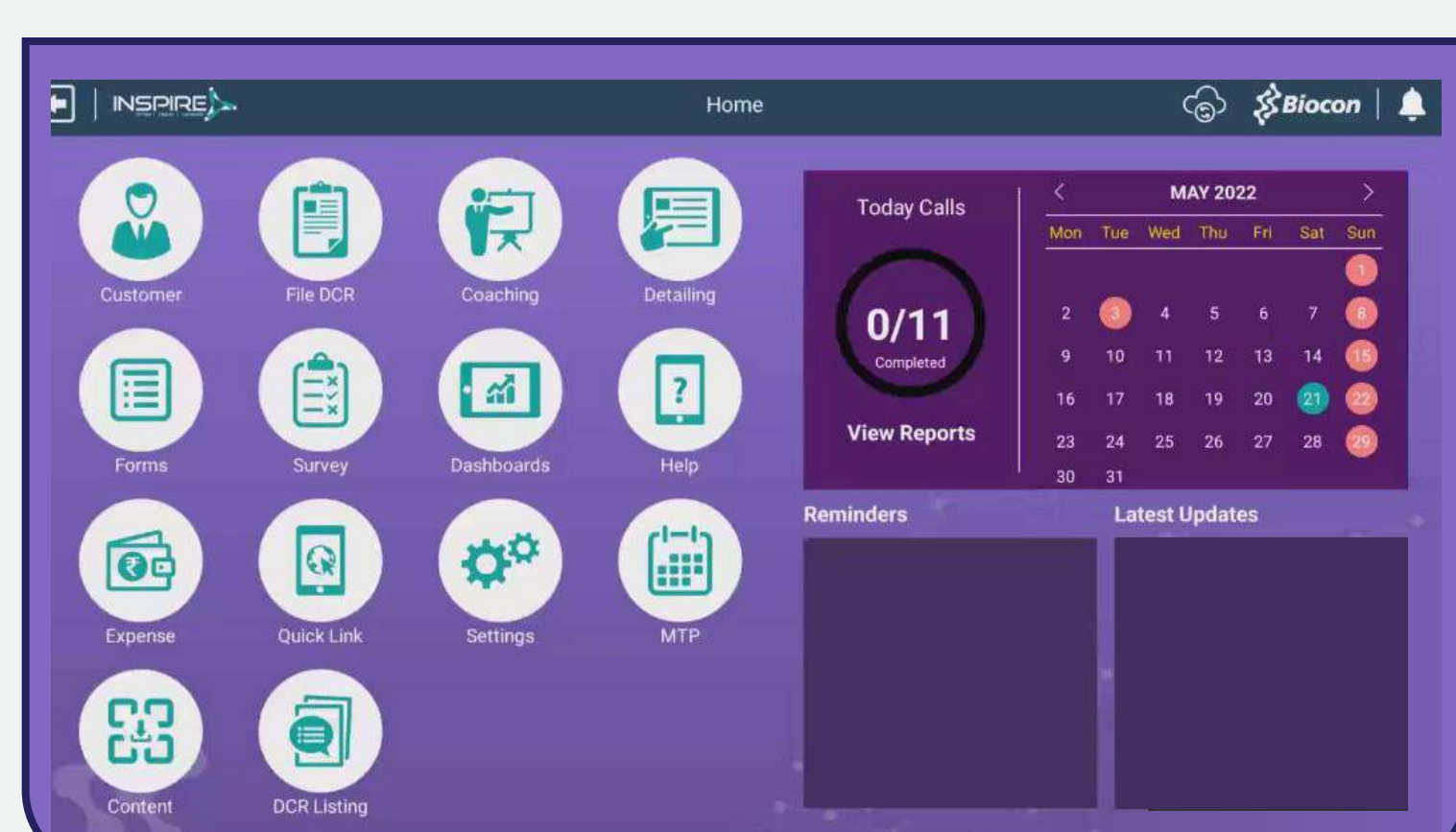
BUSINESS SEGMENT



PROJECT TIMELINE



DOCTOR UNIVERSAL WORKFLOW



ANALYSIS OF GLARGINE MARKET

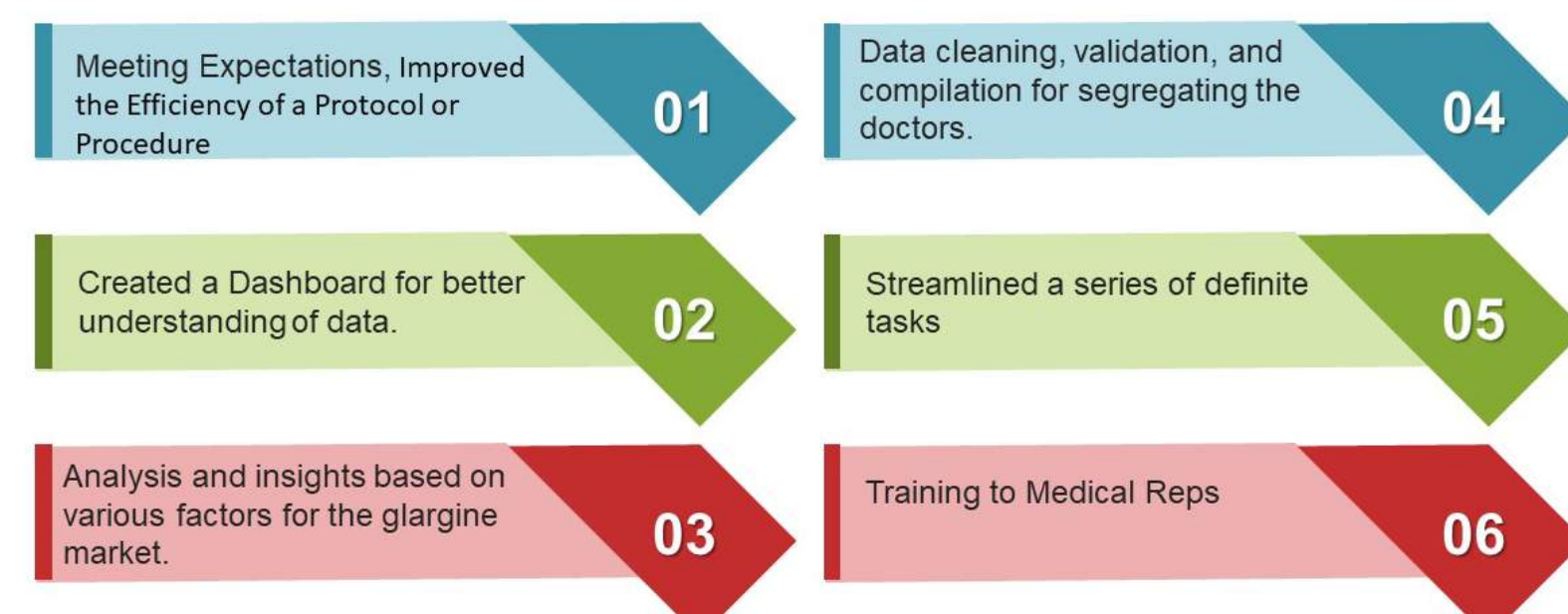
- Analysis of Trend of Basalog and its competitors in the Glargine market by creating an interactive Dashboard.
- Finding 4 years and last 6 months of MAT and Market share based on (values and units).
- 4 years and last 3 quarters of Prescription, Prescriber and P/D analysis.
- Finding Growth rate, CAGR, YTD, %contribution state wise and zone wise.
- Finding the top states growing faster than the market.



