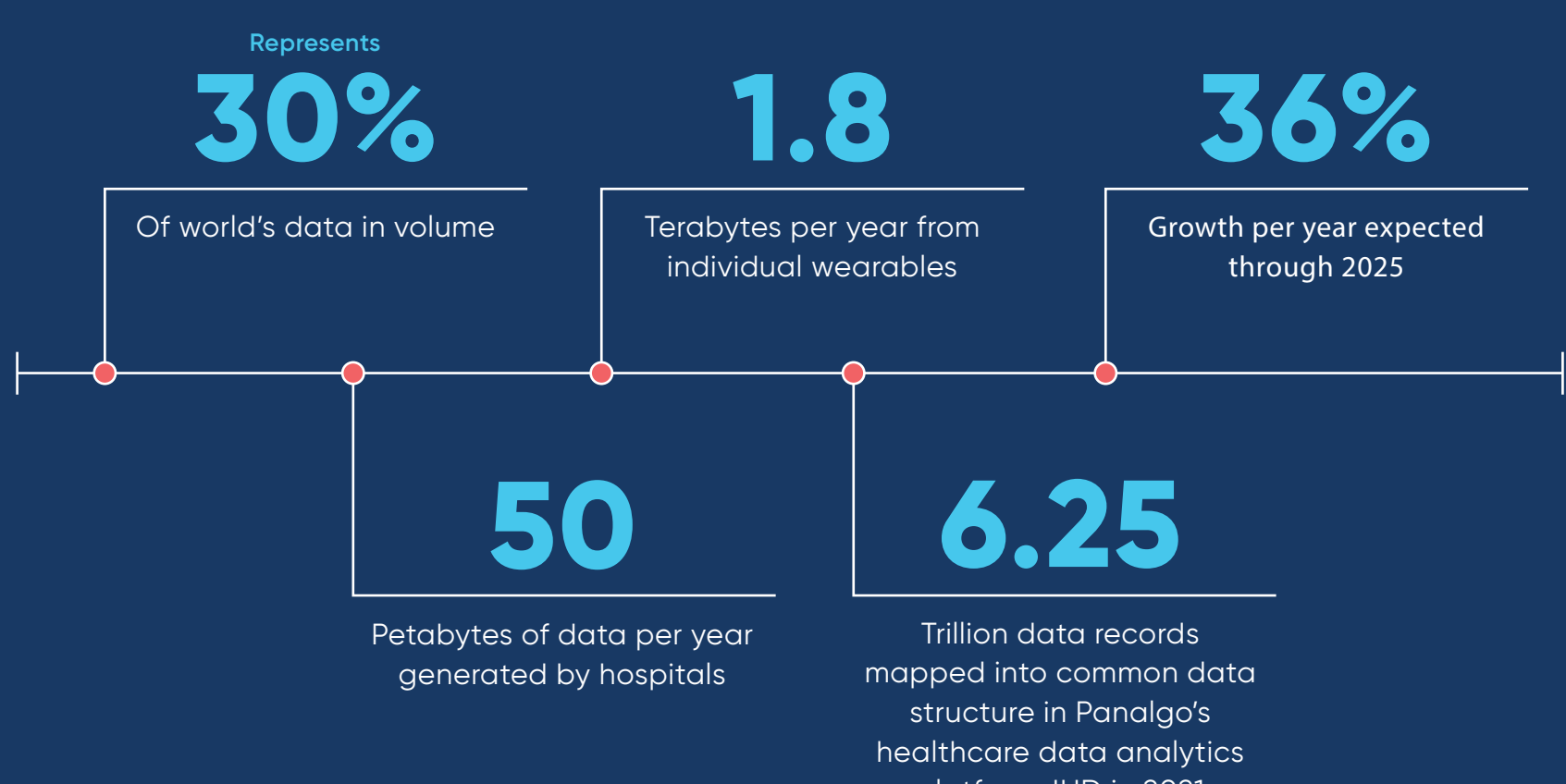


# There's a Scarcity of Data Analysts, So How Do You Scale Your Analytics?

Driving real-time decisions across the product lifecycle with self-service analytics

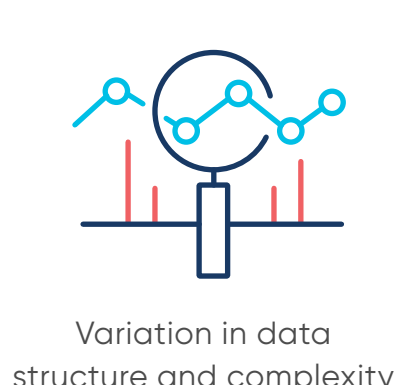
## Continual Growth of Healthcare Data

Healthcare data volume shows no sign of slowing



## Growing Data Doesn't Mean Accessible Data

Challenges of analyzing available and growing data



## Increased Demand for Data Driven Decisions

To stay competitive, life science organizations need to analyze data to:

- Accelerate research and development
- Drive sales and marketing initiatives
- Reduce costs of clinical trials
- Comply with regulatory requirements
- Engage in value-based contracting
- Enhance patient/provider outreach



## Key Data Analytics Roles

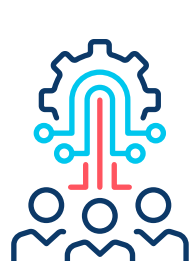
## Market Demand



**Data Analysts**

- Analyze data to make business decisions
- Answer ad-hoc business questions
- Don't always require machine learning or advanced data visualization skills
- Are typically SQL experts

- Expected employment growth rate of **25%** through 2029
- **81%** of data science/analytics teams were hiring in Q3/Q4 2021
- Close to **200,000** job openings on LinkedIn
- Huge demand as businesses grow their data strategy
- One of top three jobs with increasing demand according to the World Economic Forum



**Data Scientists**

- Interpret data to predict the future based on past trends
- Formulate questions whose solutions are likely to benefit the business
- Build statistical models and are well-versed in machine learning
- Possess a strong foundation in modeling, analytics, math, statistics, and computer science

- **73%** increase in data analytics jobs by 2022
- Estimated **11.5 million** jobs by 2026
- **46%** increase in job openings from 2019 to 2021
- **78%** of openings require 3 years' experience
- **39%** require master's degree or higher

## How to Solve the Analytical Void



**Outsourcing Analytics can be:**

- Expensive
- Time consuming
- Difficult to collaborate



**Scaling In-House Analytics Resources:**

- Leverage a scalable analytics tool
- Make analytics accessible to non-technical staff
- Sets foundation for creating a Center of Excellence
- Promotes collaboration across the organization

## Solve Your Scarcity Challenges with Panalgo's IHD Analytics



**Panalgo's IHD platform allows life sciences to scale their analytics**

- Streamlines the analytics process by removing complex programming – 85% faster
- Ease of use allows non-technical staff to analyze data and enables teams to scale capabilities
- Supports life sciences teams from pipeline to prescription
- Allows users to run unlimited customized queries
- Provides the ability to conduct ad-hoc analyses in real time

**Click here to learn how you can scale your analytics with IHD**

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