



USE CASE – DATA GOVERNANCE & BI FOR A LEADING PHARMACEUTICAL COMPANY

CONTEXT

A leading pharmaceutical company active in the R&D and distribution of aesthetic medicine products defined a new long-term strategy, with one of the pillars being to become a data-first. In this context, they were looking for a data partner. At Effixis, we help them kick-starting their data & AI journey, by giving introductory workshops, helping them define their data & AI strategy, the tools to use and implementing them. Recently, we setup their BI infrastructure, greatly improving business lines reporting to the upper management.

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SOLUTION & BUSINESS IMPACT

Data Governance workshops were given, allowing employees at all levels to be made aware of the importance of the quality of the encoded data, and its impact on the management of the company. After data cleaning exercises, reports and dashboards were created. An overall improvement of the process collection, analyzing and sharing the data has been observed:

- Overall improvement of the KPI's quality, as calculation are performed automatically, instead of on-the-go;
- Reduction of more than 70% in time, allowing managers to dedicate to other tasks;
- Improvement in the speed of generating and accessing the KPI's, as they are always available and up-to-date with the latest data available.

Some of the KPI's and related reports will even be shared and displayed on screens in the offices. The company is now becoming a more and more a data-driven company, as ML models are being developed and introduced in their processes with the help of Effixis.

