Product to advance Sales Management

Overview:

The client is a tech enabler for companies in the life sciences industry. They have built a suite of products, leveraging artificial intelligence, machine learning and cloud technology, targeted at helping these companies in their product commercialization journey. The end goal is to assist them in making data-driven decisions, leading to improvement in patient outcomes and increased business growth. The project involved building a product to empower sales personnel to make informed decisions that would result in better customer engagement and higher commercial success.

Client Details:

Name: Confidential **Industry:** Healthcare   **Location:** USA

Technologies:

Python, ReactJS, Django REST, Docker, AWS, Salesforce, LWC framework, SQL Server, PostgreSQL, ETL, Power BI, Snowflake, Kubernetes, Rancher, Linux, Ubuntu, GIT

Project Description:

This product is designed to make the sales teams of companies in the life sciences industry more effective at their work. As the business landscape in life sciences is highly dynamic, keeping up with the pace is challenging for people in the sales function. Under the circumstances, digitization of sales planning and operations can lead to several benefits; one of the primary ones being that of the ability to make informed decision-making. Overall, it leads to companies realizing impressive business results. Briefly, the tangible benefits of using this product are:

- Better aligned of sales with brand strategy
- Ability to adapt fast to changing market needs
- Omni channel interaction with customer

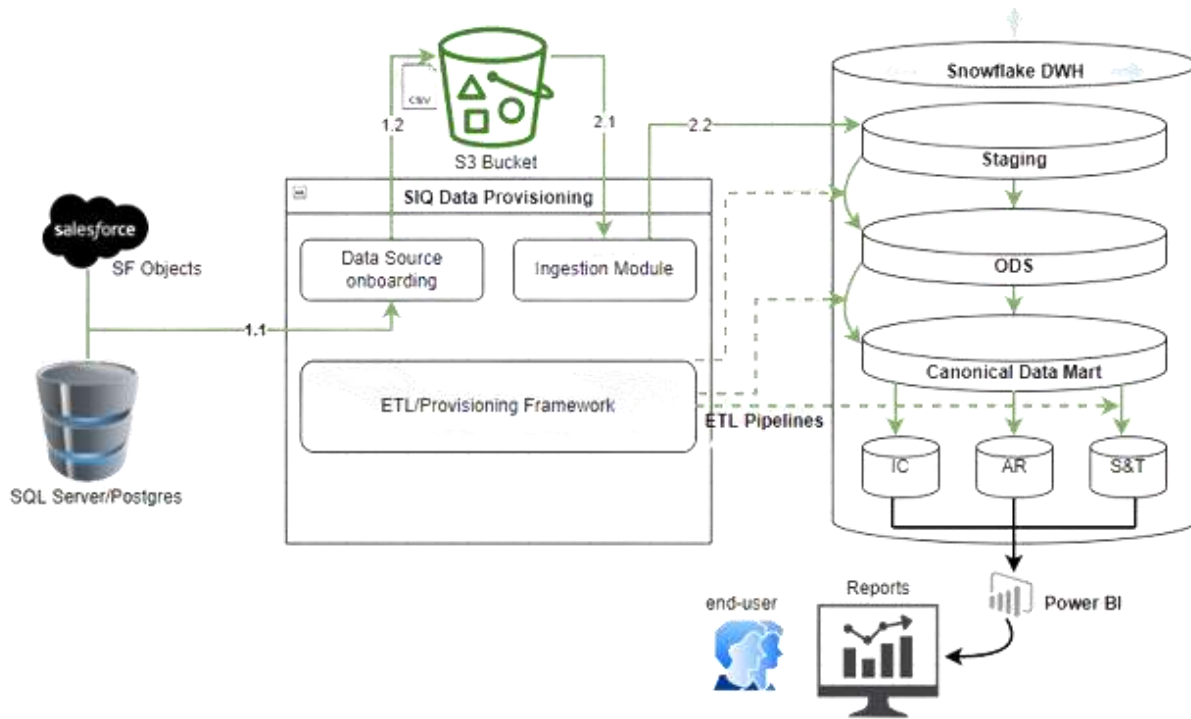# Product to advance Sales Management

- Higher commercial success

The product, with its holistic features, is highly suitable for companies that already are or in the process of becoming global. It allows such entities to ensure that all their subsidiaries uphold global best practices while also adapting to their local needs. Digitization makes it possible to connect the dots between providers, territories, channels and incentives. And the optimal use of AI/ML the power to perform several simulation and what-if analysis. All this results in access to insights that offer better planning, co-ordination and precision in execution.

Detailed Flow:

- Data Ingestion:
  Ingest and stage data from syndicated and non-syndicated life sciences data sources.

- Integration to the common data model:
  Integrate all data across life sciences domains into a common data warehouse schema.

- Data Processing:
  Process data by applying business rules and data quality checks.

- Information consumption provisioning:
  Transform the data into pre-populated data marts for upstream consumption or reporting.

- Reporting:
  Robust business reporting capabilities for home office and field teams.

- Insights:
  Ready for analytics insights extraction.

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Architecture Design:

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Screenshots: