

Data Visualization: The new era of revolution in the pharmaceutical industry

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With the exponential growth of data each day in terms of volume, velocity and variety, it has been challenging for the businesses or organizations in general and - pharmaceutical companies in particular - to interpret the data and to take informed decisions.

Data visualization has evolved as a state-of-art discipline in non-pharma industries and has already made its venture into the Pharma industry. Many pundits foresee this to revolutionize the pharma industry in more than one way, not only because of its capability but also due the optimal time-to-market duration.

Some of the basic questions that always pop up in the day-to-day activities in pharmaceutical companies are, for example, where should we invest for Drug Discovery, how can we streamline the Drug Discovery and Clinical Trial Process, who is our next best competitor, and which is the high-risk or risk free market to invest.

The primary goal of data visualization is to communicate information clearly and efficiently to users by means of the information graphics, such as tables and charts. Effective visualization helps users in analyzing and reasoning about data and evidence. Some of the key features of Data Visualization are:

- Enable real time analysis.
- Dynamic and Interactive presentation of reports.
- High level of end user interaction with the reports.
- Allow end users to share and collaborate securely.
- Ability to visualize and explore data In-memory and In-database.

In the pharmaceutical industry Data Visualization is going to be very effective in the following areas, to name a few:

1. Drug Discovery.
2. Clinical Trial.
3. Marketing and Sales Analytics.
4. Competitor Analysis.
5. Physicians marketing.

With the increasing acceptance of data visualization, there are many technology companies who offer the software along with the partnership and skillset support from the consulting companies to mete out the growing demand of the tools and expertise in the Industry.

The synopsis of the above demonstration is as below:

- 🚩 **Data Visualization, its key features and its significance.**
- 🚩 **It's scope in Pharma Industry - summarized hands on approach.**
- 🚩 **Future role of Data Visualization in Decision Making in the Pharma Industry.**