

Market Mix Modeling: For a leading UK based Drug Manufacturer

Business Problem

20 Brand of drugs across multiple geographies needs to be analyzed within a very short span of time

Find out the promising digital channel for effective sale of drugs across geographies

Pilots on tracking the digital journey underway

Analytics team will work with the Marketing COE (Webcast) and EU Hub to determine the data gap in linking cost, content and content interactions

Build insights on how much reach/engagement we get on different campaigns, unit cost of reach and unit cost of engagement

Our Solution

Data Science as a Service covering:

Value Scoping – Requirement Analysis and Data Gathering

Value Discovery – Analytical Model building by choosing various modeling techniques. Evaluate analysis in the context of the business issues being addressed

Value Delivery – Organize, present and deliver the knowledge gained in a way the customer wants

Value Delivered

Effective determination of incremental sales over and above the base sales

Effective identification of digital channels for sale of drugs across geographies

Improve the impact of retention by reducing the decay effect of ad-stock

%contribution of channels viz. F2F calls, Group meetings, Emails, Mass mails, Banners, Portal visits, Events, Phone/web calls