

Topic : **Analytics for Business Decision Making**

Speaker : Mr. Venkateshwarlu Sonathi
Group Lead, Central Analytics Function,
Novartis, Hyderabad

Venue : Wing- 11 Faculty Lounge, IIMA

Day & Date : Friday, November 28, 2014

Time : 3.15 P.M. (After an informal interaction over
tea, the Seminar will begin at 3.30 p.m.)

Analytics for Business Decision Making

Data analytics has been gaining importance in all businesses. It is an essential component of business decision making in the 21st century. Every business is moving from “experience” based decision making to data based decision making. This talk will focus on analytics in various domains and then focus on Pharmaceutical industry. The applications from pharmaceutical industry can be applied anywhere.

In the pharmaceutical industry, analytics is extensively deployed both prior and post to the launch of a drug. Focus will be on analytics for marketing resource allocation, analytics for clinical trials operations optimization, modeling and simulation for pricing in developed markets for pharma products and social media analytics for understanding consumer behavior and opportunity identification.

The talk will be useful for any-one interested in core analytics or for any one who would be involved in making business decisions.

Speaker's Profile



Venkateshwarlu Sonathi

Group Lead, Central Analytics Function,
Novartis, Hyderabad

- MBA, IIMC, India
- B.Tech. (Chemical Engineering), IIT Madras

Venkateshwarlu Sonathi is currently Group Lead, Central Analytics Function at Novartis, Hyderabad. He leads a team that enables efficient clinical trial conduct through the use of data analytics.

He is passionate about data based decision making and has more than 12 years of experience in the field of data analytics spanning varied industries of financial services, healthcare insurance, pharmaceuticals and across domains of Marketing and Risk. He has set up and led multiple advanced analytics teams during his career with Citibank and Novartis.

He is an MBA from IIM Calcutta and has a Bachelor's in Chemical Engineering from IIT Madras.

