


# Commercial Analytics Maturity Self-Assessment

*Eight diagnostic questions to reveal gaps in your commercial analytics initiatives.*

If you work in commercial analytics for pharma, chances are you spend more time than you would like wrangling data. You may have invested heavily in data acquisition, but you are still not seeing the results you want.

To better understand your needs, how do you score yourself on the following data and analytics statements?

- |                                                                                                                                                                                                                                                                 |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p><b>1.</b> Our commercial analytics programs are aligned with organizational strategy and business unit goals and KPIs.</p> <p style="text-align: center;">Disagree <span style="margin-left: 200px;">Agree</span></p>                                        | <p><b>6.</b> Our data and analytics utilize multiple sources of structured and unstructured data.</p> <p style="text-align: center;">Disagree <span style="margin-left: 200px;">Agree</span></p>                                                                                                                                                                                                                                                                                                                                    |
| <p><b>2.</b> Our data and analytics initiatives present a unified view of our business through data to different stakeholders with different business questions.</p> <p style="text-align: center;">Disagree <span style="margin-left: 200px;">Agree</span></p> | <p><b>7.</b> It is easy for my team to create, update, and maintain custom business rules for data and analytics platforms.</p> <p style="text-align: center;">Disagree <span style="margin-left: 200px;">Agree</span></p>                                                                                                                                                                                                                                                                                                          |
| <p><b>3.</b> It is easy for our teams to add and integrate new data sources to our analytics platforms.</p> <p style="text-align: center;">Disagree <span style="margin-left: 200px;">Agree</span></p>                                                          | <p><b>8.</b> Our team has formal processes and procedures in place to verify data quality on a continuous basis.</p> <p style="text-align: center;">Disagree <span style="margin-left: 200px;">Agree</span></p>                                                                                                                                                                                                                                                                                                                     |
| <p><b>4.</b> Our analytics platforms deliver answers and insights in addition to data summaries.</p> <p style="text-align: center;">Disagree <span style="margin-left: 200px;">Agree</span></p>                                                                 | <div style="background-color: #004a7c; color: white; padding: 10px; border-radius: 10px;"> <p> Do you see where your data and analytics programs aren't quite as strong as they should be?</p> <p>If you find that your organization is scoring <b>below a 5</b> in any of these areas, IQVIA may be able to help.</p> <p>Contact us today to find out more about implementing best practices for your commercial analytics programs!</p> </div> |
| <p><b>5.</b> My colleagues understand our data, how it is sourced, and how to interpret it to make business decisions.</p> <p style="text-align: center;">Disagree <span style="margin-left: 200px;">Agree</span></p>                                           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |

**CONTACT US**

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