



CASESTUDY

PHARMACEUTICAL COMPANY DRIVES SMARTER SALES & OPERATIONS WITH EMBEDDED BI

See how a fast-growing pharmaceutical manufacturer serving hospitals, distributors, pharmacies, and healthcare providers transformed commercial performance using Analytify AI.

Customer Profile

- ✓ Industry: Pharmaceutical Manufacturing
- ✓ Region: India
- ✓ Employees: 2,300+
- ✓ Annual Revenue: ₹1,200+ Crores



Contact Us

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Business Challenges & Solution

As the organization expanded across multiple states, business teams struggled to gain real-time visibility into commercial and operational performance. Sales data was spread across ERP, CRM, distributor portals, and spreadsheets, with no unified view of product-wise or region-wise performance. Inventory shortages caused delayed deliveries, manual monthly reporting consumed several days, and leadership lacked real-time insights into sales, stock movement, and distributor performance. Customers and distributors requested customized reports that required significant engineering effort.

Key Challenges

Fragmented Data
Sales data spread across ERP, CRM, distributor portals, and spreadsheets, with no unified view of product-wise or region-wise performance

Slow Reporting
Manual monthly reporting consuming several days, with leadership lacking real-time insights into sales, stock movement, and distributor performance

Supply Chain Gaps
Inventory shortages causing delayed deliveries and no real-time stock movement visibility

Engineering Dependency
Customized reports for customers and distributors required significant engineering effort

The Solution: Analytify AI

The company embedded **Analytify AI** into its internal sales and operations platform to provide secure, role-based analytics across departments. Using Analytify, business users gained access to:

Executive Sales Dashboard

Product Performance Analytics

Territory & Regional Sales Insights

Distributor Performance Monitoring

Inventory & Stock Visibility

AI-Powered Natural Language Search

Self-Service Dashboards

Mobile-Friendly Reports

Real-Time KPI Monitoring

Key Dashboards & Results

Key Dashboards Implemented

Executive Sales Dashboard Revenue · Sales Growth · Gross Margin · Product Mix · Market Share · Regional Performance	Product Analytics Top Selling Brands · Slow Moving Products · Prescription Trends · SKU Performance · Product Profitability	Distributor Intelligence Distributor Sales · Collection Efficiency · Outstanding Payments · Secondary Sales · Territory Coverage
Inventory Dashboard Stock Availability · Warehouse Inventory · Expiry Risk · Batch Performance · Reorder Alerts	Sales Forecast Dashboard Product Demand · Seasonal Trends · Future Sales · Inventory Planning · Procurement Requirements	

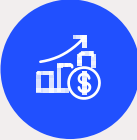
Measurable Results — Within Six Months

KPI	Improvement
Report Preparation Time	↓ 82%
Sales Decision Speed	↑ 61%
Inventory Visibility	↑ 74%
Distributor Performance Tracking	↑ 69%
Executive Reporting Time Self-	↓ 88%
Service Dashboard Adoption	↑ 4.3x

Business Impact

With Analytify AI, leadership now makes faster, data-driven decisions using a single source of truth. Business teams can instantly identify high-performing products, underperforming regions, distributor bottlenecks, inventory risks, revenue opportunities, and future demand trends, without relying on manual reports or engineering teams.

Why Analytify AI?

 Embedded Analytics	 AI-Powered Natural Language Queries
 White-Labeled Dashboards	 Real-Time Reporting
 Role-Based Security	 Mobile Responsive