

Data Visualization for Sales Force optimization



Need a visualization tool for sales force optimization?

ABOUT THE CLIENT

Mu Sigma helped one of the top 10 pharmaceutical firms optimize its sales force at a cluster level by building a data visualization tool for managing and reallocating the sales force.

CHALLENGE

Our client had a large sales force that needed to be periodically reallocated with a view towards maximizing revenue impact. It needed a tool that would allow regional and national managers to visually perform the reallocation by coming up with optimal scenarios through simulations.

APPROACH

Mu Sigma built a sales force optimization tool that allowed regional and national managers to create scenarios for maximizing revenue under constraints. With a strong visualization capability, the tool presented current and optimal numbers in an intuitive manner for managers to take the reallocation decisions. By allowing the managers to optimize on different parameters under a variety of constraints, the tool helped them come up with feasible sales force optimization plans through a simple and intuitive visual interface. The optimal plans were backed up with detailed computations and also laid out the impact of reallocations on key quantitative parameters.

OUTCOME

The user friendly dashboard allowed managers to optimally reallocate the sales force in an easy to use visual manner, and enabled them to easily compare the results of different planning scenarios through visualizations.