

# Pharmaceutical Forecasting

13.03.19

## Power BI

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# Power BI is Perfect For Pharmaceutical Forecasting

With over 10 years' experience in pharma forecasting, we appreciate the challenges that the strategic planning process can bring to global and local teams.

No matter which way you tilt your head, sometimes the outputs don't appear to make sense. They lack transparency, dynamism and make it more difficult to make informed decisions about the direction the business should take.

To help clients make data more meaningful to internal audiences, we have been exploring some of the business intelligence software available. We have chosen to add Power BI into our forecast models for clients to show outputs more efficiently.

We have seen eyes light up and jaws drop as forecast assumption changes are viewed instantly, allowing for real time analysis of global, regional or country forecasts.

## The Business Needs

Before deciding which Business Intelligence software to use, consider the needs of the organisation and how easy the integration process would be. For most organisations, when introducing BI software, one of the goals is to create efficiencies. If you choose software that is difficult to integrate and lacks familiarity, change is likely to be met with resistance and the battle to achieve the goal can be difficult.

Excel has been the analytical tool of choice for many years and if your team are comfortable using Excel (most people are), a BI tool that can improve upon, rather than replace Excel, should make for a smoother transition, greater acceptance of change, and all-round improved engagement.

Power BI integrates seamlessly with Excel and will therefore enhance, not replace, existing forecasts.

## Data Visualisation

Data visualisation and analytics are moving fast with new players hitting the market and each one claiming a competitive edge.

SelectHub provides a capabilities overview and states that Tableau is a very good visualisation tool.

	Tableau	QlikView	Power BI
<b>Data Visualization</b> Data is presented visually for easy interpretation.	✓	✓	✓
<b>Analytics</b> Information is quantified and evaluated for a portrait of company trends and future possibilities.	✓	✓	✓
<b>Online Analytical Processing (OLAP)</b> OLAP functionalities provide access to databases and web-based analysis.	✓	✓	✓
<b>Document Management</b> Convert reports into different file formats and share analytical findings.	✓	✓	✓
<b>Decision Services</b> Financial management features provide analysis of monetary information.	✓	✓	✓
<b>Integrations</b> The ability to connect with other systems provides multiple sources and functionalities.	✓	✓	✓
<b>Big Data Integration</b> Access big data programs for comprehensive analysis.	✓	✓	✓

QlikView holds the advantages in analytics, but Power BI tops the competition for its decision services and integration capabilities.

SelectHub states that Microsoft's Power BI is inexpensive and plugs in seamlessly with MS Office.

Power BI is a robust option if you need quick access to specific analytics and extensive reporting. Microsoft Power BI is the only one of these 3 data visualisation and analytics apps that has extensive R and big data related integrations, ensuring the apps scalability for larger projects.

Microsoft provides integration abilities that are simply unmatched by competitors, resulting in one of the most user friendly, data-connected business intelligence systems available.

We agree, from a large-scale forecasting perspective Power BI delivers a solution that is easy for stakeholders to adopt, it delivers efficiency improvements and enhances forecasting assessments. It is difficult enough to integrate global data, local data, and people. We don't want our clients to have the additional challenge of software integration.

## We Choose Power BI

Power BI is a cloud-based suite of business analytics tools that enables anyone to connect to, visualize, and analyse data with greater speed, efficiency, and understanding. It connects users to a broad range of live data through easy-to-use dashboards, provides interactive reports, and delivers compelling visualizations that bring data to life. (Microsoft.com)

We are unashamedly lets say big fans of Power BI because it is simple, user friendly, adaptable, secure and easy to maintain, with.....

## Some beautiful functionality

- ✓ Spot trends in real time (Tableau and Qlikview restrict to historical analysis)
- ✓ Automatically search hidden insights (Auto search data sets with Quick Insights)

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- ✓ Custom visualisations (visualise data in virtually every way you want)
- ✓ Connect to a variety of data sources securely

### Some wonderful components

- ✓ Power Query (search, access, transform public and or internal data sources)
- ✓ Power Pivot (use in data modelling for in memory analytics)
- ✓ Power View (analyse, visualise and display data)
- ✓ Power Map (interactive geographical visualisation)
- ✓ Power BI Service (share data views and work books on or off line)
- ✓ Power BI Q &A (immediate answers with natural language query)
- ✓ Data Management Gateway (periodic data refreshers, expose tables and view data feeds)
- ✓ Data Catalog (Discover and reuse queries)

Frankly, we choose Power BI because it meets the needs of our clients, provides the insights they need, integrates seamlessly and risk and opportunity can be evaluated instantly. Informed decisions are made in a more productive environment and software familiarity means it is well received.



### Power BI is part of our FC365 Solution

In truth, we examine a client's challenges and goals and seek to provide a solution from a variety of technologies and combine them seamlessly to deliver a superior solution. Excel is best suited to perform model calculations and maintains consistency of model design. SharePoint allows easy management and storage of files and supports the link between Excel and Power BI. Power BI offer powerful analytics and automates creation of jaw dropping analytics and reporting with interactive and engaging dashboards.

## An Overview of J+D's Pharmaceutical Services and Solutions

J+D was founded from a passion over 10 years ago to support pharmaceutical companies with their forecasting needs.

Our team of experts are looking forward to hearing from you. Contact us: [info@jdforecasting.com](mailto:info@jdforecasting.com)  
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