



# Pharma Analytics & Forecasting

## Overview

Pharmaceutical companies are steadily recognizing the pivotal role that forecasting plays in business performance. Good forecasts aid sound decision making regarding demand assessment, product development and capacity planning. With a changing competitive landscape forecasting has become a business-critical tool which has to be taken seriously. A thin layer of expertise just does not work anymore and so companies need to acquire adequate skills for this important activity.

In this training program you will gain better understanding of pharma market forecasting, forecasting approaches - new product forecast and in market forecast, gain knowledge on forecast complexities, sources of pharma forecasting data, analytics techniques and presentation skills.

## Who Should Attend

Marketing and Sales Managers who are involved in market analysis and forecasting.

## Learning Outcomes



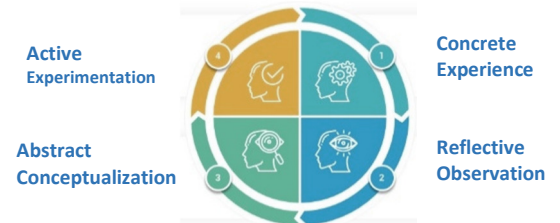
At the end of the Pharma Forecasting training program participants will acquire:

- Knowledge of pharma market analytics and commercial considerations and functional Skills in pharma forecasting.
- Detailed understanding of relevant pharma forecasting data sources (for e.g. Iqvia, Analyst reports and others)
- Skills on forecast/commercial assumptions validation - attribute analysis, analogue analysis and other relevant techniques.
- Expertise on Forecasting Approaches - New Product Forecast and In Market Forecast. Understanding of forecast complexities - persistence/cohort models, trend based models, hybrid models, demand planning and different types of other forecast models
- Knowledge of automation of forecast models and application of relevant statistical techniques based on the situation.
- Technical Skills on advanced MS Excel, use of statistical functions, charts and complex dashboards.
- Story boarding and advanced presentation skills using PowerPoint.

- Subject Matter Expertise on pharma markets, pharma forecasting, cross functional (analytics, competitive intelligence and market assessment) independent forecast development and customer management.

## Program Delivery

This program is highly interactive, participative and experiential. The workshop takes place in an enthusiastic, warm and inspiring atmosphere, using the most appropriate and interesting methods of training delivery and equipped with relevant tools, assignments and case study workshop.



*Assignments on business problems*

## Program Outline

*Interactive Virtual Sessions*

### 1. Basic Forecasting. Combination of conceptual and practical forecasting Training techniques.

- **Conceptual Training**

Pharma product value chain, basic trial design, 3p's of healthcare, epidemiology (prevalent, incident, diagnosed, treated pools), market assessment, new product forecasting, in market forecasting, attribute analysis, analogue analysis, primary research methods, forecasting databases, conversions - persistence, compliance, adherence, concomitance, etc.

- **Practical Training**

Pharma Analogues/Cases, Market Assessments, Patients Filtering, Forecast Development and Presentation assignments.

*Case Studies & Assessments*

### 2. Forecasting Approaches

- Correlation and regression, time horizon in forecasting ,log linear, moving average model, time series analysis & decomposition, ARIMA, exponential smoothing, seasonality, trend adjustments, forecasting performance measures.

### 3. Advanced Excel

- Basic and Advanced MS Excel Modules – data wrangling, filters, lookups, index-match, pivot with slicers , conditional statements , nested formulas, offset, indirect, dash boarding.

*Hands-on learning with real-time data*

### 4. Storyboarding and Presentation Skills

- MS PowerPoint - basic and advanced presentation skills (forecast storyboarding, waterfalls, butterfly charts, tornedo charts, bubble charts, combination charts and others)

*Group level presentations & workshops*

## Facilitators

Our facilitators have extensive experience in Pharma Analytics and Forecasting with multinational Pharma companies and international clients worldwide. They have trained more than 100 people in this field.

For more information please call 74394 81638 or send a mail to [swarup.dutta@kaalp.com](mailto:swarup.dutta@kaalp.com)