

Competitive Intelligence Dashboard

Client

Leading Pharma Company

Therapy Area

Oncology

Business Impact

- Helped senior executives within the client company to easily view and assimilate high-level insights at the indication/competitor/industry-levels.
- Interactive dashboard enabled BU leaders and other strategic decision-makers to spot trends early and respond effectively to competitive pressure.

Project objectives

- ☑ To provide C-level executives a web-based, customizable, easy-to-use, interactive dashboard to spot and track key insights and trends from the competitive landscape

Scope

- ☑ Geography: Global (All PD-1/PD-L1 by disease area and all combination activity)
- ☑ Data: Clinical, regulatory and commercial
- ☑ Indications: Key solid tumors

Approach

- ☑ Course5 transformed the data from multiple sources into high-level insights to build an interactive, executive dashboard using Power BI

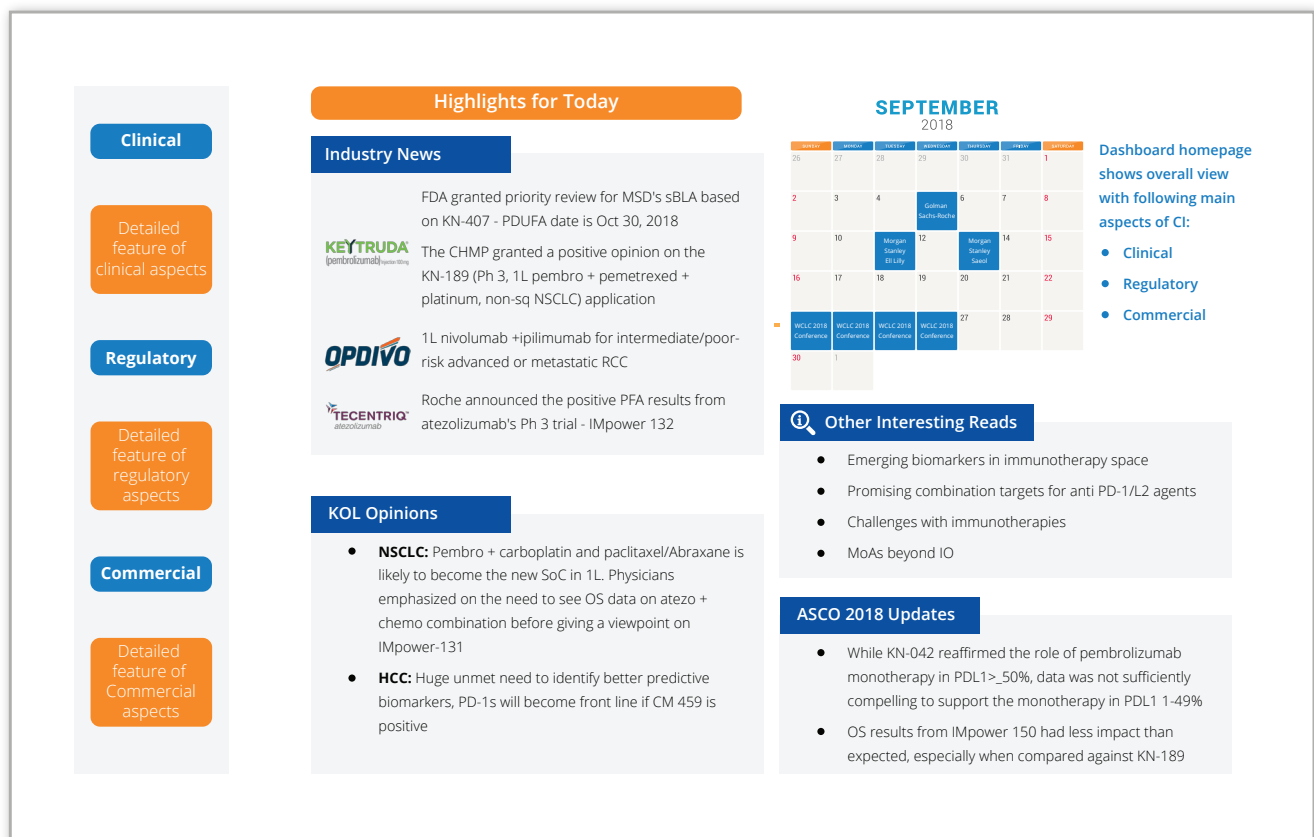


Key deliverables

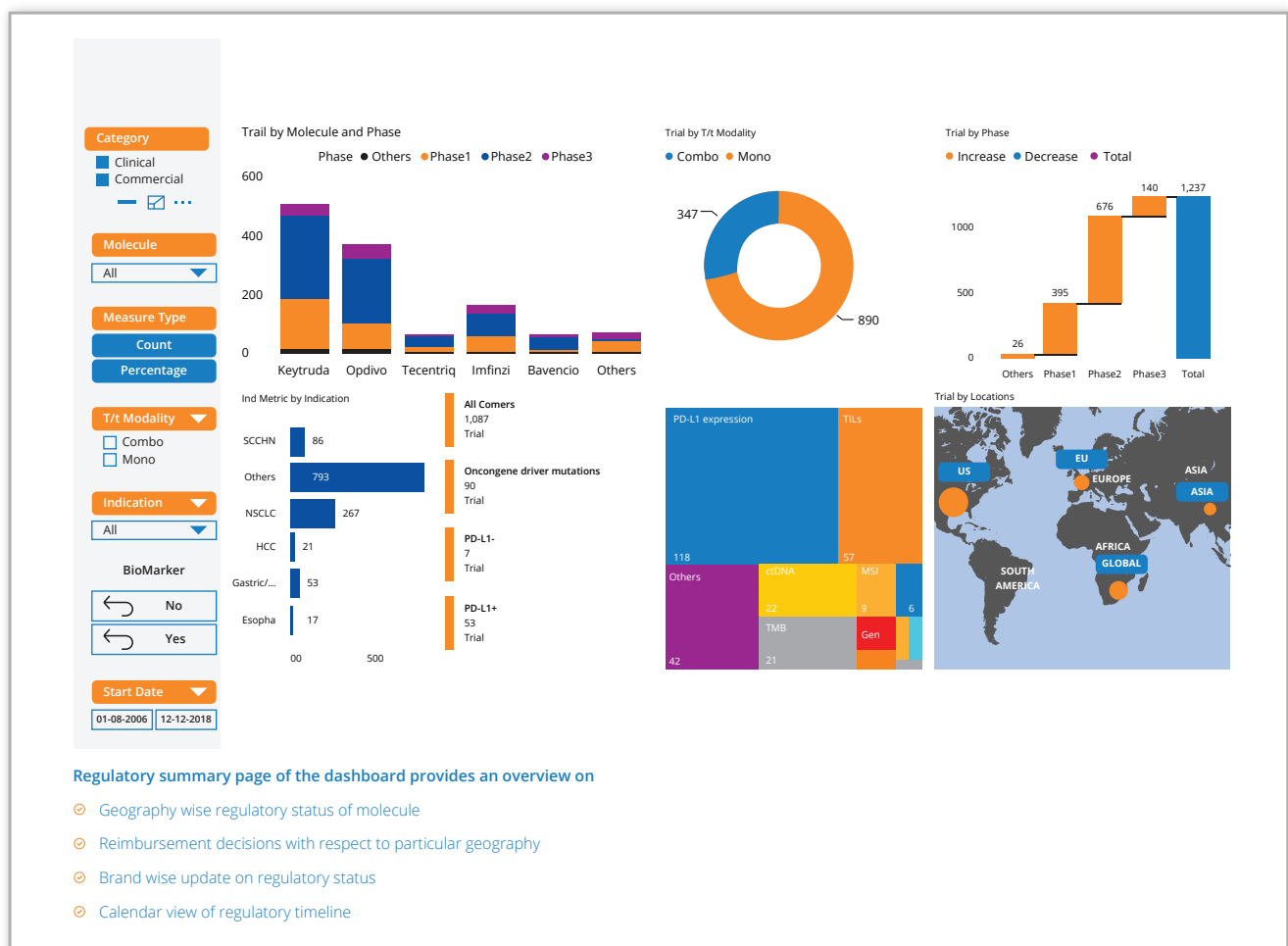
- ✓ A web-based, interactive competitive intelligence dashboard

