

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

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- Higher commercial success

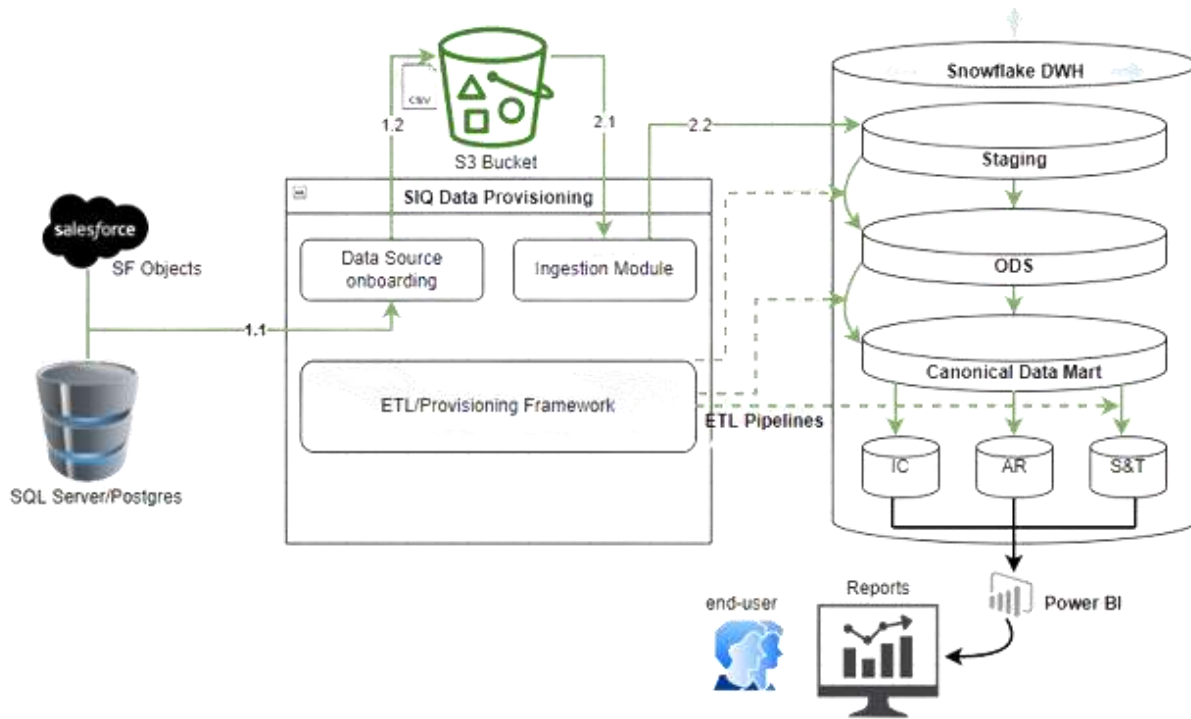
The product, with its holistic features, is highly suitable for companies that already are or in the process of becoming global. It allows such entities to ensure that all their subsidiaries uphold global best practices while also adapting to their local needs. Digitization makes it possible to connect 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:

Progress Dashboard

Instance	Status	Last Updated On	Last Updated By	Time Period	Version	Actions
Account_Address_...	Success	4/14/2022, 10:04 PM	Rohit Sharma		V7	
Ingestion	Success					View Summary
Publish	Not Started					View Summary
Account_Address_...	Success	4/14/2022, 09:47 PM	Rohit Sharma		V6	
Account_Address_...	Success	4/14/2022, 09:41 PM	Rohit Sharma		V5	
Account_Address_...	Success	4/14/2022, 09:39 PM	Rohit Sharma		V4	
Account_Address_...	Success	4/14/2022, 09:36 PM	Rohit Sharma		V3	
Account_Address_...	Failed	4/14/2022, 11:29 AM	Rohit Sharma		V2	
Account_Address_...	Success	4/13/2022, 08:49 PM	Rohit Sharma		V1	

Definition

* File Name: test

Description:

File Format Settings ?

File Format: Default - Avro_Json

Additional Configuration ?

File Redundancy Period:

Email Notifications:

View File Structure

Headers	Data Type	Offset	Format
TERM_ID	INTEGER	-	-
TERM_NAME	VARCHAR	-	-
FUTURE_TERM_ID	INTEGER	-	-
FUTURE_TERM_NAME	VARCHAR	-	-
CHANNEL_ID	VARCHAR	-	-
BRAND_NAME	VARCHAR	-	-
CUSTOMER_ID	INTEGER	-	-
CUSTOMER_NAME	VARCHAR	-	-
DATE_ID	DATE	-	YYYYMMDD
DATE_ID_MTH	DATE	-	YYYYMMDD
TRX_QTY_NO	FLDAP	\$	-
TRX_EQ_ALL	FLDAP	\$	-
TRX_EQ_ALL	FLDAP	\$	-
NRX_QTY_NO	FLDAP	\$	-
NRX_EQ_ALL	FLDAP	\$	-
NRX_EQ_ALL	FLDAP	\$	-

Other and Date formats are available only for file formats created through Custom file format