

## Malaysian Academy of Pharmacy

Secretariat: Malaysian Pharmaceutical Society  
16-2 Jalan OP 1/5, 1-Puchong Business Park  
Off Jalan Puchong, 47160 Puchong, Selangor  
Tel: 03-80791861, Fax: 80700388  
Email: acadph@gmail.com website: www.acadpharm.org.my



### Predictive Analytics Workshop– an evidence-based method to look into data In collaboration with Malaysia Digital Economy Corporation (MDEC)

23rd Nov 2019 (Saturday), 9am – 5pm  
Wisma MPS, Puchong, Selangor

- Scope**
- Why - Improve inventory management and stocking up right
  - What - What data is needed
  - How - Role of analytics and application
- Who Should Attend**
- Community Pharmacy – Pharmacists / Managers involved in Procurement/Purchasing, Inventory, Finance, Marketing
  - Pharma Marketeers/Distributors
  - Hospital Pharmacist – Procurement / Inventory department

**Limited seats, maximum 25 participants only!**

#### Trainer



**Salim Khubchandani**  
**Marketing Analytics Consultant and Trainer**

LinkedIn : <https://www.linkedin.com/in/salim-khubchandani/>

Salim Khubchandani is a Marketing Analytics expert and Digital Marketer, having founded On-Target, an award-winning agency.

With great passion for data, he combines this with over three decades of his international and local domain and industry experience and knowledge. Salim strongly believes in the role of analytics to understand and delve deeper into consumer insights and digital marketing to forge strong relationships between brands and consumers.

Salim has worked with leading blue-chip brands and communications agencies overseas as well as in Malaysia, including Philips, M&C Saatchi and WPP's OgilvyOne Worldwide and J. Walter Thompson.

#### Fees

Normal Price	RM780
Introductory Price	RM400
MPS/MAP Member Discount	RM50
<i>*Inclusive of 6% SST</i>	

#### Banking information

Account Name	Malaysian Academy of Pharmacy
Account No.	5-14271-129500
Bank	Malayan Banking Berhad (Swift Code:MBBEMYKL)
Bank Address	2, Lorong Rahim Kajai 14, Taman Tun Dr Ismail, 60000 Kuala Lumpur.

#### Contact

[lydia.mps@gmail.com](mailto:lydia.mps@gmail.com); [mps.secretariat1@gmail.com](mailto:mps.secretariat1@gmail.com)

#### Registration



<https://forms.gle/1UkpDXr2veDviSFC8>

**Closing date**  
**8 Nov 2019**  
*Limited seats*

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<b>Programme</b>	8.45 am	<b>Registration</b>
	9.15 am	<b>Introduction</b>
	9.30 am	<b>Marketing Analytics and Its Relevance in Pharma/Retail Context</b> <i>Introduction of Predictive Analytics and its role as part of the overall Analytics chain including the crucial and fundamental role of Data in analytics and gaining insights. Participants will be introduced to the various types and sources of Data highlighting importance in the Retail and Pharma context with regards to Sales Forecasting and Inventory Planning and thus overall profitability for any company/brand.</i>
	10.45 am	<b>Morning Break</b>
	11.00 am	<b>Forecasting Methods</b> <i>Introduce and familiarize the group with importance of Forecasting and simplified methods of forecasting (sales and inventory planning) in retail context, emphasizing seasonality and other demand patterns. It will also discuss challenges faced in forecasting and inventory management.</i>
	12.45 pm	<b>Lunch</b>
	1.45 pm	<b>Customer Segmentation</b> <i>Introduce the concept of Customer Segmentation through examples and real use cases both locally and globally. Next, the group will be exposed to the importance of segmentation and understanding customers, followed by how markets can be segmented beyond just demographics, segmentation can be based on Behaviour/Psychographics and Consumption patterns i.e. RFM or Value Segmentation.</i>
	2.30 pm	<b>Application of Analytics in Sales and Inventory Forecasting</b> <i>Introduce some useful tools for predictive analytics and its application in Sales Forecasting and Inventory Planning.</i>
	3.15 pm	<b>Tea Break</b>
	3.30 pm	<b>Breakout Session</b> <i>Small group projects to apply what is learnt. Group presentation to share result of projects.</i>
	4.45 pm	<b>Summary and Close with Certificate of Participation and Group Picture</b>

*This workshop contents include theory, illustrated through use cases and practical through small group projects.*

*Attendance is mandatory for Certificate of Participation.*

