



Pharma Use Case Pharma Sales Analysis

Our Pharma Sales Analysis app enables pharmaceutical sales managers to effectively track team performance and monitor the competition. Moreover, sales reps can take advantage of the app's on-the-go documentation features to log meeting updates, thereby ensuring maximum productivity..

Key Performance Indicators

- Sales performance vis-à-vis target
- Sales performance by product, geography and therapy area
- Call Activity: Average calls per day, Calls to Target ratio etc.
- Top sales contributors by product, geography and therapy area
- Sales trend (weekly, monthly and quarterly)

Users

- Regional Sales Managers
- Territory Sales Managers
- Field Sales Reps

Benefits

- The app's alerting feature ensures that sales executives don't miss any visits or critical updates
- Its on-the-go reporting features aid sales reps to make more visits leading to greater productivity
- The app's simple and intuitive interface reduces the sales team's dependence on IT for reports
- It enables sales managers to make better informed decisions by analyzing real-time updates collated from sales reps
- It presents visual insights in a highly contextualized manner to enable quick decision-making

About InfoCepts

Since 2004, InfoCepts has enabled leading companies like UBS, Nielsen, GE and Bayer to derive value from their data. Recently featured in Gartner's Market Guide for Data Science and Machine Learning Service Providers, our 750-strong pool of consultants has expertise in 60+ Business Analytics and Information Management technologies. Our BA-IM specific development methodologies and the differentiated expertise of our multi-award winning DV team help us deliver solutions that derive maximum value from enterprise data. Every day over 70,000 users across industries use analytics solutions developed by us to make better decisions.

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