PRICE-IT-ON® CASE STUDY | COMMERCIAL PREDICTION INTELLIGENCE

Global Pharma Major Improves Forecast Accuracy with Multidimensional Demand Intelligence

CLIENT CHALLENGE

A ~$10B, US-Headquartered Global Pharma Major struggled to forecast demand consistently across 11 treatment areas. Its then existing process relied heavily on historical and IQVIA data, with limited external signals to reflect changing demand. Monthly and quarterly targets were expected within ~1%, creating the need for a more accurate, multidimensional approach.

THE PRICE-IT-ON® ENGAGEMENT

01 UNDERSTAND

Structured the evidence base

Combined 5-6 years of history, IQVIA reporting and available external data to determine native and derived attributes for model building across time, market & 11 treatment areas

02 PREDICT

Built and tested the model

Created an AI-enhanced model that learned demand patterns and benchmarked forecasts against the then existing traditional ML process.

03 CONFIDENCE

Demonstrated greater accuracy

The baseline exceeded forecast-team accuracy, increasing confidence in planning and resource decisions.

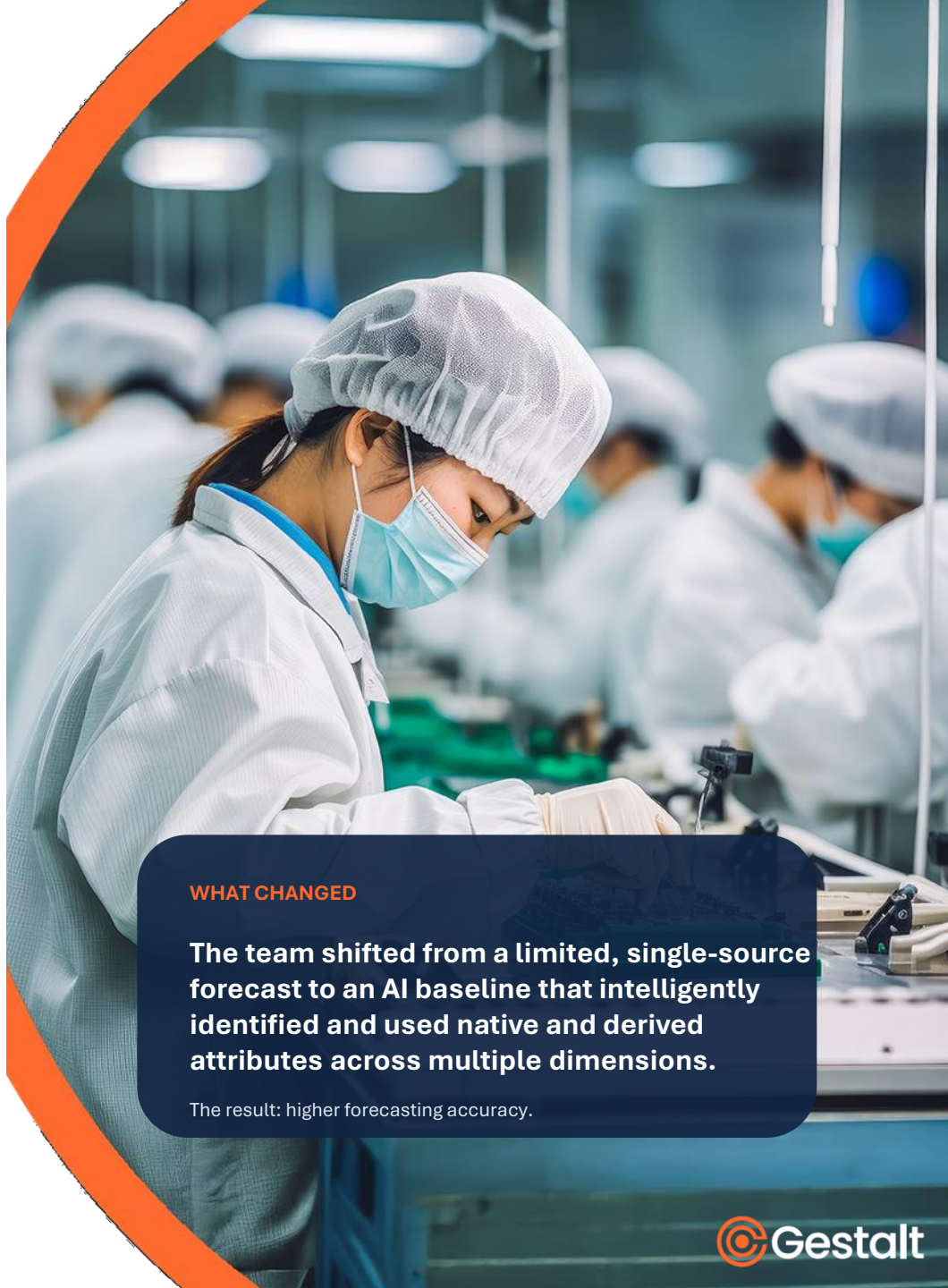
TANGIBLE OUTCOME

Baseline AI model exceeded existing human forecasting accuracy

Achieved using historical data and limited external information.

NEXT PHASE IDENTIFIED

Add external signals - including health-insurance coverage - and continue model learning to test further accuracy gains.



WHAT CHANGED

The team shifted from a limited, single-source forecast to an AI baseline that intelligently identified and used native and derived attributes across multiple dimensions.

The result: higher forecasting accuracy.