

Pharmaceutical Commercial Analytics

THE PROBLEM

Needed Rower Consulting to develop an enterprise level analytics and data science application for the Executive Leadership Team.

THE SOLUTION

Our team leverage Curator by Interworks to implement a commercial pharmaceutical analytics platform, incorporating data from sales transactions, market research, and competitor analysis.



THE OUTCOME

Through data-driven insights, our client achieved enhanced market penetration, improved forecasting accuracy, increased productivity,

and optimized commercial strategies, resulting in increased revenue and market share.