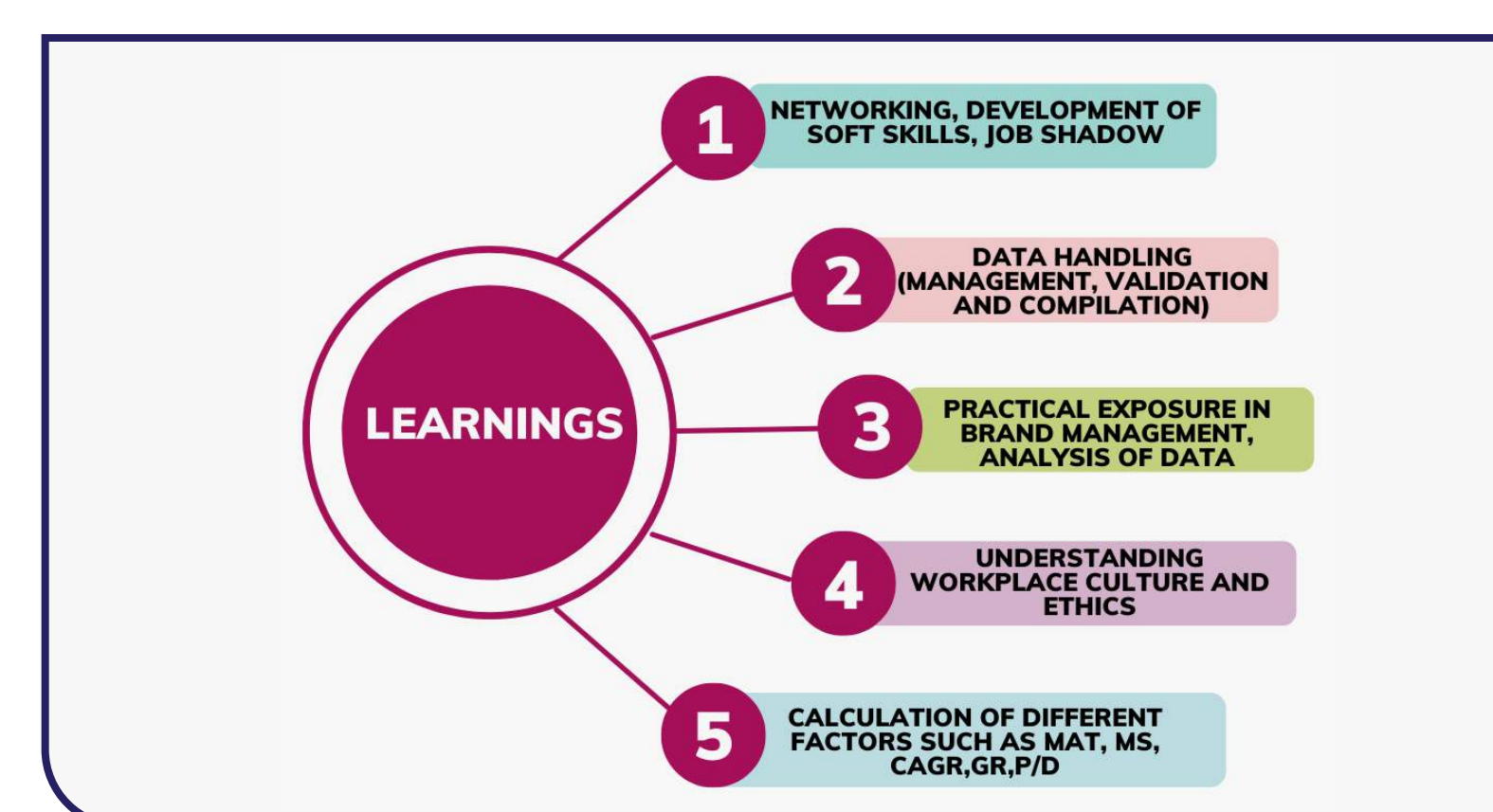
DASHBOARD



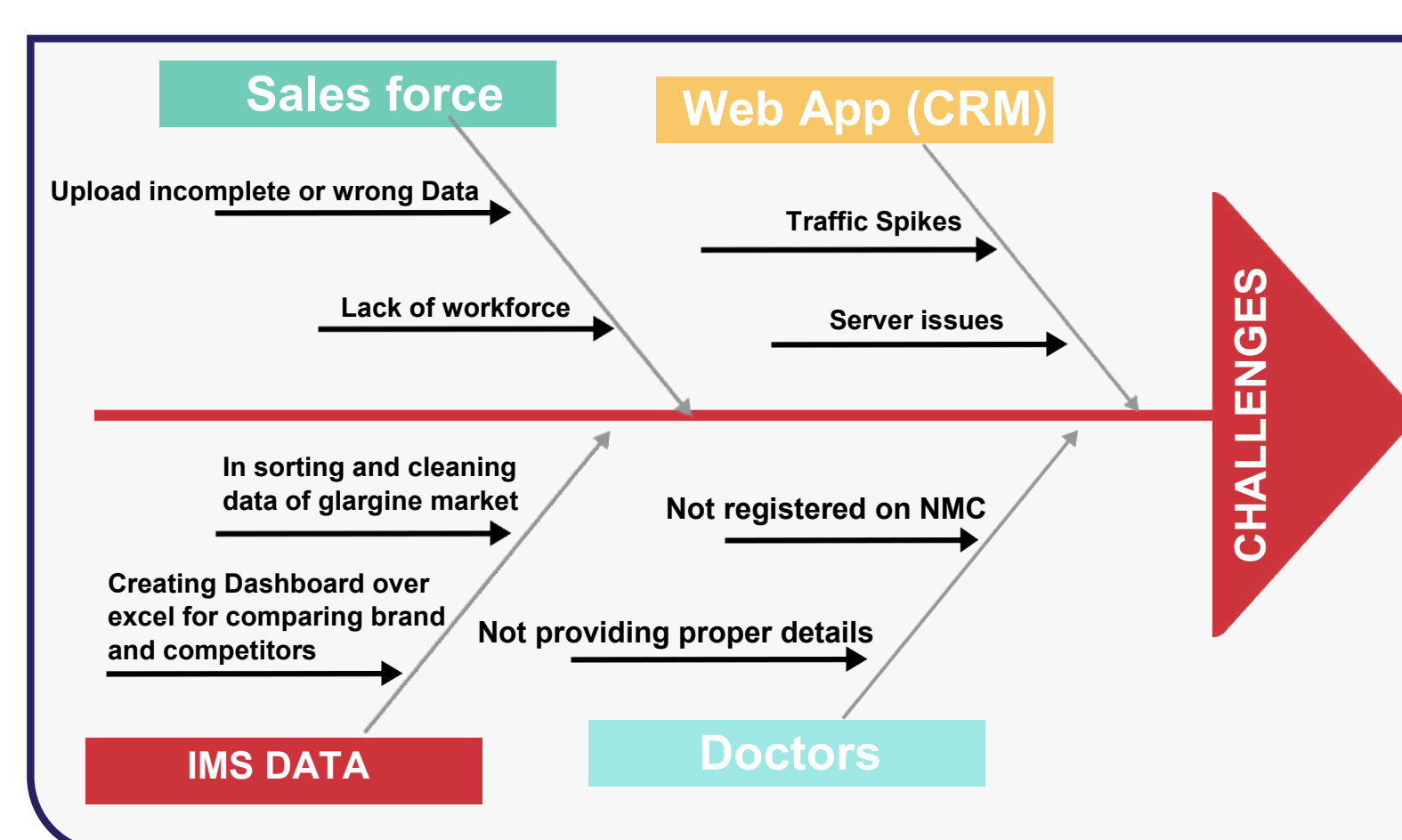
VALUE ADDITIONS



LEARNINGS



CHALLENGES



SUGGESTIONS

