InApp

Delivering Predictive Analytics for a Pharmaceutical Company

About the Client

Based out of Maryland, our client is a pharmaceutical company focused on the research, development and distribution of novel medicines and therapies to help improve the lives of people around the world who are affected by rare & unusual diseases. They also provide support to patients and their families through education and resources.

Business Challenge

The client had several automated systems for most of its business and administrative areas of operation, not all of which communicated with each other. This is a common challenge faced by organizations world over, where they adopt software solutions that solve a pressing need but create another in the process. With data existing in multiple locations, the client had trouble getting a clear view about their business and was struggling with reporting and budgeting. The challenge was to connect all these disparate systems and deliver a clear view of their business.

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InApp's Solution

The project to connect all the disparate systems at the client office was done using GoodData, which is a cloud-based business intelligence and big data analytics platform. The data was available in application databases, spreadsheets and sometimes even hard copy. The platform brought together these data from multiple proprietary applications such as Microsoft Dynamics CRM, Salesforce, SharePoint, Google Analytics and presented in a meaningful manner for decision support systems. These would include Reports, Graphs, Trend Analysis, Forecasting, Predictive and Prescriptive Analysis for Business Performance Management.

■ Dashboards

One of the dashboards created was for the sales team, to help stay on top of the metrics that drive their business. Salesperson performance dashboards based out of data from SalesForce.com is another example. These dashboards developed using GoodData are completely compatible with Salesforce so that the users can see the dashboards directly in tabs using Single Sign-on.

■ Logical Data Modelling and Data Loading

Data modelling and data loading were done using GoodData's data loading service, Cloud-Connect Designer, a desktop application in which graphical representations of the logical data models (defines the relationships between facts and attributes) and ETL graphs (graphical representation of an ETL process) were built. This was then published to GoodData projects.

■ Analytics Engine

The GoodData Extensible Analytics Engine lets users build metrics on the fly. With multilevel caching for exceptional performance, the modular analytics engine runs on no cube technology for flexible slice-and-dice functionality. We used the flexible tool in GoodData-called Multi-Dimension Analytical Query Language (MAQL) for describing metrics.

■ Visualization

Using GoodData we built a rich user interface for reporting and data visualization that enable users to create expressive dashboards with a high degree of customization, including logos, photos, rich multimedia content and interactive widgets. Employing HTML5 and pure JavaScript ember.js, the application offers full cross-platform compatibility. Users can access reports and dashboards on any mobile device and schedule regular delivery via e-mail.