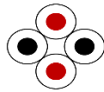


Internship Report

Pharma**ACE** 



Introduction

This report documents my enriching journey and key learnings during a three-month internship at PharmAce Analytics Private Limited, located in Pune, spanning from April 1st, 2024 to July 1st, 2024. This internship was a pivotal component of my MBA program in Pharmaceutical Management, offering me a transformative experience in the realm of pharmaceutical consulting. My time at PharmaAce in Pune provided me with a profound insight into various consulting methodologies tailored to tackle complex challenges within the pharmaceutical industry.

During this internship, I immersed myself in diverse projects and engagements that deepened my understanding of strategic consulting in pharmaceuticals. I actively participated in analyzing market trends, conducting forecasting and competitive analysis. This hands-on experience not only enhanced my analytical skills but also sharpened my ability to navigate real-world complexities in the pharmaceutical landscape.

Furthermore, collaborating with seasoned professionals at PharmaAce exposed me to cutting-edge approaches in data-driven decision-making and client-centric consulting practices. The guidance and mentorship received during this internship were instrumental in broadening my perspective on the dynamics of pharmaceutical consulting and sharpening my problem-solving abilities.

Overall, my internship at PharmaAce Analytics was a pivotal chapter in my academic and professional journey, equipping me with invaluable skills and insights that will undoubtedly shape my future career in the pharmaceutical industry.

Objectives of Internship

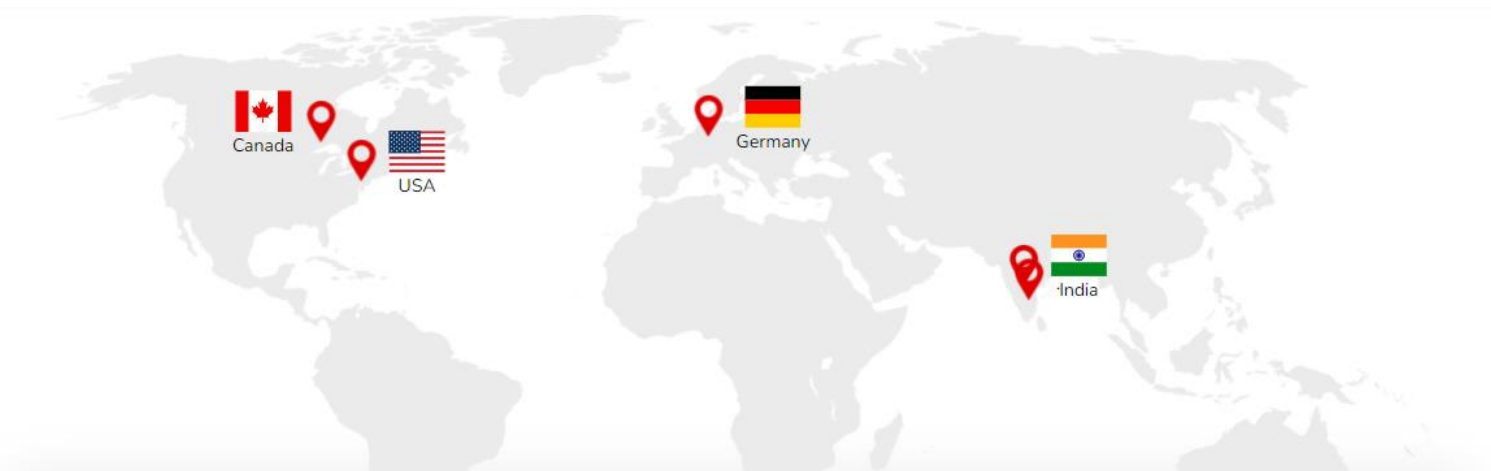
As an intern, my key objectives included:

- To gain practical experience in pharmaceutical consultancy and acquire insights into the operations of a pharmaceutical consulting firm, with a strong emphasis on a client-centric approach
- To gain hands-on experience in pharmaceutical forecasting methodologies and contribute to accurate predictive models
- To develop proficiency in conducting secondary research specific to the pharmaceutical and life sciences sectors
- To understand the processes involved in market assessments
- To contribute to real-world projects that support strategic decision-making for clients

