

How Data Analytics Is Helping Businesses to Combat the Impact of Novel Coronavirus

Quantzig's advanced pandemic analytics solutions are powered by to help healthcare organizations and researchers to improve the drug development process for CORONAVIRUS.

In this current situation, the whole world is trying to leverage data analytics to proactively respond to the fast-changing environment. Globally the coronavirus outbreak has hit millions of lives and its threat continues to grow every day. Healthcare researchers are now using data analytics to track and contain coronavirus. According to a group of healthcare researchers, data analytics is helping them to gain a comprehensive understanding of the disease. However, the impact of coronavirus is not limited to healthcare, the economy is showing early signs of its impact.



Four Ways in Which Data Analytics Can Help to Strike the Perfect Cord

- **Accessing information from a single source:** To stop conflicting data pieces of information from spreading your organization must come up with a single source of information or a common fact base that will provide the necessary information to improve the decision-making process.
- **Forecasting probable outcomes:** By leveraging data analytics any organization can forecast outcomes of different actions. Medical science is still unaware of how long this pandemic is about to last. If the outbreak of coronavirus continues for a long period, businesses must focus on forecasting the outcomes of current actions.
- **Prioritizing actions:** During a crisis, understanding market trends, promotional channels, and consumer preferences requires your attention. If one of these is neglected it can show a heavy impact on your business outcome.
- **Analyzing competitor's actions:** Understanding how your competitors respond to the current situation can help you with the decision-making process.

Benefits of Data Analytics

- Ability to make faster and informed business decisions, backed by data and facts
- A better understanding of customer preferences and buying patterns, which in turn, helps in building better business relationships
- Increase risk awareness by implementing various preventive methods
- Optimize and improve your organization's efficiency and capabilities. A better and deeper understanding of the financial performances of your business

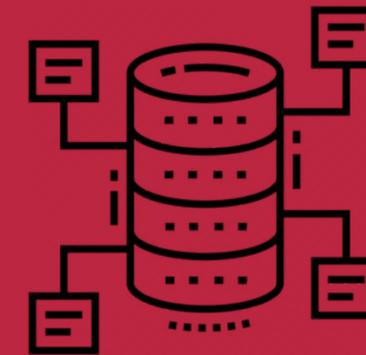
Use Cases of Data Analytics in Healthcare

Improve diagnostic accuracy



Streamline knowledge management

Improve drug development process diagnostic accuracy



Receive real-time alerts

**Analyze medical images
accurately**



**Leverage EHC more
effectively**

Improve patient engagement



**Find a cure for chronic
diseases**

Reduce the risk associated with prescription medicines



Improve patient engagement



Quantzig's Data Analytics Capabilities



1. Sales Analytics
2. Merchandising analytics
3. pricing analytics
4. Real-world evidence analytics
5. Healthcare provider analytics
6. Operational analytics
7. Financial Data Analytics
8. Service planning analytics
9. Supply Chain Analytics
10. Customer Analytics
11. Big Data Analytics
12. Digital Enterprise Analytics
13. Network Analytics Solutions
14. Oil Gas Exploration & Production
15. Manufacturing Operations Management
16. Service Management
17. Marketing Analytics
18. HR Analytics
19. Web and Social Media Analytics
20. Supply Chain operations Management
21. Risk and Compliance Analytics
22. Planning and Strategy
23. Route Optimization Solutions

About us

For more than 15 years, we have assisted our clients across the globe with end-to-end data modeling capabilities to leverage analytics for prudent decision making. Today, our firm consists of 550+ data scientists and analysts, who have served 120+ clients, including 55 Fortune 500 companies. At Quantzig, we firmly believe that the capabilities to harness maximum insights from the influx of continuous information around us is what will drive any organization's competitive readiness and success. Our objective is to bring together the best combination of analysts and consultants to complement our clients with a shared need to discover and build those capabilities and drive continuous market excellence.

Contact us