



Driving Commercial Analytics in the Pulmonary Arterial Hypertension Market



Background

- East coast-based client manufacturing rare disease in Pulmonary Arterial Hypertension market.
- Client had different set of marketing datasets in different location via different vendor.
- There were problems and manual intervention for using these files for data integration and making it available for reporting and analytics.



Our Solution

- **Developed a data pipeline to ingest all the datasets at one location in Databricks. (Facebook/Instagram Campaign, Speaker Programs, Veeva Activity, Email Marketing, to name a few)**
- **Created automated pipeline to ingest data, integrate data and make it available for reporting and analytics after applying business rules.**
- **All the history of pipeline codes are maintained in GitHub for version control and updates.**

A person wearing a white lab coat and glasses is looking at a tablet. The tablet displays a dashboard with a line chart at the top and a radar chart below it. The line chart is titled 'Relative activity of subdivisions of main company' and shows data for subdivisions A, B, C, and D over time. The radar chart also shows data for these subdivisions. The background is dark with vertical light stripes.

Business Outcomes

- Smooth running of marketing datasets ingestion, integration in Databricks at regular interval of data receiving timeline.
- Running all the ML models for advanced analytics using this processed data available at reporting level.
- Reporting layer is used for Reporting on different dashboard (Tableau, PowerBI), advanced analytics including channel attribution, marketing mix modeling, to name a few.



About Circulants

We help Life sciences organizations transform complex research, clinical, and commercial data into AI-driven insights. Enabling smarter discoveries, faster decisions, and breakthrough outcomes for a lasting competitive advantage.

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