**Success Story**

***Automating STATISTICA Analyses for Pharmaceutical Market Research***
StatSoft (Tulsa, Oklahoma)
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**Background**
GfK Market Measures has been an industry leader in pharmaceutical market research for more than 40 years, offering multi-stakeholder therapeutic class analyses and promotional effectiveness tools. With robust insight into physicians, patients and managed care leaders, GfK Market Measures draws detailed portraits of all customer groups and the interactions between them that drive prescribing.

**Needs**
GfK Market Measures delivers periodic market research analysis reports to its clients. These reports are formatted documents that draw upon GfK Market Measures' data repositories of prescribing behaviors and include the results from statistical summaries and comparisons. GfK Market Measures needed to automate the analysis and production of the market research reports.

**Solution**
GfK Market Measures created a custom application to automate the production of the market research reports. For the statistical analysis portions of the reports, GfK Market Measures implemented the *STATISTICA* software. The application utilizes the *STATISTICA* object model to automate the statistical tests for inclusion on the reports.

**About *STATISTICA***
The *STATISTICA* Suite of Data Analysis Applications provides the most comprehensive collection of advanced analytical and data visualization tools (with more than 14,000 externally callable functions). The software is fully Web enabled, offers a selection of user interfaces, quick integration with virtually all database platforms, and is built upon an open, easily expandable architecture. *STATISTICA* has received the highest rating in EVERY independent comparative review in which it has been featured since its first release in 1993.

**About StatSoft, Inc.**
StatSoft, Inc. (www.statsoft.com), founded in 1984, is one of the largest producers of enterprise and desktop software for Data Analysis, Data Mining, Quality Control/Six Sigma, and Web-based Analytics. Its products are used worldwide at most major universities, corporations, and government agencies and are supported with training and consulting services by a worldwide network of StatSoft offices in 24 countries on all continents.

**About GfK Market Measures**
Providing both multi-client (syndicated) and custom solutions, GfK Market Measures (http://www.gfk.com/gfkmm/) has been an industry leader for more than 40 years, offering multi-stakeholder therapeutic class analyses and promotional effectiveness tools. With robust insight into physicians, patients and managed care leaders, GfK Market Measures draws detailed portraits of all your customer groups and the interactions between them that drive prescribing. You can profile targets to analyze behaviors and their causes within 50-plus therapy areas so you can create the strongest strategies for influencing product choices. You gain a multidimensional view of professional and consumer stakeholders, with intelligence on everything from market gaps to product perceptions, from promotional impact to prescribing patterns, from compliance to positioning.

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