

Case Study

Empowering Healthcare with Nation-Specific Data Intelligence

About the Client

With a market valuation of over \$180 billion and operations in more than 100 countries, this leading global pharmaceutical and biopharmaceutical company delivers data-driven healthcare solutions across key therapeutic areas including oncology, cardiovascular, and respiratory care.

Business Requirements

The client needed a scalable and flexible reporting system to manage large volumes of healthcare data from multiple countries, each with its own reporting needs. They required automation for generating reports tailored to specific therapeutic areas (FF Model) and visual tools to map disease trends, patient admissions, treatment patterns, and access to care.

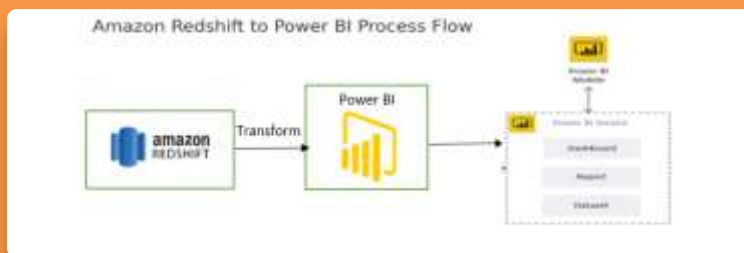
Key requirements included:

- Custom dashboards for executives, researchers, and regulators
- Row-level data access control based on user roles
- Cross-device dashboard accessibility
- Automation for data updates and report refresh
- Ongoing user training and support

Our Solution

We developed a scalable Power BI solution to simplify healthcare reporting, automate updates, and deliver tailored insights across multiple nations.

- Developed nation-specific dashboards with Power BI using Power Query for data cleaning, transformation, and incremental refresh to handle large datasets
- Designed interactive and responsive visualizations, including heatmaps, benchmarking, and time-series trends, optimized for desktop, tablet, and mobile
- Implemented row-level security and user-specific access controls to ensure data confidentiality and compliance
- Automated data refresh schedules and enabled seamless sharing through Power BI Service with defined permission levels
- Conducted user training and established feedback loops for adoption, continuous improvement, and stakeholder



Business Outcomes

- Enabled data-driven decision-making for healthcare providers to improve resource allocation and patient care strategies
- Identified high-prevalence and mortality hotspots, supporting targeted health interventions and prevention programs
- Highlighted gaps in treatment and care access, helping improve patient pathways and timely care delivery
- Provided regulatory teams and policymakers with actionable insights to address healthcare disparities
- Ensured compliance and risk management through accurate, regularly updated data dashboards
- Facilitated collaboration and accessibility with multi-device dashboards and shared reports on Power BI Service