

# Case Example: Market Analytics

## Situation

- A large-cap pharmaceutical company was seeking to measure the launch of their drug into retail and non-retail settings. Tracking the indication for which the drug was prescribed in each setting was also of particular importance, requiring three separate data sources

## Approach

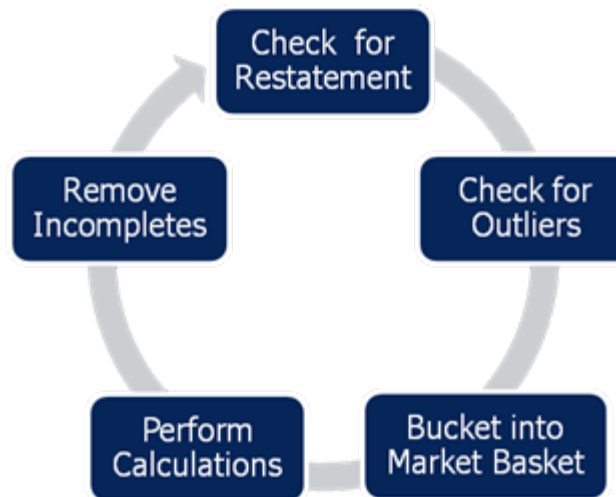
Identify Data & Design Process to Receive Feeds

Data Source 1

Data Source 2

Data Source 3

Process Data According to Predefined Business Rules Created by Trinity and Client Team



Produce Reports



## Result

- Trinity designed weekly, monthly, and quarterly reports for the client. Each report was tailored specifically to the business partners who would be the recipients of the data