

data analytics services

the dd+p group provides medical device manufacturers with data analytics and reporting services that transform sales, marketing and financial data into actionable insights. Whether engaging on a project-by-project basis or as ongoing staff support, our team focuses on thorough integration with your processes, products and people.



marketing analyses

- audits and process improvements
- business case development
- competitive / market research
- conversion rate and lead analyses
- CRM data cleansing
- market opportunity assessments
- metrics software implementation and optimizations
- reporting standardizations
- ROI analyses

product sales analyses

- audits and process improvements
- forecasting models
- product launch analyses and dashboards
- rebate analyses
- regression analyses
- reporting standardizations
- variance / ASP analyses
- visualization of complex analyses / data

financial analyses

- capital spending justification
- cash flow analyses
- ROI analyses
- supply chain-portfolio demand planning

applications

- Excel® and VBA
- Hyperion®
- IBM Cognos® TM1®
- Tableau®

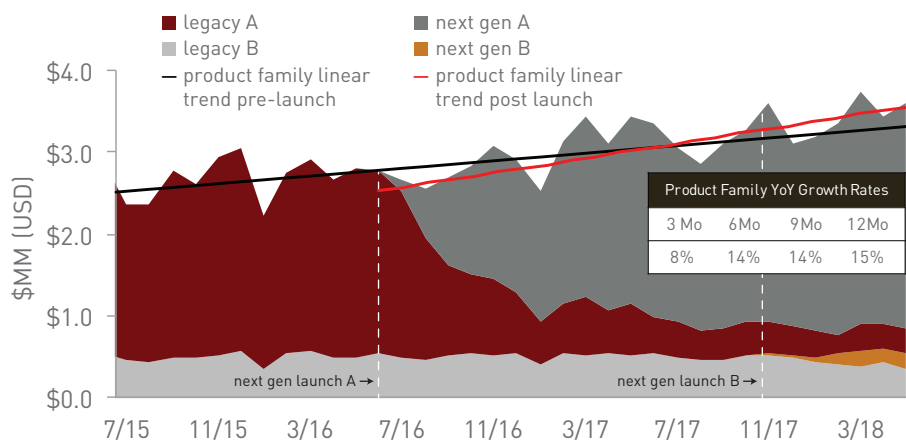
why partner with dd+p

Our data analytics team can benefit you in a number of ways from its years of medical device experience:

- industry-specific experience in data manipulation, forecasting and visualization
- in-house integration of data analytics with other tools, such as market research
- identification of relevant trends and their implications

dd+p provides data analytics partnership on a project by project basis and / or as ongoing support staff.

Two Product Family – Average Weekly Revenue by Month



about the dd+p group

The dd+p group is a business and commercialization consultancy providing strategic and tactical services for medical device manufacturers. These services include general business and marketing consulting, market research and data analytics. The company's multi-disciplinary expertise, seamless integration and adaptability enable clients to pinpoint growth opportunities, gain actionable insights and increase work throughput. Corporate clients include Johnson & Johnson Vision Care, Ethicon, Verb Surgical, Medtronic, DePuy Synthes, GE Healthcare and others.