Most Common Top-10 Data Quality Needs Solved for Pharmaceutical Companies

Customer: Healthcare/Pharmaceutical

A pharma company was receiving over 70 different sources of data on a daily and weekly basis. The data was from several healthcare providers, sales data aggregators, Point of Sales (POS) systems, internal operations, and customer data. They collated and validated the data in the Cloud and used it for running their operations. The quality of data from these systems were outside their control, they were also not measured, leading the firm to second guess insights that were generated.

Challenges

Their traditional Data Quality validation solution was labor intensive. It needed constant code tweaking to manage the changes in the file structures, formats, column details and more. This led to delays in using the data. They were not able to do any advanced checks as they just didn't have sufficient resources. This led to errors in Unit of Measures, approvals, misbalances in supply and numerous delays in regular sales reporting and associated compensation.

Outcomes

Two-Step data quality validation was implemented with DataBuck. DataBuck auto-discovered essential and advanced data quality rules leveraging ML. Rules and thresholds were easily managed without any code changes directly from a dashboard.

Health of datasets were automatically measured by DataBuck as soon as they arrived. The data vendor could be informed immediately if data quality health score did not meet the SLA.

DataBuck's out-of-the-box, pharma-specific capabilities solved their top-10 needs for pharmaceutical data validation. Business users could get more information, with more accuracy, without depending on the IT team. They could separate out a data quality issue from trend changes. Time to business insights was cut dramatically.

	Top-10 Pharma DQ Needs	Importance (H/ MH/ M/Lo)
1	Trends Checks	H
2	Unit of Measure Check	H
3	Multiple Environment Data QC	MH
4	DQ Auto Threshold Setting	MH
5	Month-Month sales comparison	MH
6	User review and Approval process	MH
7	Performance of Larger Volume Sets	M
8	Improve SLA time of operations	M
9	Build custom trends	M
10	Reduction in cost/time of onboarding	M

IT team need fewer resources as DQ was automated and streamlined. Fewer false positives also meant less research to understand data errors, less data rework as a lot of errors were captured upstream in Step-1 of validation.

DataBuck – Benefits

- People Productivity Boost >80%
- Reduction in Unexpected Errors: 70%
- Cost Reduction >50%
- Time Reduction to Onboard data set ~90%
- Increase in processing speed >10x
- Cloud Native