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Practical Application of SAS® Capabilities for Pharma Goals and Performance Review

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ABSTRACT

This paper discusses a Pharma application that uses SAS® to leverage internal and purchased information such as Sales and Marketing data including drug prescriptions, dollar and unit demand, target prescribers, and key customer account profiles to set goals, measure sales performance, and identify trends across geography levels. The capability of SAS to handle huge volumes of data seamlessly provides an advantage over other technologies. The reusability of SAS macros makes SAS solutions extensible across various brands, sales teams, and geography levels for reporting. All of these tasks are performed through familiar Base SAS® procedures, functions, statements, and options. The paper explains how the business need is addressed using SAS by accessing, cleansing, and transforming information.

No paper was submitted for publication.

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