Sample deliverables

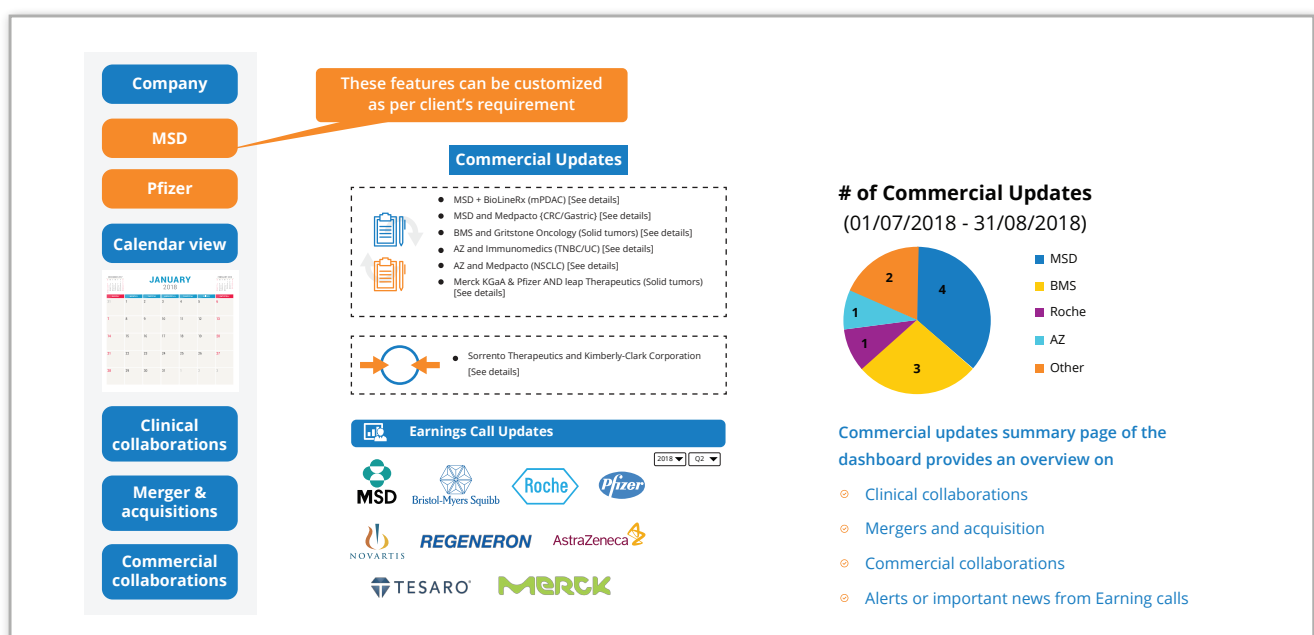
- ✓ Dashboard - Homepage



Dashboard - Clinical summary view



Dashboard – Overview of commercial updates



About Course5 Intelligence

Course5 Intelligence enables organizations to make the most effective strategic and tactical moves relating to their customers, markets, and competition at the rapid pace that the digital business world demands. We do this by driving digital transformation through analytics, insights, and Artificial Intelligence (AI). Our clients experience higher top line and bottom line results with improved customer satisfaction and business agility. As we solve today's problems for our clients, we also enable them to reshape their businesses to meet and actualize the future.

Rapid advances in Artificial Intelligence and Machine Learning technology have enabled us to create disruptive technologies and accelerators under our Course5 Intelligence suites that combine analytics, digital, and research solutions to provide significant and long-term value to our clients.

Course5 Intelligence creates value for businesses through synthesis of a variety of data and information sources in a 360-degree approach, solution toolkits and frameworks for specific business questions, deep industry and domain expertise, Digital Suite and Research AI to accelerate solutions, application of state-of-the-art AI and next-generation technologies for cognitive automation and enhanced knowledge discovery, and a focus on actionable insight.