

IQVIA Commercial Data & Analytics

Unify fragmented commercial data into decision-grade intelligence that accelerates commercial performance

IQVIA Commercial Data & Analytics leverages comprehensive healthcare data to connect market, HCP and patient engagement to brand planning and activation. End-to-end precision analytics empower commercial teams to plan, implement and optimize brand, digital marketing and field engagement strategies to maximize market impact. With over 50 years of domain expertise, IQVIA is positioned as a partner that can deliver flexible managed services and technology solutions to transform complex information into commercial insights.



See the full market

Comprehensive coverage across more than **90% of global pharma sales**



Know the patient journey

1.2B+ unique non-identified patient records to uncover care-path dynamics



Connect commercial truth

1M+ healthcare data feeds integrated into an analytics-ready foundation

How IQVIA helps

Data

IQVIA's industry-leading HCP reference, sales and patient data delivers accurate insights that reduce uncertainty and align teams on a single version of the truth. Harmonized, validated market measurement provides clear views of share, performance and competitive dynamics. By unifying structured and unstructured data under a consistent data architecture, IQVIA minimizes debates over data definitions and helps teams focus more on decision-making and action. Healthcare-grade data reduces ambiguity and risk, enabling life sciences organizations to confidently target priority prescribers, understand networks and personalize outreach, to support stronger brand execution, higher awareness and sustained commercial growth across global markets.

Integration

Siloed data platforms hinder reliable reporting and shared metrics, causing delays in decision-making across the organization. IQVIA provides integrated solutions with flexible configurations to meet specific requirements, with data sourced, hosted, standardized and accessed in customer-managed or IQVIA-managed environments. Standardized, analytics-ready data reduces cycle time for recurring outputs — such as weekly performance reporting, target lists and promotional response analyses — allowing teams to shift attention to proactive course correction. Multiple sources of healthcare data can be managed more efficiently in a centralized format built on open-source, big-data technology standards, supporting faster scaling and migration as needs change.

Analytics

Commercial success requires rapid access to insights that inform planning and optimization. Backed by 4,000+ advanced analytics and data scientists and 300+ industry-specific analytics libraries, IQVIA brings deep healthcare and multi-disciplinary expertise. Advanced data science technologies apply powerful commercial algorithms and healthcare-grade precision analytics that combine subject matter expertise with AI capabilities, leveraging more than 64 petabytes of global market, HCP reference and real-world data.



4,000+
advanced analytics
and data scientists



300+
industry-specific
analytics libraries

Engagement

Commercial success depends on aligning evolving customer engagement expectations with omnichannel communication strategies. IQVIA's personalized HCP engagement capabilities enable measurable impact by linking engagement activity to performance outcomes. Using closed-loop measurement, teams can understand which audiences are moving, which messages resonate, and which channels drive action, enabling near-real-time reallocation of effort and sustained improvement.

All supported by IQVIA AI



Timing in insight and decision cycles can influence whether a brand leads its category or falls behind. IQVIA applies AI to speed insight production and decision-making, helping teams identify emerging opportunities and risks, simulate scenarios, and surface answers faster. When paired with trusted data and fit-for-purpose models, AI becomes a practical accelerator for planning, engagement and optimization.

*Standout commercial results start with the best data and analytics.
Make the right business decisions faster.*



[CONTACT US](#)

iqvia.com/CommercialAnalytics
IQVIA Commercial Solutions LinkedIn