

# Market Intelligence

## Tier 2 - Guided Analytics

The Guided Analytics Dashboard of the IQVIA Business Intelligence application enables evidence-based business monitoring and diagnosis with the flexibility to select from multiple metrics for ease of generating deeper analysis.

**Guided Analytics** takes the key business questions into an environment that allows users, such as those in the retail head office, sales manager and analysts, to gain the insights required to develop optimal strategies.

**Spend more time tailoring strategy**, decision making and execution by freeing up key resources from performing tedious data analysis and reporting.

**Execute organizational strategies more effectively** by making informed decisions based on timely, actionable market indicators.

**Foster collaboration and alignment** of business objectives across the organization.

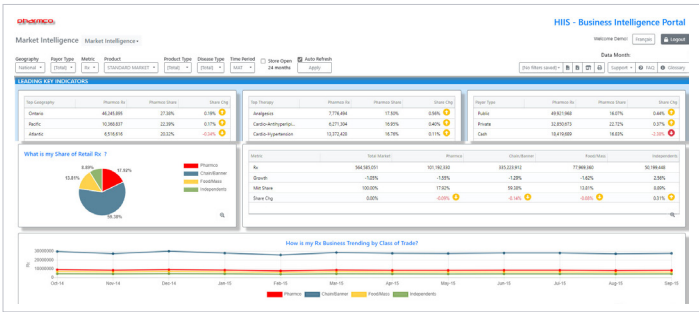
## Benefits

- Enables business monitoring and diagnosis
- Measures banner performance relative to competition, from the national organisation level to pharmacy
- Evaluates banner performance relative to drug category down to the individual molecule
- Provides scorecard summaries and guided analytics to identify top opportunities
- Features key performance indicators for self-directed business diagnosis

Actionable data with guided analytical views enhancing strategic and tactical decisions

A set of three modules containing best-practice views and guided analytics with flexible and easy drilldown capability. Each view provides key performance indicators that highlight areas of opportunity and challenge.

- Market intelligence
- Category management
- Provincial dynamics



Market intelligence module view for illustrative purposes only.

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