

# IQVIA Brand Analytics Platform — Data Science Workbench Module

*Get immediate access and complete visibility into critical patient and market insights*

## Today's reality

So many questions, so little time.

When it comes to data science, the need to answer a wide variety of pre-launch business questions, with the ability to accurately identify and communicate relevant insights to key stakeholders, is critical to launch success. However, answering questions around patient journey metrics, persistence and compliance, performance tracking, and targeting can pose many challenges.

With or without AI/ML capabilities, the goal is to make sense of the data, fully understand the addressable patient market, and uncover credible insights that can inform every aspect of launch planning.



## Everyday challenges for a data scientist

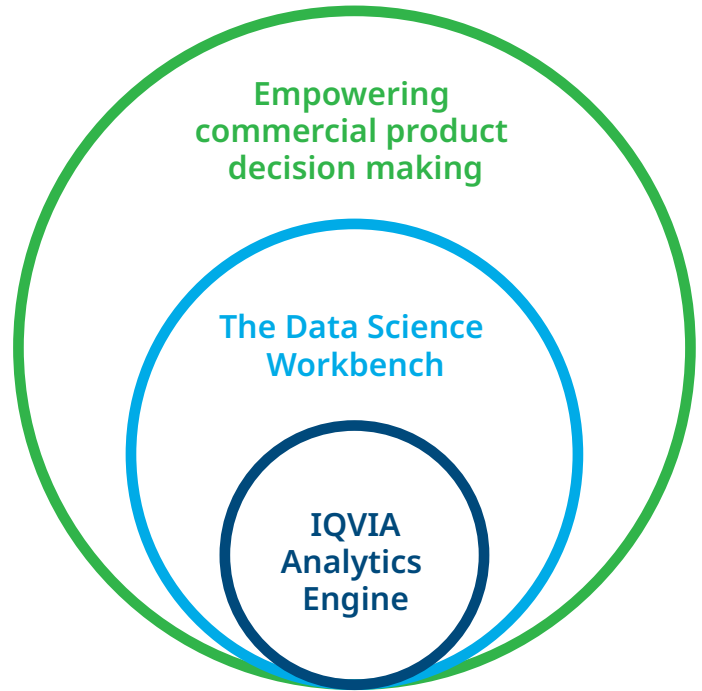


# The right solution — The Data Science Workbench Module

The Data Science Workbench empowers data scientists by allowing them to accurately answer critical business questions and predict market trends and behaviors so that organizations can make the best decisions for their commercial products.

With built in flexibility to create and manage data structures using a variety of applications, including Python, SQL, or Scala, users can quickly and easily build and rebuild scalable data models with consistent results and the confidence knowing that their models are powered by an exceptional data repository — the IQVIA Analytics Engine.

The Data Science Workbench is completely compatible with a wide variety of dashboard visualization tools, including Power BI, Tableau, Qlik, ThoughtSpot, HEX, and more, enabling seamless integration into your preferred environment.



## Data Science Workbench examples

**Machine Learning**

- Notebook: Create a notebook for querying, data processing, and ML. Create a notebook
- AutoML: Quickly train ML models for discovery and iteration. Start AutoML
- Guide: Training: Get started with a tutorial on training and tuning ML models. Start guide
- Feature Store: Learn how to use the Feature Store. Get started

Name	Type	Last viewed
test	Notebook	14 minutes ago
test	Notebook	16 hours ago
Create test table	Notebook	17 hours ago

```
1 import xrd as xl
2 import xgboost as xgb
3 import pandas as pd
4 from pyspark.sql.types import IntegerType
5 import pyspark.sql.functions as f
6 import datetime as dt
7
8 def spark_shape(self):
9     print(self.count(), "rows", len(self.columns), "columns")
10
11 # initialize spark session
12 spark = spark_session()
13 spark.sparkContext.setLogLevel('FATAL')
14
15 # Load files
16 rd_path = "C:\_SHINGR\input\PatCohProfile1a81_282102_dat.gz"
17 dtag_cd = pd.read_excel(mkdef_xls, sheet_name='LAAD Da CY')
```

Command took 0.53 seconds ... by rusefn11@us.imehealth.com on 8/4/2022, 8:30:41 AM on brandanalyst@pc

## Related modules

With the IQVIA Brand Analytics Platform companies can now run complex analytics in a matter of minutes, not days, with best-in-class analytical methodologies already built in, including:

- Treatment Performance Analyzer
- Market Landscape Analyzer
- Adherence Analyzer
- HCP Analyzer

## Why IQVIA:

As healthcare's vital partner with more than 20 years of experience perfecting life sciences data and reporting, IQVIA brings unparalleled industry expertise and its connected intelligence framework to our new Brand Analytics Platform.

With **easy access to real information** organizations get the reliable reporting they need for informed, intelligent decision making that validates every go-to-market strategy, getting products to the right market at the right time with a service that can only be provided by IQVIA.

Only IQVIA offers real, proven, transparent data supported by a vast network of real partners with the information footprint that is expected and depended on by life sciences companies as the industry's broadest, deepest, and most consistently accurate data information and technology portfolio.

## Related IQVIA offerings

- Real World Data assets including:
  - » Longitudinal patient prescription data (LRx)
  - » Diagnosis data (Dx)
  - » Medical History Data (Hx)
- IQVIA Analytics Engine

## Delivery method

The Data Science Workbench is a SaaS solution that allows users to save their outputs to an internal or external location as defined by their organization and export results to Excel or Power Point.

## About IQVIA Connected Intelligence™

Connected Intelligence brings together IQVIA's unique portfolio of capabilities to create intelligent connections across its unparalleled healthcare data, advanced analytics, innovative technologies and healthcare expertise to speed the development and commercialization of innovative medicines that improve patients' lives.



Discover new insights, drive smarter decisions, and unleash new opportunities with the power of **[IQVIA Connected Intelligence™](#)**