

The Shift to Automated Secondary Sales Reporting: A Pharma Wake-Up Call

Ever wondered how tiring manual reporting can be in day-to-day pharma operations? Dealing with distributor files coming in different formats, copying data from PDFs or Excel sheets, and trying to keep everything consistent can quickly become frustrating. Managing all this manually, especially when reports arrive in large numbers every month, takes up time that teams could spend on actual analysis.

So, what's the alternative? Instead of manually handling files one by one, automation steps in to simplify the process. Distributor files received over email, whether in PDF, CSV, Excel, or XLSX formats, can now be automatically picked up, transformed, and converted into a standardized output structure without manual effort.

Bringing Pharma Insight Into Picture

This is where CredenTek's Pharma Insight comes into play. Built with pharma teams in mind, Pharma Insight takes the hassle out of secondary sales reporting by automating everything from start to end. Distributor files received over email, no matter the format, are automatically picked up, transformed into a clean and standardized structure, and instantly turned into meaningful analytics and insights. No more juggling spreadsheets or spending hours fixing data, just clear visibility across products, distributors, sales teams, and regions, all in one place.



Behind the Scenes: How Pharma Insight Simplifies Manual Tasks

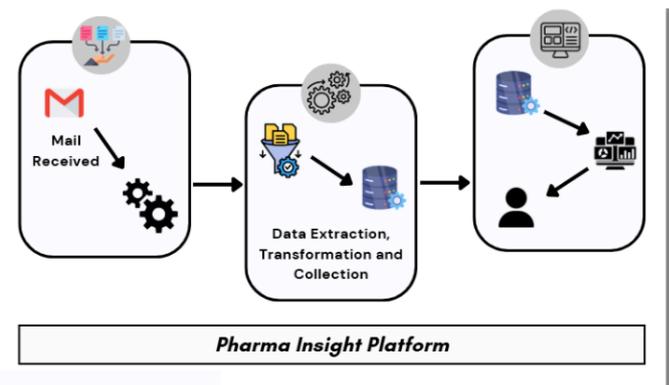
Pharma Insight follows a smart, automated file transformation workflow designed to handle high volumes of distributor data with minimal manual intervention. As soon as distributor sales statements are received via email, the platform's automated file intake mechanism detects and securely picks up the files without any manual effort.

Once ingested, the system uses AI & ML based algorithms and extraction logic to read and interpret data from multiple sales statement formats, including PDF, CSV, and Excel files. These intelligently trained models help identify fields, understand varying column structures, and extract relevant data accurately, even when distributor file formats differ.



The extracted data then passes through multiple validation & duplication checks to ensure completeness, accuracy, and consistency. This includes format validation, mandatory field checks, and duplication detection to prevent redundant or incorrect entries. Only validated data is processed further, ensuring reliable downstream analytics.

After successful validation, the standardized data is stored securely in the database, making it immediately available for real-time analytics. At the same time, a standardized output file is generated as per the defined file format & structure, allowing users to view, download, or share clean and consistent reports.



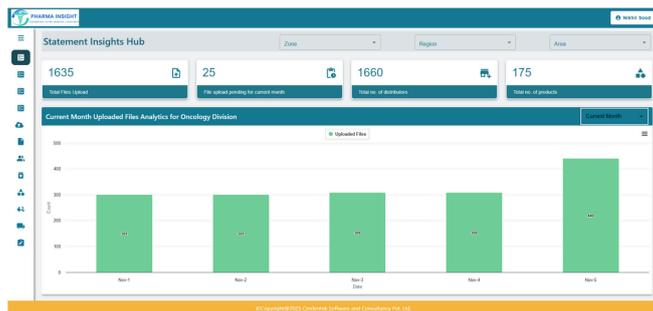
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Different Types of Analytics at Your Fingertips

Once the data is standardized and processed, Pharma Insight turns it into meaningful analytics that are easy to explore and understand. The platform offers multiple layers of analytics designed to give a complete view of secondary sales performance across the organization.

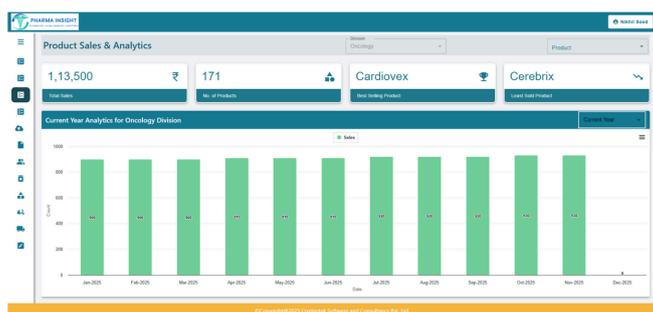
Geographical Insights

Performance can be analyzed across zones, regions, and areas, making it easier to compare markets, identify growth opportunities, and understand regional performance patterns.



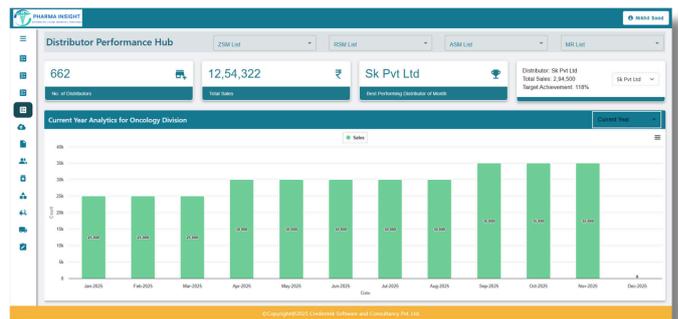
Division Wise Product Performance Insights

Pharma Insight provides detailed visibility into product performance across divisions and regions. Users can track sales trends, identify high-performing products, and spot early signs of decline, helping teams take timely actions.



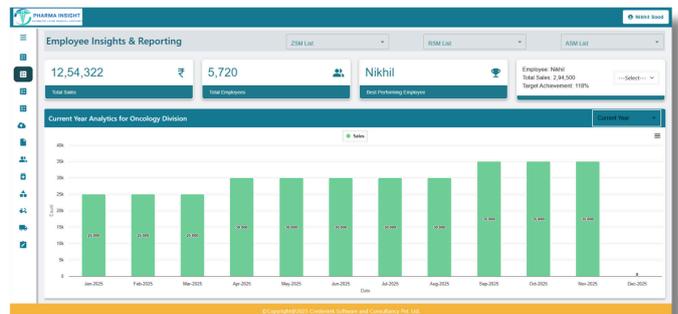
Distributor Performance Analytics

Distributor-level analytics highlight contribution, consistency, and business trends across the distributor network. This enables better distributor management and informed decision-making.



Employee Performance Insights & Reporting

Employee-level analytics provide deep dive into the employee performance across different zones, regions, and areas with best performing employee figures.



Business Summary & Real-Time Insights

All analytics are brought together in intuitive dashboards that provide a consolidated business summary. With real-time updates, date filters, and drill-down capabilities, users can move from a high-level overview to detailed insights in just a few clicks, enabling faster and more confident decision-making.

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