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Pfizer launches companyâ??s first ever dedicated commercial analytics centre in India

23 September 2024 | News

Comprises a talented and experienced pool of data and analytics experts



US-based pharmaceutical company Pfizer Inc. has launched the company's first ever dedicated commercial analytics centre in India called, 'the Analytics Gateway'. The Analytics Gateway represents a significant milestone in Pfizer's international commercial strategy and is positioned to be a global capability centre serving all of Pfizer's international (ex-US) markets to bring analytics, and insight breakthroughs that will benefit patients.

The Analytics Gateway comprises a talented and experienced pool of data and analytics experts. The centre that is set up in Mumbai, is expected to accelerate data science and artificial intelligence (AI) solutions to meet Pfizer's ambitions in modernising marketing and creating an agile sales force. It will also drive continuous commercial effectiveness, enabling Pfizer to bring more of its medicines to more patients in India and around the world.

Xingchu Liu, Chief Commercial Analytics & AI Officer, said, "The Analytics Gateway is an important catalyst to reshape healthcare, transforming how we deliver breakthroughs at lightspeed, enabling us to deliver life-changing therapies to patients. We are confident that the setup of this capability centre in India will have a positive impact on Pfizer's ability to make informed, data-driven decisions that will prove valuable to patients and customers around the world."

Meenakshi Nevatia, Country President, Pfizer India, said, "It is an important recognition of the skilled talent in data science and analytics that India can offer to the globe, and strengthens Pfizer's presence in our country. The actionable insights generated by the Analytics Gateway will power up our global commercial engine as we modernize healthcare to meet the evolving needs of patients in India and worldwide and deliver strong patient outcomes."