Organizational Profile

PharmaACE is a global pharmaceutical consulting firm recognized for its “client first” approach – assuring quality and customer satisfaction headquartered in US with offices across the globe including Germany, Canada and India. The company provides consulting and data analytics solutions for the efficient commercialization and development of pharmaceutical products/portfolio. PharmaACE operates at the intersection of science, data, technology and business strategy and provides clients with innovative solutions based on deep industry insights, analytical expertise, and an unbiased perspective. Its services are designed to provide clients with business-critical research and insights that enable them to make informed decisions around clinical development and commercial strategies. Its Specialties include Forecasting, Advance Data Analytics, Market Research, Competitive Intelligence and Business Analytics and there expertise spans across multiple therapy areas including Oncology, Immuno-science, CNS, Cardiovascular and Metabolic diseases, Rare Diseases, and many other.

PharmaACE 



6.5K+
Projects till
date



600+
Employees
globally

Services Provided by Organization



Competitive Intelligence

- CI Monitoring
- Conference Coverage
- Product Profile Assessments
- Attribute Analysis



Primary Market Research

- Patient research
- Physician research
- Payer research
- Pharmacist research
- Other HCP research



Chart Audit

- Market Performance
- Physician-Patient attribute analysis
- Biomarker trends & prescription patterns



Data Analytics

- Predictive Modeling
- Data Mining
- Machine Learning
- Natural Language process



Reporting

- Excel, Tableau, Qlik Sense based reports
- Brand reporting
- Sales performance reporting



Forecasting

- Strategic and non-strategic forecasts
- Patient based
- Non patient based

Key Activities/Projects Undertaken During Internship:

During my internship at PharmaAce, I was actively involved in diverse activities and projects that enriched my learning experience:

- **Training and Skill Development:** Participated in comprehensive training sessions, both self-paced and instructor-led, focusing on domain-specific knowledge, technical skills, and soft skills development. These sessions significantly enhanced my proficiency in creating impactful PowerPoint presentations and utilizing advanced features of Excel
- **Market Assessment:** Conducted a thorough market assessment on Prostate Cancer, which involved gathering and analyzing relevant data, interpreting market trends, and preparing detailed findings. I subsequently delivered a presentation summarizing my insights and recommendations to the team.
- **Project Contributions:** Played a pivotal role in various projects by creating disease overview slide decks, engaging in pharmaceutical forecasting models, and aligning deliverables with client requirements. This hands-on experience allowed me to apply theoretical knowledge to real-world scenarios, contributing to strategic decision-making processes.
- **Communication and Collaboration:** Actively participated in knowledge-sharing sessions and brainstorming meetings, where I exchanged ideas, contributed insights, and collaborated with team members to solve complex challenges. These interactions fostered a collaborative work environment and enhanced my communication skills within a professional setting.
- **Understanding Corporate Dynamics:** Gained valuable insights into the corporate culture and operational dynamics of PharmaAce Pune. This exposure provided me with a deeper understanding of organizational structures, team dynamics, and the professional standards expected in a consulting firm specializing in pharmaceuticals.

Key Learnings from Internship

My internship at PharmaAce Innovations LLP was a transformative experience that enriched me with invaluable insights across several dimensions:

- **Technical Skills:** Strengthened my technical capabilities, particularly in data processing, creating impactful presentations, and advanced utilization of Excel for data analysis and modeling.
- **Research Skills:** Significantly enhanced my proficiency in conducting thorough secondary research, enabling me to critically analyze data and extract actionable insights relevant to strategic decision-making.
- **Data Analytics:** Acquired practical experience in utilizing data analytics tools to interpret complex datasets and develop forecasting models. This included applying statistical techniques and predictive analytics to support evidence-based decision-making processes within the pharmaceutical consultancy context.
- **Pharma Industry Knowledge:** Deepened my understanding of the pharmaceutical and life sciences sectors, particularly in terms of market analysis, competitive dynamics, and emerging trends. This knowledge was instrumental in formulating informed strategies and recommendations for clients.
- **Professional Development:** Enhanced my readiness for project assignments by adapting quickly to corporate work environments, understanding organizational dynamics, and aligning deliverables with client expectations.
- **Soft Skills:** Improved essential soft skills such as time management, effective communication across diverse stakeholders, and collaborative teamwork. These skills were honed through practical application in project engagements and team-based activities.