



Case Study

KOL Identification, Ranking, Profiling and Database Designing.

Client's Business Influence

Top 100 Cancer Cachexia experts Identification, Primary Profiling and Full Profiling with design and development of customized KOL database.

Project Scope:

One of the Pharma Company approached us to identify top 100 Cancer Cachexia experts and their Primary & Full Profiling with design and development of customized KOL database.

Methodology/ Approach:

- A combination of Primary and Secondary market research on domains was carried out to meet the project objective.
- Auto crawling on online web sources and other proprietary databases using Perl scripting to map the prevalence of Cancer Cachexia in the desired geography.
- Client shared additional material and other relevant books was carried out with digitization and OCR based extraction followed by data processing through Python and Linux Ubuntu environment.
- ✓ Data standardization and data point's assignment on the expert's activity in each domain.